Research Snapshot

Identifying active resident hosts of VFR visitors

Tom Griffin and Daniel Guttentag

Process

• Identification and classification of hosts most active in VFR tourism
• Surveys Toronto residents and segments them depending on their activities while hosting friends and relatives

Results

Active hosts are more likely to be:

• Immigrants
• Entertaining large groups
• Hosting overseas visitors travelling to the destination for the first time

Visit htmresearch.ca for more