

Whitby's Hotel Opportunities: Discover Something New

Presented by the Town of Whitby



whitby.ca/Invest





A Destination for Business, Culture, and Community

Whitby is a community with vision. We are a forward-thinking municipality committed to championing projects that reflect our growth and support the community's economic vitality, cultural diversity, and strategic significance. Attracting a hotel and conference centre has been identified as a key objective in the Town's 2023–2026 Community Strategic Plan, highlighting our commitment to bringing this long-standing community priority to life.

There is a significant opportunity for a new hotel and conference centre in the Town of Whitby. With our beautiful waterfront, close proximity to Whitby GO Station, and convenient access to Highway 401, this development offers a unique and well-positioned investment opportunity in a thriving corner of the Greater Toronto Area.



Community Overview



An aerial view of the Whitby Marina and the waterfront community

Whitby is one of Canada’s fastest growing communities located in the heart of Durham Region in southern Ontario. Whitby combines a small town welcoming atmosphere with the amenities of a larger urban centre. Whitby is known for its built and natural heritage, including the waterfront, parks, trails and greenspaces, two historic downtowns, and productive agricultural areas. Whitby currently has a variety of tourism assets including places like Station Gallery, Port Whitby Marina, the largest entertainment centrum east of Toronto, Abilities Centre, Iroquois Park Sports Centre, numerous award-winning events, golf courses, restaurants, and Canadian owned wellness attraction, Thermëa Spa Village.

QUICK FACTS



By **2031**, the Town of Whitby is expected to grow to a **population of 176,360**, with 63,760 jobs and 58,670 households.



The median household income is \$131,600, which is **18% higher than the National average**. In a 2024 community survey, 87% reported overall quality of life in Whitby as excellent or good.



We continue to be a **community of choice for development** as permit values exceeded over \$500 million in 2023. And our detached house prices are approximately 30 to 45% lower than other western and northern GTA communities.



Whitby’s diverse economy is supported by growth in the following sectors **advanced manufacturing, healthcare, technology, and retail**.

Location Advantage



- 45 minutes from the City of Toronto
- 13 million customers within an hour's drive
- Connected to three 400-series highways (Highways 401, 407, and 412)
- GO Train service into Toronto and major markets



International Airport



Shipping Port



Highway



Commuter Train

Market Trends

The Town's strategic location makes it an ideal destination for businesses and visitors, offering diverse opportunities in the hospitality, retail, and tourism sectors. Several new projects include:

- The Whitby Sports Complex
- Lakeridge Health hospital
- Dockside Whitby Development
- Waterfront restaurant, park, and visitors centre



Artist's concept of the Whitby Sports Complex

Market Analysis in Greater Durham Region



Whitby currently lacks a conference centre. To assess the demand for a proposed hotel and conference centre, a review of existing accommodation supply and demand was conducted. Within the Greater Durham Region, the lodging market comprises 14 branded hotels and motels, offering approximately 1,400 rooms. Of these, Whitby accounts for 4 properties with a total of 441 rooms.

A conference centre would stimulate the economy, draw visitors, and support major events.

Primary Competitors by Year Opened

Hotels Included in Sample	Class	Competitive Status	Number of Rooms	Year Opened
Courtyard Oshawa	Upscale	Primary	115	November 2019
TownePlace Suites Oshawa	Upper Midscale	Secondary	96	November 2019
Holiday Inn Express & Suites Oshawa Downtown	Upper Midscale	Primary	125	March 2016
Homewood Suites by Hilton Ajax	Upscale	Secondary	104	May 2014
La Quinta Inns & Suites Oshawa	Upper Midscale	Secondary	59	November 2013
Hilton Garden Inn Ajax	Upscale	Primary	134	May 2006
Residence Inn Whitby	Upscale	Secondary	122	February 2005
Super 8 Ajax	Economy	Secondary	64	January 2003
Motel 6 Whitby	Economy	Secondary	123	June 2000
Holiday Inn Express Whitby Oshawa	Upper Midscale	Primary	92	January 2000
Quality Suites Whitby	Midscale	Secondary	104	November 1990
Travelodge by Wyndham Oshawa	Economy	Secondary	114	November 1989
Comfort Inn Oshawa	Upper Midscale	Secondary	77	June 1984
Best Western Plus Durham Hotel & Conference Centre Oshawa	Upper Midscale	Primary	84	June 1960

Total: 1,413

Target Market and Group Segments

The primary demand segments in the growing Whitby market include the commercial, meeting and group, and leisure sectors.



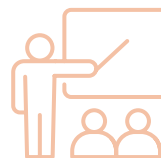
Commercial

The commercial segment, consisting mainly of individual business people passing through the market area, is the largest source of demand (55%) in the Whitby and Durham Region.



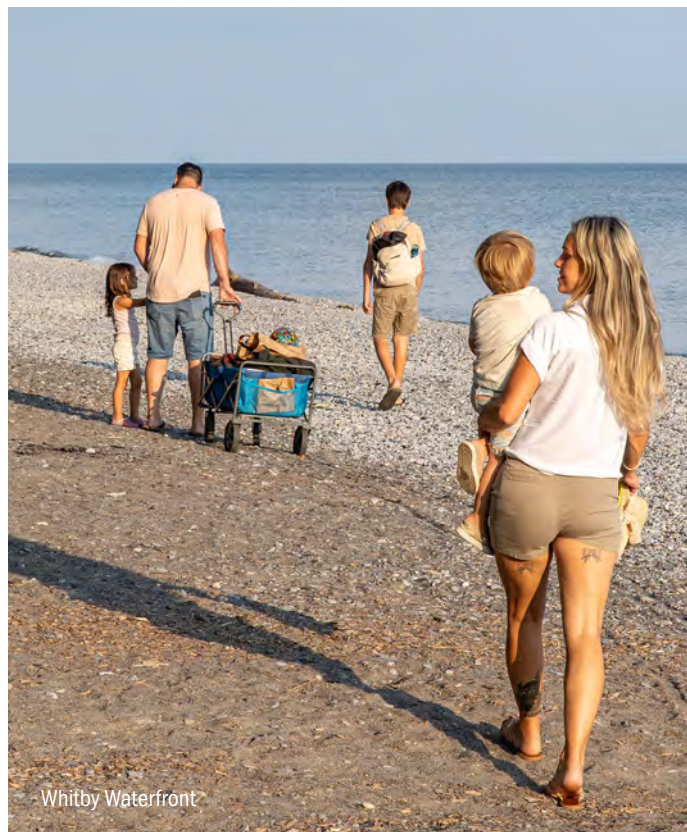
Leisure

The leisure segment consists of families and individuals focused on sightseeing, recreation, and visiting family and friends (24%).



Meeting and Group

The meeting and group segment market is the smallest group (21%) includes meetings, seminars, conventions, trade shows, and other small gatherings.



Whitby's market includes a variety of user groups from personal to business

Hotel and Conference Centre

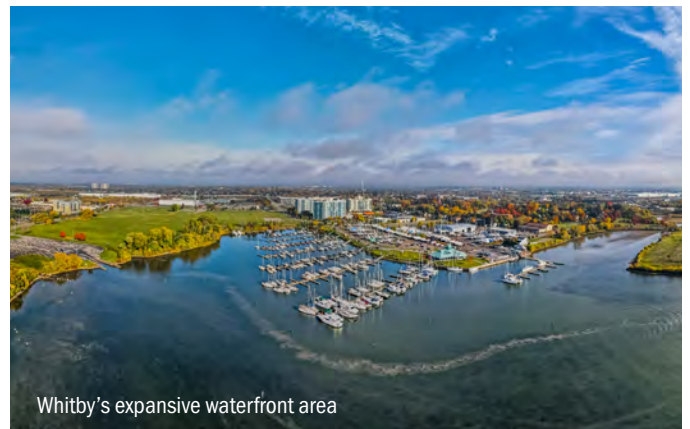
A new hotel and conference centre would elevate Whitby as a key destination, offering a unique location to drive local economic growth.



- **Key nearby amenities:** Whitby GO Station, Durham College, Abilities Centre, and the Iroquois Park Sports Centre, which hosts large sporting events.
- **Cultural hub:** New restaurants, entertainment options, dockside events, and programming.
- **Locational Advantages:** Easy access to major arterial highways, including Highway 401, Highway 412, and connectivity to the GTA.
- **Prime Opportunity:** Location would have the ideal visibility and accessibility, making it a unique opportunity for a conference centre.



Town Brewery Pump House



Whitby's expansive waterfront area

Conference Centre Outlook

Projected Revenue

The proposed conference centre features 11,000 square feet of versatile event space, with the capacity to host up to 550 attendees. Designed to support a wide range of events, the facility is anticipated to require 4 to 6 acres, depending on the final building layout. The following table outlines the projected revenue metrics for the conference centre, providing insight into its strong potential as a high-performing, revenue-generating asset.

Projected Revenue | Hotel and Conference Centre

Year	Number of Attendees Estimated		Average Revenue Per Attendee Estimated		Revenue Per Rentable Square Foot	
	Total	% Change	Total	% Change	Total	% Change
2026/27	25,098		\$60.00		\$136.90	
2027/28	33,464	33.3%	\$61.20	2.0%	\$186.18	36.0%
Stabilized	41,830	25.0%	\$62.42	2.0%	\$237.38	27.5%
2029/30	41,830	0.0%	\$63.67	2.0%	\$242.13	2.0%



A Profitable Vision

The proposed hotel and conference centre presents a compelling investment opportunity, backed by strong market fundamentals and projected performance. With anticipated high occupancy levels, average daily rate (ADR) growth, and a strategic location, the development is well-positioned to deliver attractive returns and long-term value for hospitality investors.

Occupancy and ADR Projections

The figure below forecasts that the proposed hotel will stabilize at 79% occupancy with a 100% penetration rate by 2029, indicating strong market performance. A 2.5% annual ADR growth is projected, with above-average rates expected due to the hotel’s location, brand, and new-build status. Demand refers to the overall market segmented by travel type, indicating the projected number of room nights a hotel can sell.

Occupancy Forecast by Market Segment | Hotel and Conference Centre

Market Segment	2026	2027	2028	2029
Commercial				
Demand	167,838	174,106	178,122	181,598
Market Share	3.5%	11.3%	12.3%	12.8%
Capture	5,851	19,613	21,838	23,158
Penetration	76%	87%	96%	100%
Leisure				
Demand	81,893	85,276	87,168	88,858
Market Share	2.6%	9.3%	9.6%	9.8%
Capture	2,125	7,907	8,338	8,682
Penetration	61%	73%	75%	77%
Meeting and Group				
Demand	61,673	65,037	66,532	67,800
Market Share	4.3%	13.3%	15.9%	16.9%
Capture	2,630	8,637	10,578	11,461
Penetration	92%	103%	125%	133%
Total Room Nights Captured	10,606	36,156	40,753	43,301
Available Room Nights	18,300	54,750	54,750	54,750
Subject Occupancy	58%	66%	74%	79%
Market-wide Available Room Nights	366,964	417,603	429,788	429,788
Fair Share	5%	13%	13%	13%
Market-wide Occupied Room Nights	280,463	318,299	331,822	338,256
Market-wide Occupancy	76%	76%	77%	79%
Total Penetration	76%	87%	96%	100%

Market Outlook

Projected Revenue

The proposed hotel and conference centre would begin with a base-year ADR of \$185.00, which is above many of the five primary competitors attained in 2023. This occupancy level is projected at 78% and an ADR of \$209.30 in 2029.

ADR Forecast | Hotel and Conference Centre

Positioned Historical 2023	2024	2025	2026	2027	2028	2029
Commercial						
Average Rate Growth	0.0%	2.5%	2.5%	2.5%	2.5%	2.5%
Captured Room Nights	—	—	5,851	19,613	21,838	23,158
Rooms Revenue	—	—	\$1,161,422	\$3,990,317	\$4,553,981	\$4,950,100
Average Rate \$188.92	\$188.92	\$193.65	\$198.49	\$203.45	\$208.54	\$213.75
Leisure						
Average Rate Growth	0.0%	2.5%	2.5%	2.5%	2.5%	2.5%
Captured Room Nights	—	—	2,125	7,907	8,338	8,682
Rooms Revenue	—	—	\$466,354	\$1,778,890	\$1,922,797	\$2,052,289
Average Rate \$208.92	\$208.92	\$214.15	\$219.50	\$224.99	\$230.61	\$236.38
Meeting and Group						
Average Rate Growth	0.0%	2.5%	2.5%	2.5%	2.5%	2.5%
Captured Room Nights	—	—	2,630	8,637	10,578	11,461
Rooms Revenue	—	—	\$439,070	\$1,478,091	\$1,855,548	\$2,060,736
Average Rate \$158.92	\$158.92	\$162.90	\$166.97	\$171.14	\$175.42	\$179.81
Total						
Average Rate Growth	0.0%	2.5%	2.8%	2.9%	2.0%	2.4%
Captured Room Nights	—	—	10,606	36,156	40,753	43,301
Rooms Revenue	—	—	\$2,066,846	\$7,247,297	\$8,332,325	\$9,063,125
Average Rate \$185.00	\$185.00	\$189.63	\$194.88	\$200.44	\$204.46	\$209.30
Average Rate Penetration 111.6%	111.6%	111.6%	111.9%	112.3%	111.8%	111.6%
Market-wide ADR Growth	0.0%	2.5%	2.5%	2.5%	2.5%	2.5%
Market-wide ADR \$165.71	\$165.71	\$169.85	\$174.10	\$178.45	\$182.91	\$187.48

Three-Year Income Forecast

To project future income, operating statements from five comparable hotels were analyzed using key industry metrics: ratio to sales (RTS), per available room (PAR), and per occupied room night (POR). The results in the figure below show strong revenue performance, supporting investor interest.

Three-Year Income Forecast | Hotel and Conference Centre

	2026/27		2027/28		2028/29	
Number of Rooms	150		150		150	
Occupied Rooms	34,493		39,420		42,705	
Occupancy	63%		72%		78%	
Average Rate (% of)	\$198.58	% of	\$203.12	% of	\$207.68	% of
RevPAR (Gross)	\$125.11	Gross	\$146.24	Gross	\$161.99	Gross
Operating Revenue (in \$000)						
Rooms	\$6,850	67.8%	\$8,007	69.3%	\$8,869	69.3%
Food and Beverage	\$3,079	30.5%	\$3,459	29.2%	\$3,744	29.2%
Other Operated Department	\$87	0.9%	\$92	0.8%	\$96	0.7%
Miscellaneous Income	\$87	0.9%	\$92	0.8%	\$96	0.7%
Total Operating Revenues	\$10,103	100%	\$11,649	100%	\$12,805	100%



Extended-Stay Hotel

An extended-stay hotel would address a key gap in Whitby's accommodations, serving business and leisure travelers and aiding economic growth.



- **Lifestyle and Leisure Amenities:** Access to renowned golf courses, Thermëa Spa Village, new Whitby Sports Complex, and an emerging culinary scene make Whitby an attractive destination for multi-day stays.
- **Post-Secondary Institutions:** Proximity to Durham College, Ontario Tech University, and Trent University Durham generates demand from visiting faculty, students, and families.
- **Locational Advantages:** Centrally positioned in Durham Region with easy access to Highways 401, 412, and 407, and served by GO Transit, Whitby offers convenient regional and GTA connectivity.



Thermëa Spa Village | Whitby



Royal Ashburn Golf Club

A Profitable Vision

The proposed extended-stay hotel presents a compelling investment opportunity. The following forecasts that the proposed hotel will stabilize at 85% occupancy with a 106% penetration rate by 2029, indicating strong market performance. A 2.5% annual ADR growth is projected, with above-average rates expected due to the hotel's location, brand, and new-build status.

Occupancy Forecast by Market Segment | Extended-Stay Hotel

Market Segment	2026	2027	2028	2029
Commercial				
Demand	112,187	115,795	118,625	120,958
Market Share	1.8%	6.8%	7.5%	7.7%
Capture	2,049	7,855	8,911	9,373
Penetration	51%	68%	76%	79%
Leisure				
Demand	64,376	66,376	67,877	69,212
Market Share	3.0%	9.4%	10.0%	10.2%
Capture	1,901	6,237	6,815	7,046
Penetration	90%	95%	102%	103%
Meeting and Group				
Demand	46,593	48,053	49,105	50,072
Market Share	2.0%	6.5%	6.9%	7.4%
Capture	946	3,114	3,385	3,684
Penetration	57%	65%	70%	75%
Extended-Stay				
Demand	52,102	53,665	55,275	56,380
Market Share	4.7%	17.5%	18.7%	19.4%
Capture	2,456	9,377	10,359	10,934
Penetration	136%	175%	190%	197%
Total Room Nights Captured	7,352	26,583	29,471	31,037
Available Room Nights	12,200	36,500	36,500	36,500
Subject Occupancy	60%	73%	81%	85%
Market-wide Available Room Nights	319,254	357,743	369,928	369,928
Fair Share	4%	10%	10%	10%
Market-wide Occupied Room Nights	250,112	277,710	290,881	296,622
Market-wide Occupancy	78%	78%	79%	80%
Total Penetration	77%	94%	103%	106%

Market Outlook

Projected Revenue

The proposed extended-stay hotel would begin with a base-year ADR of \$168.71. This occupancy level is projected at 85% and an ADR of \$186.70 in 2029.

ADR Forecast | Extended-Stay Hotel

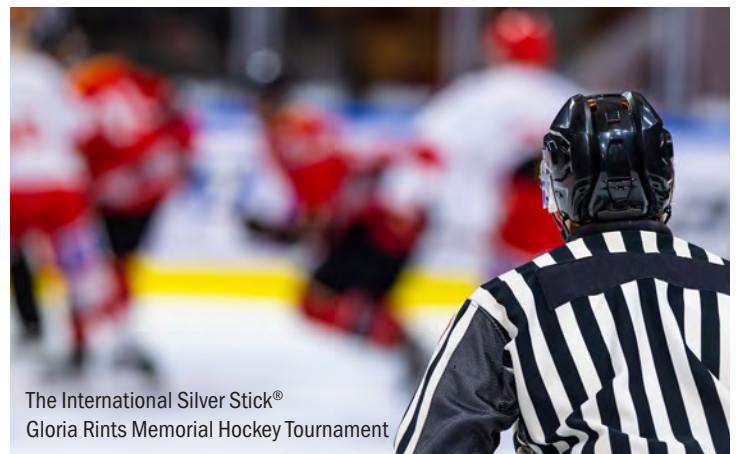
Positioned Historical 2023	2024	2025	2026	2027	2028	2029
Commercial						
Average Rate Growth	0.0%	2.5%	2.5%	2.5%	2.5%	2.5%
Captured Room Nights	–	–	2,049	7,855	8,911	9,373
Rooms Revenue	–	–	\$363,126	\$1,427,175	\$1,659,489	\$1,789,172
Average Rate \$168.71	\$168.71	\$172.93	\$177.25	\$181.68	\$186.22	\$190.88
Leisure						
Average Rate Growth	0.0%	2.5%	2.5%	2.5%	2.5%	2.5%
Captured Room Nights	–	–	1,901	6,237	6,815	7,046
Rooms Revenue	–	–	\$376,907	\$1,267,541	\$1,419,594	\$1,504,315
Average Rate \$188.71	\$188.71	\$193.43	\$198.26	\$203.22	\$208.30	\$213.51
Meeting and Group						
Average Rate Growth	0.0%	2.5%	2.5%	2.5%	2.5%	2.5%
Captured Room Nights	–	–	946	3,114	3,385	3,684
Rooms Revenue	–	–	\$157,809	\$532,182	\$593,047	\$661,495
Average Rate \$158.71	\$158.71	\$162.68	\$166.74	\$170.91	\$175.19	\$179.57
Extended-Stay						
Average Rate Growth	0.0%	2.5%	2.5%	2.5%	2.5%	2.5%
Captured Room Nights	–	–	2,456	9,377	10,359	10,934
Rooms Revenue	–	–	\$383,739	\$1,501,646	\$1,700,439	\$1,839,712
Average Rate \$148.71	\$148.71	\$152.43	\$156.24	\$160.14	\$164.15	\$168.25
Total						
Average Rate Growth	0.0%	2.5%	3.1%	2.0%	2.5%	2.4%
Captured Room Nights	–	–	7,352	26,583	29,471	31,037
Rooms Revenue	–	–	\$1,281,581	\$4,728,544	\$5,372,570	\$5,794,694
Average Rate \$165.00	\$165.00	\$169.13	\$174.31	\$177.88	\$182.30	\$186.70
Average Rate Penetration 97.1%	97.1%	97.1%	97.7%	97.2%	97.2%	97.2%
Market-wide ADR Growth						
Market-wide ADR \$169.85	\$169.85	\$174.10	\$178.45	\$182.91	\$187.48	\$192.17



Sports Tourism

Whitby is a dynamic destination for athletic travel, hosting events in hockey, lacrosse, and curling. With impressive facilities like the Abilities Centre and Iroquois Park Sports Centre, it attracts athletes and teams year-round. Soon, Whitby will feature Canada's first Zero Carbon building and LEED Gold facility, including a twin pad arena, gymnasium, and aquatics facility.

- Whitby welcomes 5.7 million guests annually. The Durham Parasport Games brought \$702,853 in economic impact to the region.
- The annual International Silver Stick hockey tournaments generated over \$5 million in economic impact for the community in 2023.
- The Town works with Sport Durham to attract larger sports tourism events.
- Whitby's marina hosts more than 200 fishing charters annually, with postal code data revealing strong interest from visitors coming from Quebec.



The International Silver Stick®
Gloria Rints Memorial Hockey Tournament

Historic Downtowns

Our downtowns are the heart of our community, embodying our past, present, and future. These vibrant hubs of creativity and economic diversity draw visitors, businesses, and talent alike. Whitby proudly boasts **two** historic downtowns - Downtown Whitby and Downtown Brooklin - each full of character and charm. Here, you'll find:

- A rich mix of unique restaurants, boutique shops, spas, fitness studios, and lively entertainment options.
- Farmers' Markets brimming with fresh produce, homemade baked goods, and artisan creations.
- Year-round events and programming, from the lively Music in the Park and Culture in the Square to festive holiday markets and beyond.
- Stunning public art, including murals, sculptures, and creative placemaking to immerse yourself in our arts and culture scene.



Bohemian Bliss Yoga class at Jacked Up Coffee



Balti Indian Restaurant



Whitby Farmers' Market



Downtown Brooklin Harvest Festival



Discover Something New

Whitby's waterfront is a lively destination, featuring the award-winning Whitby Marina and the scenic Waterfront Trail. Whether you're kayaking on Lake Ontario, enjoying a craft brew at Town Brewery Pump House, or dining at The Lake Grill, Port Whitby offers a perfect mix of relaxation and recreation.

Reconnect with your mind and body through wellness experiences in Whitby. The luxurious Thermēa Spa Village offers the widest selection of wellbeing experiences in North America, while the Town has over 100 parks with playgrounds, splash pads, and sports fields.



Enjoying the Waterfront Trail

Choose Whitby Let's Grow Together

Whitby is a vibrant and growing hub where innovation, tourism, and economic opportunity come together. Investing in a hotel here means more than opening your doors to guests—it means becoming part of a forward-thinking community with a bright future. From planning to opening day and beyond, we're here to support you every step of the way.



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