Visitor Insights
Summary Report

December 2025

BEYOND TRAVEL & TOURISM

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Photos provided by the
Town of Collingwood.

Background

Tourism Simcoe County has been using Environics Analytics (EA) mobile data, through Regional Tourism Organization 7 (RTO7)'s license, for several years and has a rich foundation of data and tools to summarize and compare past visitation in Collinwood. This report focuses on Visitors, defined as those whose home postal code a is more than 40 kms away from Collingwood.

Environics Analytics is one of Canada's largest data and insights companies and works with many tourism clients across Canada, including RTO7, who in turn provides a license to Tourism Simcoe County.

The approach for this project involved extracting mobile data from geofences, doing analysis and reporting on visitors found in each geofence, and finally, providing analysis, insights and recommendations.

Tourism Simcoe County provides access to their Envision Platform through EA at no cost to Collingwood, as part of their support to member municipalities.

Mobile Data

This project used an existing geofence of Downtown Collingwood. Data from 2019, 2023 and 2024 was used to provide a pre-pandemic baseline along with the most recent two years of complete data.

Two other geofences were run for 2023 and 2024; an aggregate of Collingwood's hotels and an aggregate of public parks.

Monthly counts of visits for all geofences were examined, with the downtown geofence used as the main data source as it had the highest and most representative visitation for Collingwood.

Context

Tourism or "Visitors" refers to the activities of persons traveling to and staying in places outside their usual environment for no more than one consecutive year for leisure, business, or other purposes, and includes overnight trips, and same-day trips of 40 km or more from home.

The trips do not include commuting to work or school, being on a diplomatic mission, going shopping as part of a regular activity, or going to regular appointments for doctors or religious ceremonies.*

It is important to note that the Mobilescapes count of visits can be thought of as total foot traffic and would include "non-tourism" counts as well as "tourism" counts. However, it is the best available and most up-to-date data source to estimate visitor traffic for the Town of Collingwood.

Mobilescapes returns counts of both "Unique Visitors" defined as the Household Population 15+ estimate of unique visitors to Collingwood's geofences in 2019, 2023 & 2024. Each unique visitor is only counted once during the year. This allows comparison of Collingwood visitors to a "benchmark population" to determine indexes of visitation, or answer the question "Who is coming?" Mobilescapes also returns "Daily Visits" defined as the aggregated Household Population 15+ estimate of visits to Collingwood's geofences. They can be thought of as total foot traffic, counting multiple visits made by each "Unique Visitor." This answers the question "How many are coming, when?"

*Source: Visitor Definition, Ontario Tourism Regional Economic Impact Model.

Distance Decay

How many people are visiting?

Looking at the distance decay of all 2024 Downtown Collingwood visits, 17% of Unique Visitors live within 40 kilometres of downtown Collingwood, and make 56% of all visits, at an average of 81 visits per person. The first step in analysis is to filter out these residents and focus only on "visitors" or "tourists" that live more than 40 kms away. These are the 83% of unique visitors who make 44% of all visits.

Table 1: Downtown Collingwood 2024 Distance Decay Summary.

Distance (km)	2024 People	2024 Visits	# Visits/ Person
0-40	17.0%	55.6%	81.1
41-90	21.9%	15.0%	17.0
91-160	50.5%	24.5%	12.1
161+	10.6%	4.9%	11.6

Distance decay also reveals a gradual drop-off in visitation, with visitation beyond 120 kms limited to high population urban areas.

Collingwood Visitor Benchmark

Collingwood's Visitor Benchmark is defined as all municipalities within 40 - 120 kms plus outlying census divisions with > 0.3% visits, which include Sudbury, North Bay, Ottawa, Hamilton and London.

This area (see map) represents 90% of Collingwood's total visitor visits, and forms the geography used for all subsequent analysis.

In 2024, 5.2 million visits were made to Downtown Collingwood from the visitor benchmark, up significantly from 3.5 million visits in 2019.

Legend

Distance radius of visitation: 1st ring at 40km, 2nd at 120km.

Simcoe County Visitor Benchmark Areas

Daily Visits

0 – 1,793
1,793 – 4,675
4,675 – 8,628
8,628 – 17,693
17,693 – 34,325
34,325 – 57,899
57,899– 99,484
99,484– 171,250
171,250– 340,071
340,071– 1,311,258

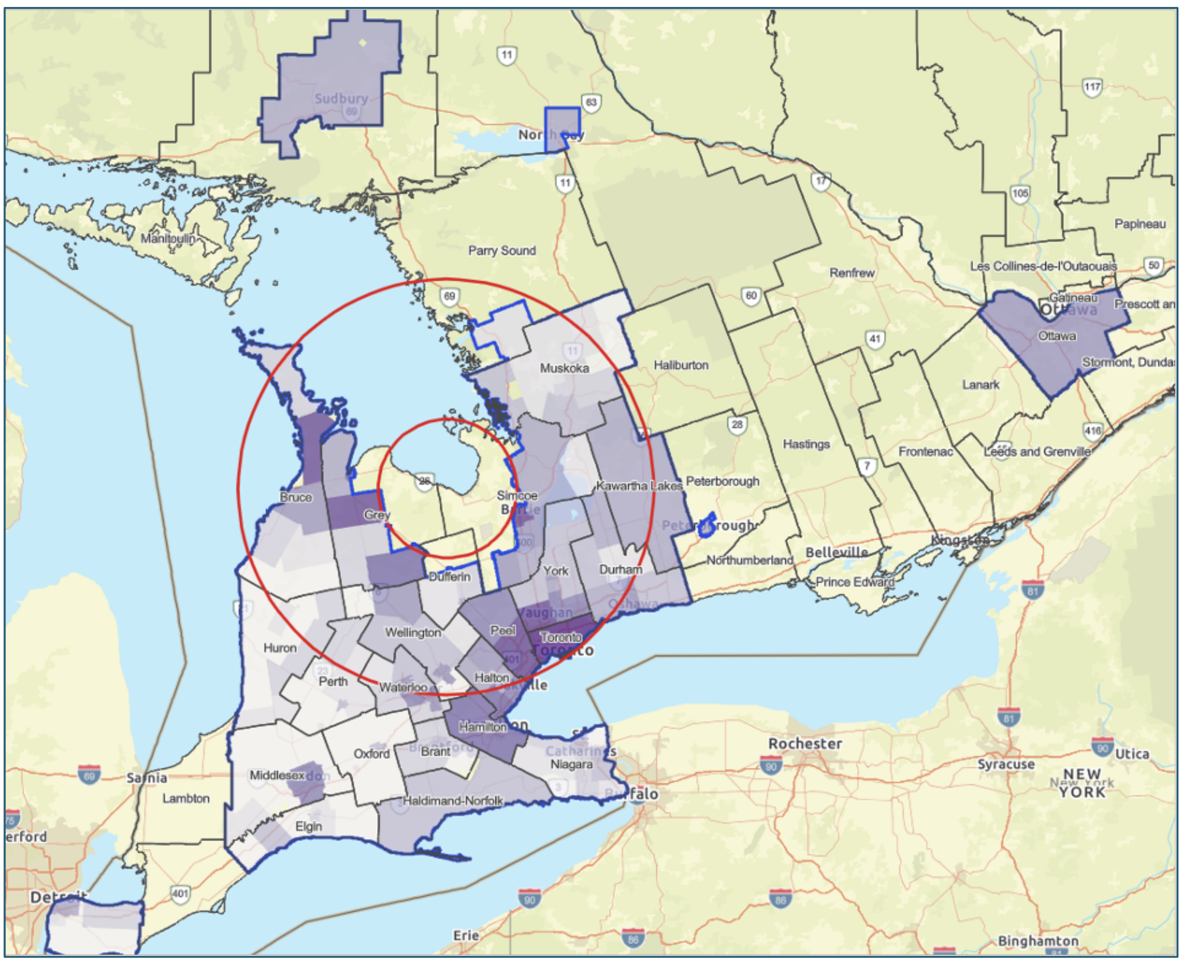


Figure 1: Source - Province of Ontario, Esri Canada, Esri, TomTom, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA, NPS, NRCan, Parks Canada ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC. Powered by Esri ©2006-2025 TomTom

PRIZM Profiles

Who is visiting?

Analysis now shifts to look at "who is coming" using Environics Analytics proprietary "PRIZM segmentation system".

Every postal code in Canada is assigned to one of PRIZM's 67 segments, which are based on comprehensive, up-to-date and privacy-compliant data collected from a variety of sources, and are based on socio-economic status, urbanity, and life stage.

Using the mobile extracts for Downtown, Hotels, and Parks geofences there are clearly groups of PRIZM segments that visit Collingwood at above average rates (high index) based on comparing the count or % of visitors to their benchmark population count or %.

Besides indexes, counts of visitor segments are also important, whereas counts below a certain threshold are discarded.

Groups of similar segments are combined into Target Groups (TGs), and for Collingwood, three TGs have been defined, representing about 60% of all benchmark visitors.

TG1 Countryside & Suburban Families

Younger to middle-aged families living in suburban and rural areas.

TG2 Affluent Families

Middle-aged to Older Families & Couples

TG3 Urban Diverse Young Families and Singles

Younger to Middle-Aged Singles, Couples & Families

TG1 – Countryside & Suburban Families

A mix of **younger and middle-aged families living in suburban and rural areas**, this group represents 25% of visitors to downtown Collingwood, but only 11% of the visitor benchmark population.

Index

This group indexes very highly for downtown, hotels and parks visitation.

Profile Highlights

- Median maintainer age is 54, with a mix of **slightly above and below average household incomes** netting out at $135K, a bit under the national average of $143K.
- 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.**
- This group maintains strong **connections to nature** and actively participates in **outdoor activities.**
- Their leisure time is often spent close to home, enjoying **gardening, fishing, hunting, and snowmobiling.**
- **Traditional media is a staple** for TG1 with community newspapers and flyers indexing highly.
- This segment embodies a grounded lifestyle defined by **self-reliance, community ties, and an appreciation for the outdoors.**

TG2 – Affluent Families

Middle-aged to older families, primarily from large urban areas, TG2 represents 20% of visitors to Downtown Collingwood, slightly higher than their 15% of the benchmark population.

Index

This group indexes high for downtown and parks visits, and average for hotels.

Profile Highlights

- Median maintainer age is slightly higher at 56, however **incomes are significantly higher at $248K**.
- This group also indexes very highly for **children at home**, typically aged 15-24.
- They reside in **exclusive neighbourhoods across major urban centres**, providing stately homes and quick commutes to their jobs and all the city offers.
- Older segments of this group enjoy **high-culture events** like symphonies and theatre and **outdoor sports** such as skiing and golfing, reflecting a lifestyle that balances **sophistication with active living.**
- Younger families regularly participate in various recreational activities - from fitness classes to cultural events and seek meaningful **experiences that enhance their sense of community and individualism**.
- **Embracing traditional media,** newspapers index highly.
- They place importance on **philanthropy, social responsibility, and ecological concerns.**

TG3 – Urban Diverse Young Families and Singles

Younger to middle-aged singles, couples and families from urban centres, TG3 represents 20% of visitors, however 27% of the visitor benchmark. This means they will typically index lower than the above TGs, however they still have significant counts of visitation, and can be thought of as an "investment" market.

Index

TG3 indexes low for downtown and medium low for hotels and parks, however their counts are still quite high particularly for hotels and parks.

Profile Highlights

- Median maintainer age is lower at 50, and households include **older children and multigenerational families** living in a mix of detached, semi-detached or row housing.
- There is also a dynamic **group of young, urban singles and couples** living predominantly in high-rise condos.
- 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.**
- This segment enjoys an **active lifestyle, regularly participating in sports and local cultural events,** with an emphasis on fitness and well-being.
- Younger singles and couples attend **film festivals, concerts and sporting events.**
- TG3 indexes highly for heavy internet usage, spending **more time online and using social media networks and less time with traditional media.**
- Their strong appreciation for multiculturalism, while thriving in a modern Canadian context reflects a **lifestyle shaped by adaptability, family focus, and upward mobility, community pride, and meaningful personal achievement.**


Hurontario St.
STOP

Appendix A: Target Group Personas

Target Group 1: Countryside & Suburban Families

Younger to middle-aged families living in suburban and rural areas.

Demographic Overview:

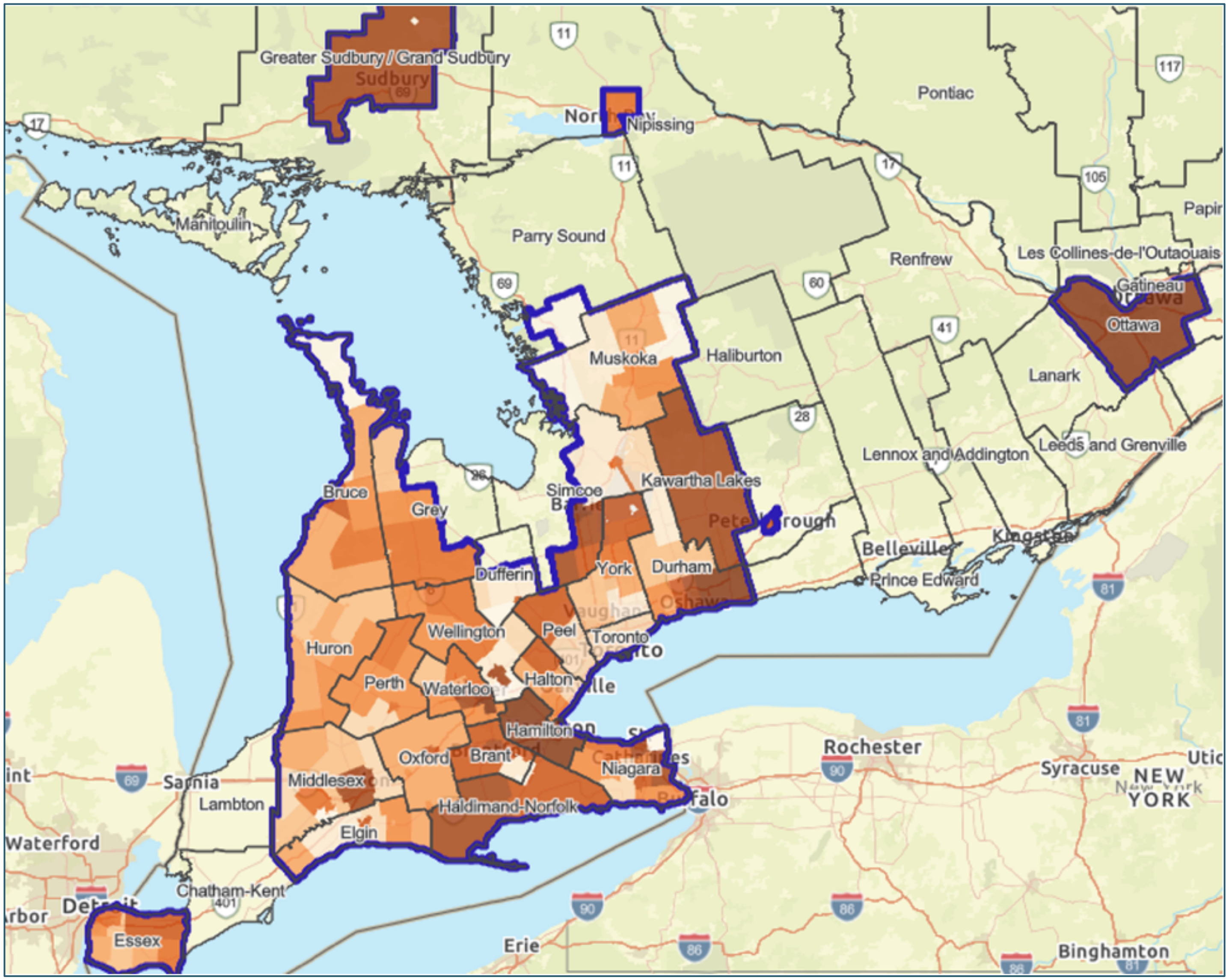
- Visitor Benchmark Population: 1.28 M or 11% of Total HH Pop 15+ (11.622M)
- Visits to Collingwood Downtown 2024: 1.35M or 25% of total visits
- This group is made up of middle-aged rural families and couples, some households are older with few children at home, while others are families with a mix of older and younger kids.
- Most neighbourhoods are culturally homogeneous.
- 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.

Index Legend				
<80	80-90	91-109	110-120	>120

	Lifestage	Demo-Stats 2025								
		2025 HH Pop Collingwood Visitor Benchmark*		Maintainer Age	Average HH Income	Children at Home	Age of Children at Home	Visible Minority Status	Occupation	Education
		Count	% of Total	Median	Avg: $143K	% Pen: 43.6	Highest Index	% Pen: 39.3	Highest Index	Highest Index
Countryside & Suburban Families	Younger to Middle-Aged Families	1.28M	11.0%	54	$135K		0-9		Blue-Collar	Apprenticeship/ Trades Certificate

Geographic Spread

This target group is found throughout the rural and suburban areas of central and southwestern Ontario, and outside major urban areas such as Ottawa, Sudbury and Windsor.



Legend:

Visitor Benchmark Areas

TG1 Benchmark population by Census Subdivision

- 0 - 126
- 126 – 363
- 363– 805
- 805– 1,474
- 1,474– 2,473
- 2,473– 3,632
- 3,632– 5,260
- 5,260– 8,479
- 8,479– 15,430
- 15,430– 30,783

Lifestyle and Behavioural Overview

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.

Top Activities			
ATV/Snowmobiling	Power boating/Jet skiing	Fishing/ Hunting	Camping
11.90% Index: 143	11.40% Index: 127	21.90% Index: 112	46.10% Index: 110

Media Highlights

This group enjoys traditional media, watching sports on television, tuning into classic rock or country radio, and enjoying magazines, particularly gardening and home improvement. They also are avid consumers of local newspapers and are open to flyers inserted in the paper or home delivered.

Top Media			
Magazines	Radio	Television	Print
6.4 minutes/day Index: 108 *Gardening & Homes*	2.6 bours/week Index: 108 *Classic Rock, Today's Country*	162 minutes/day Index: 106 *NFL, Curling, CFL*	% Comp 21% Index: 119 *Direct Flyers in Community. Newspaper*

Digital and Online Social Networks

This group has slightly higher average Facebook users, and uses Facebook daily, less so for Instagram, and YouTube, and does index highly for Pinterest. They are average internet users and digital phone users, and stream videos on their phones at higher rates.

Travel Preferences

- TG1 strongly visited all Collingwood geofences in 2024, comprising 25% of downtown visitors, 17% of hotel visitors and 19% of Parks visitors, and indexed very highly, that is they visited at rates of 1.5 – 2 times their % of the visitor benchmark population.
- As rural and suburban residents, they are strongly drawn to Collingwood and its amenities, and they also index more highly for trips in Ontario to Toronto and Ottawa, and index average for trips to "Other Ontario".
- Top 3 accommodation preferences include Hotel (49.4%) Friends/relatives (30.6%) and Cottage (22.3%). TG1 over-indexes for Camping (16.8% - index: 120) Cruise Ship (7.6% at 121) and RV/Camper (5.1% at 166) and Package Tours (2.3% at 114). This group under-indexes for Vacation Rental by Owner (17.5% at 88).
- Vacation spending is lower at $1,718 compared to overall average of $1,788, with 32% spending under 500.
- About 56% of Countryside & Suburban Families visits align with Destination Canada's "Simplicity Lovers" Traveller Segment. These are typically older and retired rural travelers. Younger family suburban segments of TG1 include "Purpose Driven Families" making up 16% of visits and "City Trippers," making up 13%.

Social Values

Countryside and Suburban Families embody a grounded lifestyle defined by self-reliance, community ties, and an appreciation for the outdoors.

Their lifestyle is grounded in routine, hands-on engagement, and a strong commitment to family and local life, often expressed in active attendance or participation in local sporting and cultural activities. They also place importance on legacy and long-term stability for their families and communities and show resistance to rapid technological change.

Top 5 Strong Values

Values	Index
Attraction to nature	133
Cultural assimilation	123
Brand apathy	122
Utilitarian consumerism	119
Rejection of orderliness	116

Bottom 5 Weak Values

Values	Index
Pursuit of novelty	74
Need for status recognition	78
Ostentatious consumption	78
Enthusiasm for technology	79
Multiculturalism	79

Target Group 2: Affluent Families

Middle-aged to Older Families & Couples

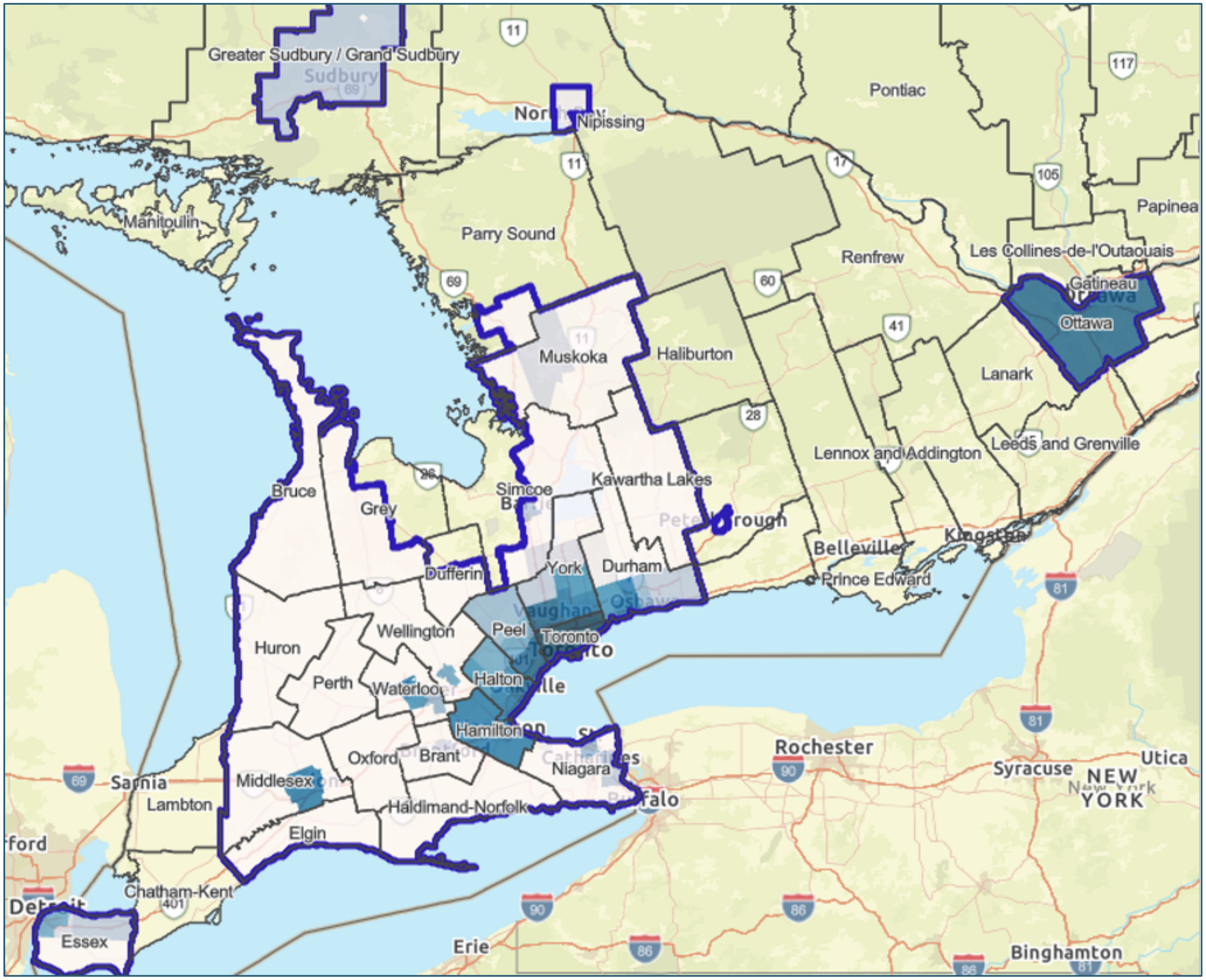
Demographic Overview:

- Visitor Benchmark Population: 1.74 M or 15% of Total HH Pop 15+ (11.622M)
- Visits to Collingwood Downtown 2024: 1.07M or 20% of total visits
- This group is made up of middle-aged to older urban & suburban families and couples and include some of Canada's wealthiest segments.
- They reside in exclusive neighbourhoods across major urban centres, providing stately homes and quick commutes to their jobs and all the city offers.
- They place importance on philanthropy, social responsibility, and ecological concerns.

Index Legend					Lifestage	Demo-Stats 2025								
<80	80-90	91-109	110-120	>120		2025 HH Pop Collingwood Visitor Benchmark*		Maintainer Age	Average HH Income	Children at Home	Age of Children at Home	Visible Minority Status	Occupation	Education
						Count	% of Total	Median	Avg: $143K	% Pen: 43.6	Highest Index	% Pen: 39.3	Highest Index	Highest Index
Affluent Families					Middle-aged to Older Families & Couples	1.74M	15.0%	56	$248K		15-24		White-Collar	University Degree

Geographic Spread

This target group is highly concentrated in major urban centres, particularly the GTA, Ottawa, and to a lesser extent London, Kitchener-Waterloo and Sudbury.



Legend:

Visitor Benchmark Areas

TG2 Benchmark population by Census Subdivision

- 0 - 69
- 69 – 228
- 228– 1,041
- 1,041– 1,916
- 1,916– 3,112
- 3,112– 5,048
- 5,048– 12,393
- 12,393– 23,992
- 23,992– 93,450
- 93,450– 169,831

Lifestyle and Behavioural Overview

Older segments of this group enjoy high-culture events like symphonies and theatre and outdoor sports such as skiing and golfing, reflecting a lifestyle that balances sophistication with active living. Younger families regularly participate in various recreational activities - from fitness classes to cultural events and seek meaningful experiences that enhance their sense of community and individualism.

Top Local Attractions & Destinations**	Top Individual Sports*			
Ballet/ Symphony/ Orchestra	Skiing – downhill	Inline skating	Martial arts (any)	Skiing – cross country
9.9% Index: 118	15.8% Index: 119	6.0% Index: 117	5.5% Index: 112	15.9% Index: 110

Media Highlights

This group enjoys traditional media, being avid newspaper readers including Food, Computer/High Tech and New Homes sections, enjoying magazines, particularly food, news and gardening, watching sports on television, and tuning into classic rock or country radio.

Top Media			
Newspaper	Magazines	Television	Radio
9 hours/week Index: 125 *Food, Computer/ high tech, New homes*	6.3 minutes/ day Index: 106 *Food, News, Gardening*	157 minutes/day Index: 101 *Tennis, Soccer, Late Night Talk Show*	2.6 hours/ week Index: 105 *News/ talk, Hot adult contemporary, Classical*

Digital and Online Social Networks

This group has slightly higher average LinkedIn, WhatsApp, and X use. They are average internet users and digital phone users, and stream videos on their phones at higher rates.

Travel Preferences

- TG2 made up 20% of downtown Collingwood visitors, 15% of hotel visitors and 18% of Parks visitors, indexing slightly high for downtown and parks and average for hotels.
- Very likely this group includes several second home owners in the Collingwood/Blue Mountain/Wasaga Beach areas.
- They take 22% of their Canadian vacations to "Cottage country", Niagara Falls at 20% and "other Ontario" at 15%.
- Top 3 accommodation preferences include Hotel (53%) Friends/relatives (32%) and Cottage (22%). Over-indexes for Cruise Ship (7% - index: 114) Condo/apartment (7% at 110) and Package Tours (2% at 110). Under-indexes for RV/camper (2% at 79) and boat (2% at 86).
- Vacation spending is high at $1,856 compared to overall average of $1,788, with 19% spending $4,000 or more.
- About 65% of Affluent Families align with Destination Canada's "Refined Globetrotters" Traveller Segment. The remaining 35% is split evenly between "Culture Seekers" and "Purpose Driven Families.

Social Values

Overall, Affluent Families place importance on philanthropy, social responsibility, and ecological concerns. Their inclination toward leaving a legacy underscore a strong focus on heritage, long-term planning, and shaping a meaningful future. This translates into lower values for fatalism (being resigned to not being able to organize and control the direction of one's life or future) and Anomie-Aimlessness (The feeling of having no goals in life). Interestingly, their ecological concern does not translate into Attraction for Nature as this is a lower value (84).

Top 6 Strong Values

Values	Index
Legacy	120
Personal control	120
Duty	116
Skepticism to small business	109
Vitality	109
Ecological concern	107

Bottom 6 Weak Values

Values	Index
Fatalism	74
Anomie-aimlessness	80
Brand apathy	82
Financial concern for future	82
Joy of consumption	83
Attraction to nature	84

Target Group 3: Urban Diverse Young Families & Singles

Younger to Middle-Aged Singles, Couples & Families

Demographic Overview:

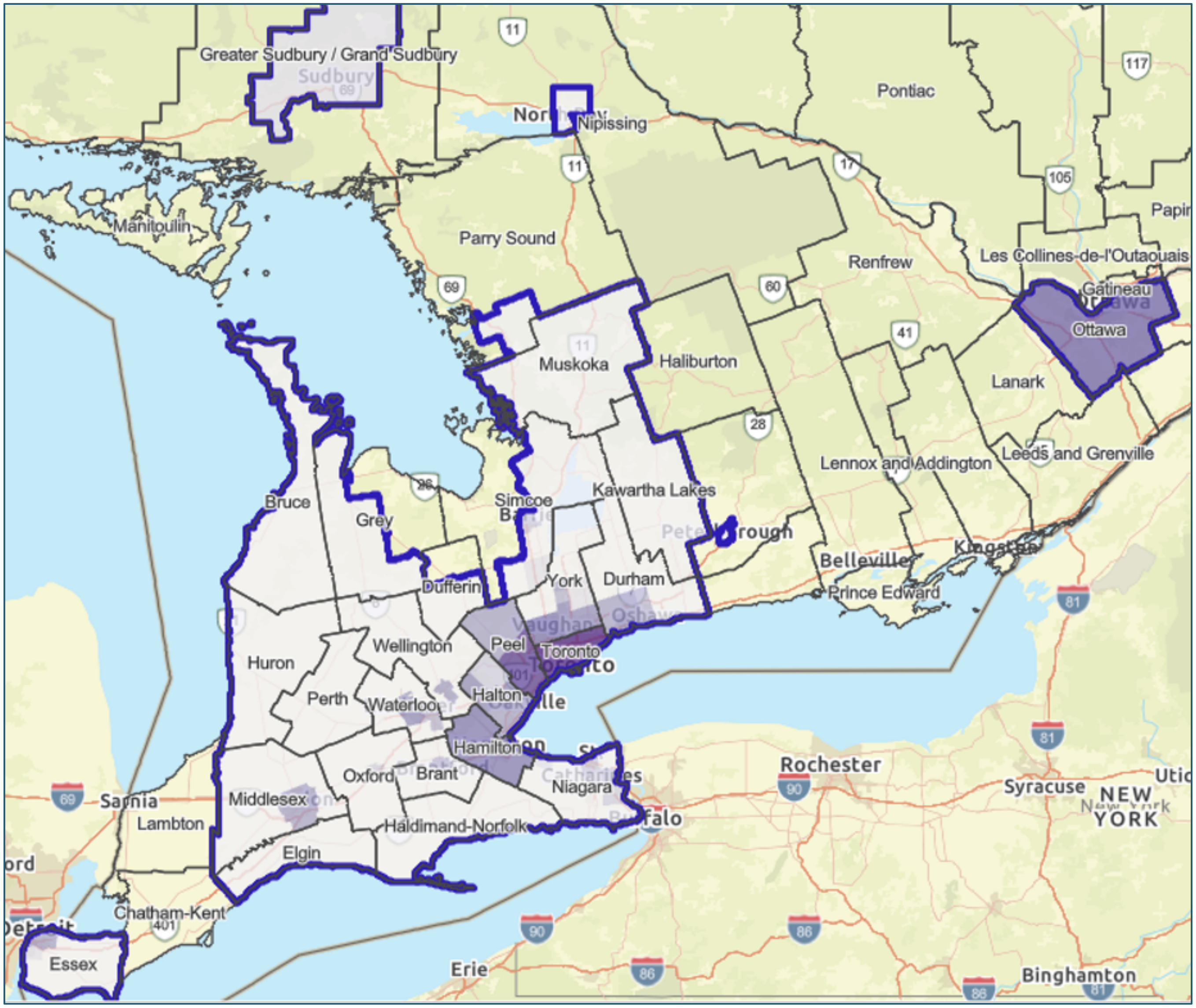
- Visitor Benchmark Population: 3.15 M or 27% of Total HH Pop 15+ (11.622M).
- Visits to Collingwood Downtown 2024: 1.07M or 20% of total visits.
- This group consists of culturally diverse neighbourhoods where a significant proportion of residents are foreign-born and belong to various visible minority groups.
- Many households include older children and multigenerational families living in a mix of detached, semi-detached or row housing. There is also a dynamic group of young, urban singles and couples living predominantly in high-rise condos.
- 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.

Index Legend				
<80	80-90	91-109	110-120	>120

	Lifestage	Demo-Stats 2025								
		2025 HH Pop Collingwood Visitor Benchmark*		Maintainer Age	Average HH Income	Children at Home	Age of Children at Home	Visible Minority Status	Occupation	Education
		Count	% of Total	Median	Avg: $143K	% Pen: 43.6	Highest Index	% Pen: 39.3	Highest Index	Highest Index
Urban Diverse Young Families & Singles	Younger to Middle-Aged Singles, Couples & Families	3.15M	27.1%	50	$130K		25+		White-Collar	University Degree

Geographic Spread

This target group is highly concentrated in the urban centres of the Greater Toronto Area and Ottawa.



Legend:

Visitor Benchmark Areas

TG3 Benchmark population by Census Subdivision

- 0 - 41
- 41 – 143
- 143– 803
- 803– 2,920
- 2,920– 6,839
- 6,839– 11,269
- 11,269– 19,677
- 19,677– 56,897
- 56,897– 159,872
- 159,872– 801,793

Lifestyle and Behavioural Overview

This segment enjoys an active lifestyle, regularly participating in sports and local cultural events, with an emphasis on fitness and well-being. Their lifestyle reflects a pursuit of upward mobility, community pride, and meaningful personal achievement. Younger singles and couples attend film festivals, concerts and sporting events.

Top Concert & Theatre Venues**	Local Attractions & Destinations**		
Concerts – Night clubs/ bars	Other leisure activites	Historical sites	Indoor amusement centres
14.70% Index: 107	43.70% Index: 115	25.10% Index: 109	11.40% Index: 109

Top Individual Sports*	
Martial arts (any)	Inline skating
5.20% Index: 107	5.30% Index: 103

Media Highlights

This group consumes traditional media at lower rates, and indexes high for heavy internet usage, spending more time online and using social networks.

Top Media
Internet

368 minutes/ day

Index: 107

Fashion, Celebrity gossip content, Online magazines

Digital and Online Social Networks

This group indexes highly for several digital networks, including LinkedIn, WhatsApp, Snapchat, Tik Tok and Reddit.

Travel Preferences

- TG3 had high visitation at all Collingwood geofences in 2024, comprising 20% of downtown visitors, 24% of hotel visitors and 25% of Parks visitors, with the highest # of visits compared to the other 2 TGs. However, their index was lower because they form a higher % of the population in the urban parts of the visitor benchmark.
- This group indexes highly for trips to Niagara Falls and Montreal, which are their second and fourth highest ranking Canadian vacation destinations respectively, with Cottage Country #1 and Other Ontario #3.
- Top 3 accommodation preferences include Hotel (49.9%), Friends/relatives (32.0%), and Vacation Rental by Owner (21.4%).
- This group over-indexes for Motel (13.2% at 113 index) and Boat (2.1% at 115) and they under-index for RV/Camper (1.5% at 48), Package Tours (1.5% at 74), Cruise Ship (5.0% at 79), Condo/apartment (5.3% at 86) , and Camping (12.7% at 90).
- Vacation spending is high at $1,838 compared to overall average of $1,788, with 30% spending under 500 and 19% spending over $4,000.
- About 62% of Urban Diverse Young Families & Singles align with Destination Canada's "Fun & Sun" Traveller Segment, which are middle-aged middle-income families. Another 25% align with "Culture Seekers" and tend to be younger singles and couples.

Social Values

Their strong appreciation for multiculturalism, while thriving in a modern Canadian context reflects a lifestyle shaped by adaptability, family focus, and upward mobility, community pride, and meaningful personal achievement. . Trying new products, places for vacation or new foods is part of this group's pursuit of novelty. Younger singles and couples have a forward-thinking mindset and openness to new ideas, including sustainability in their consumption.

Top 5 Strong Values

Values	Index
Pursuit of novelty	132
Acceptance of violence	129
Penchant for risk	129
Pursuit of intensity	129
Multiculturalism	128

Bottom 5 Weak Values

Values	Index
Utilitarian consumerism	76
Cultural assimilation	77
Aversion to complexity	80
Flexible families	82
Fulfilment through work	82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SINCE 1858 A PLACE TO LIVE WORK & PLAY

COLLINGWOOD