

Visitation Trends in Southeastern Ontario

November 5th, 2025

ENVIRONICS
ANALYTICS

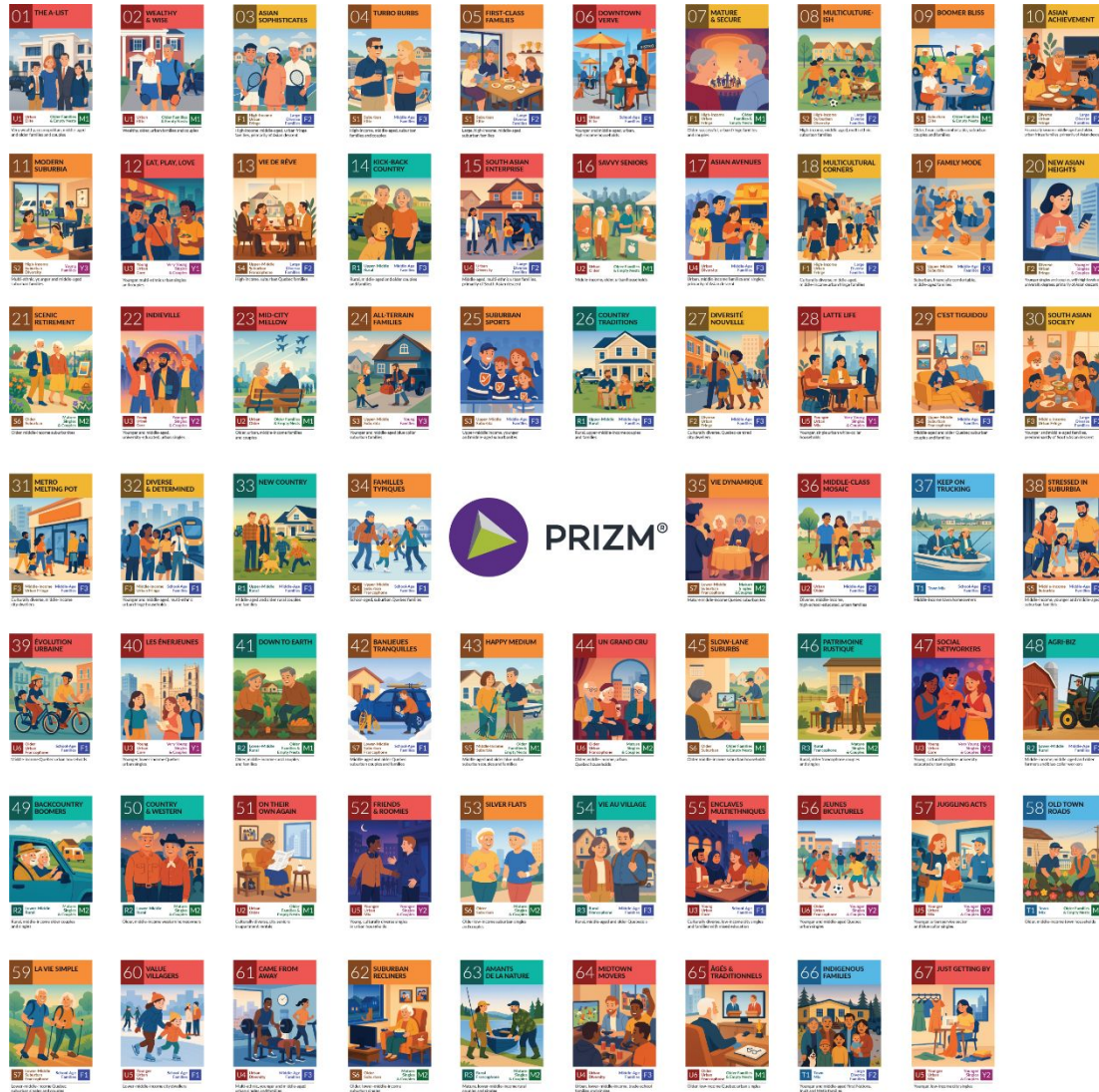
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- Partnership with RTO9



Try the PRIZM® Lookup

Discover which of the 67 unique lifestyle types make up a neighbourhood powered by EA's PRIZM® segmentation system.



2025 Visitation Trends



VisitorView Geography

All

Destination Category

National

Destination Name

Canada

Origin Category, Origin Na...

Universe

Measure

Nights

View by

Measure

Timeframe

Quarters

Selected Dates: Q1 2022 - Q3 2025 YTD

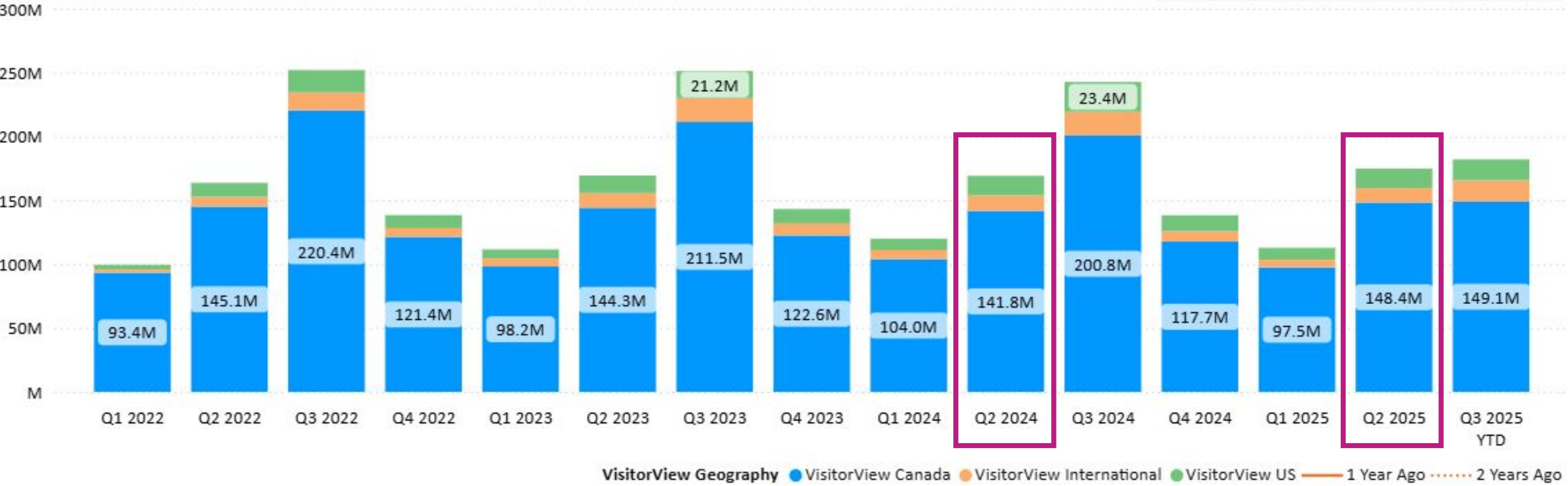
1/1/20228/1/2025

Nights by Quarter and VisitorView Geography

Destination - Canada (National), from Canada, United States, International (Universe), Q1 2022 - Q3 2025 YTD

Yearly Comparison Line Visibility

1 Year Ago



Destination Category

Province

Destination Name

Ontario

Origin Category

Universe

Origin Name

All

Measure

Nights

Timeframe

Quarters

Date

Q2 2025

View by

% Change vs Prev. Year

Visitors

11.5M

+8.7%

Nights

67.1M

+4.7%

Trips

29.1M

+13.6%

Nights / Trip

2.3

-7.8%

Nights / Visitor

5.8

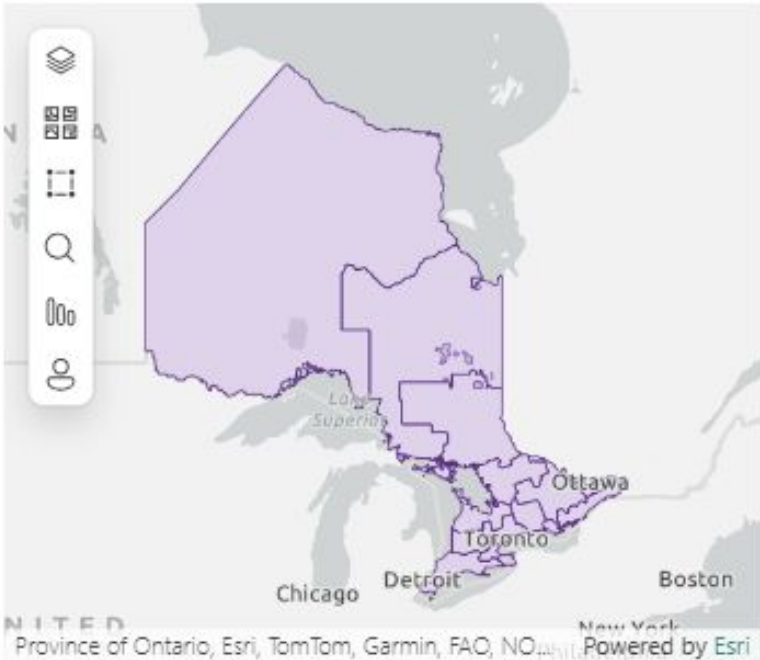
-3.6%

Origins by Nights

Origin	Measure	% Change
Canada	55.1M	+7.1%
United States	7.2M	-4.6%
International	4.7M	-5.1%

Detailed Geography

Tourism Region



Destination Category

Custom

Destination Name

RTO 9 - South East...

Origin Category

Universe

Origin Name

All

Measure

Nights

Timeframe

Quarters

Date

Q2 2025

View by

% Change vs Prev. Year



Origins by Nights

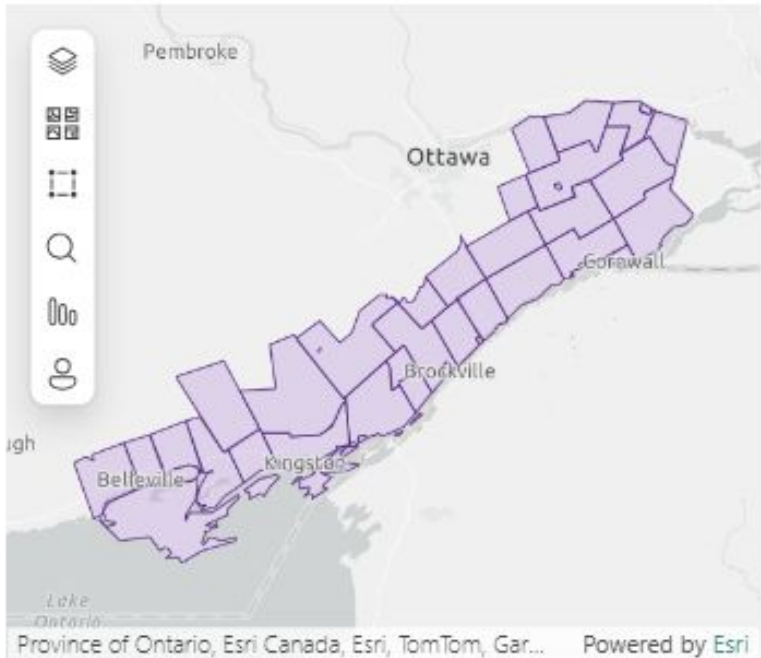
Origin	Measure	% Change
Canada	3.9M	+4.0%
United States	396.6K	+25.7%
International	125.2K	+6.1%

Top 10 Destinations by Nights

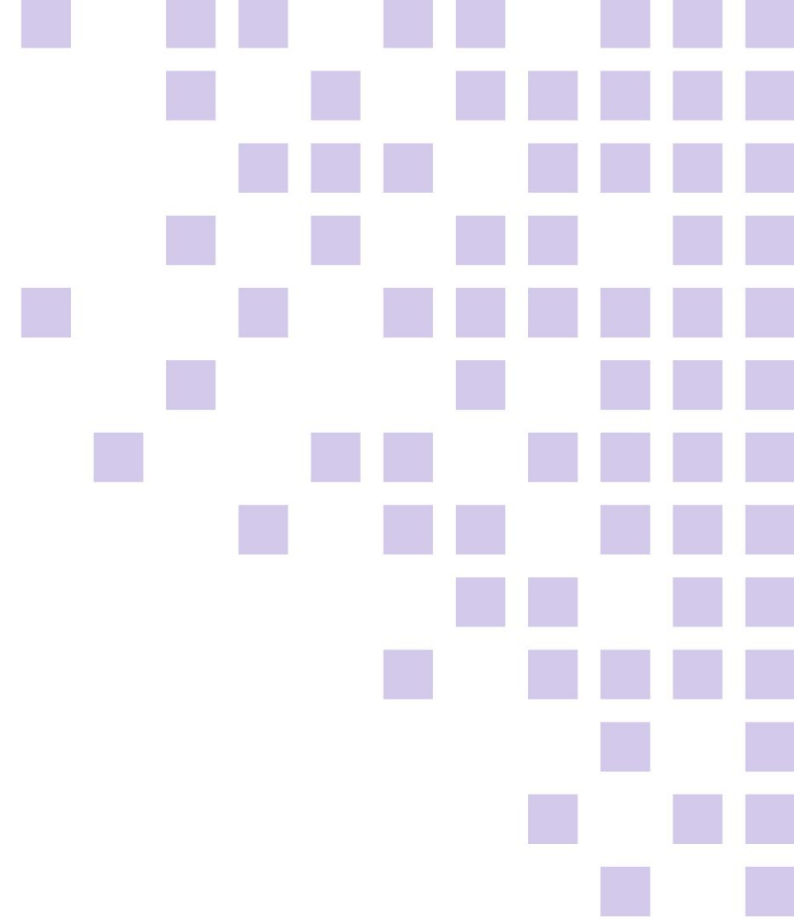
Detailed Geography	Measure	% Change
Kingston, ON (CY)	776.1K	+6.7%
Prince Edward County, ON (CY)	465.1K	-1.2%
Belleville, ON (CY)	300.9K	+3.2%
Quinte West, ON (CY)	249.5K	-2.4%
Rideau Lakes, ON (TP)	236.9K	-5.7%
Leeds and the Thousand Islan...	233.3K	-4.2%
Cornwall, ON (CY)	200.7K	+10.7%
Greater Napanee, ON (T)	160.1K	-0.2%
Loyalist, ON (TP)	144.3K	+11.6%
Brockville, ON (CY)	138.6K	+7.5%

Detailed Geography

Census Subdivision



Domestic Visitors



Destination Category: Custom

Destination Name: RTO 9 - South East...

Origin Category: Province

Origin Name: All

Measure: Nights

Timeframe: Quarters

Date: Q2 2025

View by

% Change vs Prev. Year

Visitors

 1.5M

+12.6%

Nights

 3.9M

+4.0%

Trips

 2.2M

+10.4%

Nights / Trip

 1.8

-5.8%

Nights / Visitor

 2.5

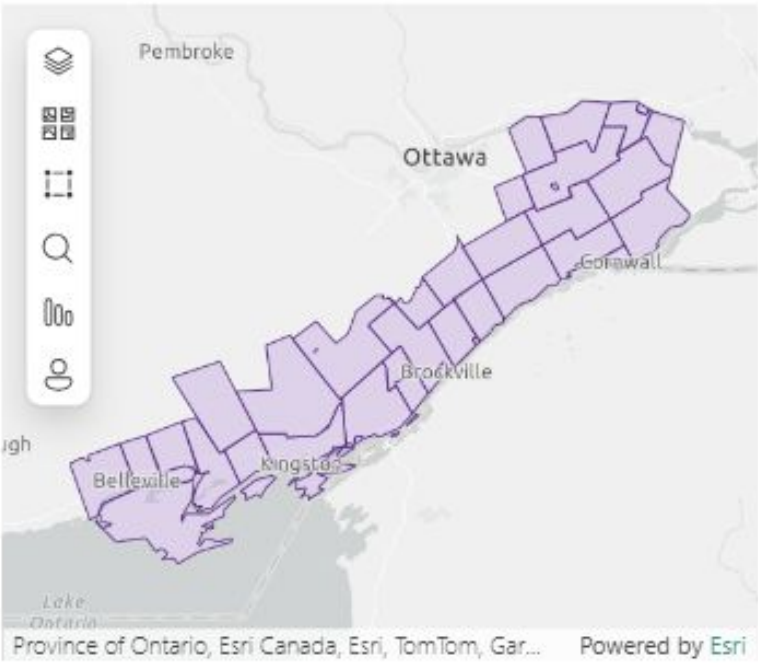
-7.6%

Top 10 Origins by Nights

Origin	Measure	% Change
Ontario	2.9M	+3.9%
Quebec	767.1K	+7.6%
British Columbia	44.2K	-8.9%
Alberta	38.9K	-12.7%
New Brunswick	36.4K	+3.2%
Nova Scotia	36.2K	-1.8%
Manitoba	17.8K	+0.6%
Newfoundland and Labrador	12.5K	-5.4%
Saskatchewan	7.9K	-14.6%
Prince Edward Island	7.4K	+4.0%

Detailed Geography

Census Subdivision



Destination Category
Custom

Destination Name
RTO 9 - South East...

Origin Category
Census Subdivision

Origin Name
All

Measure
Nights

Timeframe
Quarters

Date
Q2 2025

View by

% Change vs Prev. Year

Visitors

1.5M

+12.6%

Nights

3.9M

+4.0%

Trips

2.2M

+10.4%

Nights / Trip

1.8

-5.8%

Nights / Visitor

2.5

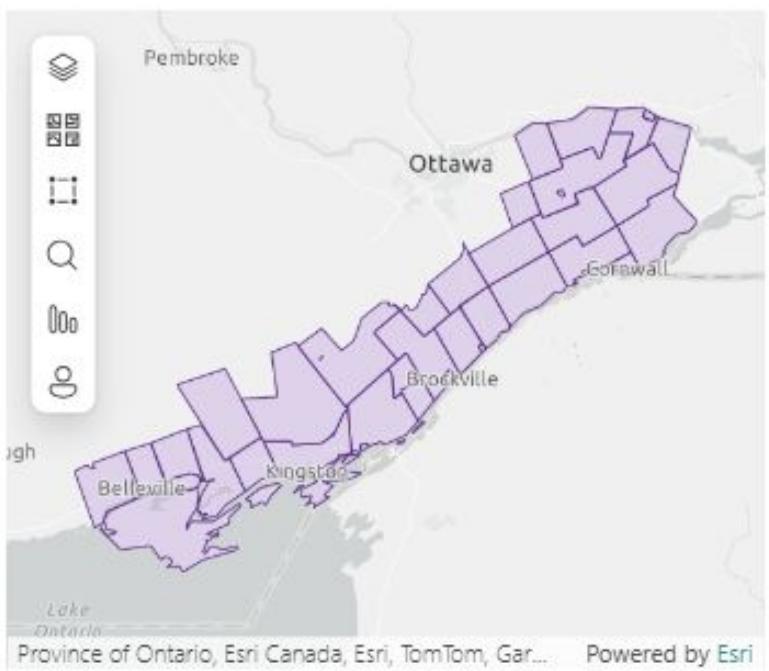
-7.6%

Top 10 Origins by Nights

Origin	Measure	% Change
Ottawa, ON (CV)	631.3K	+10.1%
Toronto, ON (C)	464.0K	-0.4%
Montréal, QC (V)	191.1K	+15.2%
Kingston, ON (CY)	127.7K	+3.6%
Gatineau, QC (V)	80.6K	+21.5%
Brampton, ON (CY)	71.8K	-21.3%
Mississauga, ON (CY)	68.0K	-9.3%
Hamilton, ON (C)	58.7K	+1.0%
Oshawa, ON (CY)	50.0K	-4.3%
Whitby, ON (T)	39.9K	+15.3%

Detailed Geography

Census Subdivision



Similar, but different YOY growth, for origins across the region

Kingston, ON

Top 10 Origins by Nights

Origin	Measure	% Change
Ottawa, ON (CV)	94.2K	+14.6%
Toronto, ON (C)	83.4K	+1.1%
Montréal, QC (V)	32.3K	+21.8%
Belleville, ON (CY)	13.5K	+1.8%
Mississauga, ON (CY)	12.5K	+1.2%
Brampton, ON (CY)	11.2K	-22.4%
Hamilton, ON (C)	10.8K	+0.4%
Gatineau, QC (V)	9.1K	+18.8%
London, ON (CY)	8.3K	-2.5%
Quinte West, ON (CY)	8.1K	-5.1%

Cornwall, ON

Top 10 Origins by Nights

Origin	Measure	% Change
Ottawa, ON (CV)	25.4K	+16.3%
Montréal, QC (V)	11.8K	+12.4%
Toronto, ON (C)	9.0K	+2.0%
Kingston, ON (CY)	3.8K	-1.5%
Gatineau, QC (V)	3.0K	-3.4%
Laval, QC (V)	2.6K	+7.8%
Mississauga, ON (CY)	2.2K	-12.8%
Vaudreuil-Dorion, QC (V)	2.1K	+161.3%
Oshawa, ON (CY)	2.1K	+123.1%
Kahnawake, QC (IRI)	2.1K	+135.3%

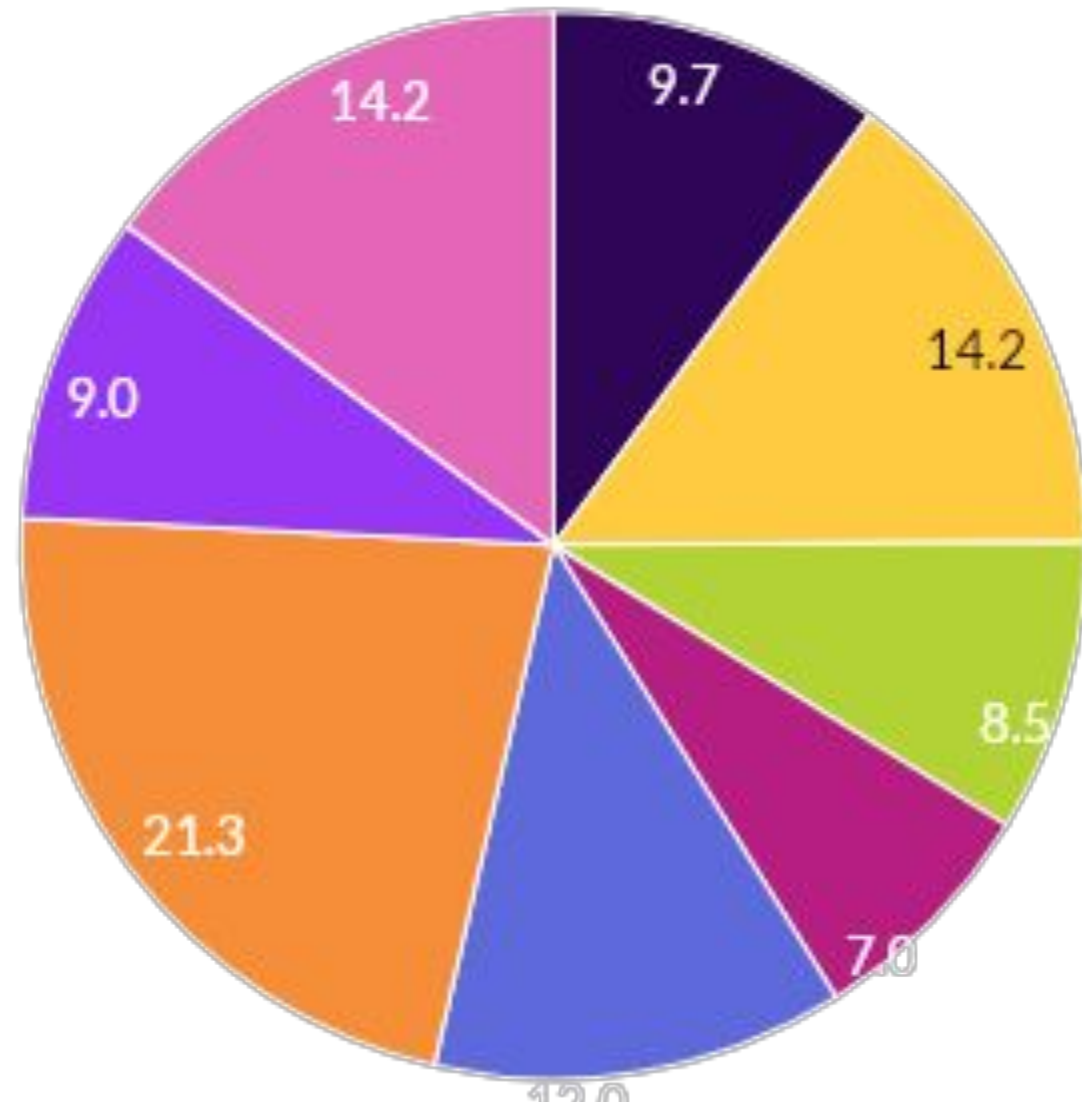
Loyalist, ON

Top 10 Origins by Nights

Origin	Measure	% Change
Toronto, ON (C)	20.4K	+13.0%
Ottawa, ON (CV)	16.9K	+40.6%
Montréal, QC (V)	6.3K	+19.7%
Belleville, ON (CY)	5.5K	+18.1%
Brampton, ON (CY)	5.1K	-22.7%
Mississauga, ON (CY)	3.5K	+10.8%
Hamilton, ON (C)	2.5K	+18.5%
Quinte West, ON (CY)	2.4K	-7.3%
Oshawa, ON (CY)	1.9K	-17.5%
Markham, ON (CY)	1.9K	+39.4%

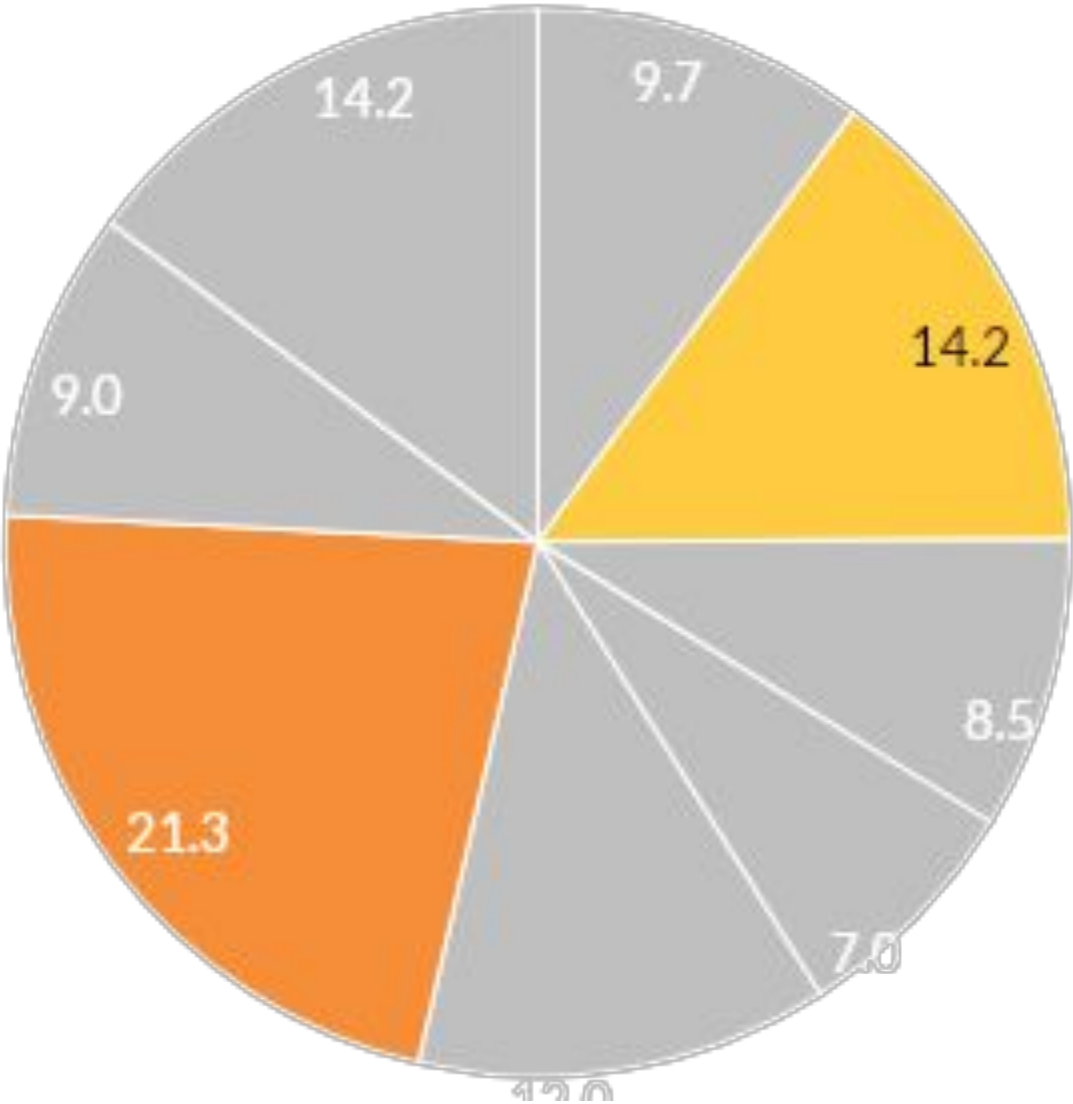
Through the lens of the Destination Canada Traveller Segments...

- Outdoor Explorers
- Culture Seekers
- Refined Globetrotters
- Purpose Driven Families
- City Trippers
- Simplicity Lovers
- Fun & Sun Families
- Non-Travellers



Through the lens of the Destination Canada Traveller Segments, Simplicity Lovers and Culture Seekers are top groups

- Outdoor Explorers
- Culture Seekers
- Refined Globetrotters
- Purpose Driven Families
- City Trippers
- Simplicity Lovers
- Fun & Sun Families
- Non-Travellers



US Visitors

Destination Category

Custom

Destination Name

RTO 9 - South East...

Origin Category

Universe

Origin Name

All

Measure

Nights

Timeframe

Quarters

Date

Q2 2025

View by

% Change vs Prev. Year



Origins by Nights

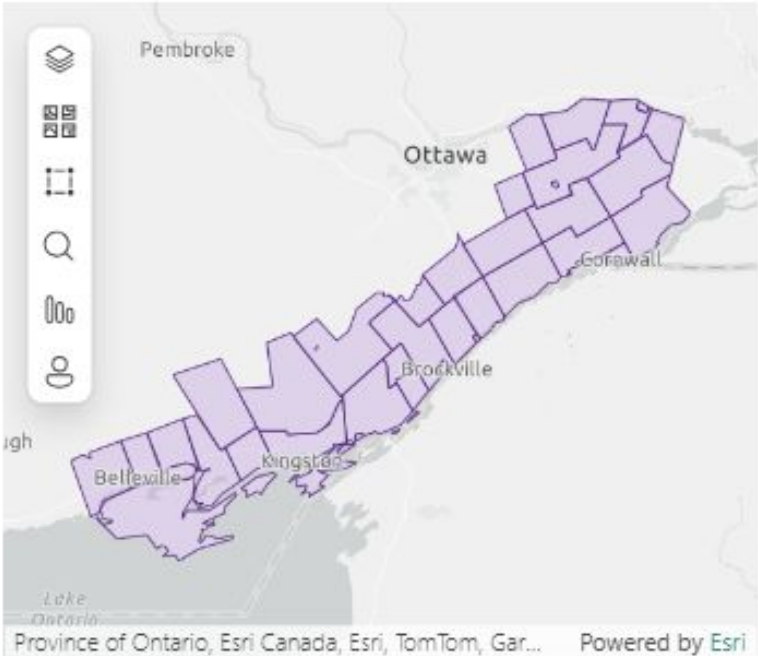
Origin	Measure	% Change
Canada	3.9M	+4.0%
United States	396.6K	+25.7%
International	125.2K	+6.1%

Top 10 Destinations by Nights

Detailed Geography	Measure	% Change
Kingston, ON (CY)	776.1K	+6.7%
Prince Edward County, ON (CY)	465.1K	-1.2%
Belleville, ON (CY)	300.9K	+3.2%
Quinte West, ON (CY)	249.5K	-2.4%
Rideau Lakes, ON (TP)	236.9K	-5.7%
Leeds and the Thousand Islan...	233.3K	-4.2%
Cornwall, ON (CY)	200.7K	+10.7%
Greater Napanee, ON (T)	160.1K	-0.2%
Loyalist, ON (TP)	144.3K	+11.6%
Brockville, ON (CY)	138.6K	+7.5%

Detailed Geography

Census Subdivision



Overview



Destination Category

Custom

Destination Name

RTO 9 - South East...

Origin Category

State

Origin Name

All

Measure

Nights

Timeframe

Quarters

Date

Q2 2025

View by

% Change vs Prev. Year

Visitors

Nights

396.6K

+25.7%

Trips

99.5K

+14.4%

Nights / Trip

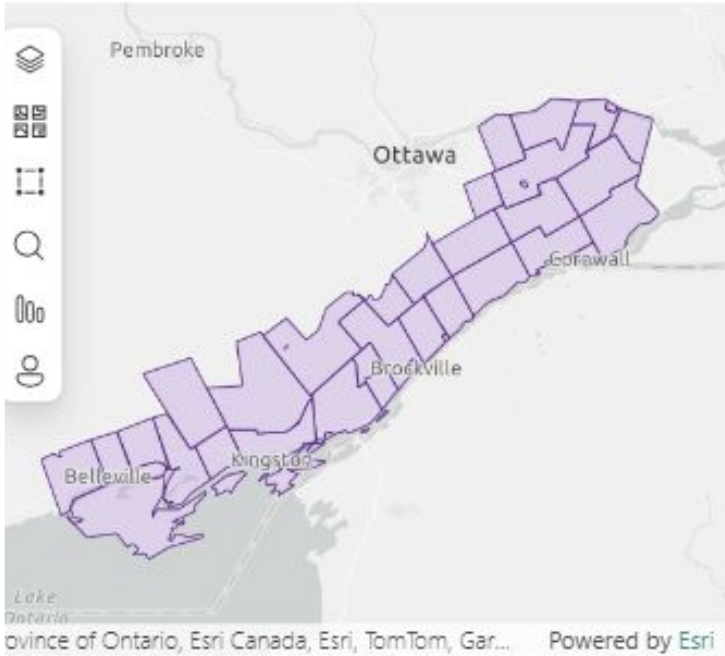
4.0

+9.9%

Nights / Visitor

tailed Geography

ensus Subdivision



Destination Category

Custom

Destination Name

RTO 9 - South East...

Origin Category

State

Origin Name

All

Measure

Trips

Timeframe

Quarters

Date

Q2 2025

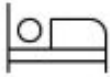
View by

% Change vs Prev. Year

Visitors



Nights



396.6K

+25.7%

Trips



99.5K

+14.4%

Nights / Trip



4.0

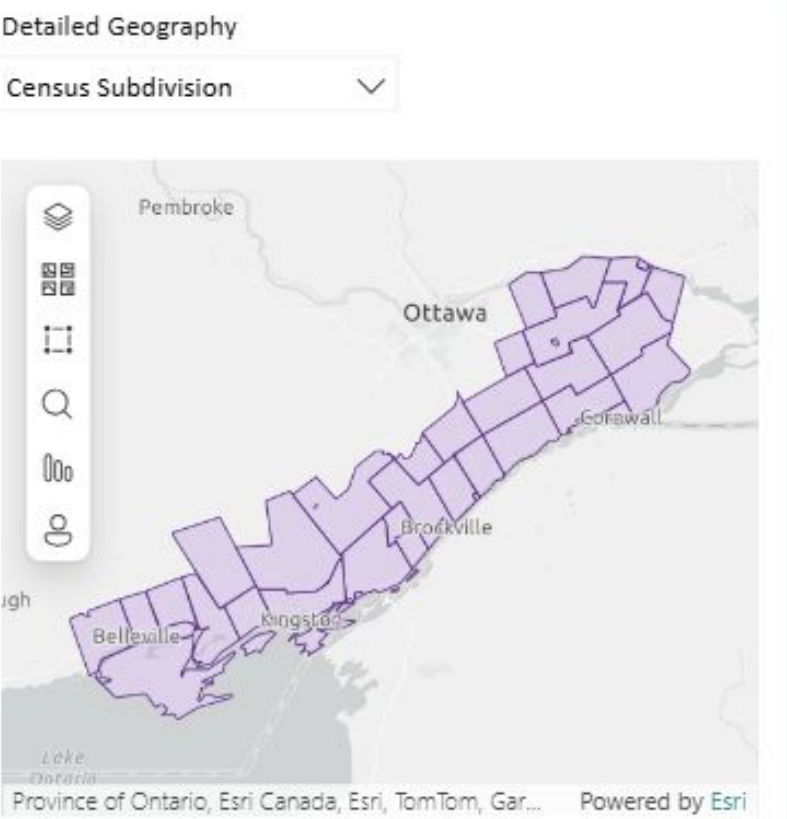
+9.9%

Nights / Visitor



Top 10 Origins by Trips

Origin	Measure	% Change
New York	24.3K	+23.7%
Pennsylvania	24.0K	+20.0%
North Carolina	7.4K	+35.1%
Virginia	6.9K	+7.7%
West Virginia	4.0K	+31.2%
Texas	3.6K	+13.3%
Minnesota	3.6K	+10.7%
Nevada	3.1K	+32.1%
New Jersey	2.6K	+20.9%
Connecticut	2.2K	+13.4%



Overview

Destination Category

Custom

Destination Name

RTO 9 - South East...

Origin Category

State

Origin Name

All

Measure

Nights

Timeframe

Quarters

Date

Q2 2025

View by

% Change vs Prev. Year

Visitors



Nights

396.6K

+25.7%

Trips

99.5K

+14.4%

Nights / Trip

4.0

+9.9%

Nights / Visitor

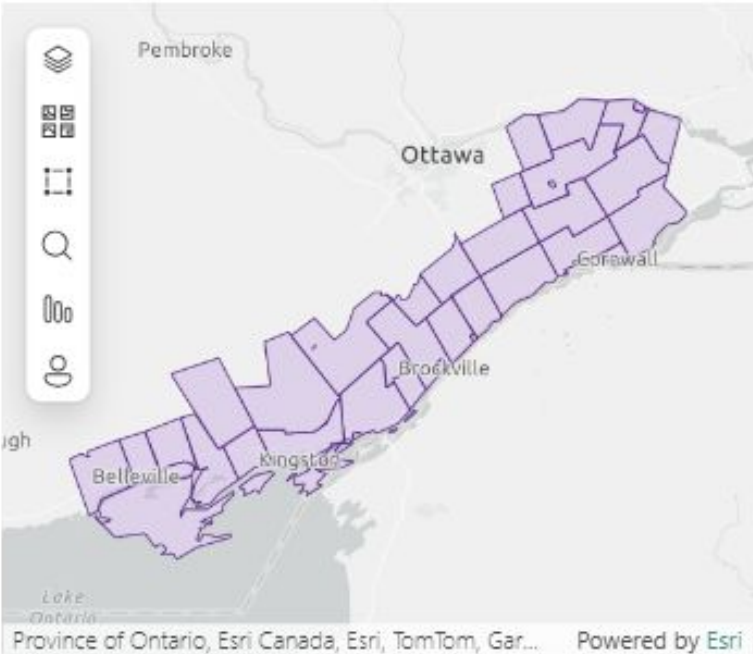


Top 10 Origins by Nights

Origin	Measure	% Change
North Carolina	100.3K	+58.9%
New York	63.2K	+24.8%
Pennsylvania	60.3K	+17.4%
Virginia	55.1K	+15.8%
Washington	12.6K	+29.0%
Texas	12.2K	+23.8%
West Virginia	10.3K	+30.2%
Minnesota	9.0K	+18.4%
Nevada	8.3K	+40.3%
California	8.1K	-7.1%

Detailed Geography

Census Subdivision



Destination Category

Destination Name

Origin Category

Origin Name

Measure

Timeframe

Date

Custom

RTO 9 - South East...

State

All

Nights

Quarters

Q2 2025

View by

% Change vs Prev. Year

Visitors



Nights



Trips



Nights / Trip



Nights / Visitor



Top 10 Origins by Nights

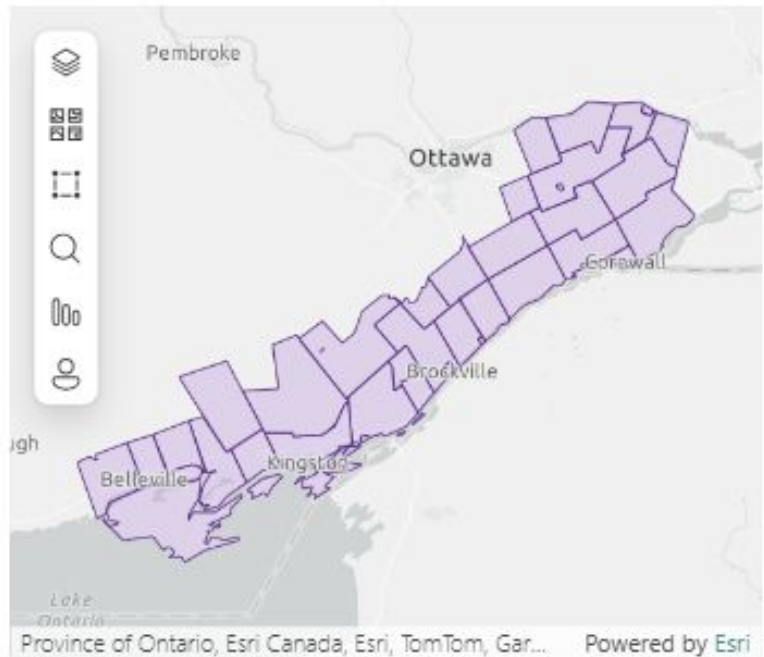
Origin	Measure	% Change
North Carolina	100.3K	+58.9%
New York	63.2K	+24.8%
Pennsylvania	60.3K	+17.4%
Virginia	55.1K	+15.8%
Washington	12.6K	+29.0%
Texas	12.2K	+23.8%
West Virginia	10.3K	+30.2%
Minnesota	9.0K	+18.4%
Nevada	8.3K	+40.3%
California	8.1K	-7.1%

Top 10 Destinations by Nights

Detailed Geography	Measure	% Change
Kingston, ON (CY)	69.6K	+15.0%
Leeds and the Thousand Islan...	40.6K	+12.9%
Cornwall, ON (CY)	31.9K	+60.0%
Belleville, ON (CY)	24.9K	+27.0%
Rideau Lakes, ON (TP)	23.2K	-1.6%
South Dundas, ON (MU)	19.6K	+99.0%
Brockville, ON (CY)	19.5K	+46.2%
Augusta, ON (TP)	16.4K	+61.7%
Prince Edward County, ON (CY)	15.1K	-16.3%
Edwardsburgh/Cardinal, ON (T...	13.9K	+75.3%

Detailed Geography

Census Subdivision



Similar, but different YOY growth, for origins across the region

Belleville, ON

Top 10 Origins by Trips

Origin	Measure	% Change
Pennsylvania	1.3K	+11.5%
New York	1.0K	+1.4%
North Carolina	649	+66.0%
Virginia	467	+5.4%
Michigan	169	-1.7%
West Virginia	161	+32.0%
Texas	149	-3.9%
Washington	147	-5.2%
California	135	-6.9%
Illinois	125	-2.3%

Cornwall, ON

Top 10 Origins by Trips

Origin	Measure	% Change
New York	2.5K	+57.7%
Pennsylvania	2.0K	+46.9%
North Carolina	913	+84.8%
Virginia	696	+51.0%
Minnesota	383	+52.6%
Texas	378	+56.2%
Connecticut	354	+64.7%
Nevada	339	+56.2%
West Virginia	332	+65.2%
New Jersey	272	+51.1%

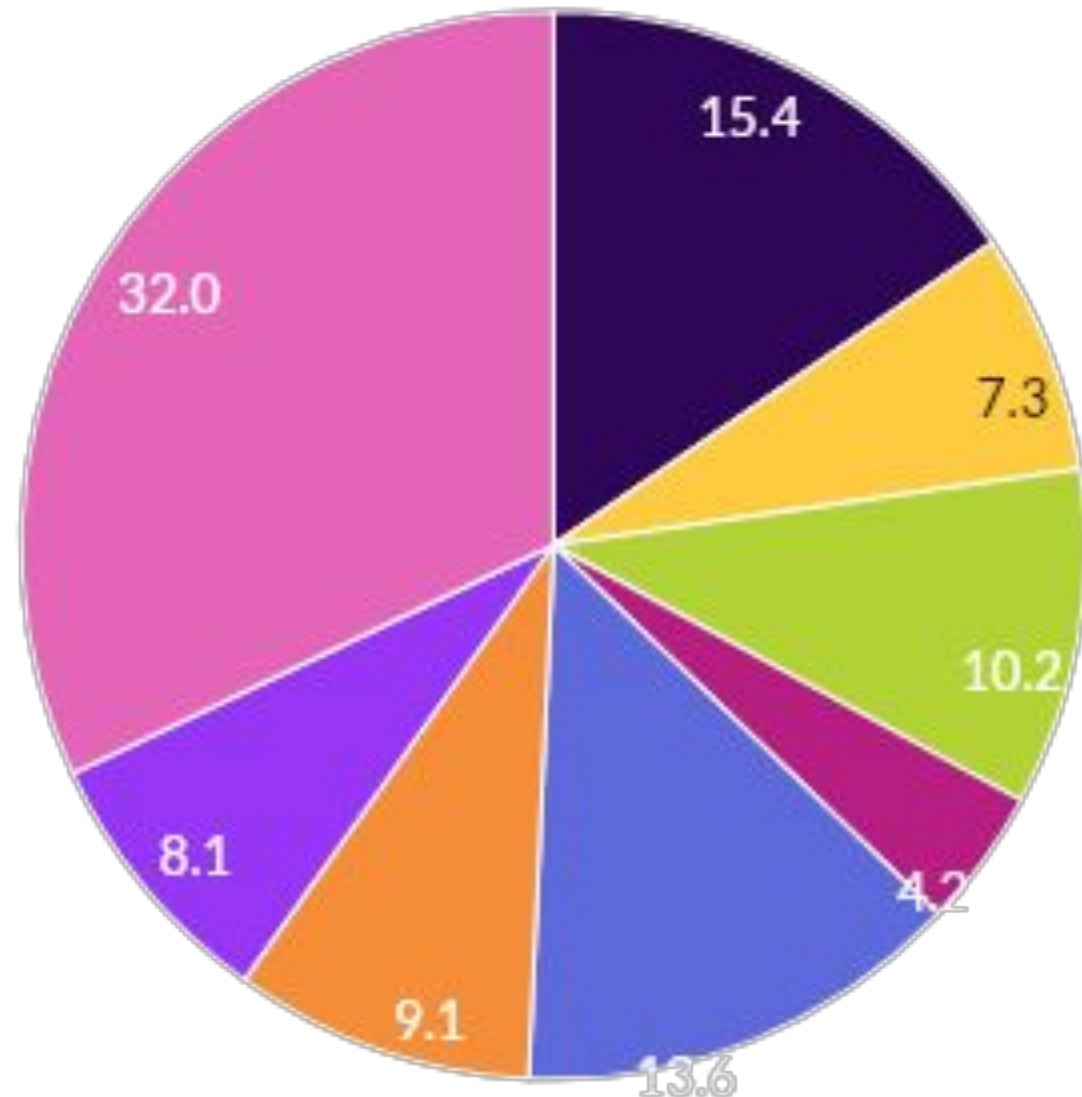
Brockville, ON

Top 10 Origins by Trips

Origin	Measure	% Change
Pennsylvania	1.6K	+58.4%
New York	1.5K	+39.6%
Virginia	515	+22.0%
North Carolina	491	+49.2%
West Virginia	349	+126.6%
Nevada	198	+75.2%
Texas	186	+2.8%
New Jersey	145	+31.8%
Minnesota	126	-3.1%
Connecticut	119	-11.9%

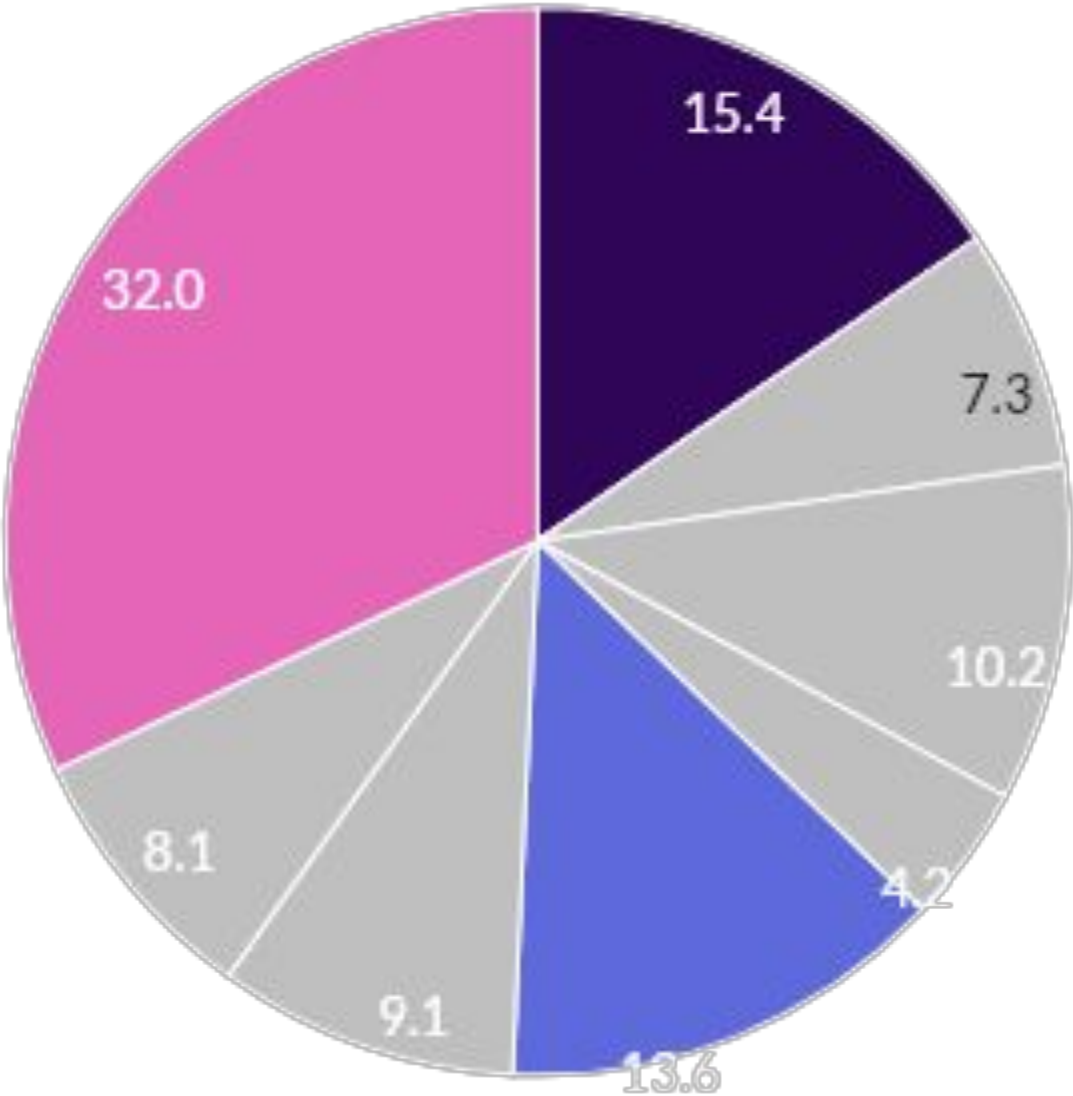
Through the lens of the Destination Canada Traveller Segments...

- Outdoor Explorers
- Culture Seekers
- Refined Globetrotters
- Purpose Driven Families
- City Trippers
- Simplicity Lovers
- Fun & Sun Families
- Non-Travellers

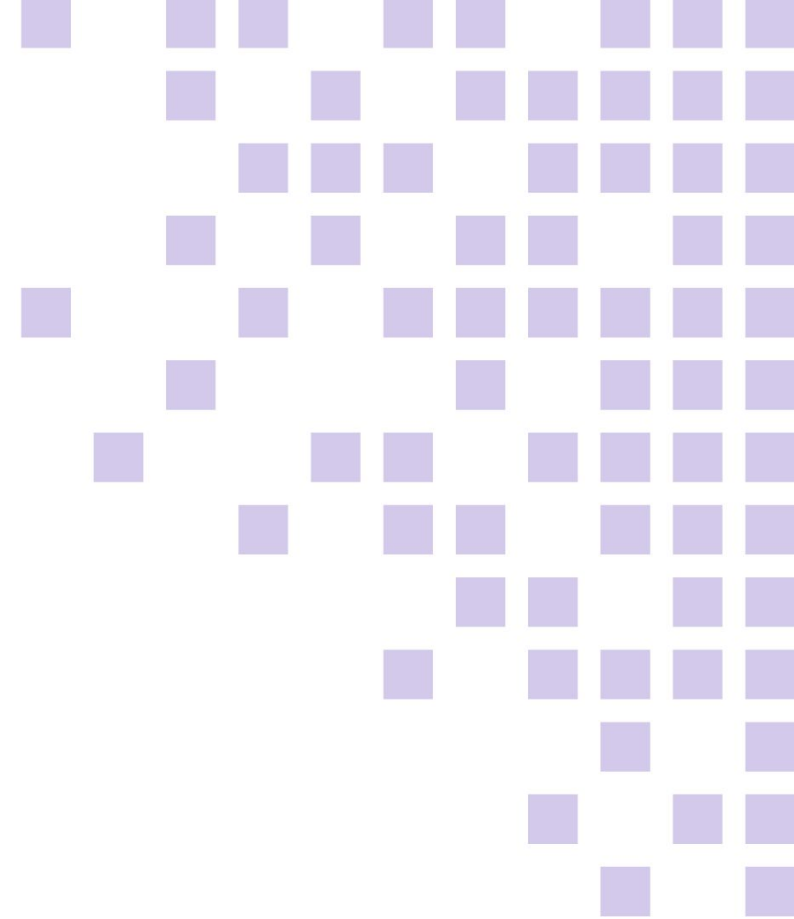


Through the lens of the Destination Canada Traveller Segments Outdoor Explorers, City Trippers and Non-Travellers are top groups.

- Outdoor Explorers
- Culture Seekers
- Refined Globetrotters
- Purpose Driven Families
- City Trippers
- Simplicity Lovers
- Fun & Sun Families
- Non-Travellers



International Visitors



Destination Category

Custom

Destination Name

RTO 9 - South East...

Origin Category

Universe

Origin Name

All

Measure

Nights

Timeframe

Quarters

Date

Q2 2025

View by

% Change vs Prev. Year



Origins by Nights

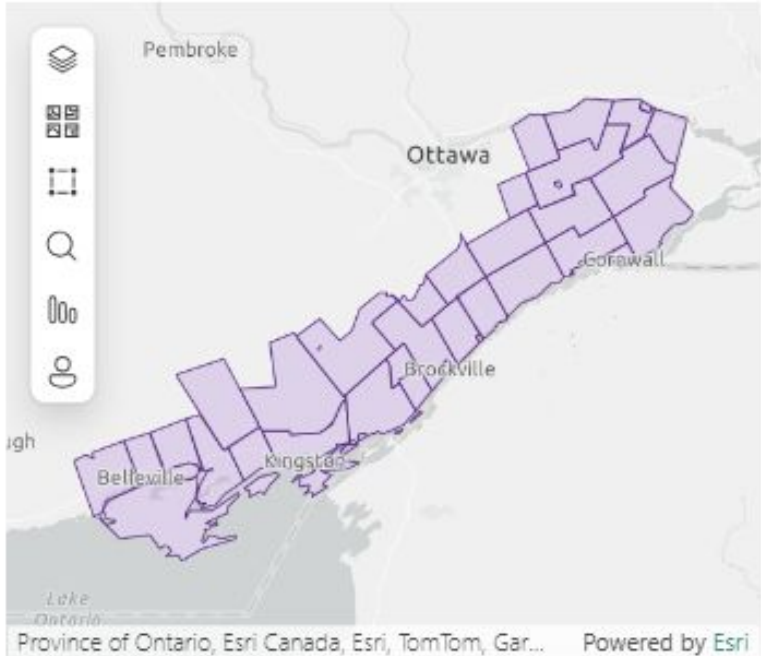
Origin	Measure	% Change
Canada	3.9M	+4.0%
United States	396.6K	+25.7%
International	125.2K	+6.1%

Top 10 Destinations by Nights

Detailed Geography	Measure	% Change
Kingston, ON (CY)	776.1K	+6.7%
Prince Edward County, ON (CY)	465.1K	-1.2%
Belleville, ON (CY)	300.9K	+3.2%
Quinte West, ON (CY)	249.5K	-2.4%
Rideau Lakes, ON (TP)	236.9K	-5.7%
Leeds and the Thousand Islan...	233.3K	-4.2%
Cornwall, ON (CY)	200.7K	+10.7%
Greater Napanee, ON (T)	160.1K	-0.2%
Loyalist, ON (TP)	144.3K	+11.6%
Brockville, ON (CY)	138.6K	+7.5%

Detailed Geography

Census Subdivision



Overview



Destination Category
Custom

Destination Name
RTO 9 - South East...

Origin Category
Country

Origin Name
All

Measure
Trips

Timeframe
Quarters

Date
Q2 2025

View by

% Change vs Prev. Year

Visitors

Nights
 125.2K
+6.1%

Trips
 27.3K
+3.2%

Nights / Trip
 4.6
+2.8%

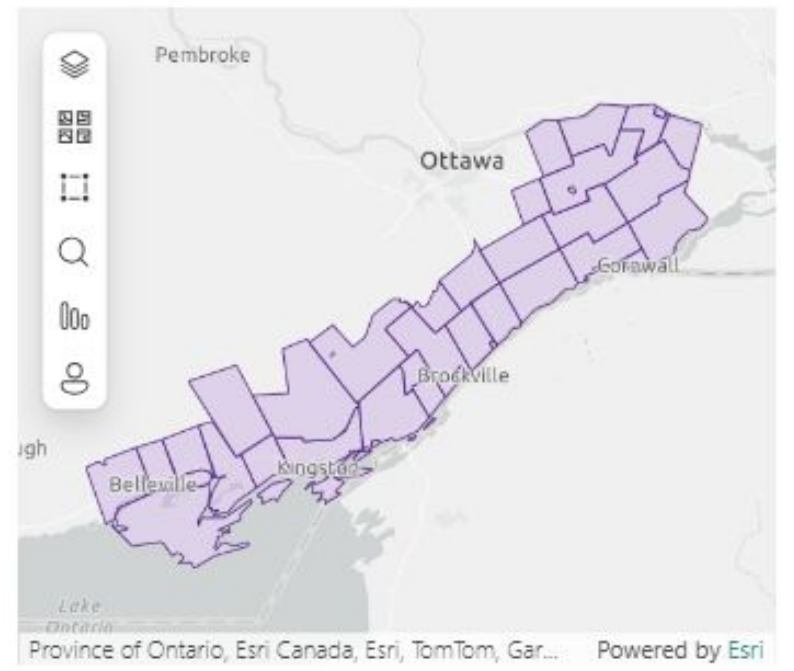
Nights / Visitor

Top 10 Origins by Trips

Origin	Measure	% Change
United Kingdom	5.2K	+6.9%
Germany	4.0K	+10.8%
India	1.8K	-26.7%
France	1.8K	+3.9%
Korea, South	1.0K	+3.1%
Mexico	906	+10.9%
Italy	825	+8.1%
Switzerland	761	-20.1%
Australia	731	+2.1%
Netherlands	675	+25.5%

Detailed Geography

Census Subdivision



Destination Category: Custom

Destination Name: RTO 9 - South East...

Origin Category: Country

Origin Name: All

Measure: Trips

Timeframe: Quarters

Date: Q2 2025

View by

% Change vs Prev. Year

Visitors



Nights



125.2K

+6.1%

Trips



27.3K

+3.2%

Nights / Trip



4.6

+2.8%

Nights / Visitor



Top 10 Origins by Trips

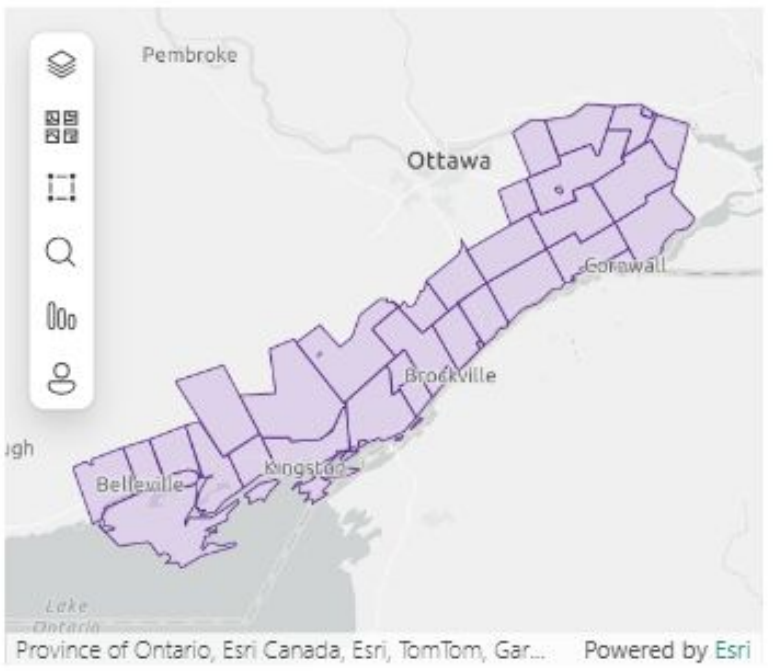
Origin	Measure	% Change
United Kingdom	5.2K	+6.9%
Germany	4.0K	+10.8%
India	1.8K	-26.7%
France	1.8K	+3.9%
Korea, South	1.0K	+3.1%
Mexico	906	+10.9%
Italy	825	+8.1%
Switzerland	761	-20.1%
Australia	731	+2.1%
Netherlands	675	+25.5%

Top 10 Destinations by Trips

Detailed Geography	Measure	% Change
Kingston, ON (CY)	9.4K	+5.8%
Belleville, ON (CY)	2.7K	+1.0%
Prince Edward County, ON (CY)	2.3K	+2.1%
Leeds and the Thousand Islan...	1.9K	-6.9%
Cornwall, ON (CY)	1.4K	+9.2%
Quinte West, ON (CY)	1.4K	-5.1%
Gananoque, ON (T)	1.4K	-3.9%
Brockville, ON (CY)	992	+18.1%
Greater Napanee, ON (T)	944	-9.1%
Loyalist, ON (TP)	723	+17.8%

Detailed Geography

Census Subdivision



More volatility in International visitors, as there are fewer of them

Kingston, ON

Top 10 Origins by Trips

Origin	Measure	% Change
Germany	1.7K	+30.3%
United Kingdom	1.7K	+1.0%
India	589	-20.4%
France	536	-0.7%
Switzerland	301	+16.2%
China	261	-5.1%
Mexico	241	-8.7%
Italy	225	-13.8%
Netherlands	221	+32.3%
Korea, South	199	-21.3%

Belleville, ON

Top 10 Origins by Trips

Origin	Measure	% Change
Korea, South	523	+51.6%
United Kingdom	456	+25.3%
Germany	302	+58.1%
India	257	-42.9%
Mexico	78	-3.7%
France	72	-69.6%
Jamaica	60	+114.3%
Estonia	56	
Ireland	52	+126.1%
Australia	51	+10.9%

Prince Edward County, ON

Top 10 Origins by Trips

Origin	Measure	% Change
United Kingdom	545	-14.4%
Germany	387	-2.5%
France	147	+18.5%
Mexico	107	+27.4%
Switzerland	82	-6.8%
India	80	-41.2%
Netherlands	78	+73.3%
Ireland	70	+483.3%
Australia	59	-28.9%
Italy	47	+213.3%

July 2025 Sneak Peak

Destination Category
Custom

Destination Name
RTO 9 - South East...

Origin Category
Universe

Origin Name
All

Measure
Trips

Timeframe
Months

Date
Jul 2025

View by

% Change vs Prev. Year

Visitors

 923.5K

+16.8%

Nights

 2.5M

+9.1%

Trips

 1.2M

+16.5%

Nights / Trip

 2.1

-6.4%

Nights / Visitor

 2.7

-6.6%

Origins by Trips

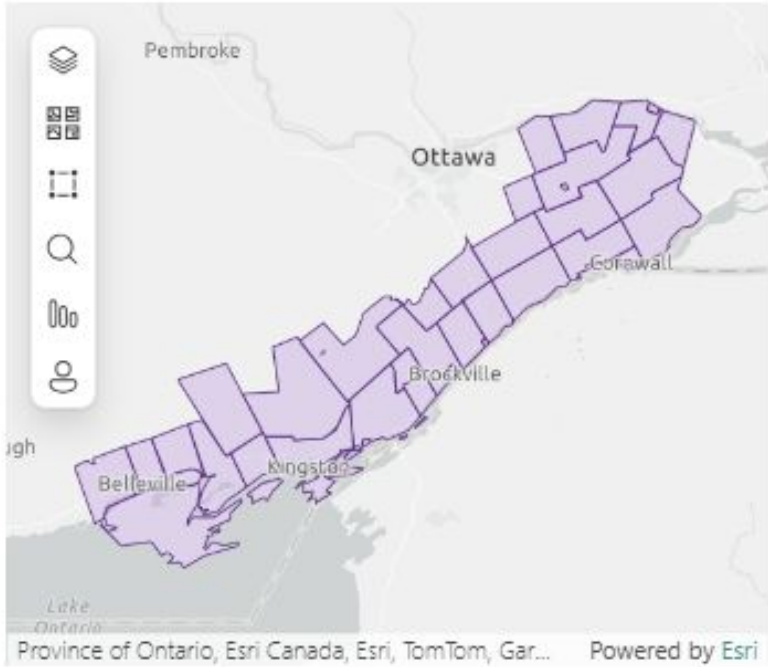
Origin	Measure	% Change
Canada	1.1M	+15.2%
United States	89.8K	+31.8%
International	25.6K	+27.5%

Top 10 Destinations by Trips

Detailed Geography	Measure	% Change
Kingston, ON (CY)	203.3K	+19.7%
Prince Edward County, ON (CY)	154.0K	+5.5%
Leeds and the Thousand Islan...	100.7K	+11.7%
Rideau Lakes, ON (TP)	78.3K	+6.8%
Belleville, ON (CY)	75.3K	+3.1%
Quinte West, ON (CY)	70.1K	+3.0%
Loyalist, ON (TP)	59.8K	+35.7%
Greater Napanee, ON (T)	53.1K	+9.2%
Cornwall, ON (CY)	51.3K	+19.3%
Brockville, ON (CY)	43.8K	+25.8%

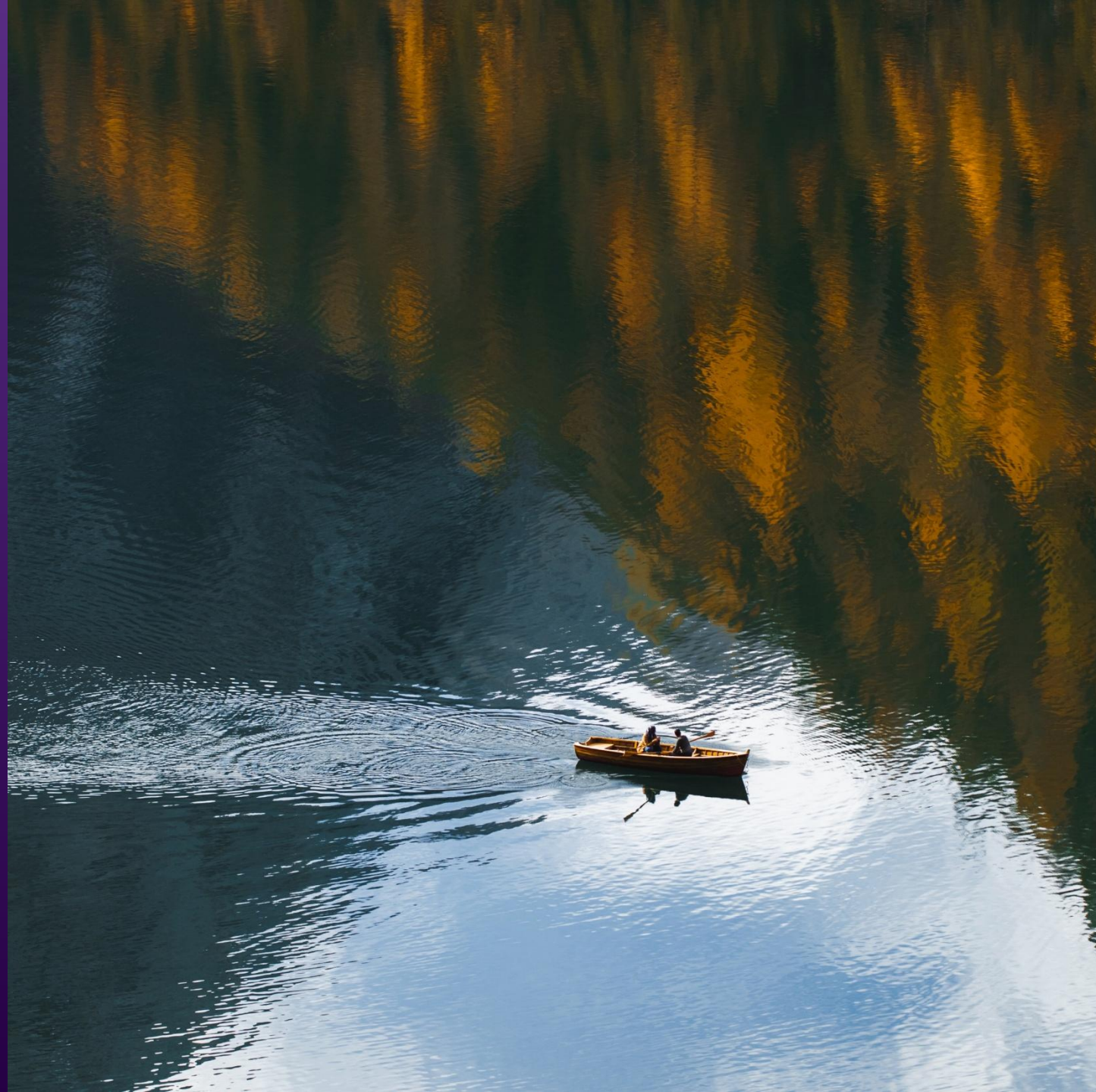
Detailed Geography

Census Subdivision



Key themes

- Strong visitation overall
 - More domestic visitors with shorter stays
 - Solid US visitation
 - Growing international
- Continue to lean into those key regional partnerships





Download the full presentation

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