

# SAMPLE Municipal Overnight Visitation Report

## Municipality of Sample-Ville

Benchmark: Visitors who live 40+ KM away within Canada  
 Reporting Period: January 1- December 31 2025

### Measuring Overnight Visitation

The Municipal Overnight Visitation Report uses anonymized and privacy-compliant mobile data. This data is enriched with third-party datasets, advanced analytics and psychographic modeling to generate overnight visitation insights for the municipality as a whole.

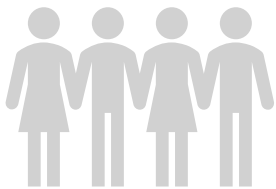
### Who is counted as an "Overnight Visitor"?

A visitor is included if they meet two criteria:

- Distance: Their Canadian primary residence is located 40km+ away
- Timeframe: Their device is detected outside of the visitors *Common Evening Location* and tracked overnight within the municipality from 6:00 PM to 7:00 AM.

### Capturing All Stay Types

This report identifies a visitor's *Common Evening Location* (where their device is located during overnight hours), to capture all forms of accommodation. This includes: hotels, motels, and bed & breakfasts, short-term rentals (such as Airbnb), and stays at private residences with friends or family



**194.1K**  
Visitors

-0.6% from 2024

**379.6K**  
Overnight  
Visits



-8.9% from 2024



**261.8K**  
Trips

-0.6% from 2024

**1.5**



-4.7% from 2024

Nights Per Trip

**2.0**



-8.4% from 2024

Nights Per Visitor

## Where Your Overnight Visitors Come From

TOP 10 OVERNIGHT VISITOR CITIES		
Origin	Visitors	% Change
Toronto	75.9K	-3.9%
Oshawa	23.3K	9.9%
Ottawa	16.9K	-20.4%
Whitby	14.3 K	18%
Brampton	11.6K	-31.5%
Kingston	9.2 K	-11.6%
Hamilton	8.5K	3.6%
Mississauga	8.4K	-24.4%
Quinte West	8.2K	8.8%
Montreal	7.2K	-24.1%

### Understanding your data

This section shows your **Top 10 Overnight Visitor Cities**. The **Count** column displays the total number of overnight visitors, while **% Change** shows the % increase or decrease in visitation from the previous year.

**18 MULTICULTURAL CORNERS**



**F1** High-Income Urban Fringe **F2** Large Diverse Families

Culturally diverse, middle-aged, middle-income urban fringe families

**Multi-Cultural Corners** consists of **culturally diverse neighbourhoods** where a significant proportion of residents are foreign-born and belong to **various visible minority groups**, including South Asian and Black communities. **Many households include older children and multigenerational families.** This segment enjoys an active lifestyle, regularly **participating in sports and local cultural events.** Households typically **earn upper-middle incomes**, supporting a comfortable lifestyle centered around family, tradition, and community connection. **Their everyday choices are shaped by a desire to maintain cultural roots** while thriving in a modern Canadian context.

**Quick Facts:**

Visitor Count:	14,665
% of Visitors:	3.9%
Base Count:	1,223,386
% Penetration:	0.01%
% Change 2024:	-10.4%
Urbanity:	Urban Fringe
Index:	<b>131</b>

**19 FAMILY MODE**



**S3** Upper-Middle Suburbia **F3** Middle-Age Families

Suburban, financially comfortable, middle-aged families

**Family Mode**, found in suburban neighbourhoods, represents **comfortable, blue-collar households with upper-middle incomes.** These large, middle-aged families typically live in owned single-detached homes. Members of this segment **value personal responsibility** and maintain a strong sense of control over their financial situation. Their leisure time often involves **attending local sporting events, arts festivals**, and dining at family-friendly restaurants, reflecting a shared focus on creating meaningful experiences together. With **high participation in cultural** and sports activities, this segment is grounded in **family values, routine, and an active, experience-rich lifestyle**

**Quick Facts:**

Visitor Count:	15,987
% of Visitors:	4.2%
Base Count:	1,064,802
% Penetration:	0.02%
% Change 2024:	+ 12.3%
Urbanity:	Suburban
Index:	<b>164</b>

**31 METRO MELTING POT**



**F3** Middle-Income Urban Fringe **Middle-Age Families** **F3**

Culturally diverse, middle-income city dwellers

**Metro Melting Pot** is a culturally rich segment primarily found in Toronto, composed largely of **middle-aged and older immigrant families** living in a mix of owned and rented homes. This group is further defined by a **high proportion of residents who speak a non-official language**. With household incomes around the national average, these families - including couples and lone parents - actively participate in local activities and **invest in their children's experiences through outings to theme parks and professional sporting events**. Their **strong appreciation for multiculturalism**, paired with a practical **embrace of technology**, reflects a lifestyle shaped by adaptability, family focus, and cultural diversity.

**Quick Facts:**

Visitor Count:	13,797
% of Visitors:	3.6%
Base Count:	1,227,270
% Penetration:	0.01%
% Change 2024:	-11.6%
Urbanity:	Urban Fringe
Index:	123

**41 DOWN TO EARTH**



**R2** Lower-Middle Rural **Older Families & Empty Nests** **M1**

Older, middle-income rural couples and families

**Down to Earth**, one of Canada's largest segments, represents **older couples and families residing in rural areas across the country**. With a high rate of homeownership and a preference for single-detached homes, these households emphasize stability and tradition. **Incomes are primarily earned from blue-collar and service-sector jobs**, supporting a comfortable yet practical lifestyle. Residents maintain **strong connections to nature and actively participate in outdoor activities**. Their leisure time is often spent close to home, enjoying gardening, fishing, hunting, and snowmobiling. This segment embodies a **grounded lifestyle defined by self-reliance, community ties, and an appreciation for the outdoors**.

**Quick Facts:**

Visitor Count:	14,683
% of Visitors:	3.6%
Base Count:	705,760
% Penetration:	0.02%
% Change 2024:	-1.0%
Urbanity:	Rural
Index:	212

# Top 5 Overnight Visitor Profiles (Canadian)

## 12 EAT, PLAY, LOVE



**Eat, Play, Love** represents a dynamic group of **young, urban singles and couples** concentrated **primarily in major Canadian cities like Toronto and Vancouver**. Living predominantly in high-rise condos, **they are culturally engaged, often attending film festivals, concerts, and sporting events**. With a high rate of university graduates and careers in business, science, and the arts, **they value authenticity, personal connection, and originality**. This segment frequently participates in fitness activities, **travels extensively, and promotes sustainability through their consumption patterns**. Their **openness to new ideas and technologies reflects a forward-thinking mindset** and a desire to stay meaningfully connected to the evolving world around them.

**U3** Young Urban Core      **Very Young Singles & Couples**      **Y1**

Younger, multi-ethnic urban singles and couples

### Quick Facts:

Visitor Count:	14,696
% of Visitors:	3.9%
Base Count:	795,870
% Penetration:	0.02%
% Change 2024:	-4,8%
Urbanity:	Urban
Index:	202

## Overnight Visitors By Season

