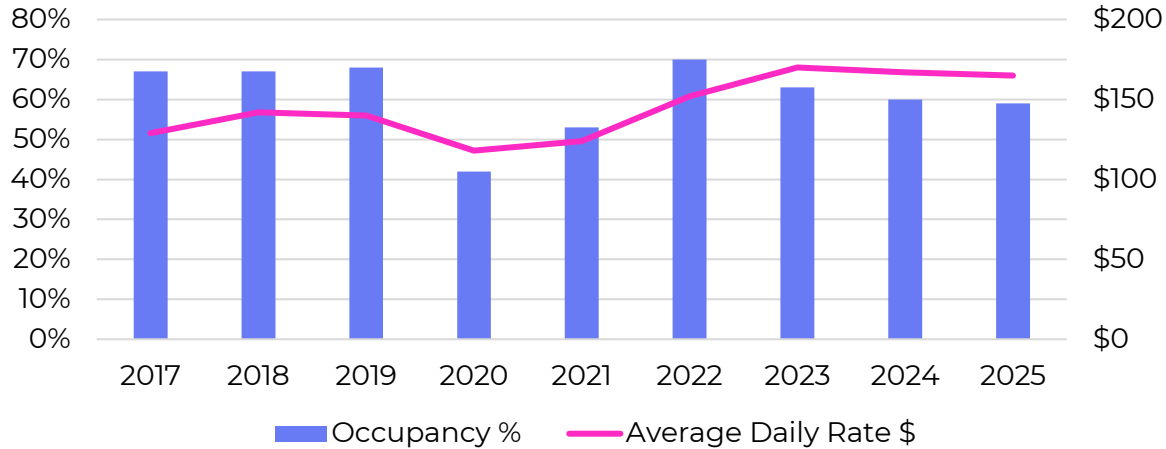


Hamilton Tourism Snapshot

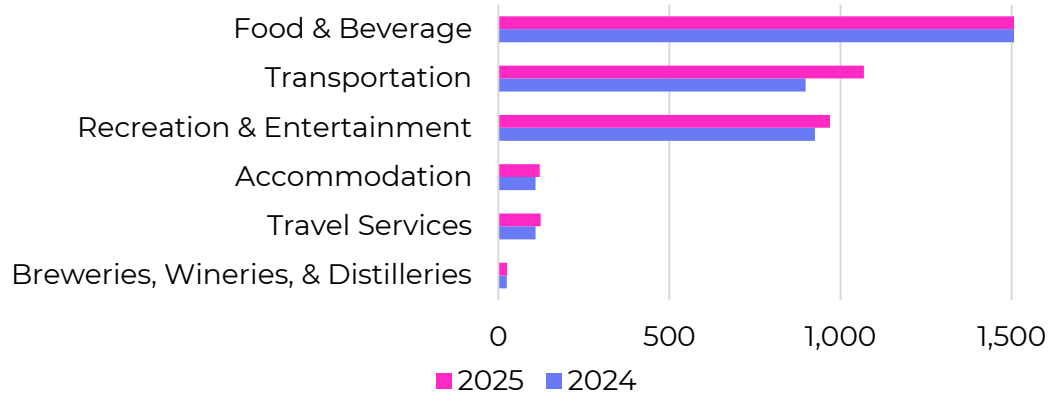
2024 & 2025

Hamilton's Hotel Occupancy & Average Rate



Hotel room supply has increased with new hotels opening in 2018, 2020, 2022, 2023, and 2025 in Hamilton.

Hamilton has 3,900+ Hamilton Tourism Business



Visitor Spending in Hamilton

In Hamilton, visitors spent

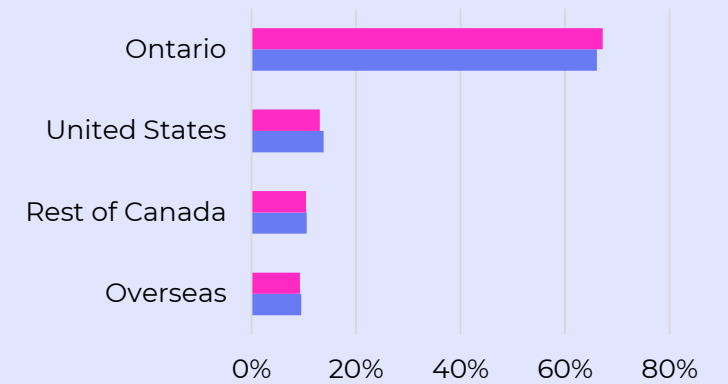
\$920 Million
in 2024

\$900 Million
in 2025

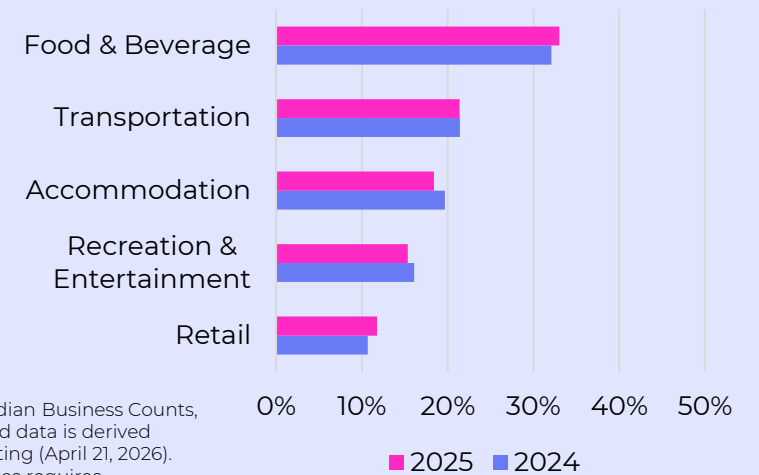
Visitor = person travelling more than 40 km one way to reach Hamilton.

Sources: CoStar STR, Industry Canada, 2025 Canadian Business Counts, Statistics Canada, PTTSA and NTI. Estimated spend data is derived from Destination Canada's Lodging Spend Reporting (April 21, 2026). Use, distribution, or republication of these estimates requires Destination Canada's written consent.

Estimated Visitor Spending Origins



Estimated Visitor Spending by Category



Glossary & Terms

What is a visitor?

A visitor is any person travelling more than 40km one way, except for regular work or school routes. This includes people attending events, business trips, family vacations, sporting competitions, etc. both single-day and overnight trips.

Tourism Business Counts

This is the number of tourism businesses in Hamilton. For example, the number of hotels, restaurants, etc. A destination requires a healthy balance of all categories of tourism businesses in order to function well.

Hotel Occupancy

Hotel occupancy is calculated by the number of occupied room nights in Hamilton, divided by the total number of available room nights. A healthy destination has an occupancy of approximately 75%.

Hotel Average Daily Rate

The average daily rate is calculated by the total room revenue generated by a hotel divided by the number of occupied room nights sold. Generally, the higher the average rate, the more in demand a destination is.

What is Visitor Spending?

Visitor spending includes any monies a visitor spends within a destination. Visitor spending is broken out by category of type of spending and by the visitor origin (Ontario, Rest of Canada, USA, or International).

For example, a visitor may stay overnight in a hotel (accommodation), eat at a restaurant (food and beverage), take the bus or an e-scooter (transportation) to an attraction, concert, or sporting event (recreation and entertainment).

Want to find out more? Let's chat!

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[Tourismhamilton.com](https://www.tourismhamilton.com)

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