



WATERFRONT
BIA

AREA DATA PACKAGE

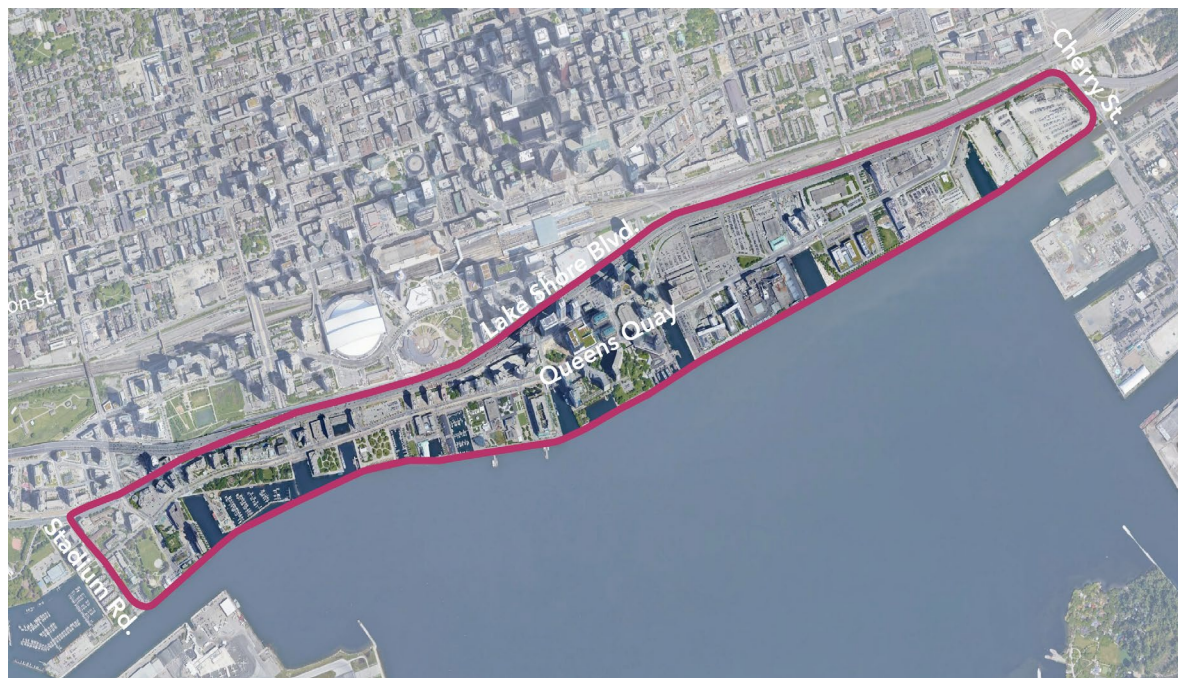
Queen's Quay Pedestrian Counts,
Waterfront Visitor Demographics,
Distance Travelled and other sources

Updated October 2025

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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

Queens Quay, East-West Activity - Monthly

Year to Date Comparison
Long Weekends
Weather Data

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Visitor Footfall Data

Environics Footfall - Monthly

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Area User Data

Various Sources

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

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Demographics

Environics MobileScapes - Annual

Waterfront BIA boundaries

- Resident Demographics
- Visitor Demographics
- Visitor Distance Travelled
- Visitors from the GTHA

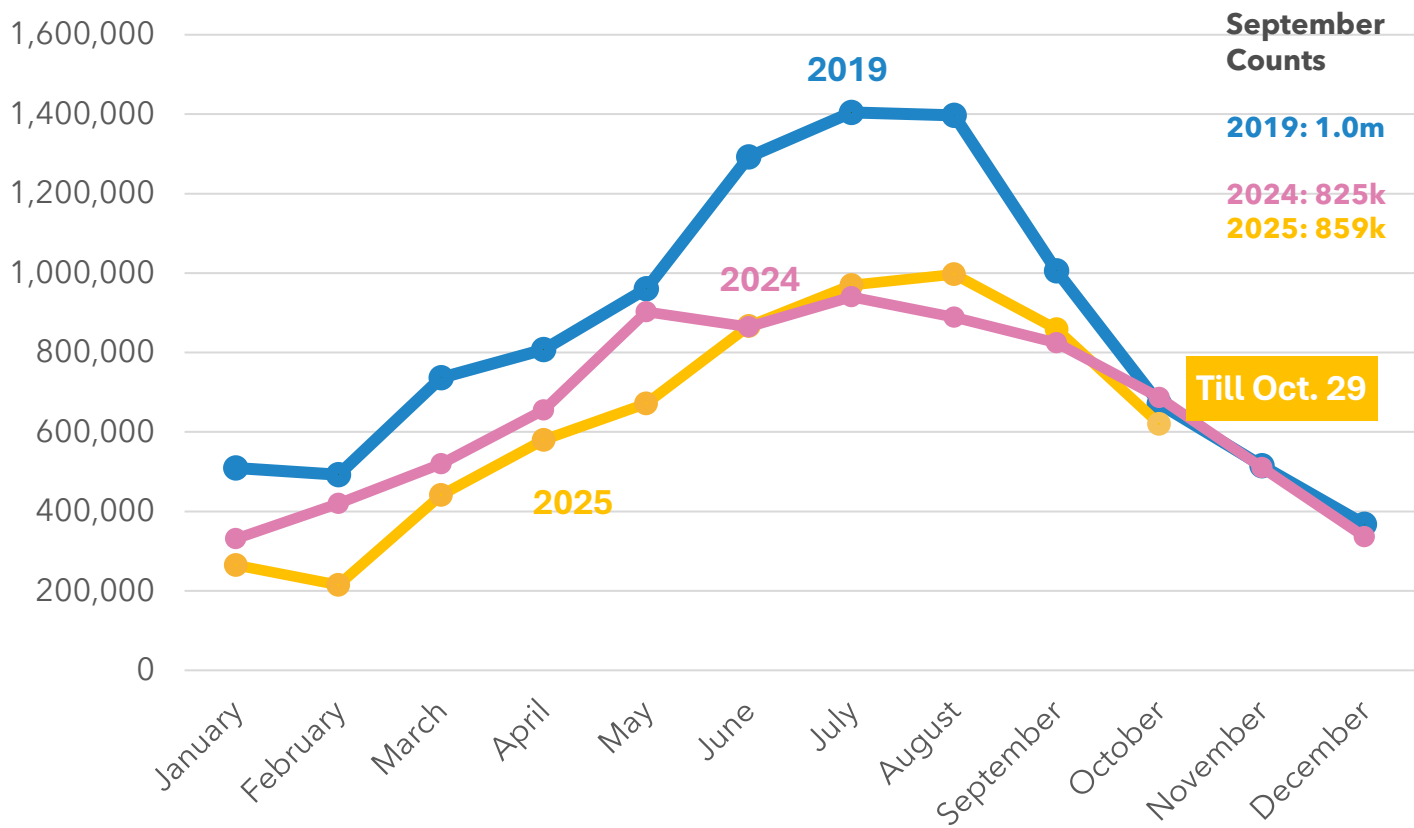
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PEDESTRIAN COUNTS - YEAR TO DATE COMPARISON

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

Pedestrian Counts
Monthly, 2019, 2024, 2025



Pedestrian Counter Locations



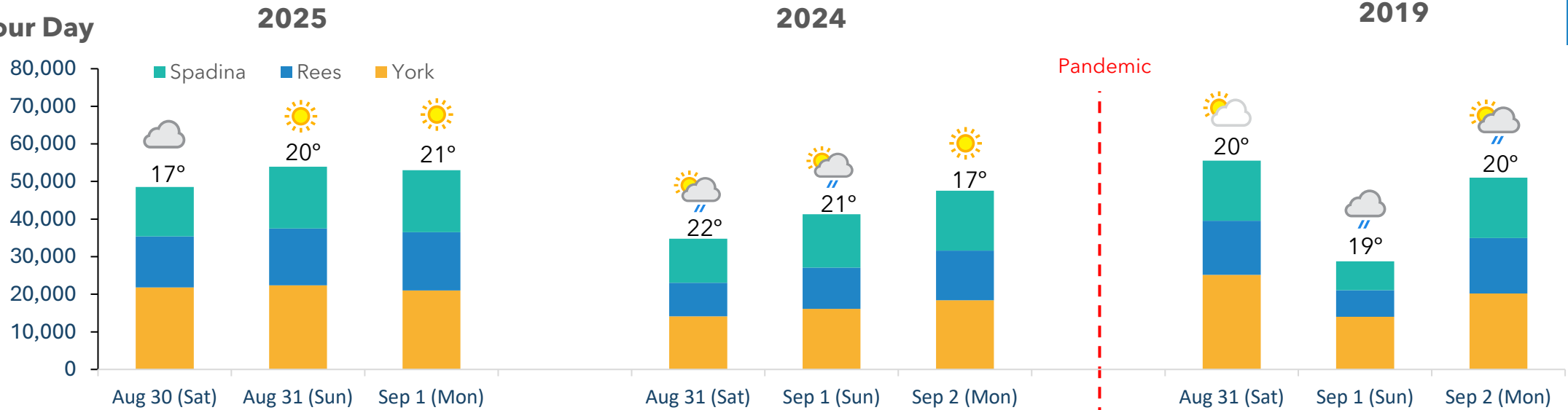
The Waterfront BIA measures the volume of pedestrians and cyclists traveling through three key east-west intersections using infrared counters that log each pedestrian or cyclist going east/west on the south side of Queens Quay.

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.

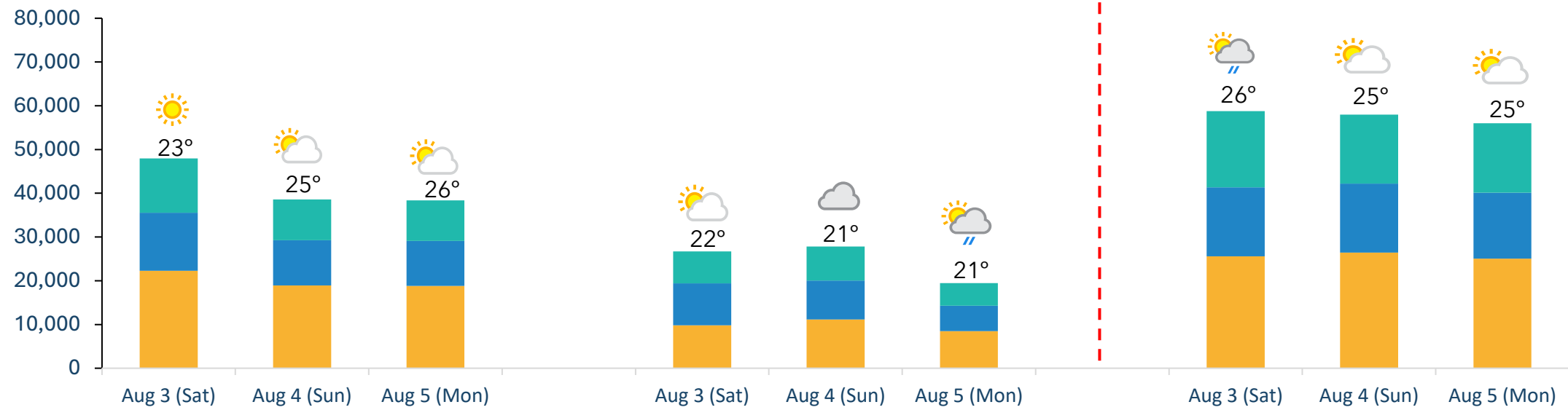


2025 LONG WEEKENDS COMPARED TO PREVIOUS YEARS

Labour Day



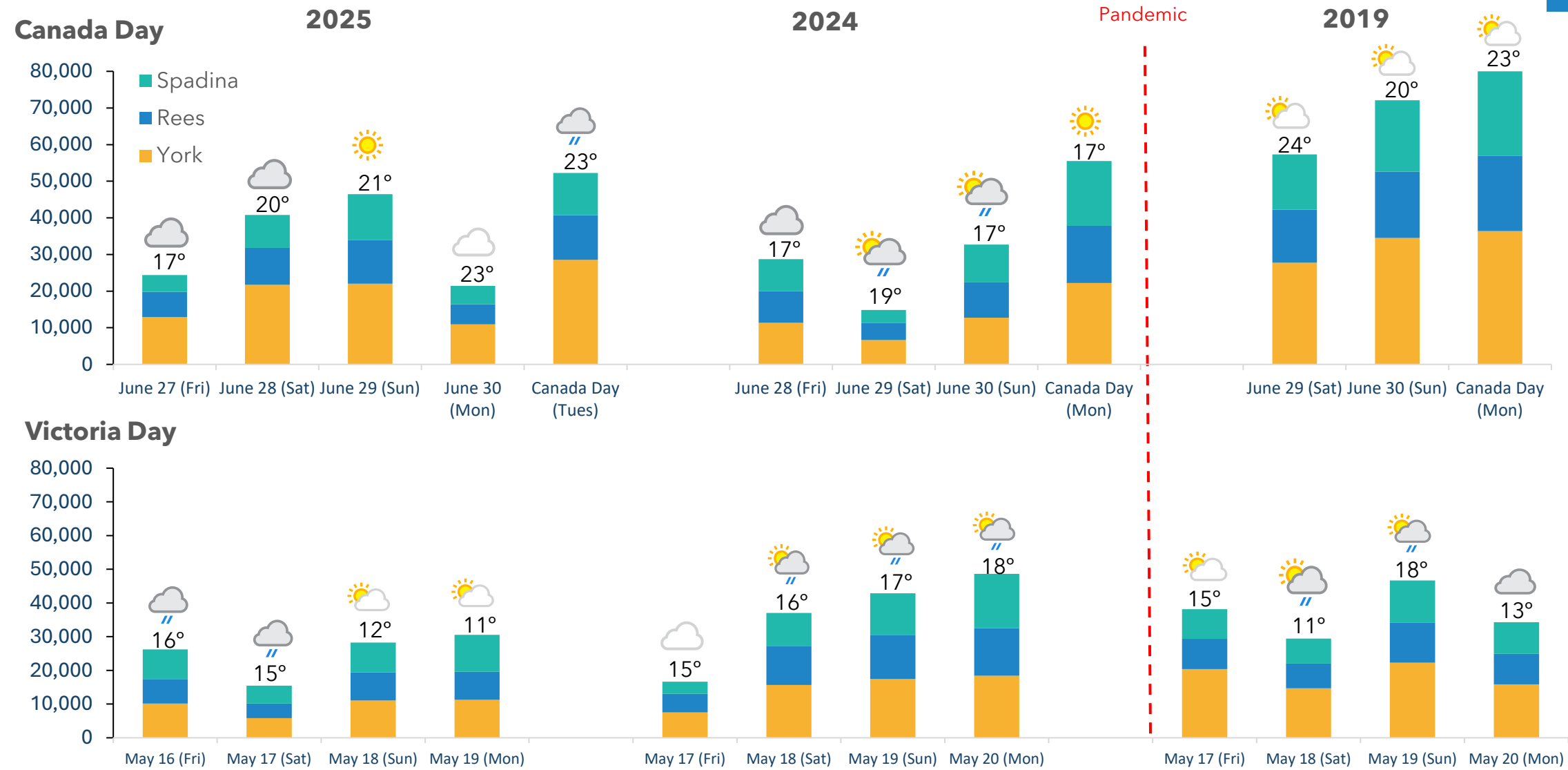
Civic Holiday



Source: The Waterfront BIA Queens Quay Pedestrian Counters



2025 LONG WEEKENDS COMPARED TO PREVIOUS YEARS



Source: The Waterfront BIA Queens Quay Pedestrian Counters

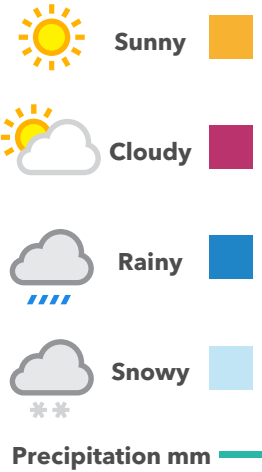


WEATHER CONDITIONS

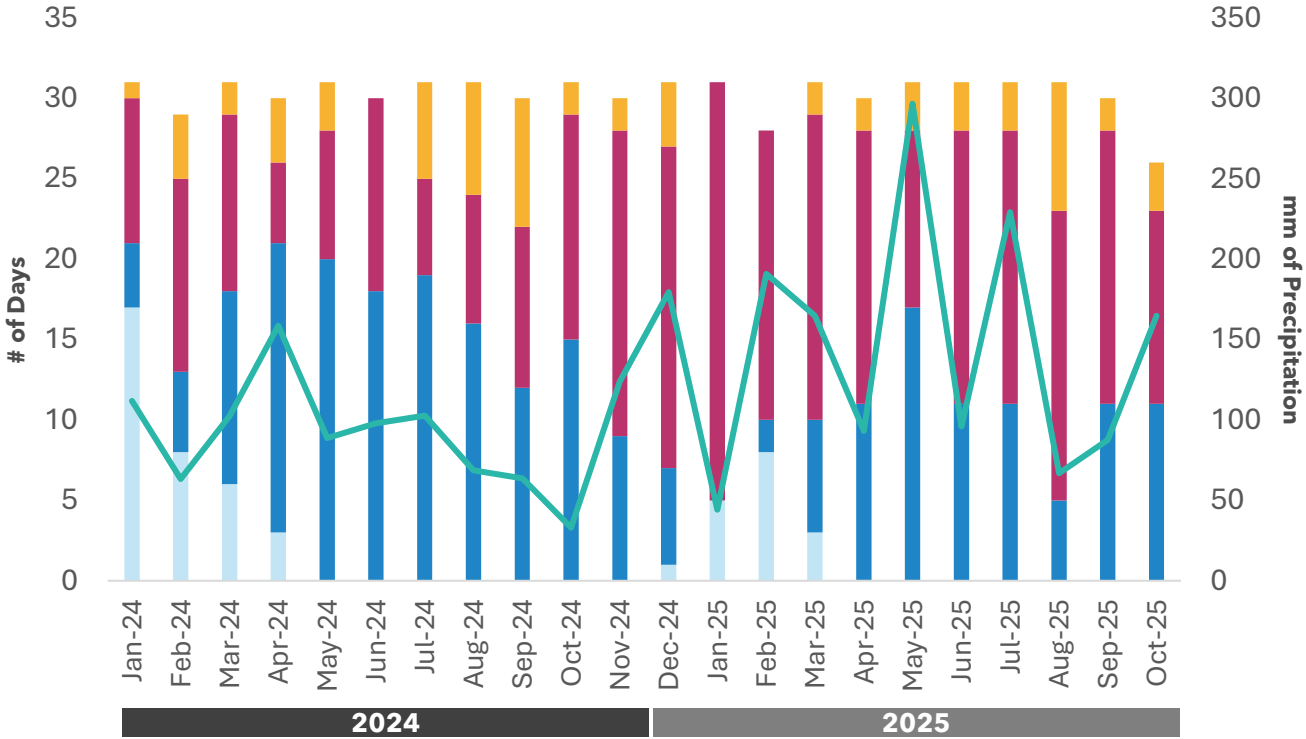
As a destination explicitly linked with weather, the waterfront benefits substantially from days with favorable weather conditions – rain, snow, and windstorms keep people away, especially with exposure from the lake, but on a warm, slightly overcast day there is no better place to be.

Severe Weather Conditions;
of Days

	Days with 15mm of rain or more	Days with Wind Speed of 25km or more
2025 to October 26	31	15
2024	24	24
2023	22	14
2022	0	24
2021	4	13
2020	8	18
2019	11	29

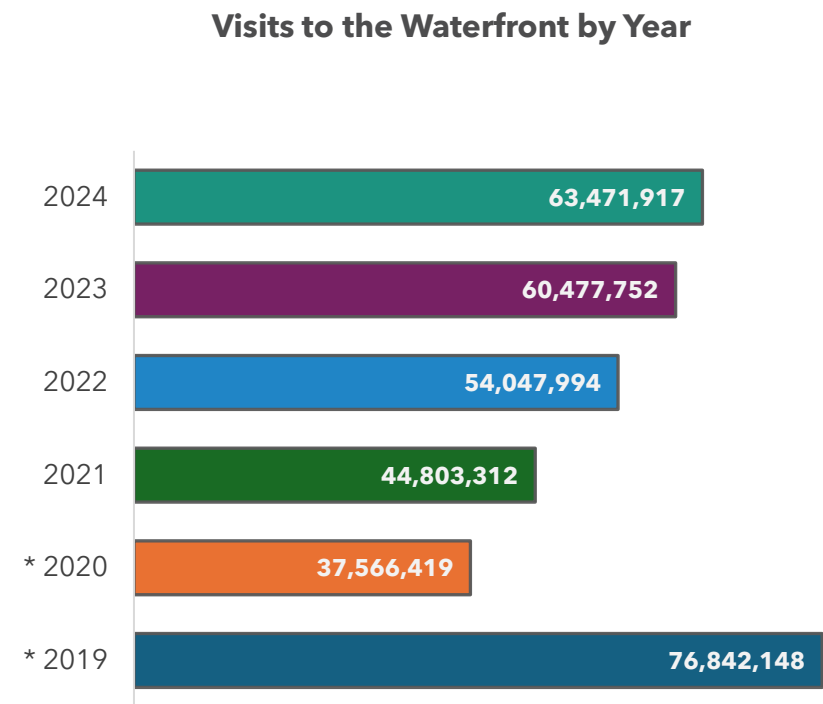
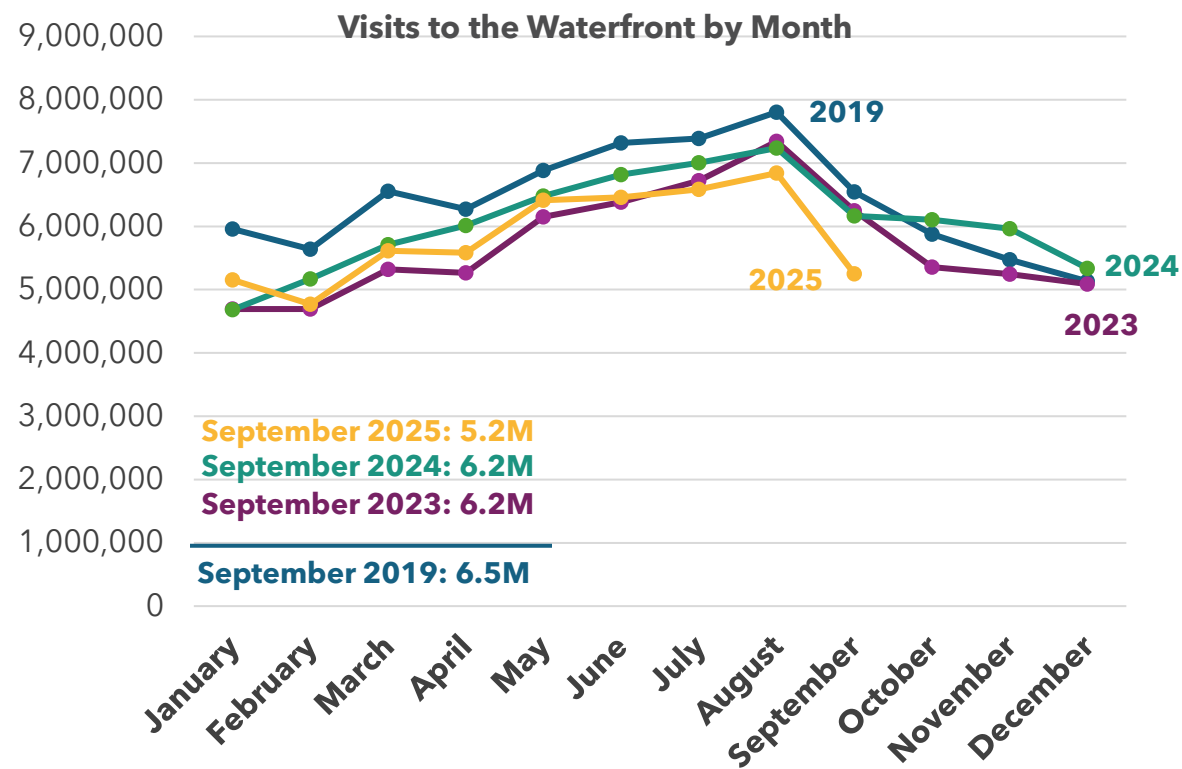


Forecasted Weather Conditions,
Monthly Count by Category



VISITOR FOOTFALL DATA - ENVIRONICS BY MONTH

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.



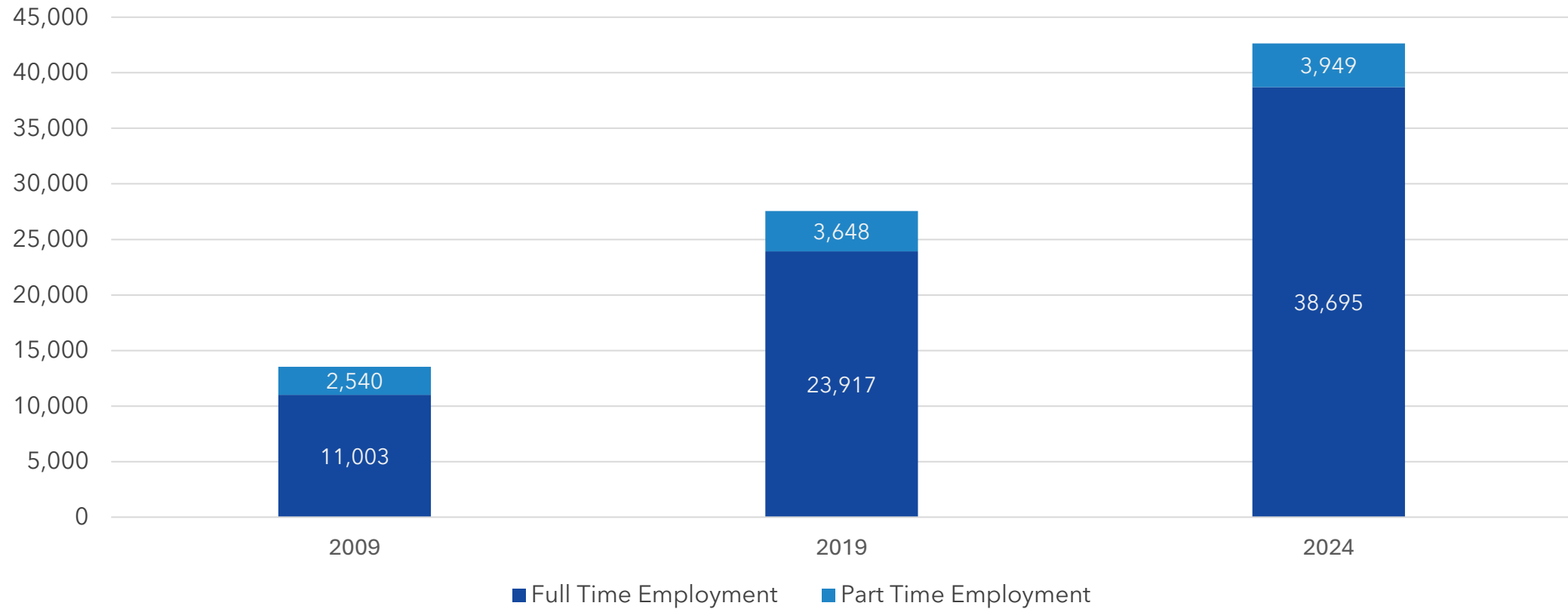
Note: In late 2024, Environics updated its methodology to include a new data source, adjusting visitor estimates from 2021 onward. Data using the pre-2021 methodology is marked with a star.



TORONTO EMPLOYMENT SURVEY

Data for the Waterfront BIA Area

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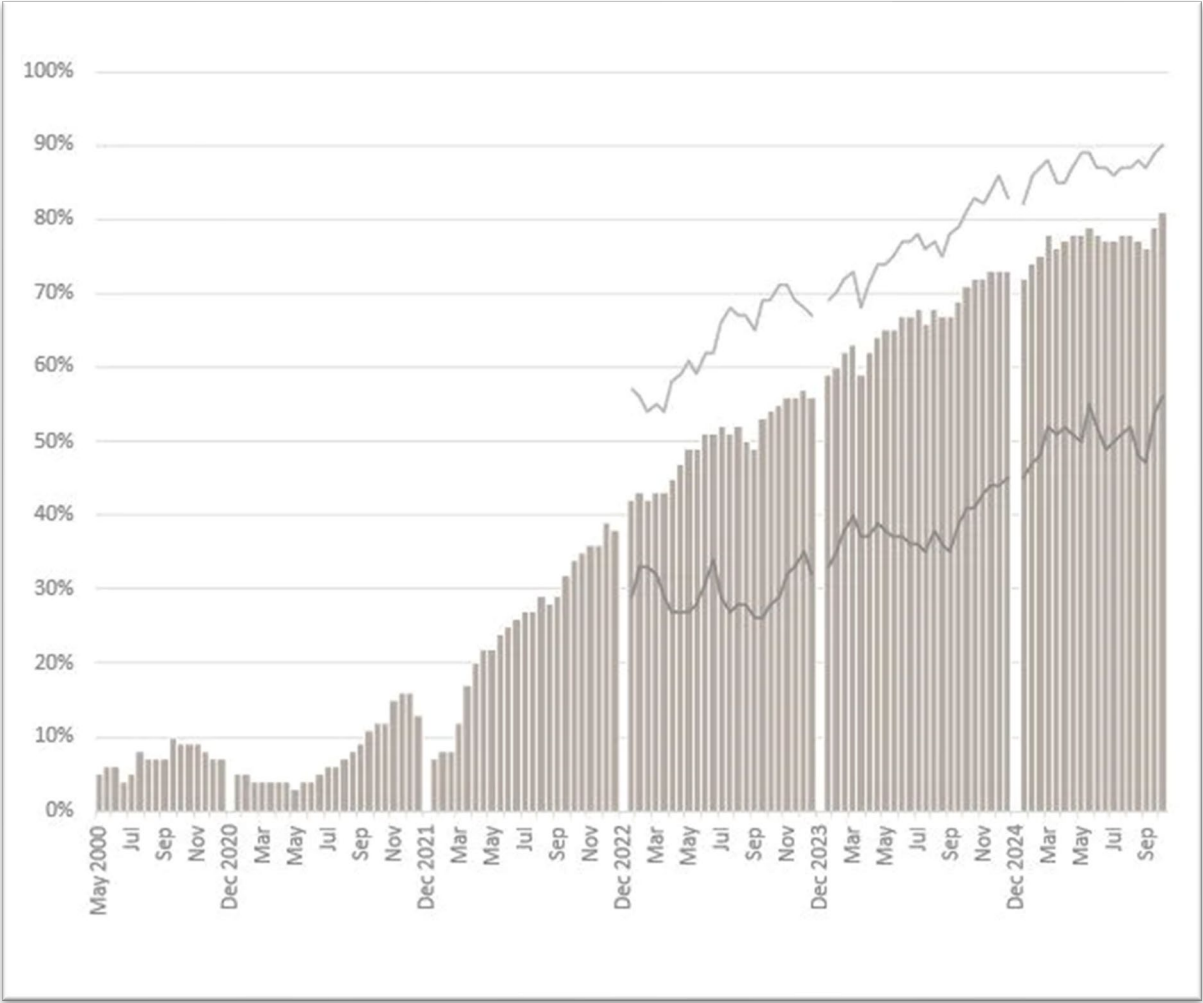
Employment on the Waterfront has grown 214% over the last 25 years, largely due to office development growth through the area, with 92% of jobs in the district being in the office sector.



CITY-WIDE OFFICE OCCUPANCY

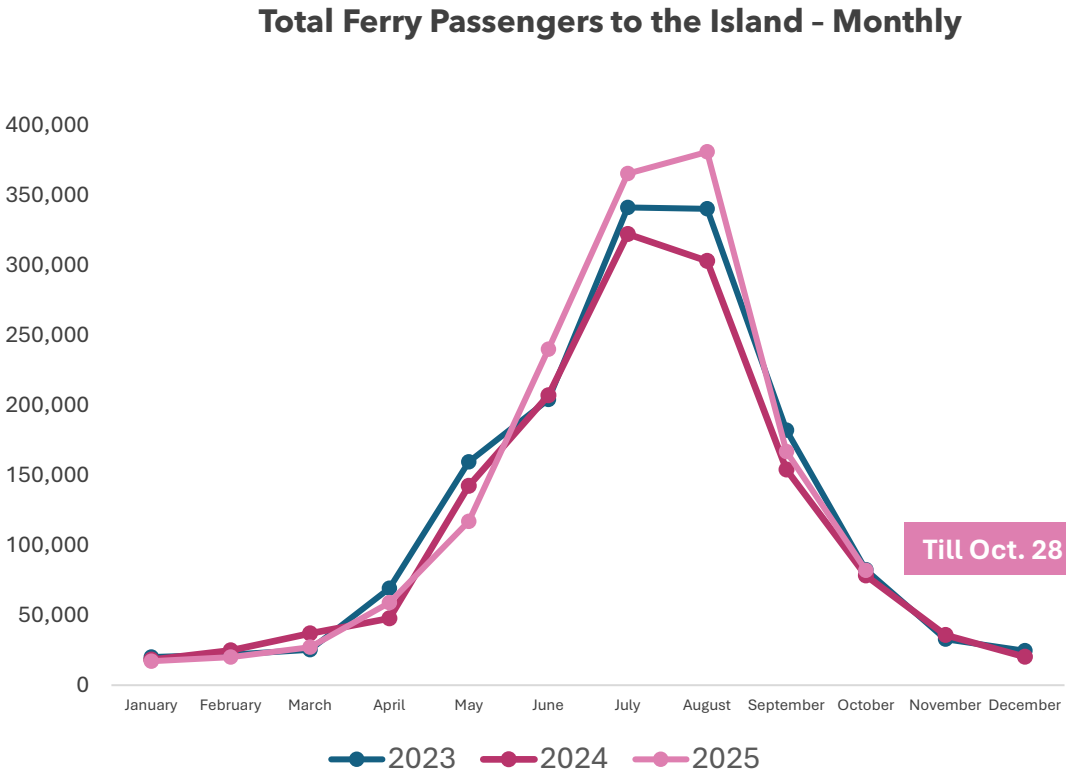
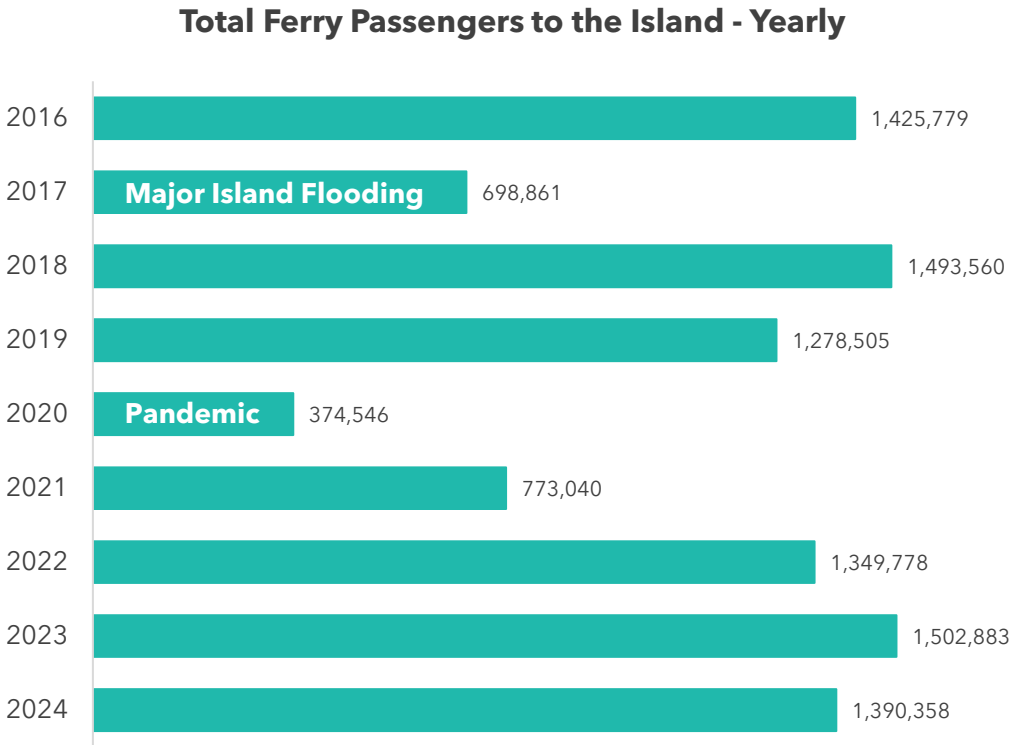
Toronto Downtown Core - Strategic Regional Research Associates.

Average weekly - 81%
Peak Day - Wednesday 90%
Low Day - Friday 56%



JACK LAYTON FERRY TERMINAL TRIPS

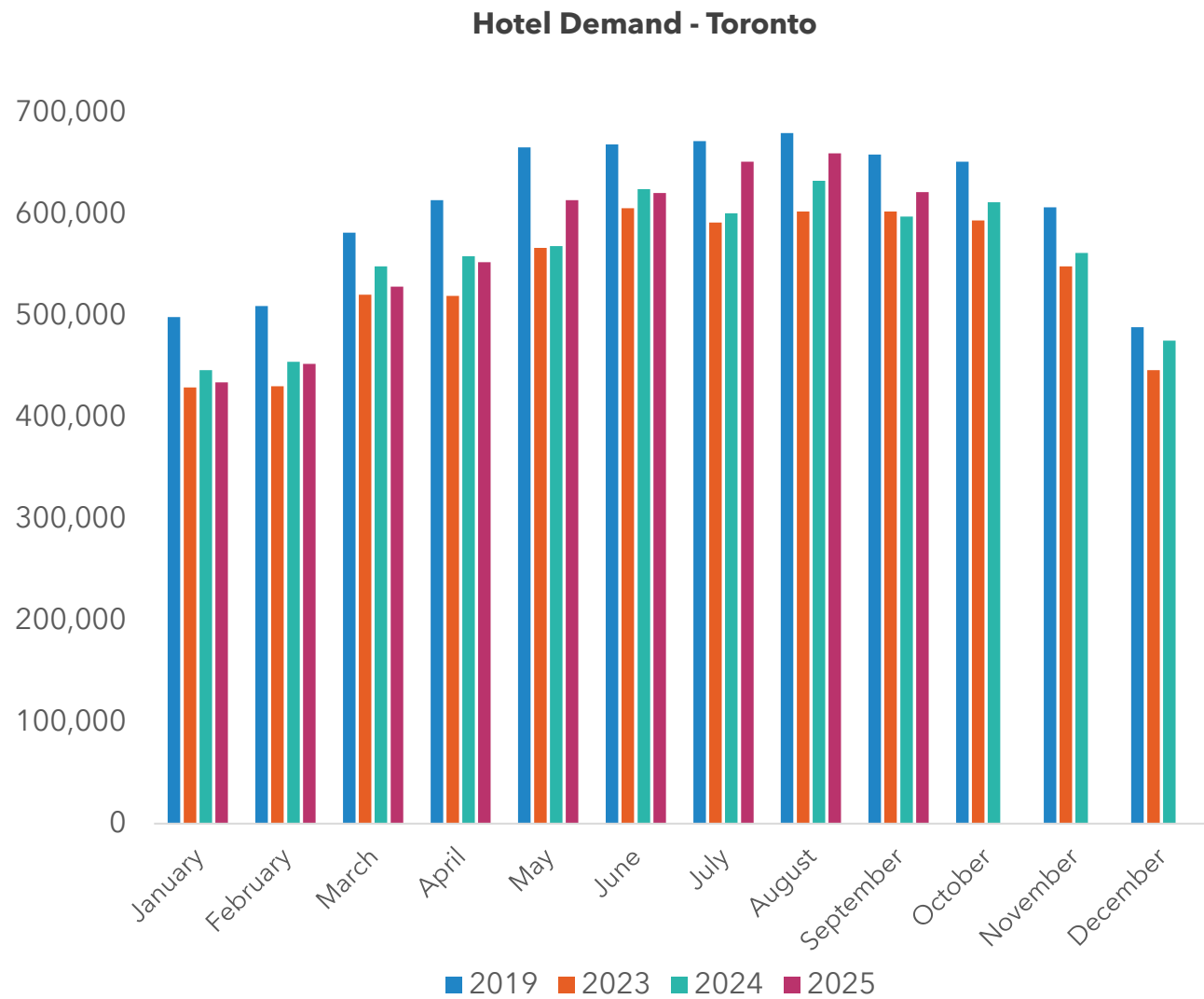
Visiting the Toronto Islands via one of the City of Toronto's Ferries is an iconic waterfront experience. Supplemented by the commercial water-taxi industry, ferries are the most popular way to get to the Islands, with a record 1.4m passengers taken in 2024.



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



TORONTO HOTEL DEMAND



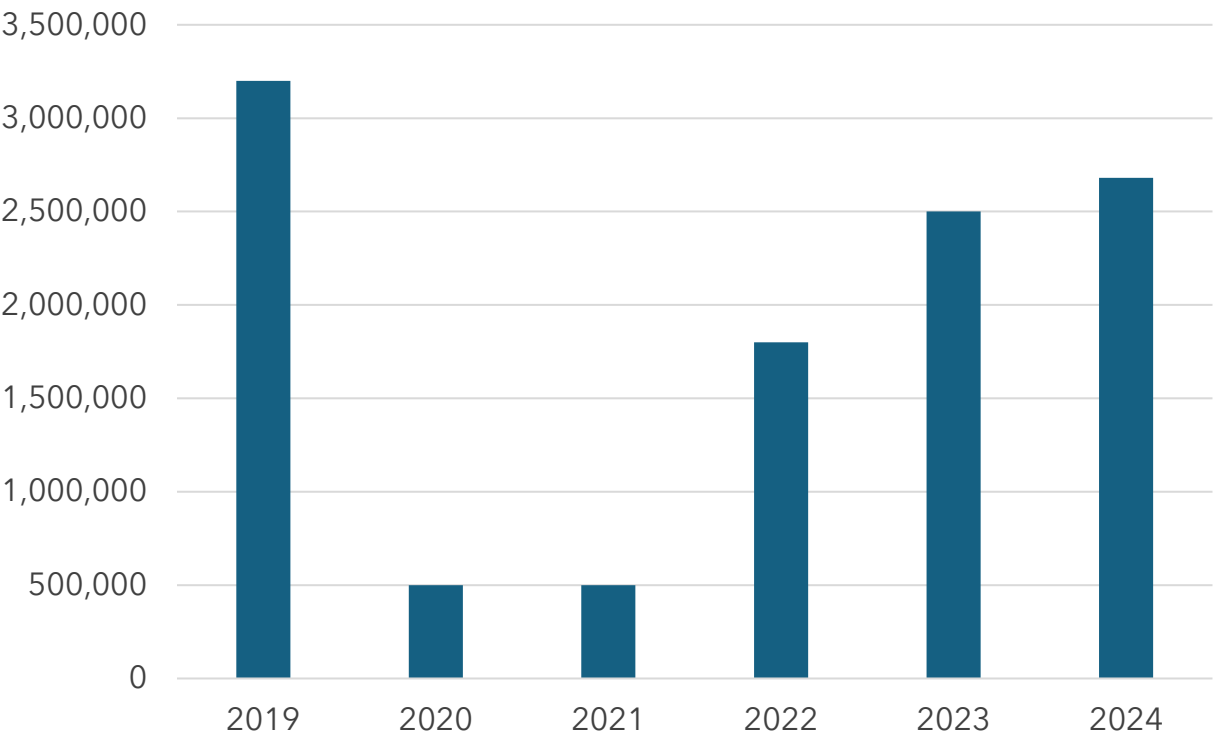
	2019 Average	2023 Average	2024 Average
Average Daily Rate (ADR) - Toronto	\$213	\$275	\$284
Revenue per Available Room (RevPAR)	\$163	\$200	\$210
Demand (rooms sold)	607 K	537 K	568 K
Supply (rooms available)	803 K	748 K	761 K
Occupancy	76%	72%	73%

Source: Destination Toronto; STR (Smith Travel Research).



INTERNATIONAL VISITS TO TORONTO

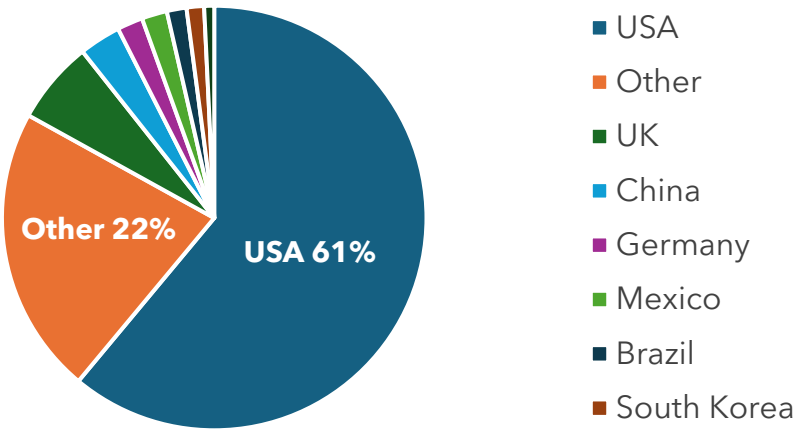
International Visitors to Toronto



International visitors to the City of Toronto was strong in 2024, with 2.68m total visitors.

Of the home countries that international visitors came from in 2024, 61% were from the US, representing the largest visitor group by far.

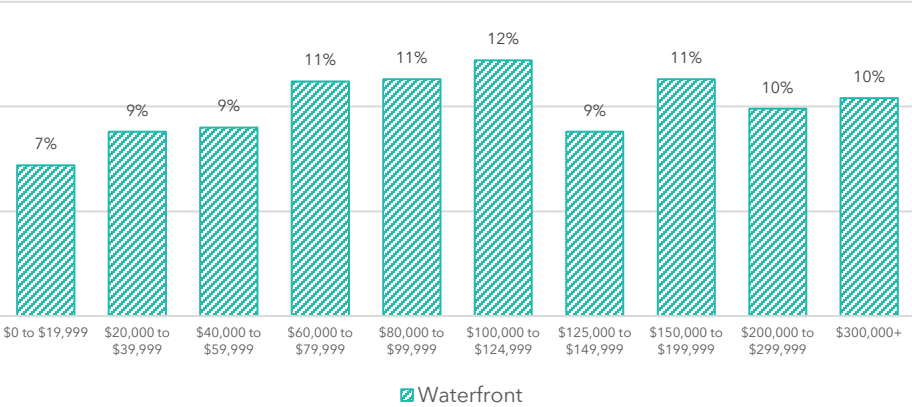
Visitors by Home Country



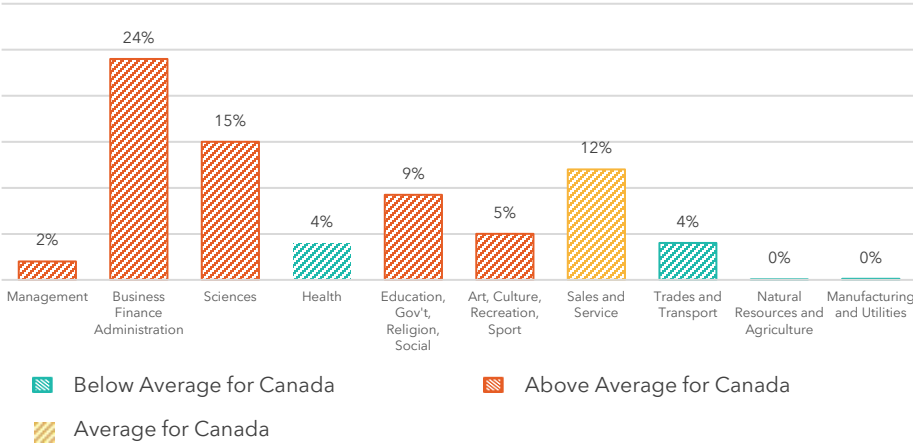
DEMOGRAPHICS - WATERFRONT RESIDENTS (2024)

Average for residents living within the Waterfront BIA boundaries, 2024

Household Income



Occupation



Average Household Income

\$146,710

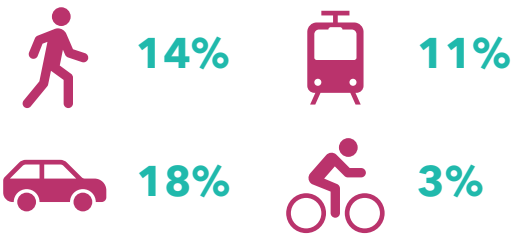
Average Disposable Income

\$103,494

Average Consumption

\$95,501

Commute to Work



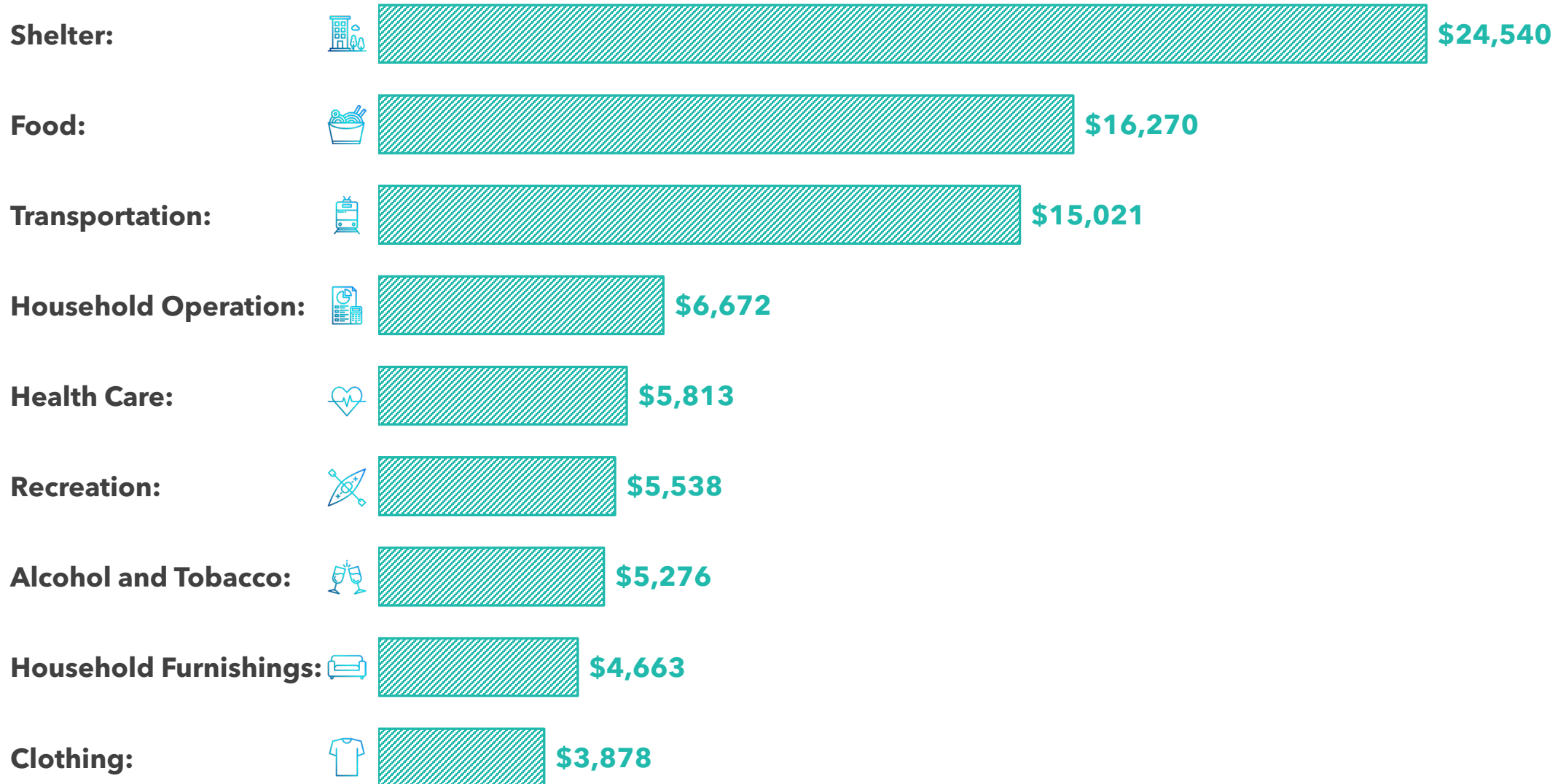
Residents of the Waterfront walk to work 451% more, bike to work 411% more, and take transit to work 197% more as compared to the rest of Canada.



DEMOGRAPHICS -RESIDENT EXPENDITURES (2024)

Averages for residents living within the Waterfront BIA boundaries, 2023

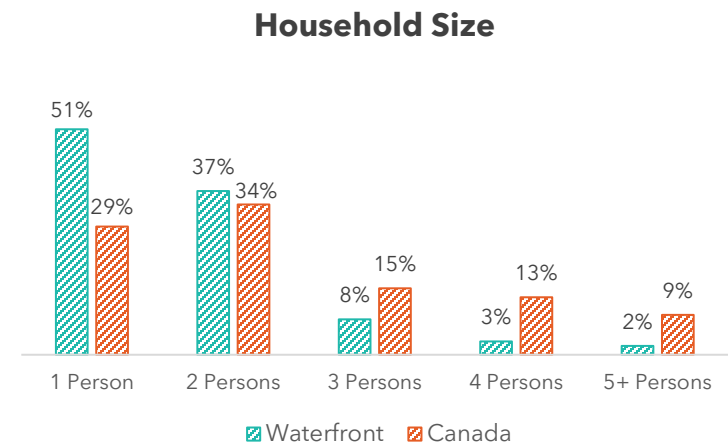
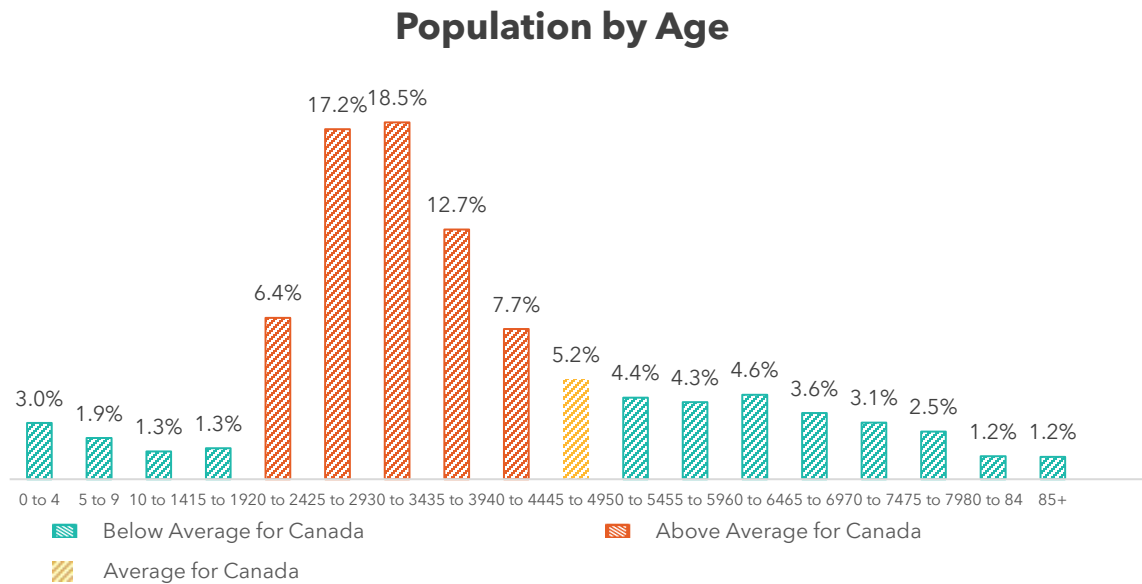
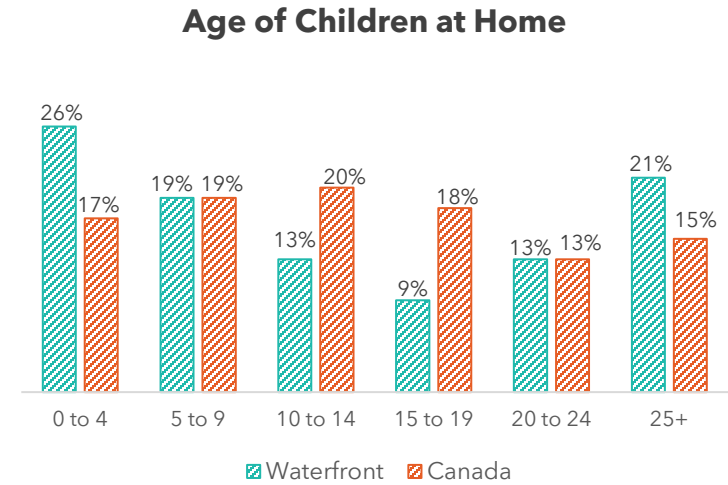
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DEMOGRAPHICS - WATERFRONT RESIDENTS (2024)

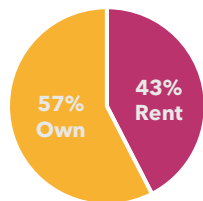
Residents living within the Waterfront BIA boundaries, 2024

Population:	28,844	Couples with children at home	34%
Households:	16,885	Belong to a Visible Minority	56%
Median Age: * of household maintainers	37	Born Outside of Canada	47%
Married / Common-law: * Marital Status	49%	Have a University Degree:	69%



DEMOGRAPHICS - AVERAGE WATERFRONT VISITORS 2024

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43% of visitors to the Waterfront rent, which is 26% more likely as compared to Canada as a whole.



The household income of visitors to the Waterfront is an average of **\$129,696**, which is 12% higher than average for the Canada.



60% of visitors to the Waterfront live in an apartment or condo building (low and high rise). This is 72% above average for Canada.



44% of visitors to the Waterfront have a university certificate, diploma or degree at the bachelors' level or above, 61% above the average for Canada.

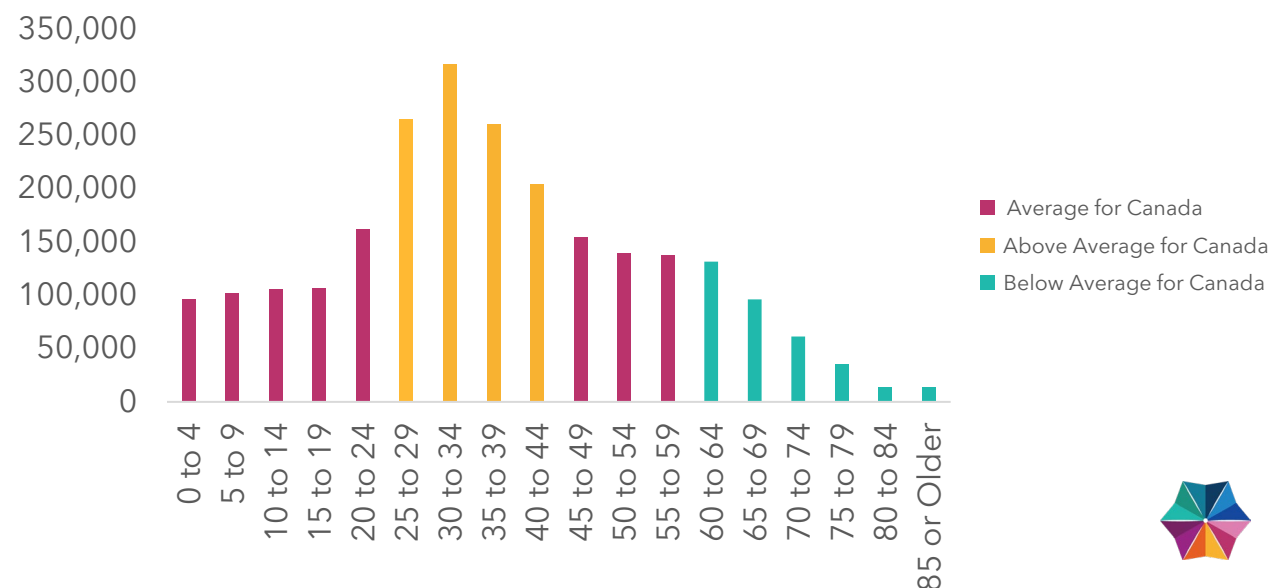


40% of visitors to the Waterfront live in a house. This is 36% below the average for Canada.



47% of visitors to the Waterfront have children at home, which is 29% more likely as compared the rest of Canada.

Age of Visitors

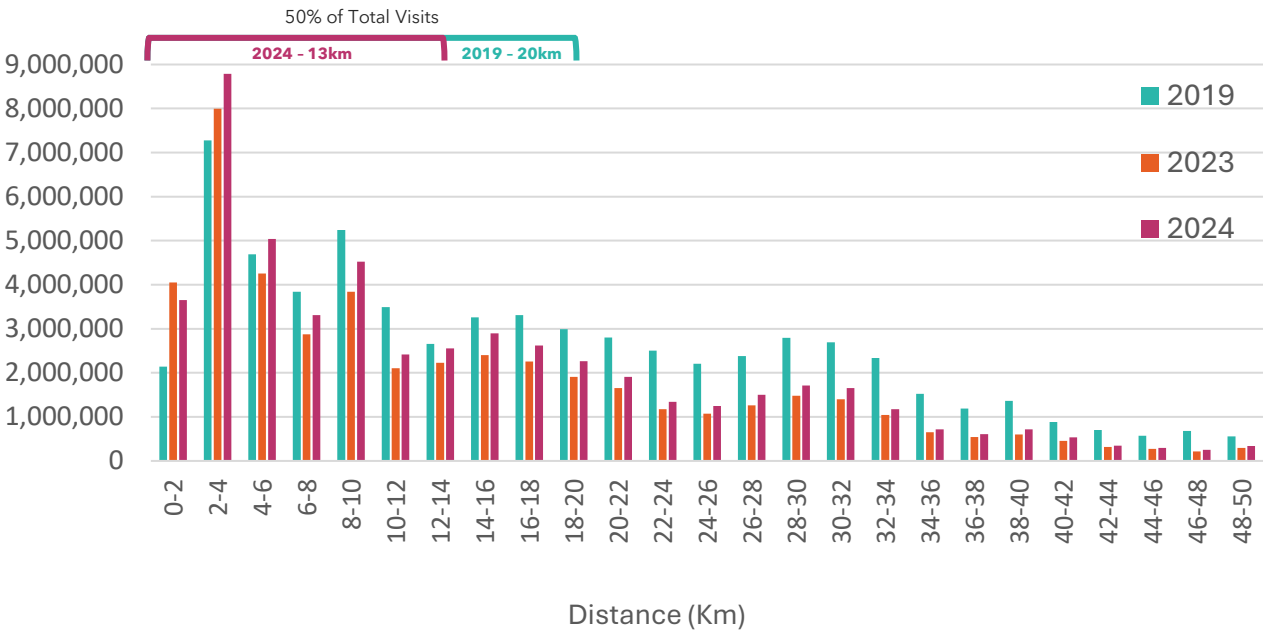


DEMOGRAPHICS - VISITOR DISTANCE TRAVELLED (2024)

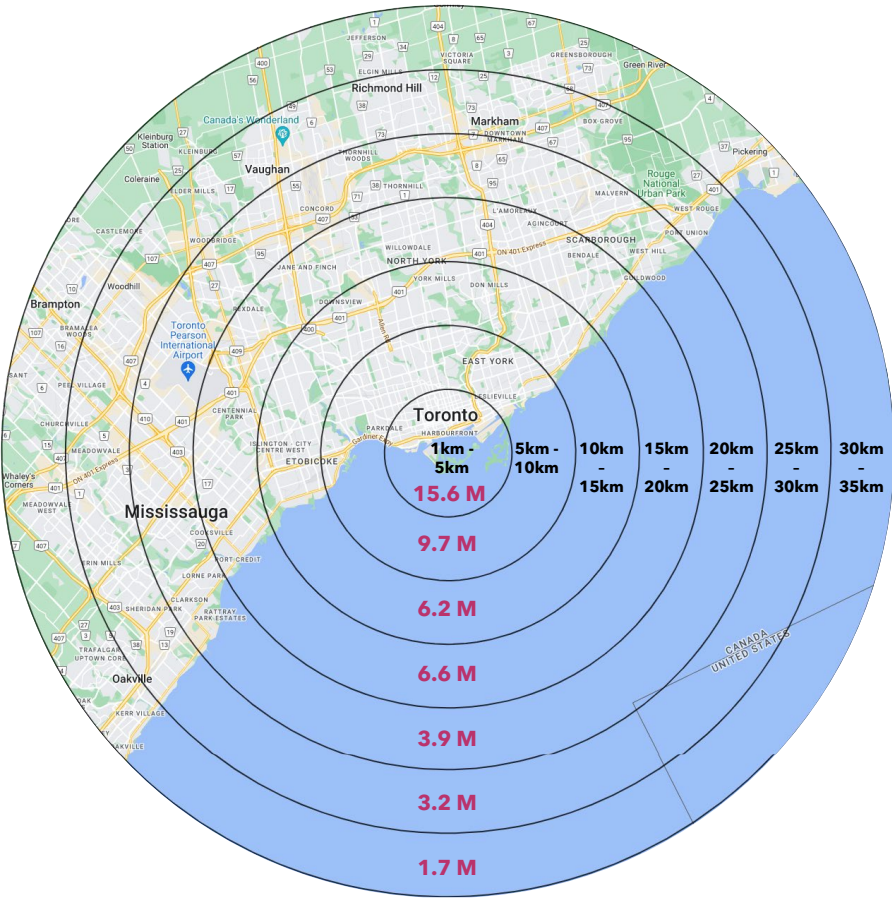
This visualization and the below graph illustrates the number of visits to the waterfront based on how many kilometres they travel to get to the district.

The trend observed in 2023 of increased visitation from areas closer to the waterfront has largely continued in 2024, with a larger proportion of total visitors coming from nearby areas, excluding a noted 9% decline in visitations from the 0-2km band. Otherwise, visitation is up in 2024 over the previous year by 10-20% across all bands and is up over 2019 for the 0-2km, 2-4km and 4-6km bands.

Total Visits by Distance - 2019 vs. 2024



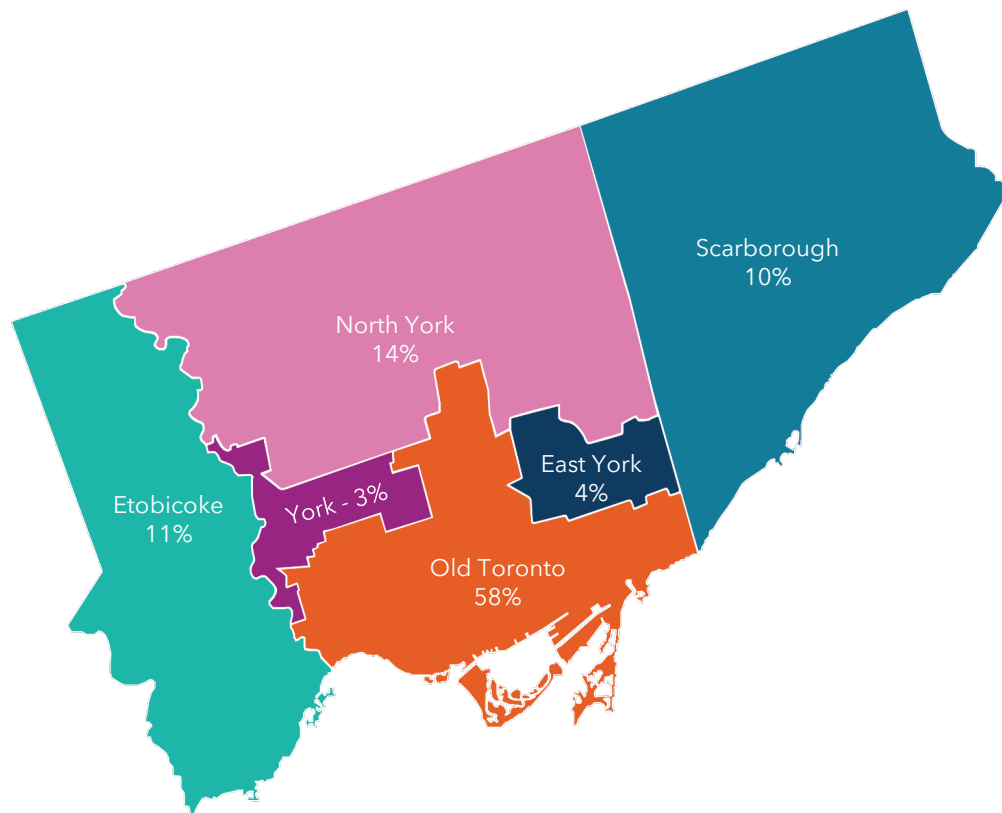
Total Visits by Distance - 2024



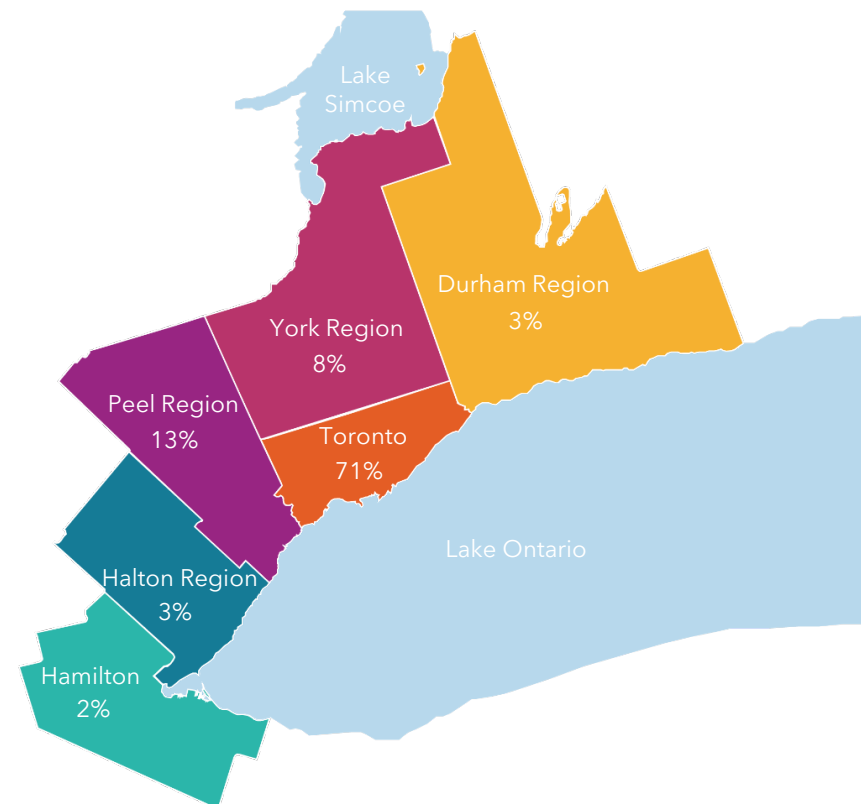
DEMOGRAPHICS - VISITORS FROM GTHA (2024)

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Visits to the Waterfront from the former municipalities of the City of Toronto



Visits to the Waterfront from the Greater Toronto Hamilton Area by Region



The primary source of visits to the waterfront are from the former municipality of old Toronto, making up 58% of all visits from within the City boundaries, approximately 22M visits in 2024, with an additional 17m visits coming from the amalgamated cities. Zooming out to the regions of the GTHA, and additional 16M visits originate from those areas. In total, 91% of all visits to the Waterfront are from the GTHA





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