



WATERFRONT
BIA

AREA DATA PACKAGE

Queen's Quay Pedestrian Counts,
Waterfront Visitor Demographics,
Distance Travelled and other sources

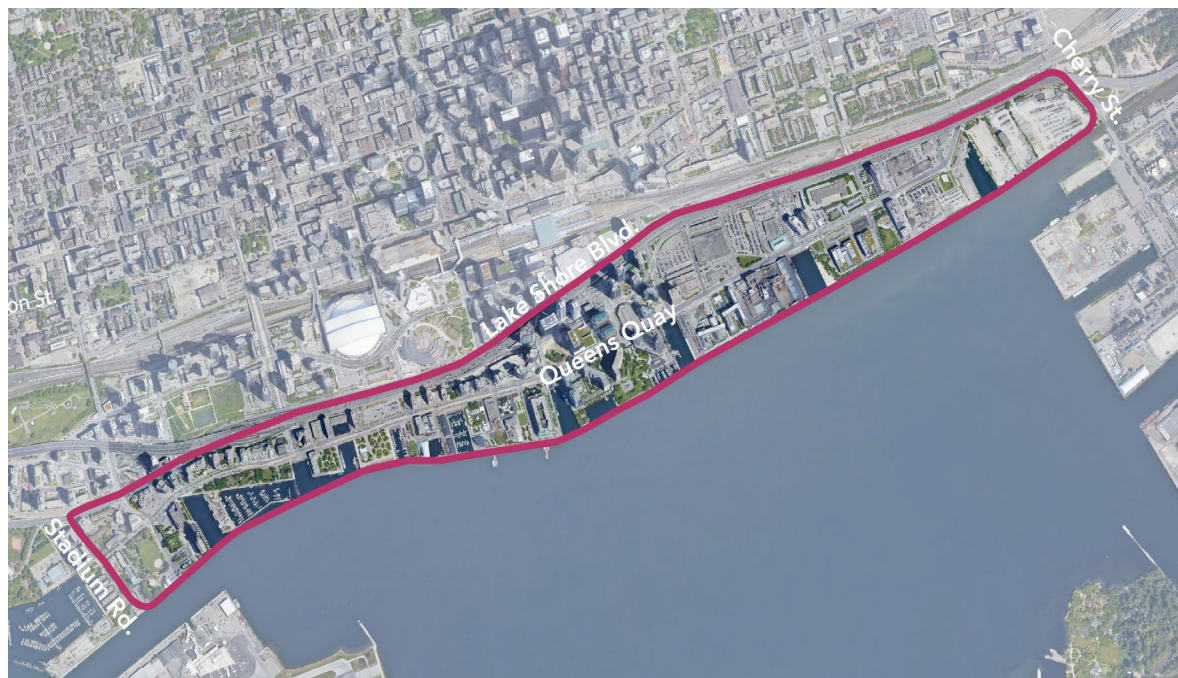
Updated July 2026

TABLE OF CONTENTS

02

The Waterfront Business Improvement Area's (BIA) mandate is to support the area's economic development within its boundaries (shown below). We are committed to supporting the continued growth of the waterfront as a premier destination that is well-connected to the rest of the City of Toronto and beautiful and prosperous year-round.

This update of the *Area Data Package* is a collection of current information from multiple sources, that will be updated regularly as new data becomes available. The intent for these data is to support the work of area businesses, commercial property owners, and government agencies looking to invest in the developing area.



Pedestrian Counts

03

Queens Quay, East-West Activity - Monthly

Year to Date Comparison
Long Weekends
Weather Data

Visits to The Area

07

EnviroNics - Monthly
Visitor Distance Travelled
Visitor Profiles

Area User Data

10

Toronto Employment Survey
Jack Layton Ferry Terminal Trips
City-wide Office Occupancy
Bike Share Data
Hotel Demand
International Visits to Toronto

Resident Demographics

16

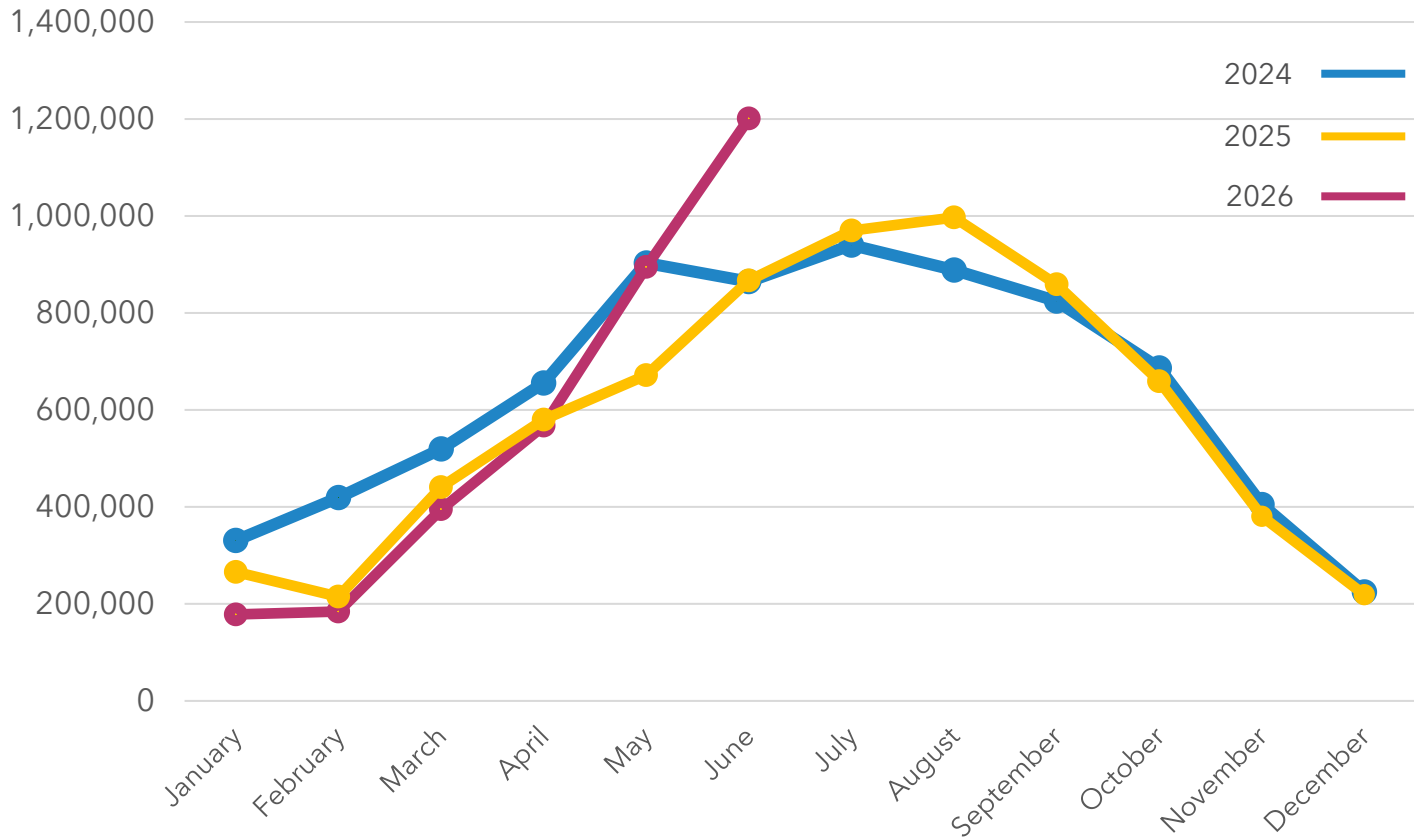
Expenditure
Online Expenditure
Population Pyramid
Household Income



PEDESTRIAN COUNTS - YEAR TO DATE COMPARISON

Queens Quay Pedestrian Volumes at York, Rees, and Lower Spadina

Pedestrian Counts
Monthly, 2024, 2025, 2026



Pedestrian Counter Locations

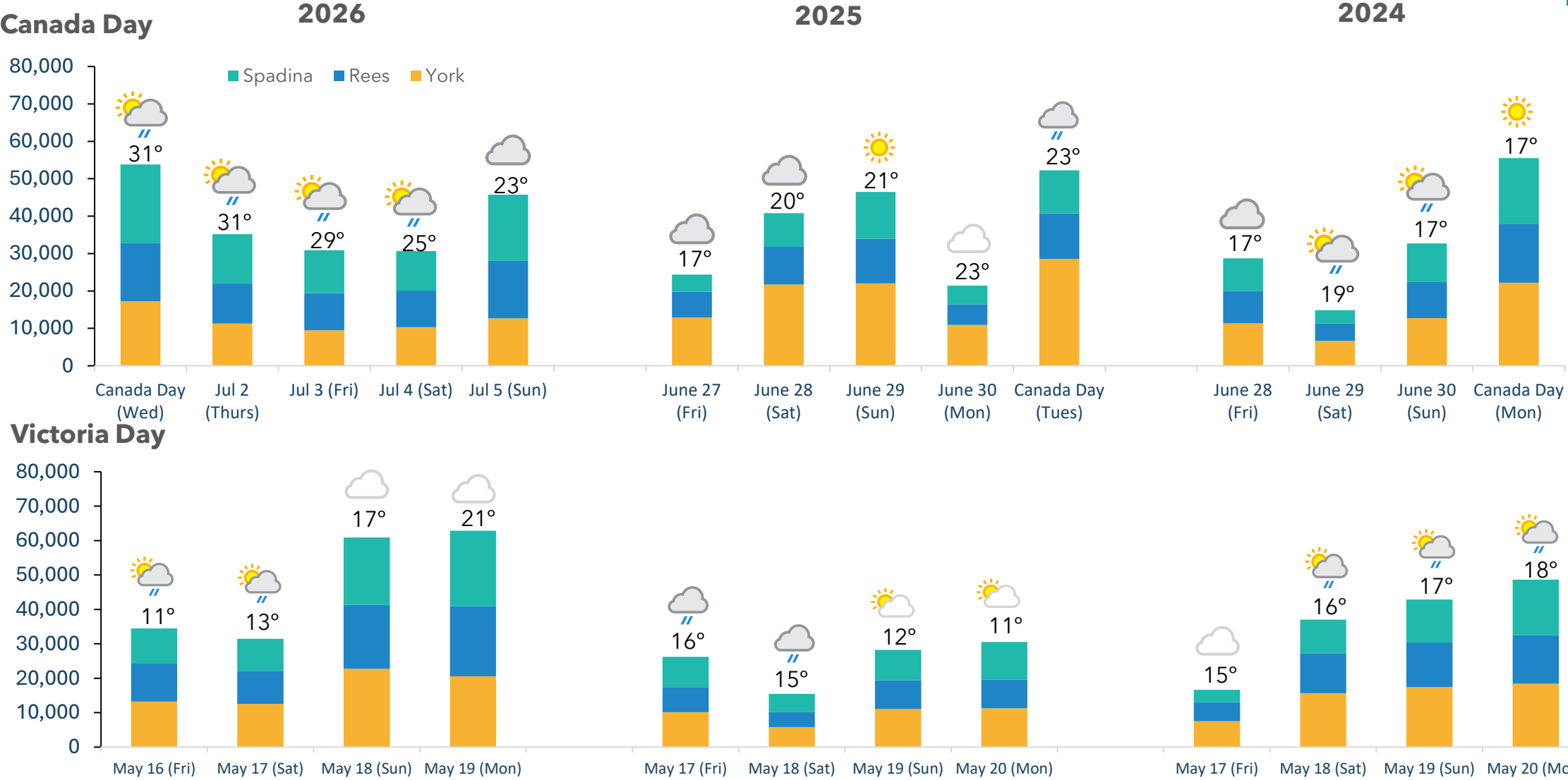


The Waterfront BIA measures the volume of pedestrians and cyclists traveling through three key east-west intersections using infrared counters that log each pedestrian or cyclist going east/west on the south side of Queens Quay.

Note: This data set should not be compared with EnviroNics Footfall Data on the following pages, as they are separate sources measuring different aspects of pedestrian traffic with fundamentally different methodologies and scopes. Both are provided here for distinct analytical purposes.



2025 LONG WEEKENDS COMPARED TO PREVIOUS YEARS

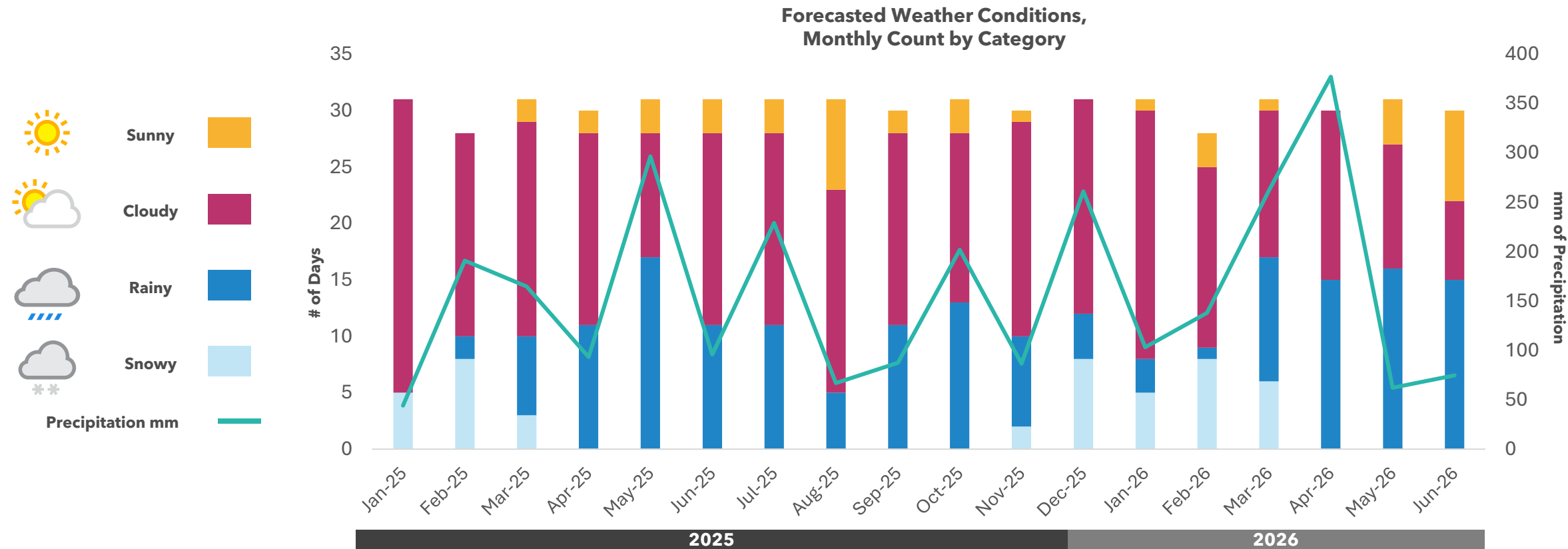


Source: The Waterfront BIA Queens Quay Pedestrian Counters



WEATHER CONDITIONS

As a destination explicitly linked with weather, the waterfront benefits substantially from days with favorable weather conditions - rain, snow, and windstorms keep people away, especially with exposure from the lake, but on a warm, slightly overcast day there is no better place to be.



WEATHER CONDITIONS

06

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Busiest Days of 2025

Rank	Date	Combined Total (York, Rees, Spadina)	Forecasted Weather & Avg. Temp.
1	August 31 Labour Day Long Weekend	53,962	 20°
2	September 1 Labour Day Long Weekend	53,028	 21°
3	July 1 Canada Day Celebration and Fireworks	52,249	 23°
4	August 30 Labour Day Long Weekend	48,559	 17°
5	August 2 Island Vibes at Harbourfront Centre	47,942	 23°

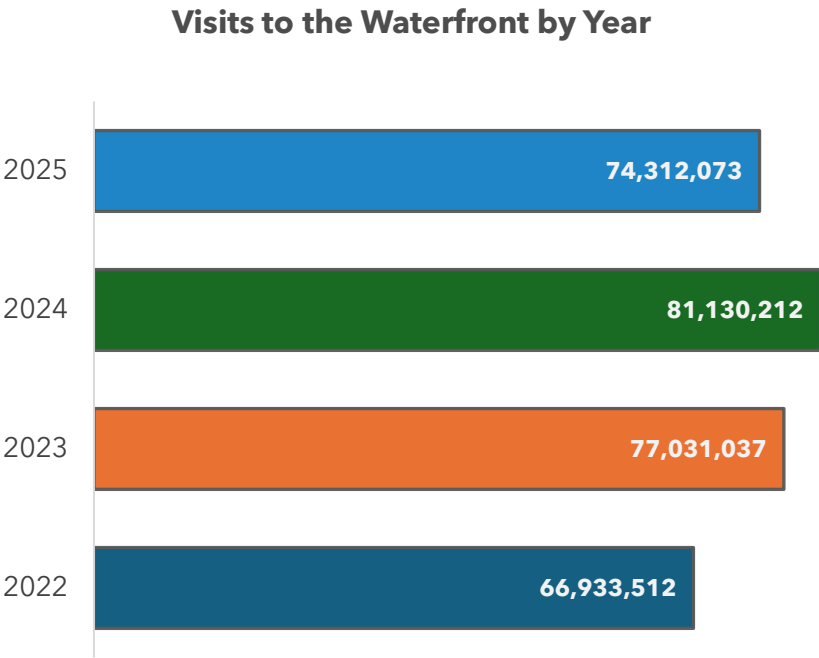
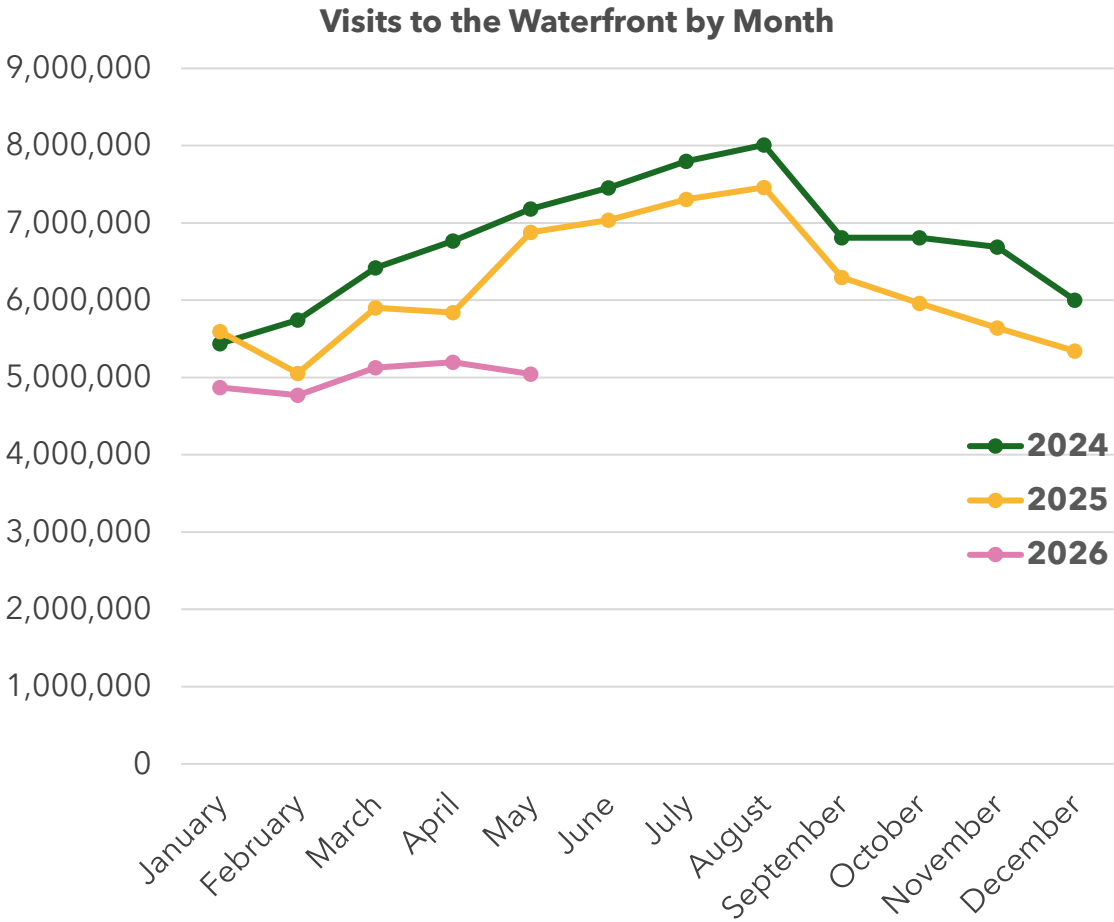
Busiest Days of 2026 - Till end of June

Rank	Date	Combined Total (York, Rees, Spadina)	Forecasted Weather & Avg. Temp.
1	June 20 Summer Music in the Garden start date + Germany Match in Toronto (FIFA)	68,077	 19°
2	June 27 FIFA Period	63,217	 19°
3	May 18 Victoria Day Long Weekend + Festival of Flavors	62,845	 21°
4	May 17 Victoria Day Long Weekend + Festival of Flavors	60,907	 17°
5	June 13 Dragon Boat Festival	58,916	 24°



VISITS TO AREA

Environics MobileScapes data is based on anonymized, permission-based cellphone data collected from trusted suppliers using location data that are compliant with privacy laws. These data are de-identified by their suppliers and are modeled by Environics Analytics to understand visitation to the Waterfront. Data is exclusively for visitors from Canada. These charts illustrate count of visit events within a certain period. A single individual may generate multiple visits.

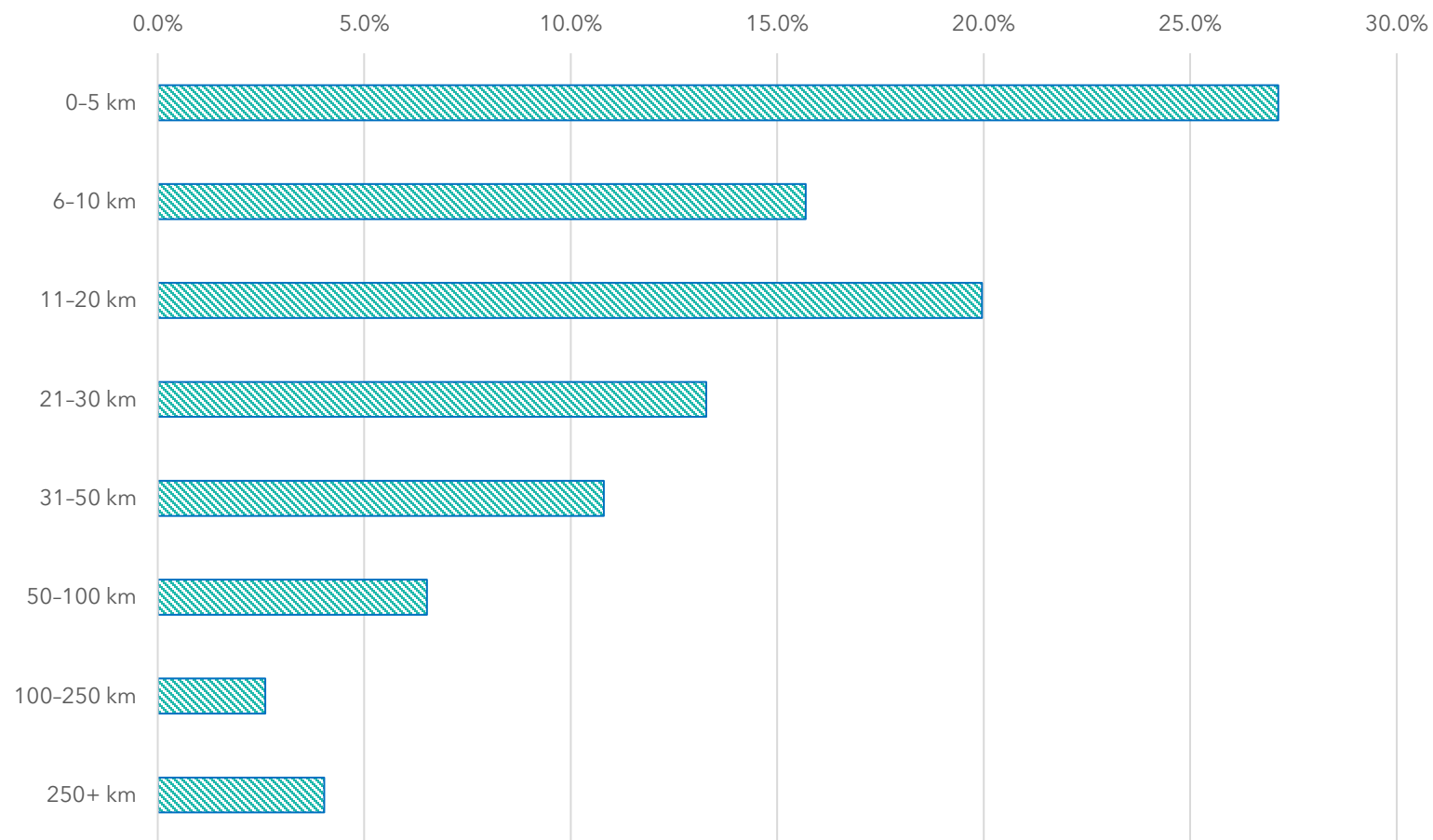


VISITOR DISTANCE TRAVELLED

This chart shows how far people live from The Waterfront

08

Percentage of Total Visits (2025)



62.8%

Travelled 20 km or less

24.1%

Travelled 21-50 km

13.2%

Travelled more than 50 km



VISITOR PROFILES

Segment for visitors to the waterfront based on distant travelled. **The audience profile broadens as travel distance increases.**

LOCAL < 1 km

90.9% Eat, Play, Love

Younger, multi-ethnic urban singles and couples. Income is upper-middle.

Came From Away 2.8%
Multi-ethnic, younger and middle-aged urban singles and families. Income is lower-middle

Indieville 1.4%
Younger and middle-aged, university-educated, urban singles. Income is upper-middle.

Social Networkers 1.2%
Young, culturally diverse university educated urban singles. Income is lower-middle.

REGIONAL GTA 1-50 km

Top 5

Metro Melting Pot 12.0%
Culturally diverse, middle-income city dwellers.

Came From Away 11.1%
Multi-ethnic, younger and middle-aged urban singles and families. Income is lower-middle

Eat, Play, Love 10.8%
Younger, multi-ethnic urban singles and couples. Income is upper-middle.

South Asian Enterprise 7.5%
Middle-aged, multi-ethnic urban families, primarily of South Asian decent. Income is upper-middle.

Downtown Verve 6.5%
Younger and middle-aged, urban, high-income households.

DESTINATION 50+ km

Top 5

Family Mode 6.2%
Suburban, financially comfortable, middle-aged families. Income is high.

Modern Suburbia 4.4%
Suburban, financially comfortable, middle-aged families. Income is high.

Suburban Recliners 4.0%
Older, lower-middle income suburban singles.

On Their Own Again 4.0%
Culturally diverse, city seniors in apartment rentals. Income is lower-middle.

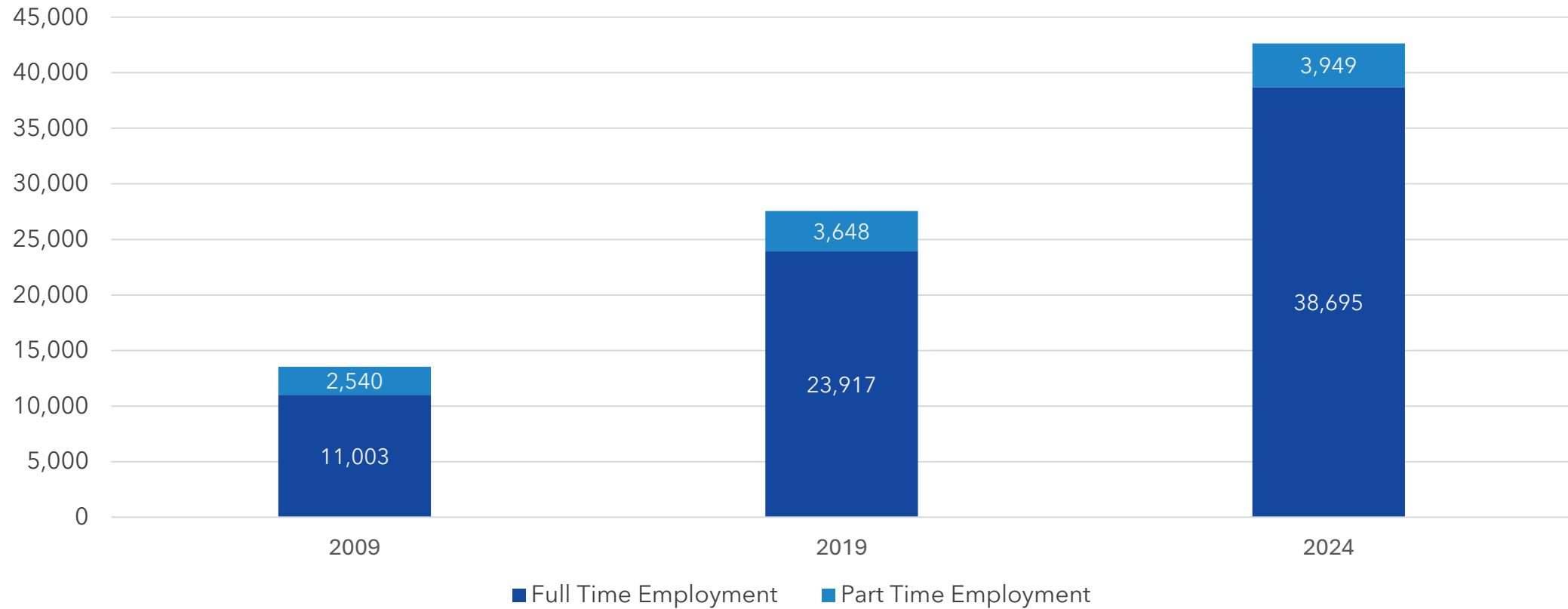
Mid-City Mellow 3.9%
Older, urban, middle-income families and couples.



TORONTO EMPLOYMENT SURVEY

Data for the Waterfront BIA Area

10

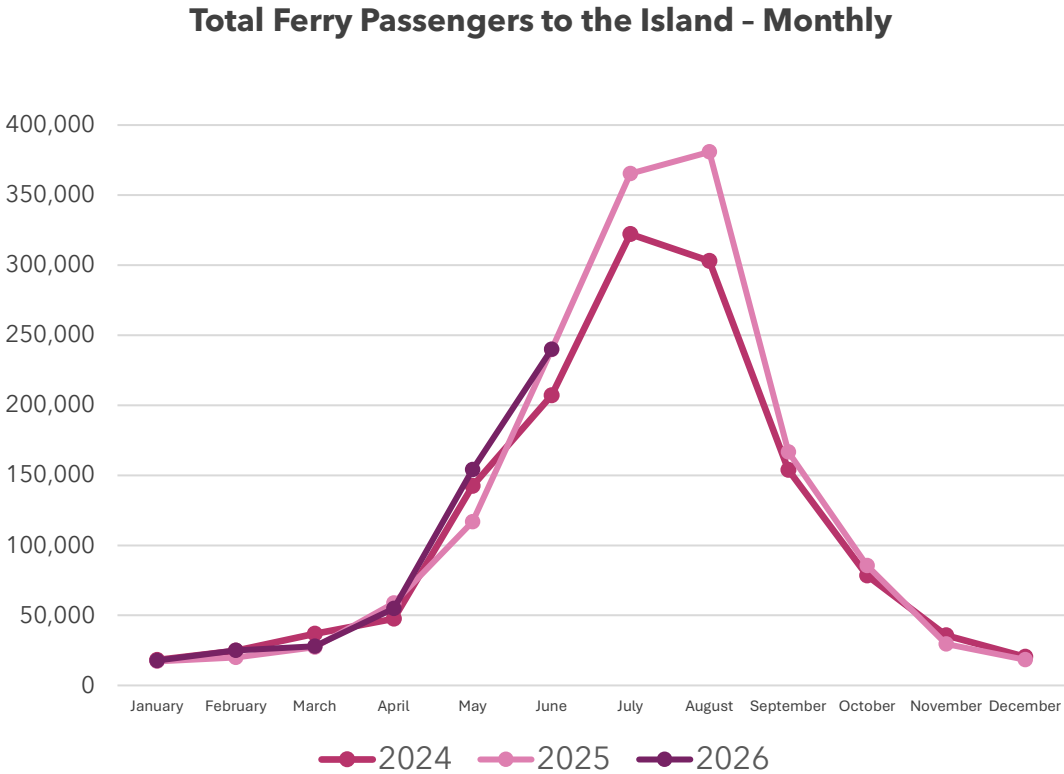
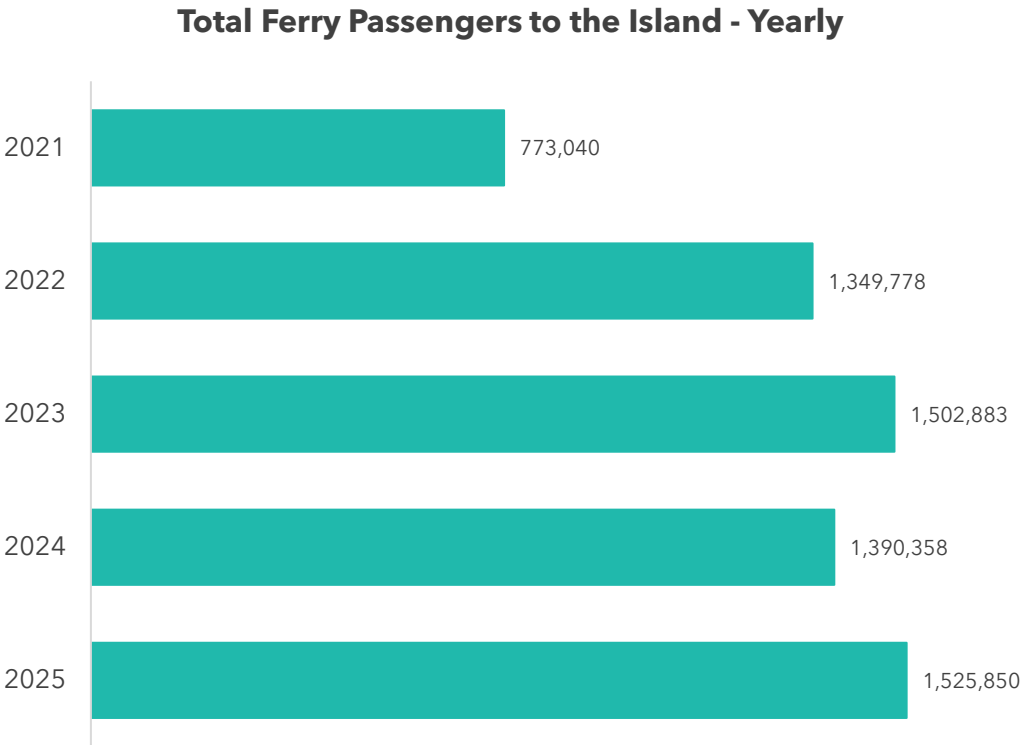


Employment on the Waterfront has grown 214% over the last 25 years, largely due to office development growth through the area, with 92% of jobs in the district being in the office sector.



JACK LAYTON FERRY TERMINAL TRIPS

Visiting the Toronto Islands via one of the City of Toronto's Ferries is an iconic waterfront experience. Supplemented by the commercial water-taxi industry, ferries are the most popular way to get to the Islands, with a record 1.52m passengers taken in 2025.



Source: City of Toronto Open Data Portal, Parks, Forestry & Recreation, Toronto Island Ferry Ticket Counts

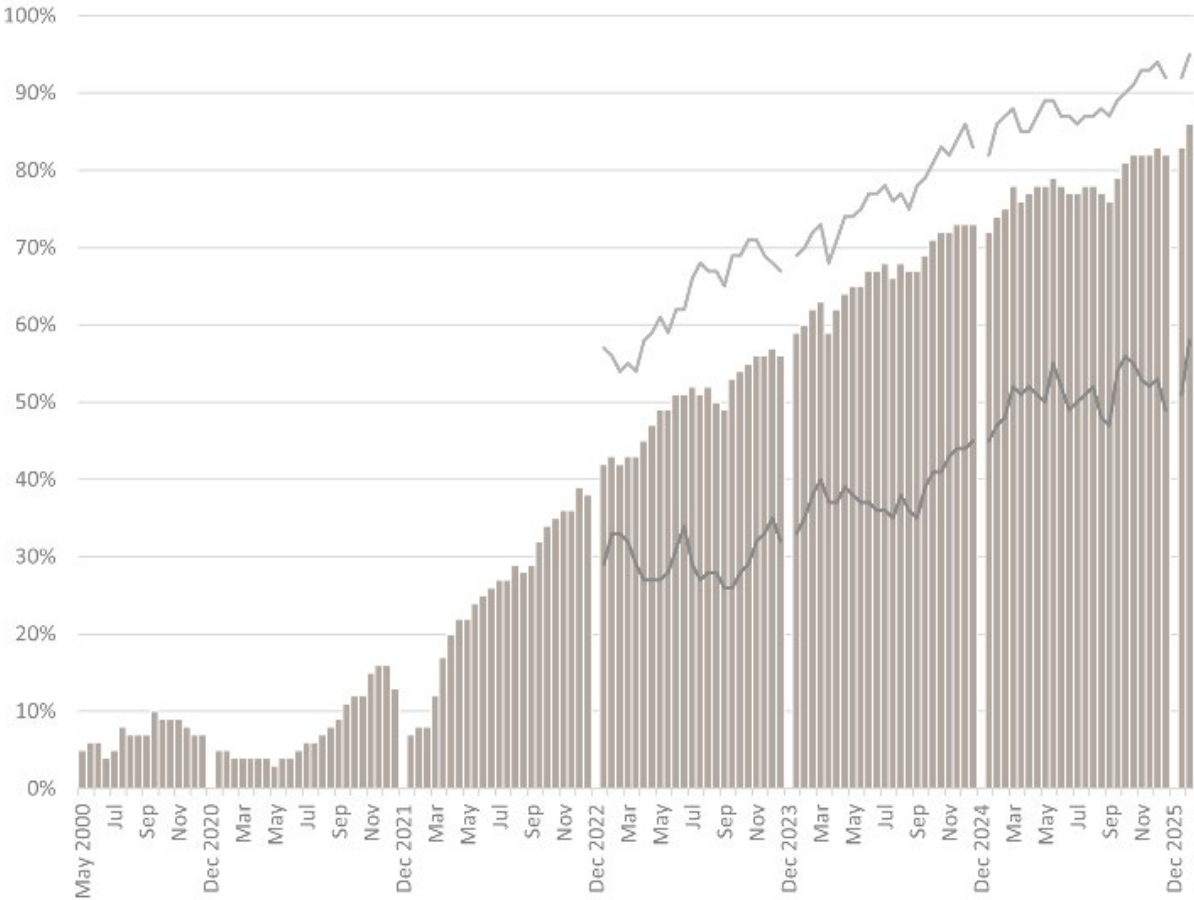


CITY-WIDE OFFICE OCCUPANCY

Toronto Downtown Core - Strategic Regional Research Associates, compare office occupancy to pre-pandemic levels.

February 1, 2026

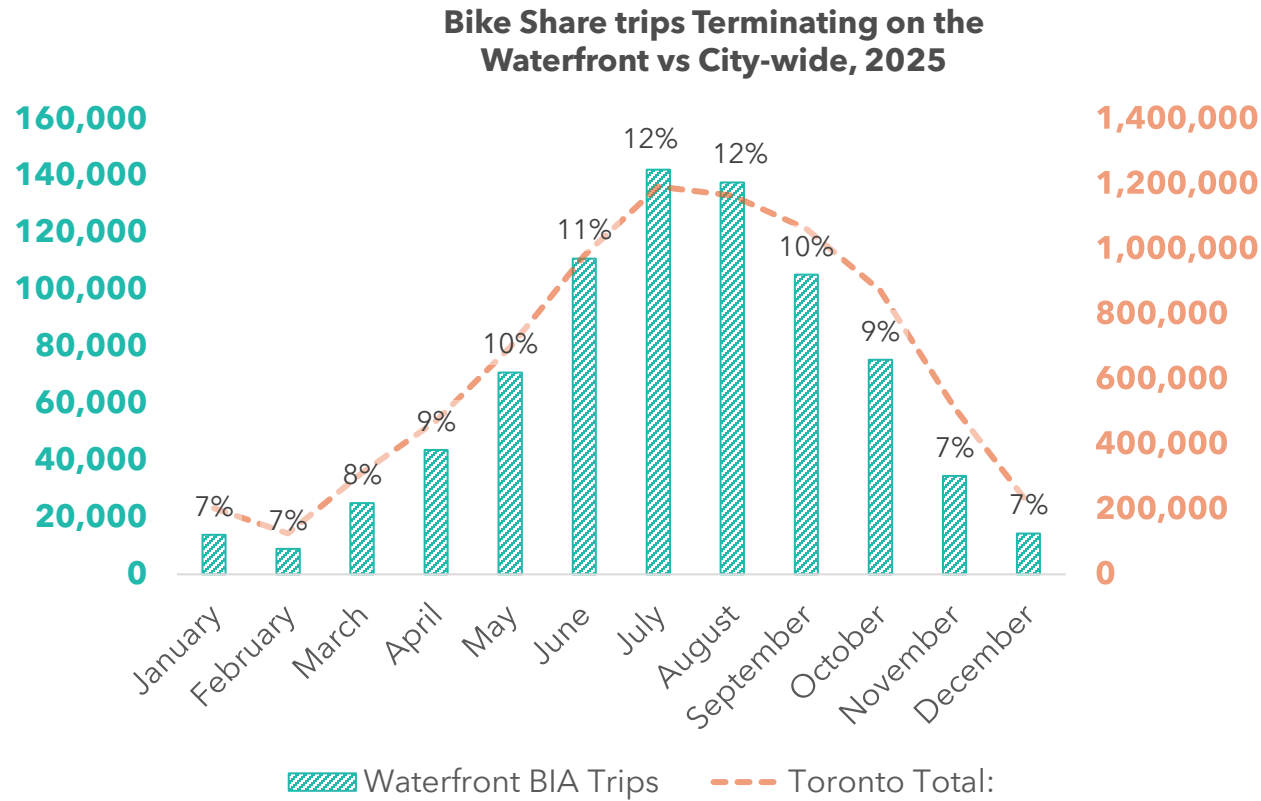
Average weekly - 86%
Peak Day - Wednesday 96%
Low Day - Friday 58%



782,932

Toronto Bike Share Trips started or ended on the Waterfront in 2025

The heavy usage of Bike Share Toronto is a strong indicator of how popular biking along the Martin Goodman Trail, to the waterfront, and other area bike corridors are for both transportation and recreation purposes.



10%

of all Bike Share trips taken in 2025 started or ended on the Waterfront.



Bike share ridership on the waterfront increases to **12%** of the total in the summer.

1.7%

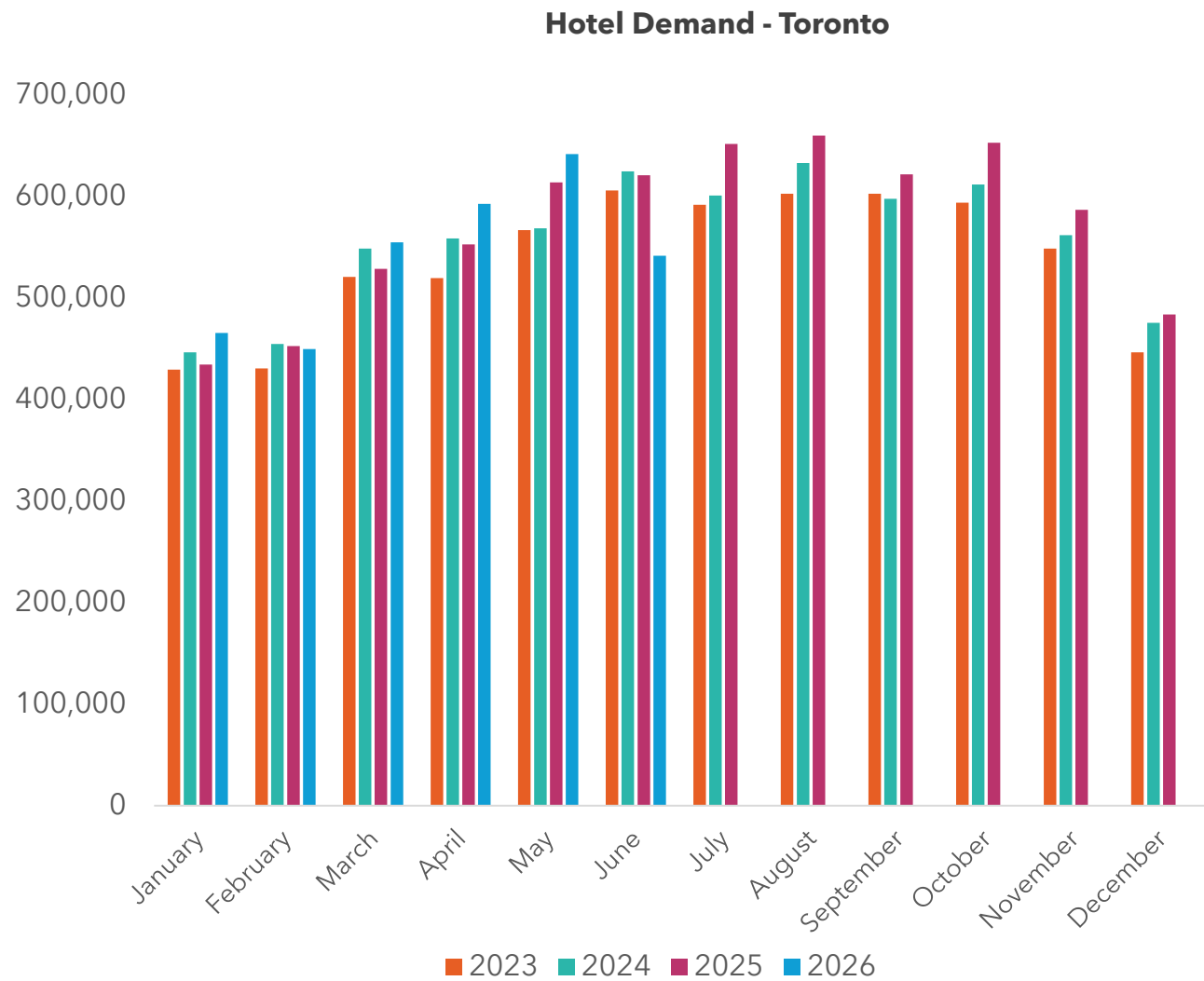
Of bike share trips start or end in the Port Lands

2.7%

Of all bike share trips take place on the islands during the 6 months of operation



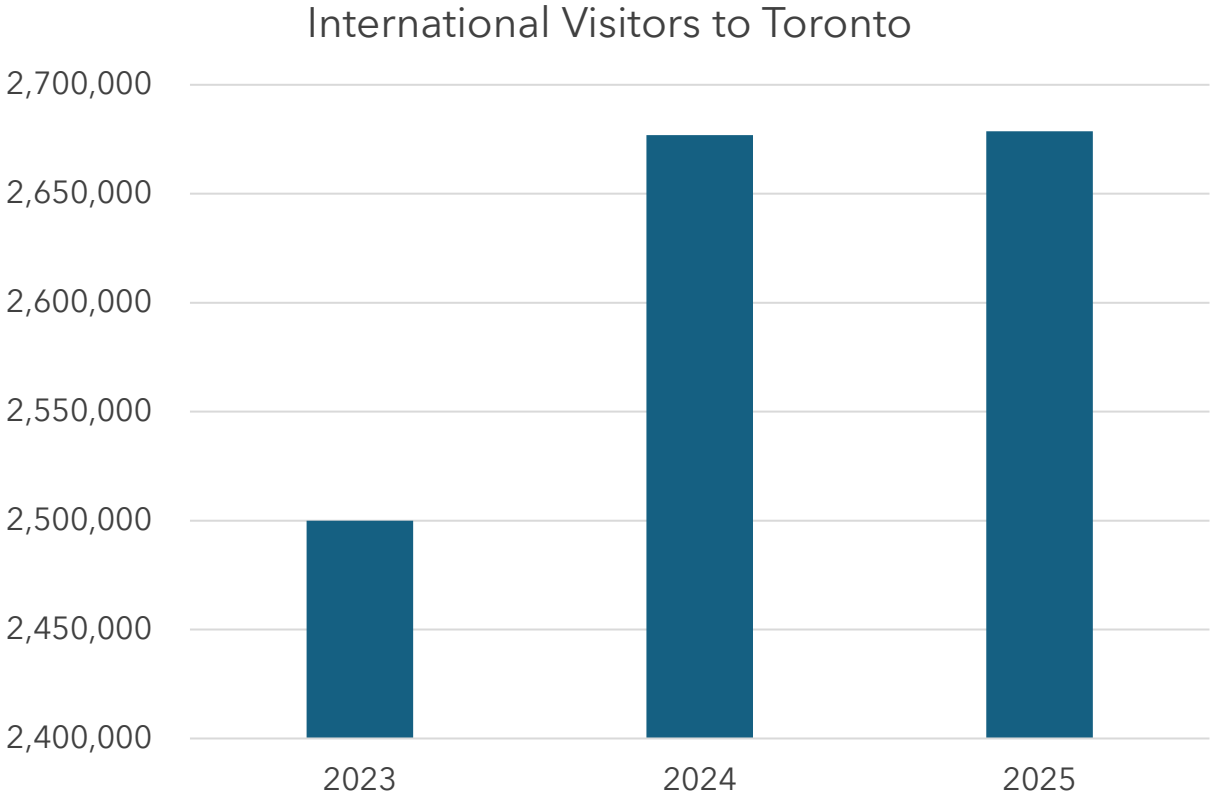
TORONTO HOTEL DEMAND



	2023 Average	2024 Average	2025 Average
Average Daily Rate (ADR) - Toronto	\$275	\$284	\$292
Revenue per Available Room (RevPAR)	\$200	\$210	\$220
Demand (rooms sold)	537K	568K	572K
Supply (rooms available)	748K	761K	773K
Occupancy	72%	73%	74%

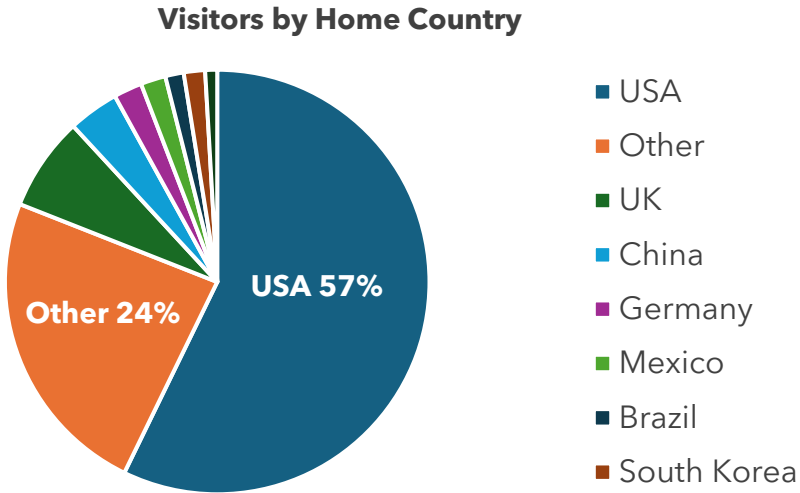


INTERNATIONAL VISITS TO TORONTO



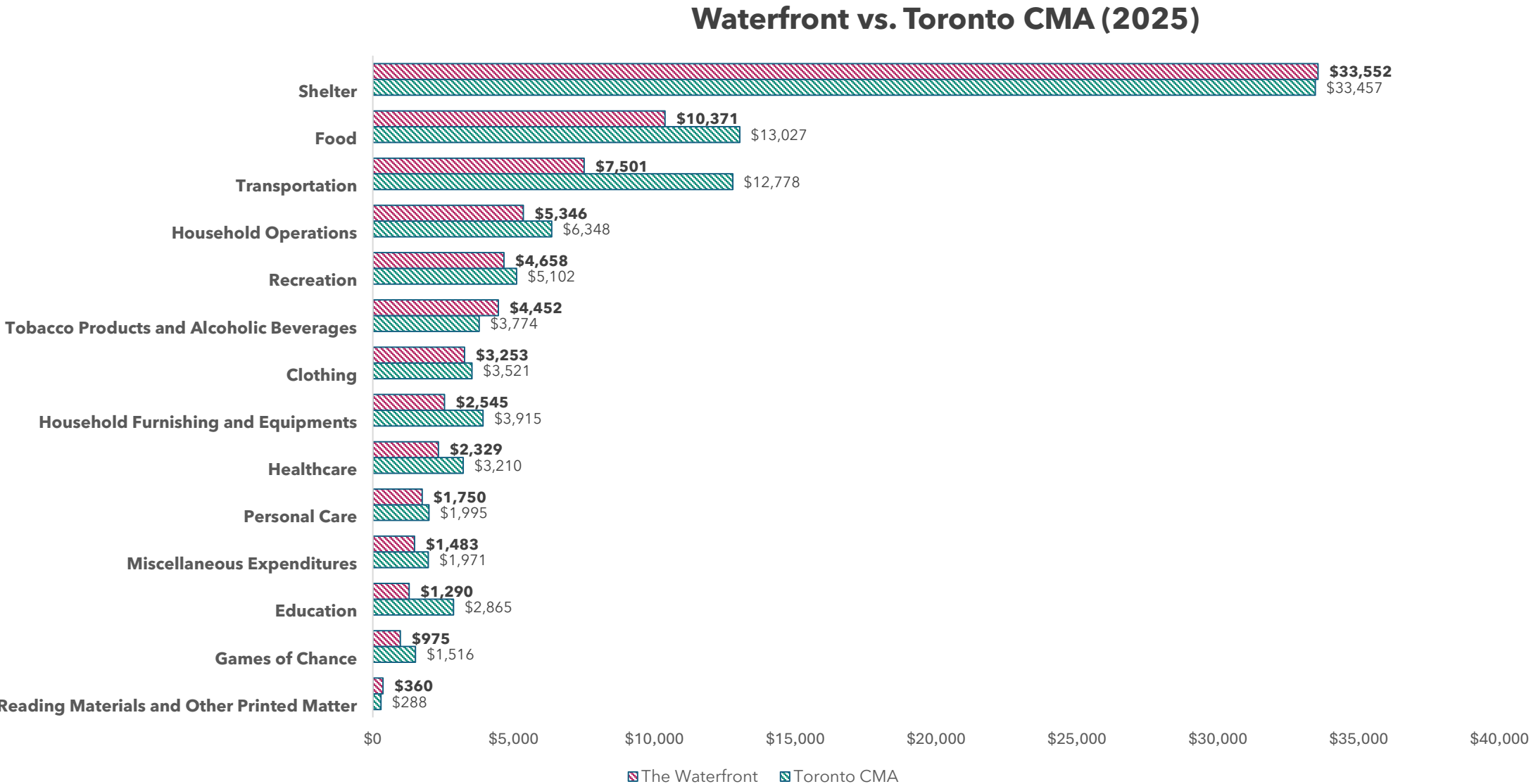
International visitors to the City of Toronto was strong in 2025, with 2.68m total visitors.

Of the home countries that international visitors came from in 2025, 57% were from the US, representing the largest visitor group by far.



RESIDENT DEMOGRAPHICS - HOUSEHOLD EXPENDITURE

Averages for residents living within the Waterfront BIA boundaries, 2025



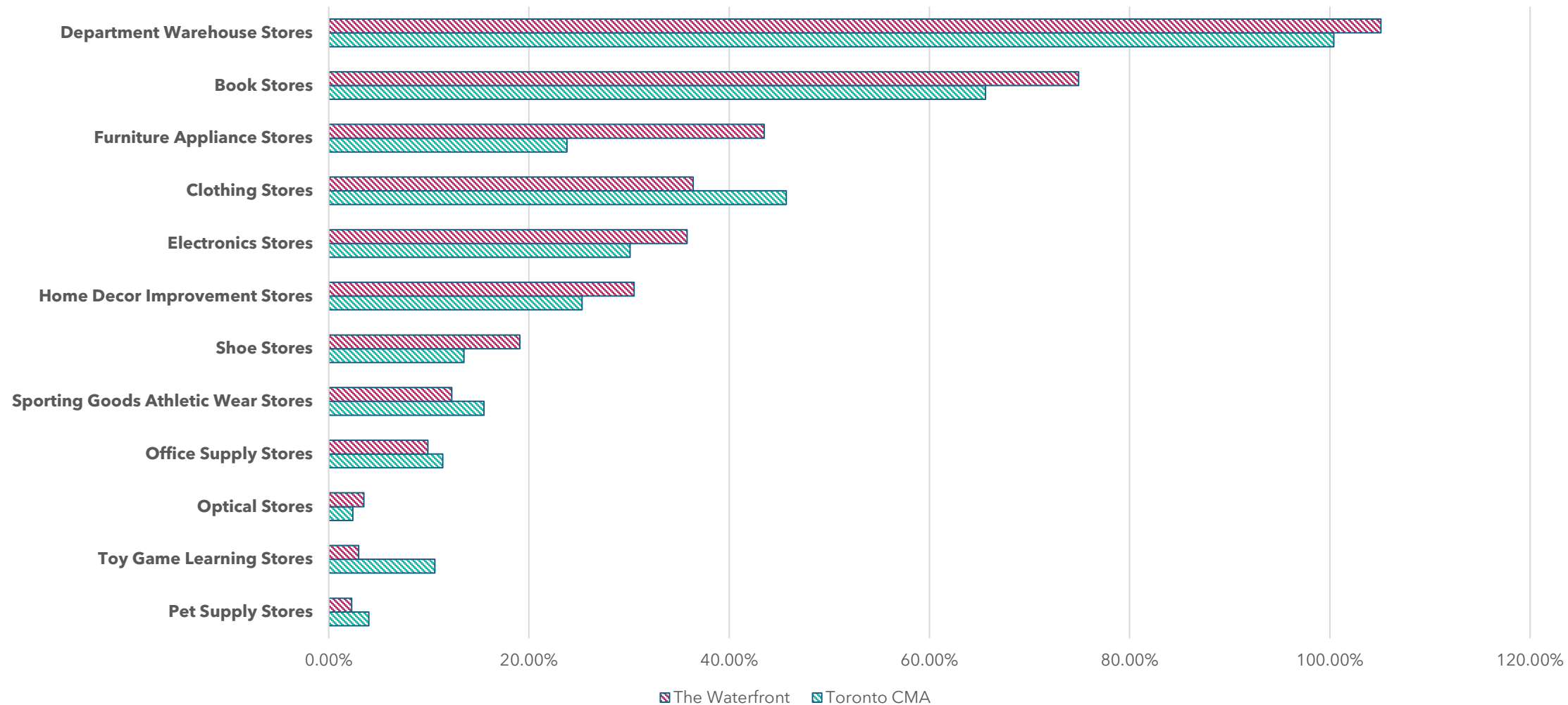
Source: Environics MobileScapes 2025 Icons by xnimrodx



RESIDENT DEMOGRAPHICS - ONLINE EXPENDITURE

Averages for residents living within the Waterfront BIA boundaries, 2025

Waterfront vs. Toronto CMA (2025)

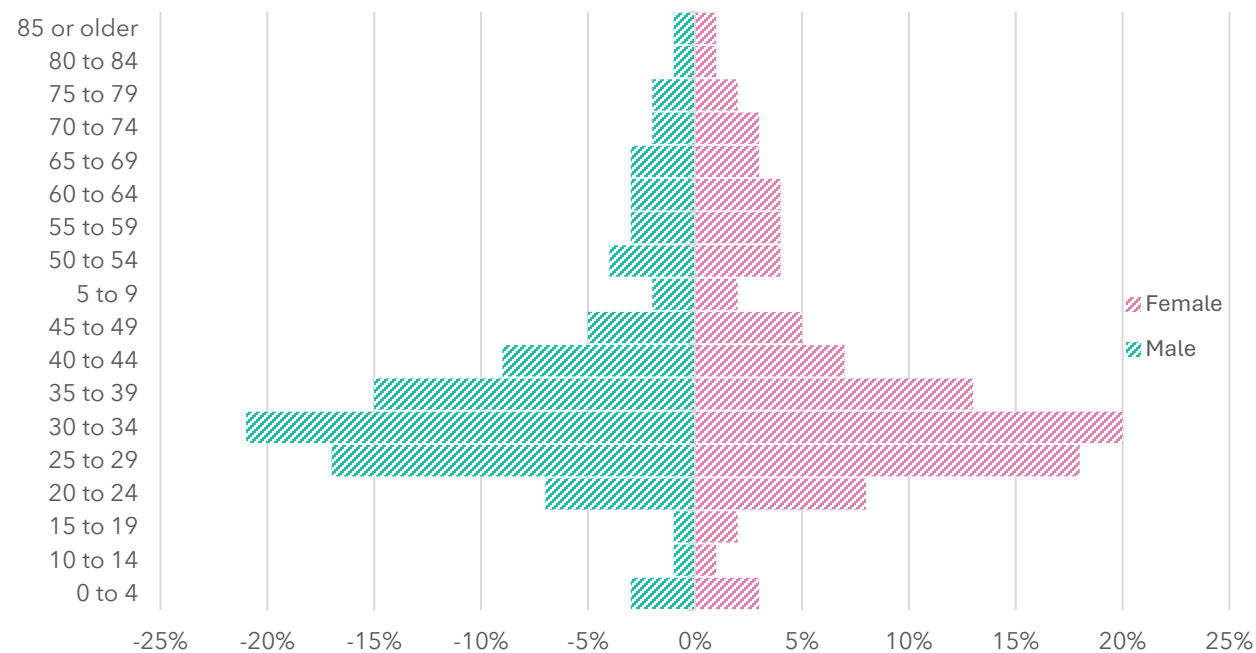


RESIDENT DEMOGRAPHICS - POPULATION PYRAMID

Residents living within the Waterfront BIA boundaries, 2025

18

Waterfront Residents Population Pyramid (2025)



Average Household Size

1.8

Visible Minority

56%

Average Age

38

Immigrants

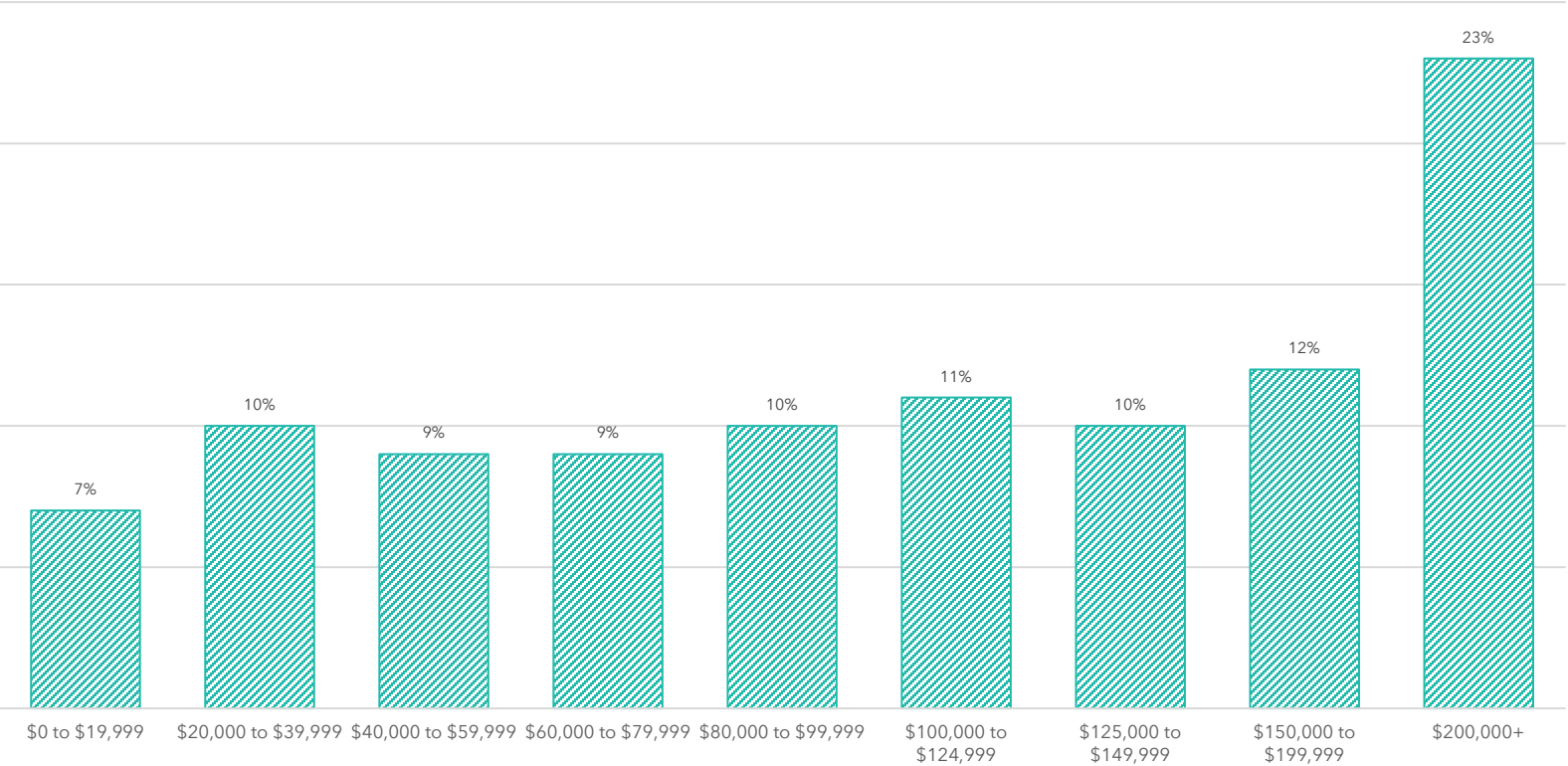
45%



RESIDENT DEMOGRAPHICS - HOUSEHOLD INCOME

Residents living within the Waterfront BIA boundaries, 2025

Household Income (2025)



Average Household Income (2025)

\$151,857





WATERFRONT BIA



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