Central Counties Tourism

LUNCH & LEARN SERIES: UNDERSTANDING OVERNIGHT VISITORS TO YORK, DURHAM & HEADWATERS (JANUARY – JUNE 2026 INSIGHTS)

Central Counties Tourism

CCT Land Acknowledgement

Central Counties Tourism, comprised of York, Durham, and Headwaters regions, is situated in the Dish with One Spoon area.

Dish with One Spoon is an ancestral legal agreement between the governing bodies of the Wendat, Neutral, Anishnaabe and Haudenosaunee peoples regarding the use of the land's resources, their commitment to future generations needs from the land; and that the 'Dish With One Spoon Wampum Belt Treaty' is the oldest physical evidence in the world of a civilization having a high level of understanding of environmental resource management that informed the indenturing of rights of the environment and the future generations directly into their legal code.

Tom Guerquin

Research and Development Manager

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In his role with CCT, Tom harnesses the power of data to support and grow the visitor economy, helping stakeholders succeed. As Research & Development Manager, he analyzes visitation trends and uses data to tell compelling stories that shape strategy and support stakeholders.

With over 20 years of experience in the tourism industry and a Master's degree in Tourism Management from Royal Roads University in Victoria, BC, Tom brings both expertise and passion to his role.
He also sits on the Travel and Tourism Research Association Canada Chapter Board of Directors.

CENTRAL COUNTIES TOURISM

CENTRAL COUNTIES TOURISM

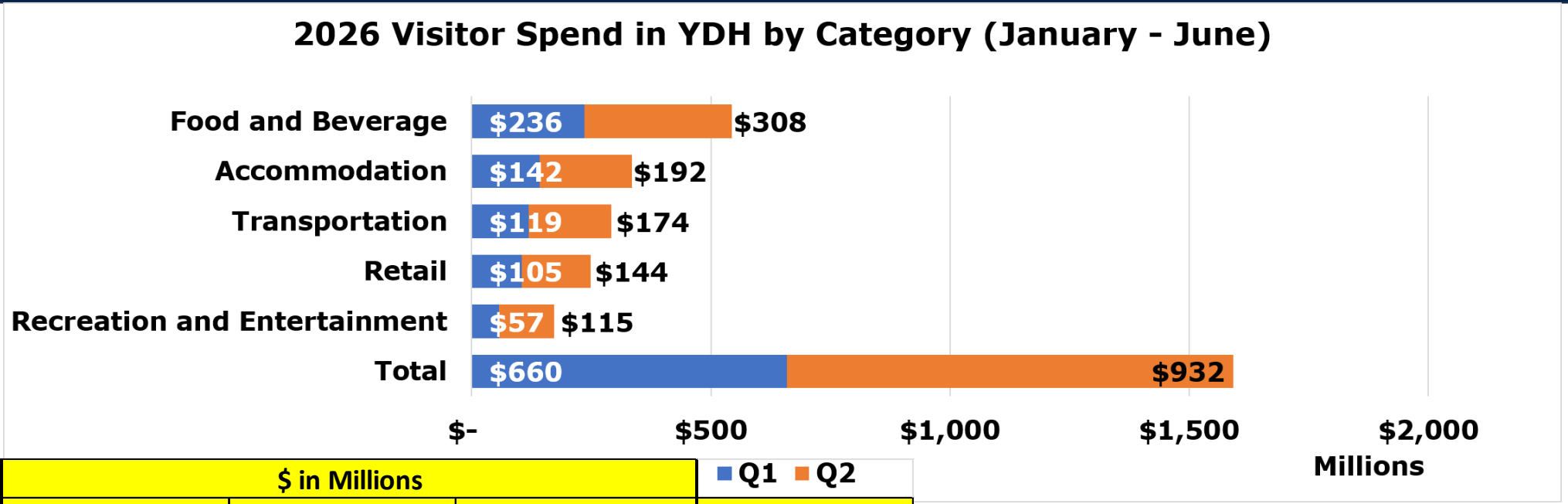
AGENDA

1. Visitor Spend in YDH (January – June 2026)
2. Regional Hotel Data
   - Monthly & Weekly
3. Overnight Visitation Analysis
   i. Regional & Municipal
   ii. Domestic (Province & City) & US (State)
   iii. # of Nights, # of Trips, & Average # of Nights per Trip
   iv. Segmentation (Nights)
4. Q&A

CENTRAL COUNTIES TOURISM

VISITOR SPEND IN YDH (JANUARY – JUNE 2026)

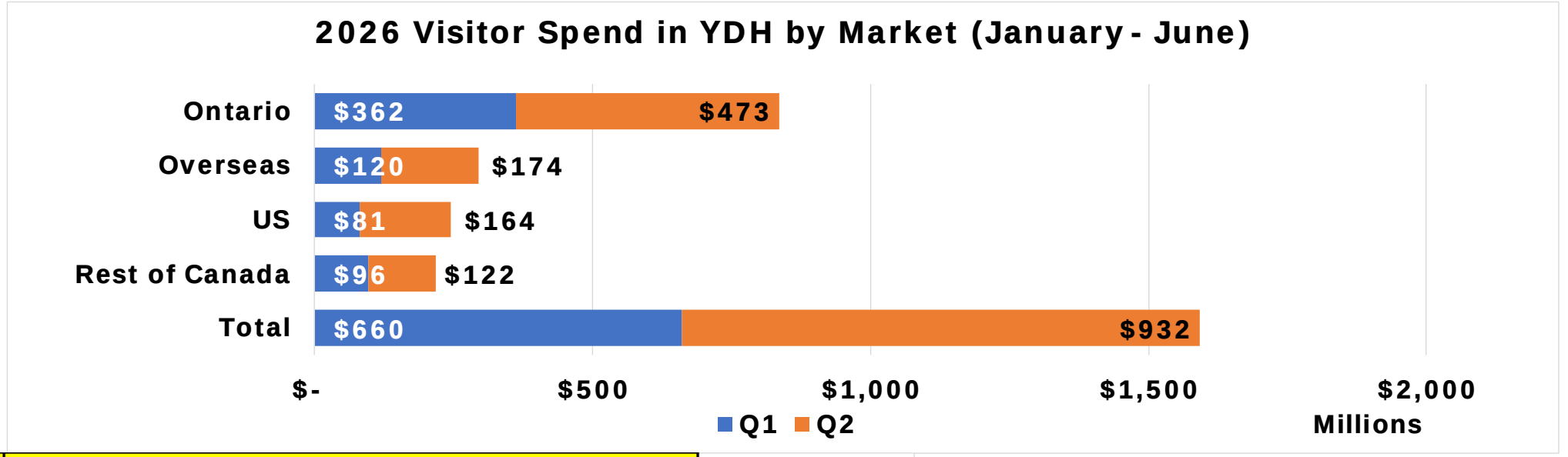
Understanding Visitor Spend by Category: $1.6B Spend in YDH January – June 2026 34% within F&B



Visitor Spend in YDH	$ in Millions			
January - June 2026	Q1	Q2	Mid-Year $	Mid-Year %
Food and Beverage	$ 236.30	$ 307.80	$ 544.10	34%
Accommodation	$ 142.20	$ 192.30	$ 334.50	21%
Transportation	$ 119.00	$ 173.50	$ 292.50	18%
Retail	$ 104.80	$ 143.50	$ 248.30	16%
Recreation and Entertainment	$ 57.40	$ 115.30	$ 172.70	11%
Total	**$ 659.70**	**$ 932.40**	**$ 1,592.10**	**100%**

"Estimated spend data is derived from Destination Canada's Lodging Aligned Spend Reporting (LASR) (Oct 28, 2026). Use, distribution, or republication of these estimates requires Destination Canada's written consent."

Understanding Visitor Spend by Market: $1.6B Spend in YDH January – June 2026 52% from Ontario



Visitor Spend in YDH	$ in Millions			
January - June 2026	Q1	Q2	Mid-Year $	Mid-Year %
Ontario	$ 361.80	$ 473.30	$ 835.10	52%
Overseas	$ 120.20	$ 174.00	$ 294.20	18%
US	$ 81.40	$ 163.50	$ 244.90	15%
Rest of Canada	$ 96.30	$ 121.50	$ 217.80	14%
Total	**$ 659.70**	**$ 932.40**	**$ 1,592.10**	**100%**

"Estimated spend data is derived from Destination Canada's Lodging Aligned Spend Reporting (LASR) (Oct 28, 2026). Use, distribution, or republication of these estimates requires Destination Canada's written consent."

CENTRAL COUNTIES TOURISM

REGIONAL HOTEL DATA (JANUARY – JUNE 2026)

Understanding Overnight Visitors:
Monthly Hotel Data

Hotel Stats in RTO6 2026

Central Counties Tourism

Date	Occupancy %	ADR $	RevPAR $	Revenue $
	2026	2026	2026	2026
Jan	56.2%	$169.79	$95.43	$26,786,753
Feb	62.5%	$173.23	$108.24	$27,442,101
Mar	67.6%	$181.79	$122.85	$34,484,484
Apr	68.7%	$178.26	$122.55	$33,054,976
May	78.2%	$186.85	$146.11	$40,071,683
Jun	77.1%	$214.41	$165.23	$45,806,305
January - June (Average)	**68.4%**	**$184.06**	**$126.73**	**$207,646,301**
Q1 (Jan - Mar)	**62.1%**	**$174.94**	**$108.84**	**$88,713,338**
Q2 (Apr - Jun)	**74.7%**	**$193.17**	**$144.63**	**$118,932,963**

https://centralcounties.ca/wp-content/uploads/CCT-Monthly-Hotel-Data-2023-2026.pdf

Understanding Overnight Visitors:
Daily & Weekly Hotel Data

CCT WEEKLY HOTEL DATA

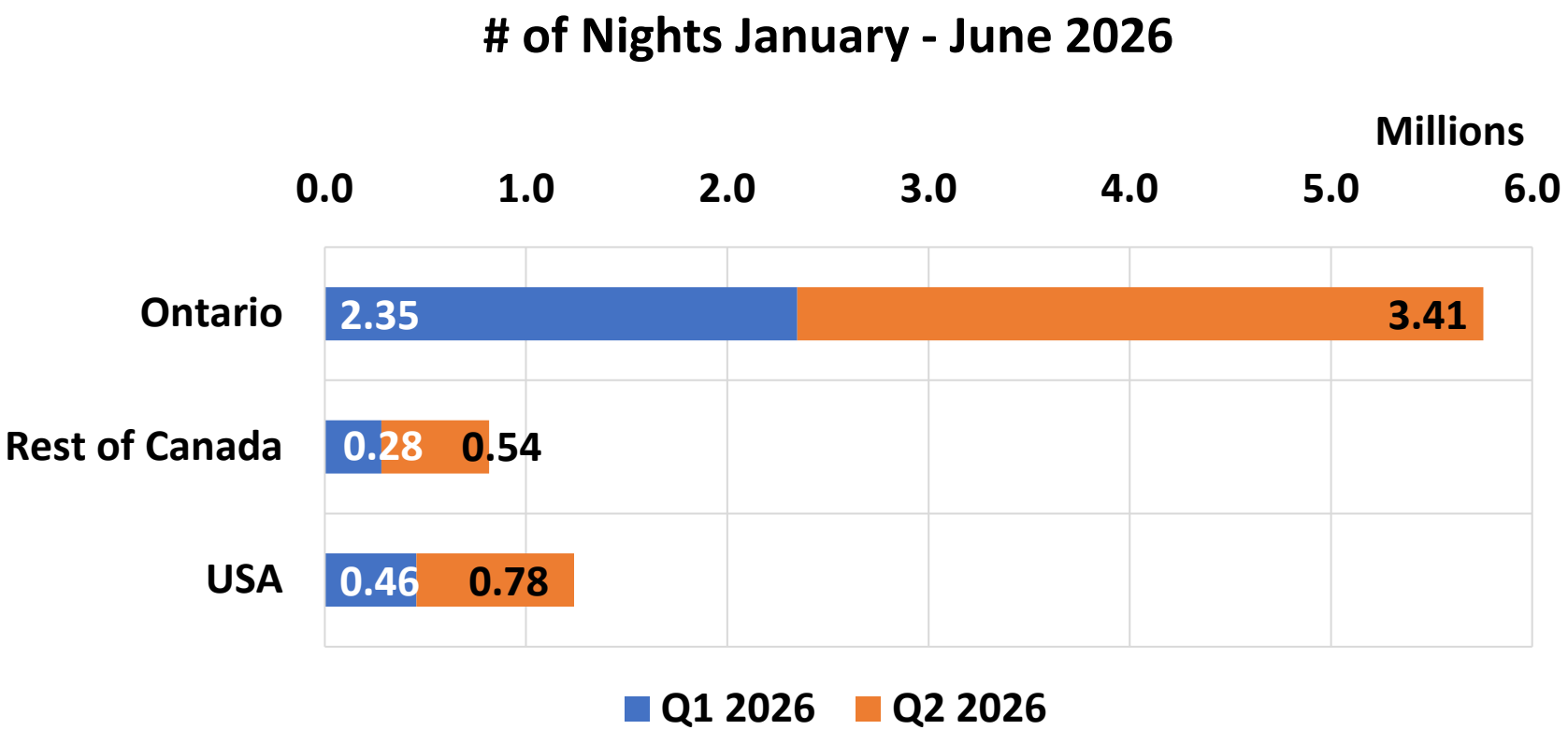
Central Counties Tourism Weekly Hotel Data 2026	Current Week Occupancy (%)										Current Week Occupancy Percent Change (%)											
	Sun 2026	Mon 2026	Tues 2026	Wed 2026	Thur 2026	Weekday (Sun-Thur) 2026	Fri 2026	Sat 2026	Weekend (Fri-Sat) 2026	Weekly Total 2026	Sun vs 2025	Mon vs 2025	Tues vs 2025	Wed vs 2025	Thur vs 2025	Weekday vs 2025	Fri vs 2025	Sat vs 2025	Weekend vs 2025	Total vs 2025	Weekly Total 2025
January 04, 2026 to January 10, 2026	29.8	38.7	46.1	45.5	47.1	41.4	55.9	59.9	57.9	46.1	-13.8	-17.2	-13.7	-14.4	-5.4	-12.8	1.9	2.3	2.1	-8.0	54.1
January 11, 2026 to January 17, 2026	39.4	58.2	62.2	63.5	74.4	59.5	73.9	75.0	74.4	63.8	-2.3	-9.4	-14.3	-10.1	7.4	-6.1	-6.0	-10.0	-8.1	-6.8	70.6
January 18, 2026 to January 24, 2026	40.6	57.7	66.9	68.6	53.6	57.5	53.2	58.5	55.9	57.0	-5.7	-3.0	2.0	8.2	-3.6	0.1	-6.7	-7.7	-7.2	-2.1	59.1
January 25, 2026 to January 31, 2026	39.6	47.7	61.0	58.9	59.8	53.4	74.9	78.6	76.7	60.1	-5.4	-22.3	-15.9	-13.1	2.5	-11.6	2.3	3.4	2.9	-6.8	66.8
January 2026 Average	**37.3**	**50.6**	**59.1**	**59.1**	**58.7**	**53.0**	**64.5**	**68.0**	**66.2**	**56.7**	**-6.8**	**-13.0**	**-10.5**	**-7.3**	**0.2**	**-7.6**	**-2.1**	**-3.0**	**-2.6**	**-5.9**	**62.7**
February 01, 2026 to February 07, 2026	36.1	54.9	66.2	66.1	66.1	57.9	70.7	73.0	71.8	61.9	-8.5	-8.7	-1.2	-0.6	4.3	-2.4	11.0	-0.3	4.9	-0.1	62.0
February 08, 2026 to February 14, 2026	40.9	59.2	65.8	62.7	63.1	58.3	73.0	87.7	80.4	64.6	-2.0	-2.8	-6.5	-20.0	-8.0	-8.8	-15.7	2.1	-6.8	-8.1	72.8
February 15, 2026 to February 21, 2026	48.7	43.1	59.3	66.0	60.4	55.5	62.6	62.4	62.5	57.5	-17.7	-13.9	-5.2	1.4	0.5	-6.5	7.0	-4.5	0.9	-4.4	61.9
February 22, 2026 to February 28, 2026	39.7	61.4	69.8	64.4	68.2	60.7	78.2	78.5	78.3	65.7	-9.1	-2.9	-1.8	-18.4	-12.0	-9.2	-1.1	-12.3	-7.0	-8.5	74.2
February 2026 Average	**41.4**	**54.7**	**65.3**	**64.8**	**64.4**	**58.1**	**71.1**	**75.4**	**73.3**	**62.4**	**-9.3**	**-7.1**	**-3.7**	**-9.4**	**-3.8**	**-6.7**	**0.3**	**-3.8**	**-2.0**	**-5.3**	**67.7**
March 01, 2026 to March 07, 2026	44.4	69.5	77.9	76.1	62.9	66.2	65.5	70.3	67.9	66.7	-10.5	-7.8	-2.7	6.2	-5.5	-3.6	1.4	-1.5	-0.1	-2.6	69.3
March 08, 2026 to March 14, 2026	42.7	64.2	72.9	68.8	57.9	61.3	63.5	72.4	68.0	63.2	-41.0	-24.3	-16.4	-17.8	-1.6	-20.8	2.5	12.3	7.5	-13.8	77.0
March 15, 2026 to March 21, 2026	69.2	82.0	84.1	79.4	61.3	75.2	71.5	70.4	71.0	74.0	59.4	30.0	17.7	11.7	-11.8	18.0	-7.3	-12.4	-9.9	8.8	65.2
March 22, 2026 to March 28, 2026	40.7	64.5	76.1	75.8	71.7	65.8	80.6	81.1	80.9	70.1	-16.9	-7.7	0.8	2.4	13.4	-0.8	8.6	3.0	5.7	1.2	68.9
March 29, 2026 to April 04, 2026	45.7	61.2	68.1	58.8	49.1	56.6	66.4	66.8	66.6	59.4	-24.7	-21.4	-18.1	-32.2	-42.2	-28.1	-26.0	-24.8	-25.4	-27.3	86.7
March 2026 Average	**48.6**	**68.3**	**75.8**	**71.8**	**60.6**	**65.0**	**69.5**	**72.2**	**70.9**	**66.7**	**-6.7**	**-6.2**	**-3.7**	**-5.9**	**-9.6**	**-7.1**	**-4.1**	**-4.7**	**-4.4**	**-6.7**	**73.4**
April 5, 2026 to April 11, 2026	45.4	53.7	65.7	67.0	79.7	62.3	93.9	93.4	93.6	71.3	-9.5	-23.2	-17.6	-14.9	-2.4	-13.5	7.1	6.6	6.9	-6.9	78.1
April 12, 2026 to April 18, 2026	58.2	82.8	94.1	90.4	79.3	81.0	76.6	84.8	80.7	80.9	34.8	23.6	27.9	37.3	36.5	31.6	5.0	18.4	11.7	25.2	55.7
April 19, 2026 to April 25, 2026	53.4	72.1	75.5	76.4	73.8	70.2	76.5	81.0	78.8	72.7	2.8	22.4	1.8	-4.2	-2.7	3.1	-8.2	-9.6	-8.9	-0.9	73.6
April 26, 2026 to May 2, 2026	53.9	76.1	83.3	83.0	72.4	73.7	76.2	84.7	80.4	75.7	-3.1	-1.1	-3.4	-1.5	-3.6	-2.5	-5.3	-5.1	-5.2	-3.3	79.0
April 2026 Average	**52.7**	**71.2**	**79.7**	**79.2**	**76.3**	**71.8**	**80.8**	**86.0**	**83.4**	**75.1**	**6.3**	**5.4**	**2.2**	**4.2**	**7.0**	**4.7**	**-0.4**	**2.6**	**1.1**	**3.5**	**71.6**
May 03, 2026 to May 09, 2026	56.0	77.5	86.1	79.9	73.6	74.6	78.7	81.8	80.3	76.2	-2.5	-0.3	3.1	-8.7	-12.0	-4.3	-6.4	-4.0	-5.2	-4.6	80.8
May 10, 2026 to May 16, 2026	50.4	74.6	84.6	82.9	73.1	73.1	80.7	88.3	84.5	76.4	1.6	-1.7	-2.3	-2.2	-1.5	-1.5	3.6	1.6	2.5	-0.2	76.6
May 17, 2026 to May 23, 2026	67.1	51.6	72.3	81.0	76.0	69.6	89.0	96.1	92.6	76.1	-1.1	-2.1	-1.8	0.9	-6.7	-2.2	8.5	5.1	6.7	0.7	75.4
May 24, 2026 to May 30, 2026	76.8	81.4	93.0	92.7	86.3	86.1	83.7	86.9	85.3	85.8	7.5	7.0	12.8	12.7	11.3	10.4	2.6	4.3	3.4	8.3	77.5
May 2026 Average	**62.6**	**71.3**	**84.0**	**84.1**	**77.2**	**75.8**	**83.0**	**88.3**	**85.6**	**78.6**	**1.4**	**0.7**	**3.0**	**0.7**	**-2.2**	**0.6**	**2.1**	**1.7**	**1.9**	**1.1**	**77.6**
May 31, 2026 to June 06, 2026	62.6	74.7	88.5	88.1	76.0	78.1	88.8	91.3	90.0	81.5	10.9	-4.0	-2.1	0.4	-8.1	-1.1	10.3	9.3	9.8	2.1	79.4
June 07, 2026 to June 13, 2026	59.5	81.7	87.8	83.0	76.1	77.6	78.0	85.6	81.8	78.8	-3.8	-0.7	0.9	-4.4	-3.0	-2.1	-1.2	5.1	2.0	-0.9	79.7
June 14, 2026 to June 20, 2026	64.4	79.8	84.9	77.0	68.8	75.0	76.9	78.1	77.5	75.7	7.7	-3.0	-3.4	-12.9	-14.7	-6.0	-12.4	-16.5	-14.5	-8.7	84.4
June 21, 2026 to June 27, 2026	54.0	74.3	81.6	78.2	73.8	72.4	78.9	83.3	81.1	74.9	-18.2	-11.5	-8.7	-7.8	3.5	-8.5	-2.0	-12.2	-7.5	-8.2	83.1
June 28, 2026 to July 04, 2026	69.6	67.7	62.4	61.2	70.4	66.3	79.7	82.6	81.1	70.5	-18.2	1.2	6.7	-12.8	-8.7	-7.4	-10.1	-10.3	-10.2	-8.3	78.8
June 2026 Average	**62.0**	**75.6**	**81.1**	**77.5**	**73.0**	**73.9**	**80.4**	**84.2**	**82.3**	**76.3**	**-4.3**	**-3.6**	**-1.3**	**-7.5**	**-6.2**	**-5.0**	**-3.1**	**-4.9**	**-4.1**	**-4.8**	**81.1**

https://centralcounties.ca/research/regional-hotel-data-reports/

Central Counties Tourism

VISITOR RESEARCH PROGRAM: OVERNIGHT VISITATION ANALYSIS (JANUARY – JUNE 2026)

Understanding Overnight Visitors:
VRP: Municipal Overnight Visitation Analysis
NIGHTS



# of Nights (Jan - Jun 2026)	Q1 2026	Q2 2026	Mid-Year 2026
Ontario	2,348,000	3,409,000	5,757,000
Rest of Canada	282,000	535,000	817,000
USA	455,000	784,000	1,239,000
Total Counts	3,085,000	4,728,000	7,813,000

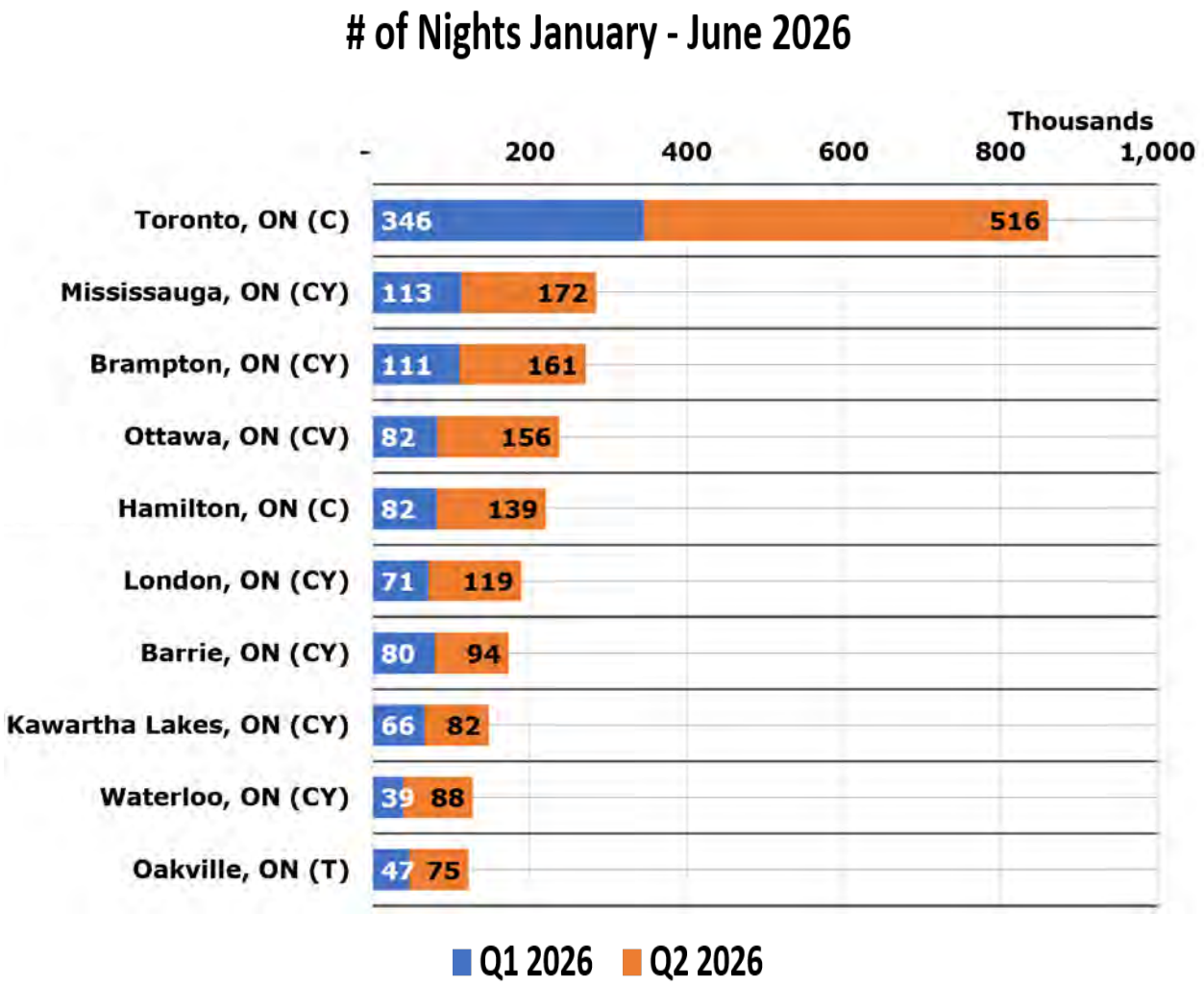
Understanding Overnight Visitors:
VRP: Municipal Overnight Visitation Analysis
NIGHTS

of Nights January – June 2026

TOP 10 PROVINCES	2026 Q1	2026 Q2	Mid-Year
Ontario	2,350,000	3,410,000	5,760,000
Quebec	100,000	190,000	290,000
British Columbia	60,000	110,000	170,000
Alberta	50,000	100,000	140,000
Nova Scotia	20,000	30,000	50,000
Manitoba	20,000	30,000	50,000
New Brunswick	10,000	20,000	40,000
Newfoundland and Labrac	10,000	20,000	30,000
Saskatchewan	10,000	20,000	30,000
Prince Edward Island	-	10,000	10,000
Grand Total	**2,630,000**	**3,940,000**	**6,570,000**

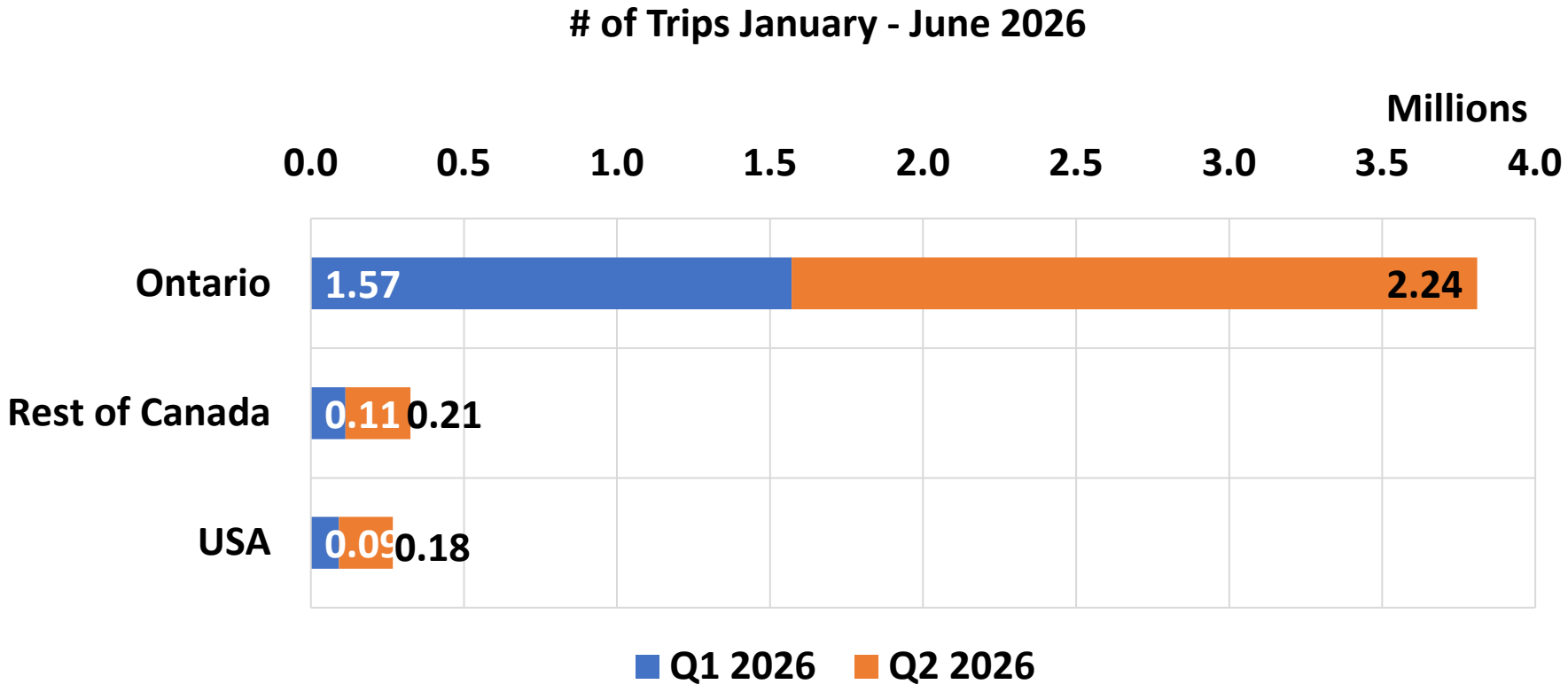
TOP 10 STATES	2026 Q1	2026 Q2	Mid-Year
Texas	190,000	70,000	260,000
Michigan	70,000	110,000	180,000
New York	60,000	100,000	160,000
California	10,000	90,000	100,000
Pennsylvania	10,000	50,000	50,000
Virginia	-	50,000	50,000
New Jersey	-	40,000	40,000
Florida	10,000	30,000	40,000
North Carolina	10,000	20,000	40,000
Illinois	10,000	20,000	30,000
Grand Total	**380,000**	**580,000**	**960,000**

Understanding Overnight Visitors:
VRP: Municipal Overnight Visitation Analysis
NIGHTS



TOP 10 CITIES	2026 Q1	2026 Q2	Mid-Year
Toronto, ON (C)	346,000	516,000	861,000
Mississauga, ON (CY)	113,000	172,000	284,000
Brampton, ON (CY)	111,000	161,000	272,000
Ottawa, ON (CV)	82,000	156,000	238,000
Hamilton, ON (C)	82,000	139,000	221,000
London, ON (CY)	71,000	119,000	190,000
Barrie, ON (CY)	80,000	94,000	173,000
Kawartha Lakes, ON (CY)	66,000	82,000	148,000
Waterloo, ON (CY)	39,000	88,000	127,000
Oakville, ON (T)	47,000	75,000	122,000
Grand Total	**1,035,000**	**1,601,000**	**2,637,000**

Understanding Overnight Visitors:
VRP: Municipal Overnight Visitation Analysis
TRIPS



# of Trips (Jan - Jun 2026)	Q1 2026	Q2 2026	Mid-Year 2026
Ontario	1,570,000	2,240,000	3,810,000
Rest of Canada	113,000	212,000	325,000
USA	92,000	175,000	267,000
Total Counts	1,775,000	2,627,000	4,403,000

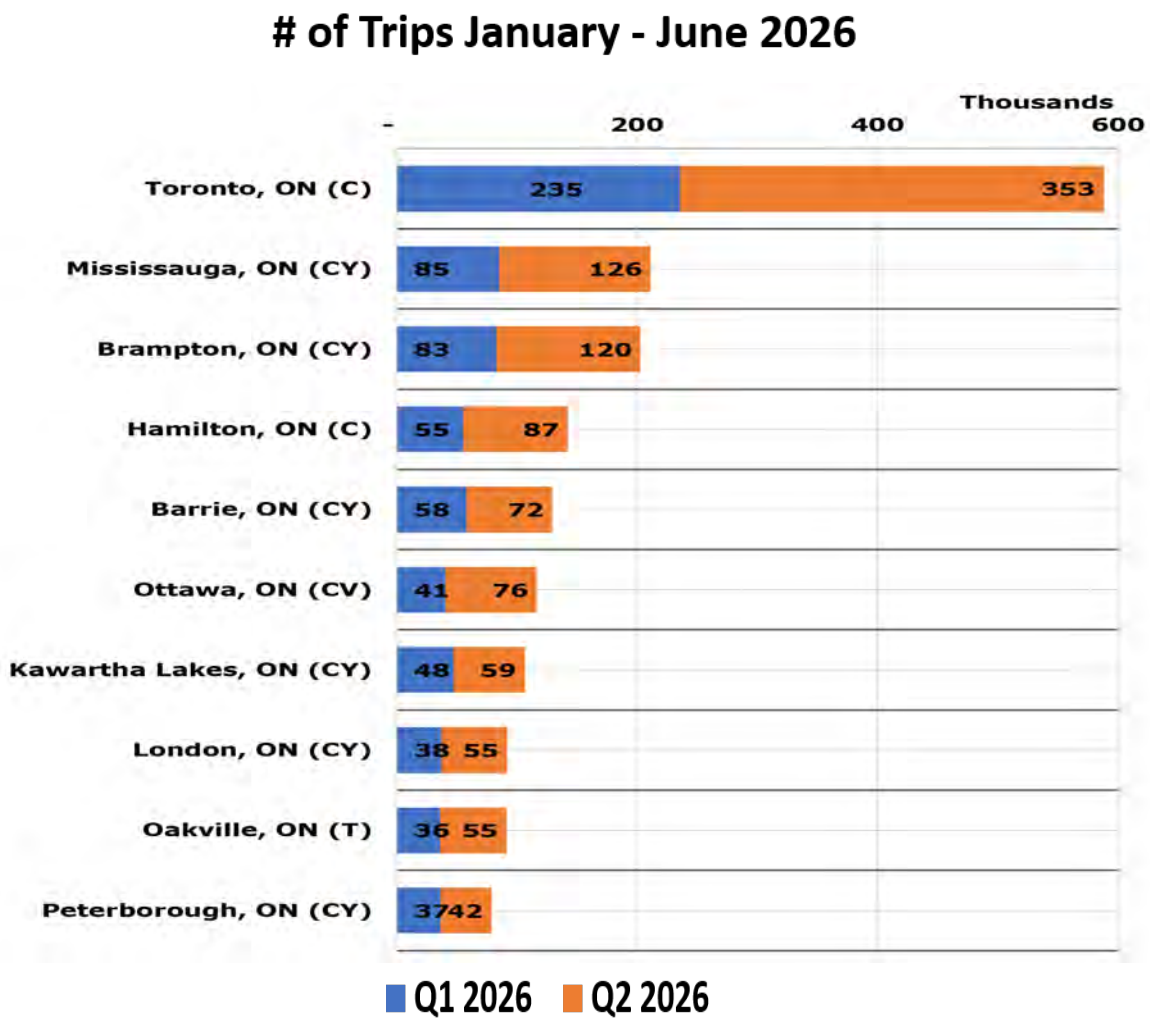
Understanding Overnight Visitors:
VRP: Municipal Overnight Visitation Analysis
TRIPS

of Trips January – June 2026

TOP 10 PROVINCES	2026 Q1	2026 Q2	Mid-Year
Ontario	1,570,000	2,240,000	3,810,000
Quebec	48,000	96,000	144,000
British Columbia	19,000	36,000	55,000
Alberta	16,000	32,000	48,000
Manitoba	10,000	13,000	24,000
Nova Scotia	7,000	11,000	17,000
New Brunswick	4,000	8,000	12,000
Saskatchewan	4,000	8,000	12,000
Newfoundland and Labrac	3,000	6,000	9,000
Prince Edward Island	1,000	2,000	3,000
Grand Total	**1,683,000**	**2,451,000**	**4,134,000**

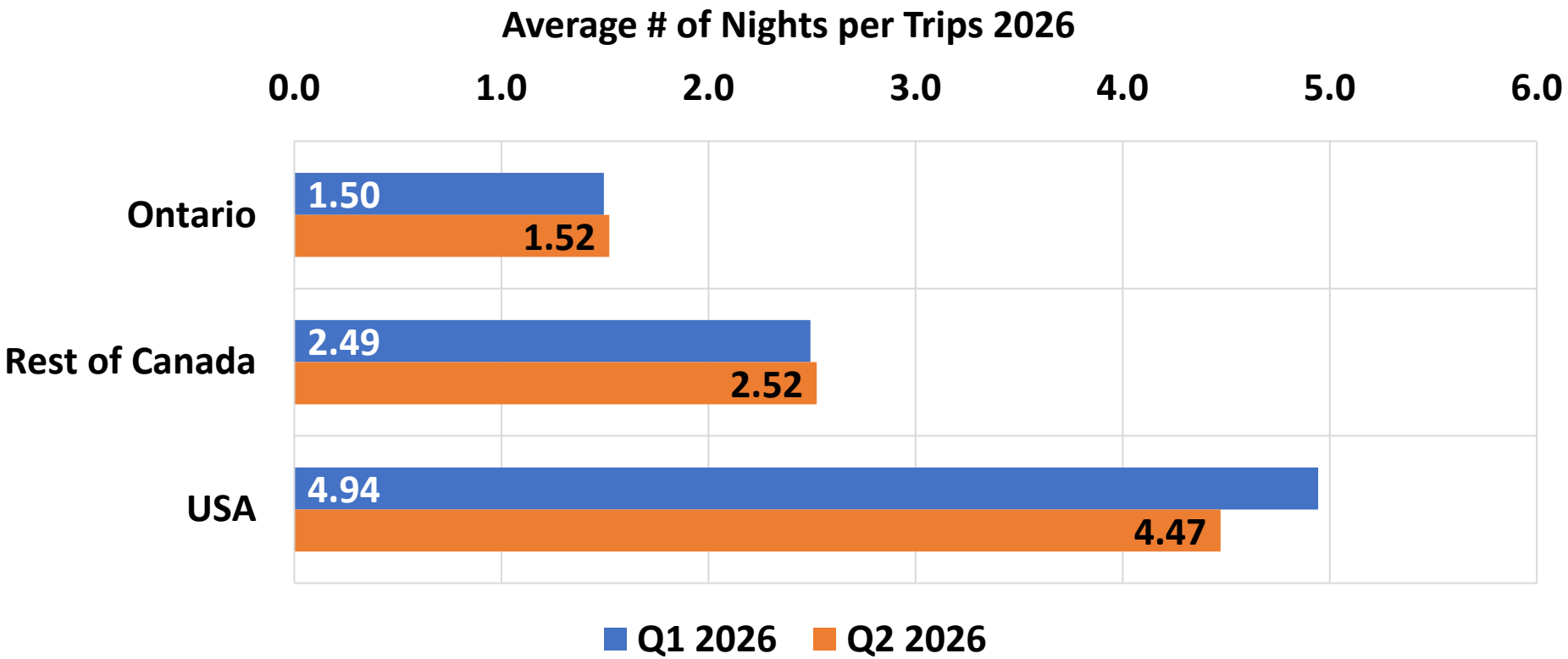
TOP 10 STATES	2026 Q1	2026 Q2	Mid-Year
Michigan	20,000	46,000	66,000
New York	14,000	30,000	44,000
Texas	16,000	12,000	28,000
California	3,000	11,000	14,000
Illinois	6,000	5,000	11,000
Massachusetts	1,000	10,000	11,000
Florida	4,000	7,000	11,000
Ohio	3,000	6,000	9,000
Maryland	4,000	3,000	7,000
Pennsylvania	1,000	6,000	7,000
Grand Total	**71,000**	**137,000**	**208,000**

Understanding Overnight Visitors:
VRP: Municipal Overnight Visitation Analysis
TRIPS



TOP 10 CITIES	2026 Q1	2026 Q2	Mid-Year
Toronto, ON (C)	235,000	353,000	588,000
Mississauga, ON (CY)	85,000	126,000	212,000
Brampton, ON (CY)	83,000	120,000	203,000
Hamilton, ON (C)	55,000	87,000	142,000
Barrie, ON (CY)	58,000	72,000	130,000
Ottawa, ON (CV)	41,000	76,000	117,000
Kawartha Lakes, ON (CY)	48,000	59,000	107,000
London, ON (CY)	38,000	55,000	92,000
Oakville, ON (T)	36,000	55,000	91,000
Peterborough, ON (CY)	37,000	42,000	79,000
Grand Total	**716,000**	**1,045,000**	**1,761,000**

Understanding Overnight Visitors:
VRP: Municipal Overnight Visitation Analysis
AVERAGE # OF NIGHTS PER TRIP



Average # of Nights per Trips	Q1 2026	Q2 2026	Mid-Year 2026
Ontario	1.50	1.52	1.51
Rest of Canada	2.49	2.52	2.51
USA	4.94	4.47	4.63
Total Average	1.74	1.80	1.77

Understanding Overnight Visitors:
VRP: Municipal Overnight Visitation Analysis
AVERAGE # OF NIGHTS PER TRIP

Average # of Nights per Trip January – June 2026

TOP 10 PROVINCES	2026 Q1	2026 Q2	Mid-Year
Newfoundland and Labrador	3.69	3.77	3.75
New Brunswick	3.13	3.07	3.09
Prince Edward Island	2.97	3.13	3.07
British Columbia	3.00	3.02	3.01
Nova Scotia	2.87	2.99	2.94
Alberta	2.94	2.94	2.94
Saskatchewan	2.96	2.68	2.78
Manitoba	2.04	2.16	2.11
Quebec	2.01	2.04	2.03
Ontario	1.50	1.52	1.51

TOP 10 STATES	2026 Q1	2026 Q2	Mid-Year
Texas	12.21	5.93	9.50
Virginia	2.64	9.95	8.22
Pennsylvania	4.23	8.42	7.69
California	3.48	8.14	7.24
New Jersey	2.70	6.61	5.95
North Carolina	3.65	7.96	5.86
New York	4.18	3.40	3.65
Florida	2.86	3.76	3.43
Illinois	2.27	3.75	2.99
Michigan	3.55	2.34	2.70

Understanding Overnight Visitors:
VRP: Municipal Overnight Visitation Analysis
AVERAGE # OF NIGHTS PER TRIP

Average # of Nights per Trip January – June 2026

TOP 10 CITIES	2026 Q1	2026 Q2	Mid-Year
Waterloo, ON (CY)	1.88	2.71	2.38
London, ON (CY)	1.89	2.18	2.06
Ottawa, ON (CV)	2.02	2.05	2.04
Hamilton, ON (C)	1.47	1.60	1.55
Toronto, ON (C)	1.47	1.46	1.46
Kawartha Lakes, ON (CY)	1.39	1.38	1.38
Mississauga, ON (CY)	1.32	1.36	1.34
Brampton, ON (CY)	1.33	1.34	1.34
Barrie, ON (CY)	1.37	1.31	1.34
Oakville, ON (T)	1.29	1.36	1.33

67 Prizm Profiles Grouped into 6 Unique CCT Segments

(Click here for detailed descriptions)

Adventure Seekers



This segment skews male, is family oriented and makes informed decisions quickly. Lives in a middle class suburban area with an upscale household income.

Prizm Segments: 05, 21, 26, 41, 43, 45, 49, 58, 62

Passionate Putters

This segment is family oriented and values hard work, leans towards a higher income bracket, and lives in an upscale suburban neighbourhood that values the cultural diversity within their community and social network.



Prizm Segments: 01, 03, 10, 14, 23, 25, 37, 38

Family Fun

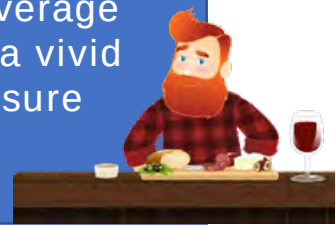
This group is made up of culturally diverse young to middle-aged families with school-aged children living in suburban culturally diverse areas. They are university educated with a household income higher than the market average.



Prizm Segments: 08, 11, 15, 17, 18, 19, 30

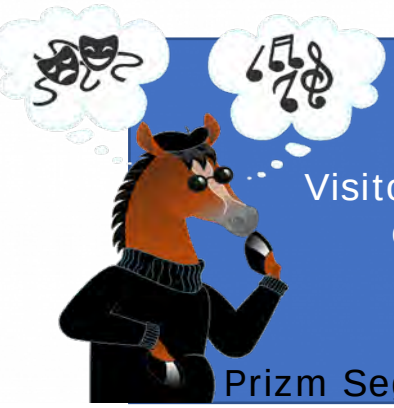
Foodie Fanatics

Leans toward university educated empty nesters and older couple without children. With an above average income and an upscale lifestyle, they reside in a vivid urban neighbourhood, are able to engage in leisure activities and embrace cultural diversity.



Prizm Segments: 02, 04, 09, 24, 28, 33

Art Lovers (Core) Urbanite



Visitors in this segment are primarily made up of culturally diverse urbanites with a university education and a slightly above average household income.

Prizm Segments: 06, 07, 12, 20, 22

Art Lovers (Tactical) Community

Time is not an issue, so they often visit art galleries and local museums & studios, attend exhibitions, festivals and live community theatre and is prone to study arts & crafts. This group supports local businesses when shopping because they believe they offer better value and have more ethical practices than large corporations.

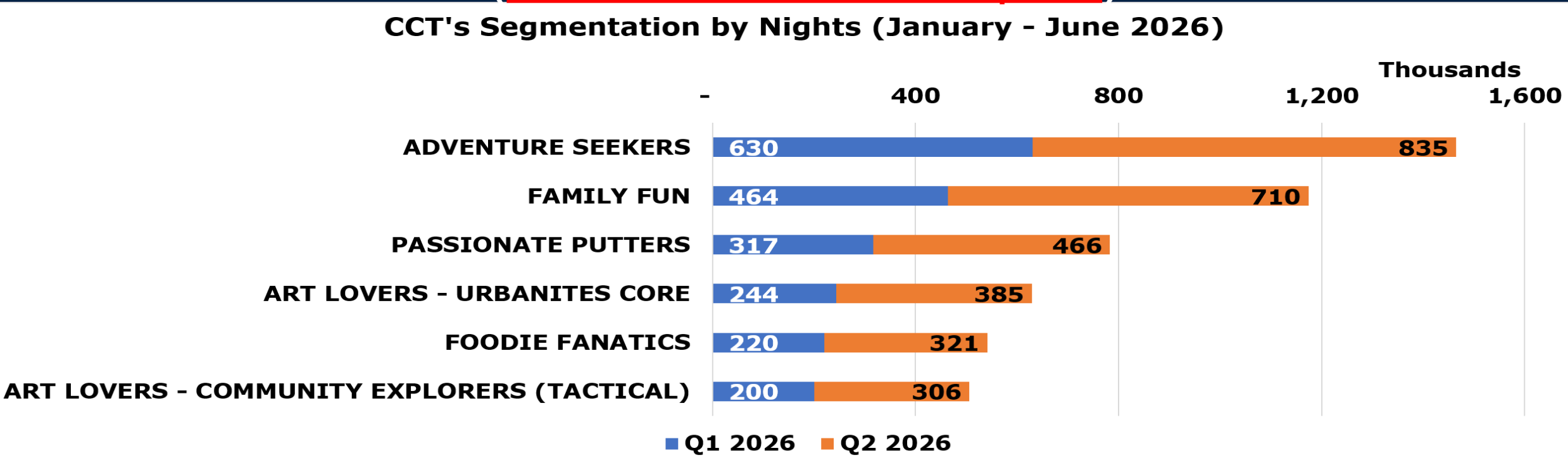
Prizm Segments: 36, 53, 57, 60, 67

Understanding Overnight Visitors:

VRP: Municipal Overnight Visitation Analysis

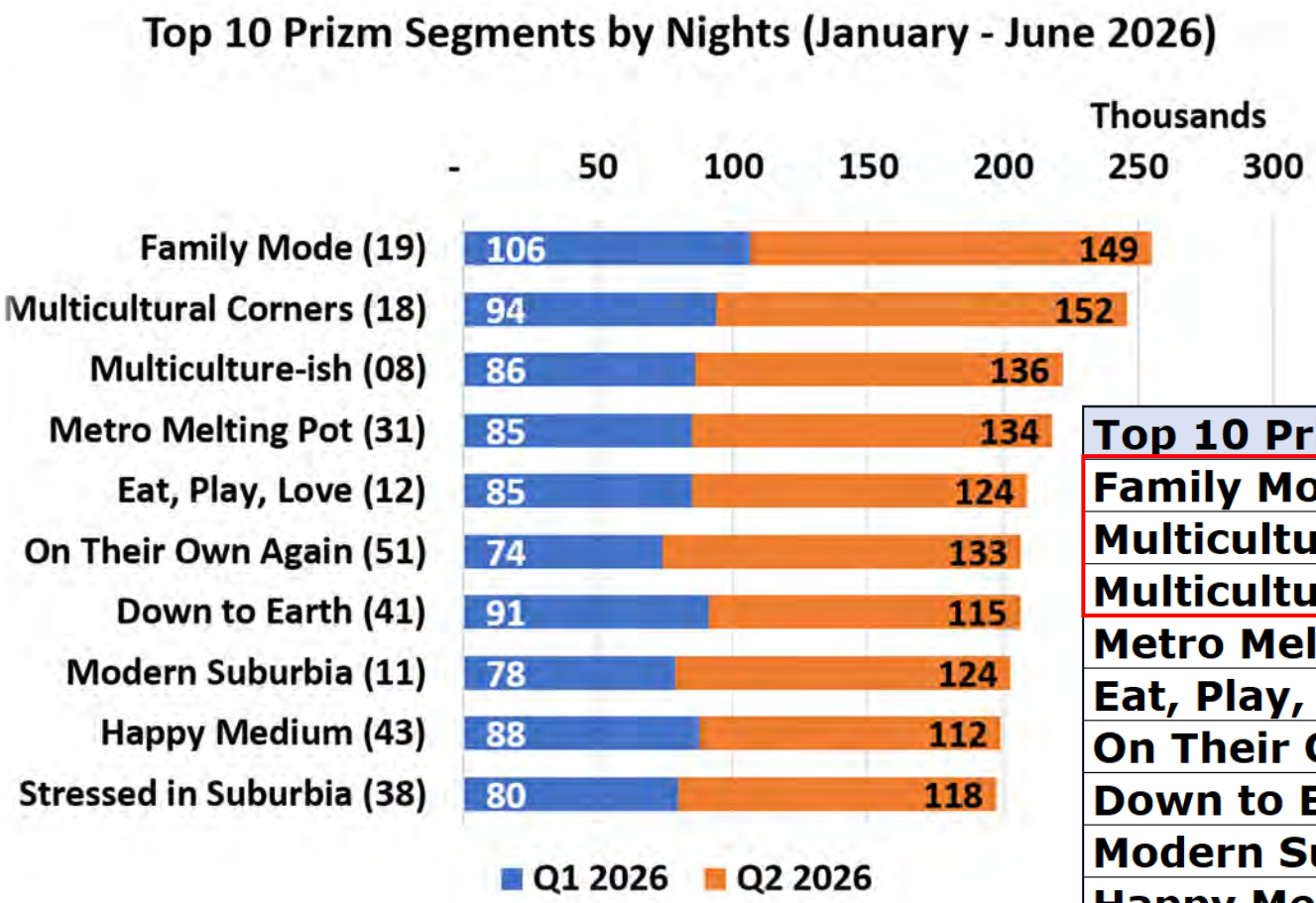
CCT Segmentation by NIGHTS

(Click here for detailed descriptions)



Segmentation:	Q1 2026	Q2 2026	Jan-Jun 2026
ADVENTURE SEEKERS: 5, 21, 26, 41, 43, 45, 49, 58, 62	630,000	835,000	1,464,000
FAMILY FUN: 8, 11, 15, 17, 18, 19, 30	464,000	710,000	1,174,000
PASSIONATE PUTTERS: 1, 3, 10, 14, 23, 25, 37, 38	317,000	466,000	783,000
ART LOVERS (URBANITES CORE): 6, 7, 12, 20, 22	244,000	385,000	629,000
FOODIE FANATICS: 2, 4, 9, 24, 28, 33	220,000	321,000	541,000
ART LOVERS (COMMUNITY EXPLORERS (TACTICAL)): 36, 53, 57, 60, 67	200,000	306,000	506,000

Understanding Overnight Visitors:
VRP: Municipal Overnight Visitation Analysis
Prizm Segmentation by NIGHTS









Top 10 Prizm Segments	Q1 2026	Q2 2026	Mid-Year
Family Mode (19)	106,000	149,000	255,000
Multicultural Corners (18)	94,000	152,000	246,000
Multiculture-ish (08)	86,000	136,000	222,000
Metro Melting Pot (31)	85,000	134,000	218,000
Eat, Play, Love (12)	85,000	124,000	209,000
On Their Own Again (51)	74,000	133,000	207,000
Down to Earth (41)	91,000	115,000	206,000
Modern Suburbia (11)	78,000	124,000	203,000
Happy Medium (43)	88,000	112,000	199,000
Stressed in Suburbia (38)	80,000	118,000	197,000

VRP PRICING

GEOFENCE Analysis

Pricing will vary based on quantity of geofence reports, period of time and customization
(e.g., Annual and Monthly data)

Starting at $565 (+HST)*

POSTAL CODE Analysis

Single Report

CCT stakeholders
(York, Durham & Headwaters region)

$149 (+HST)*

Report Bundle (3)

Comparing two different data sets
(e.g., YOY visitation or seasonal patterns)

$299 (+HST)*

**out-of-region pricing is available*

Please Note:
Prices will increase in 2027

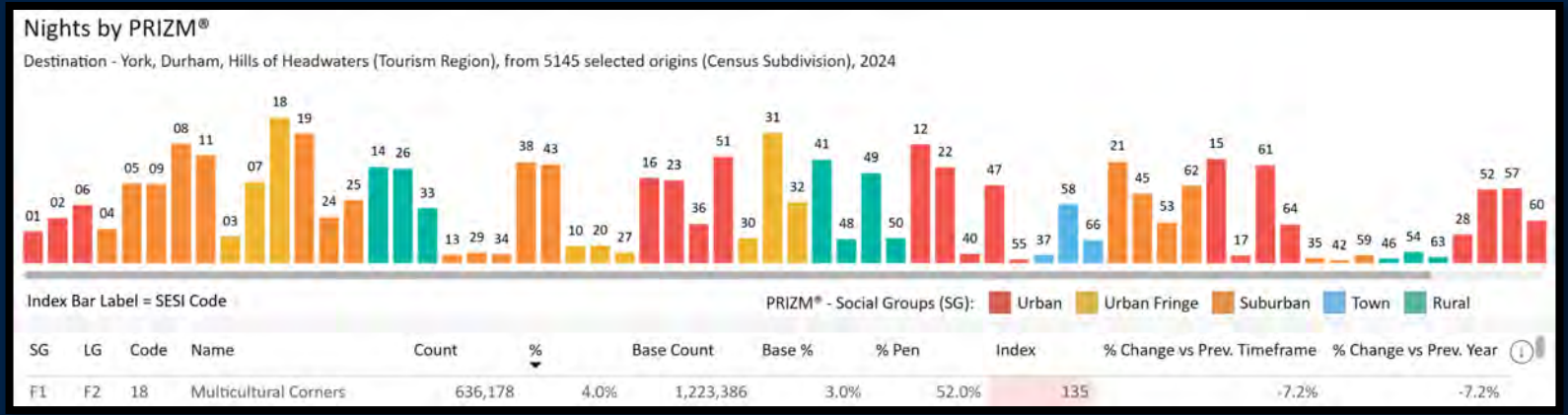
CENTRAL COUNTIES TOURISM

NEW: OVERNIGHT Analysis

A tool for municipalities, Regions & DMOs that count and analyze CAN & US overnight visitors from 40KM+ (ALL forms of accommodation: Hotel/Short Term Rentals/VFR/Cottages/Camping, ...)

Visitors	Nights	Trips	Nights / Trip	Nights / Visitor
4.6M	15.9M	9.0M	1.8	3.5
-6.1%	-5.9%	-2.9%	-3.0%	+0.3%

Sort the data from 2022 to present by Year; Season; Quarter; Month; & YoY growth
Ranking of 'Top 10 Origins' & Prizm Profiles by various measures



Top 10 Origins by Nights

Origin	Measure	% Change
Toronto, ON (C)	2.4M	-4.9%
Mississauga, ON (CY)	743.3K	-8.8%
Brampton, ON (CY)	709.1K	-2.2%
Ottawa, ON (CV)	690.3K	+12.4%

Starting at $1,995 (+HST)

CENTRAL COUNTIES TOURISM

Q&A

Central Counties Tourism

Thank you

CCT Visitor Research Program
Contact Tom:

tguerquin@centralcounties.ca

Don’t forget to sign up for our B2B Newsletter for regular updates.

CENTRAL COUNTIES TOURISM