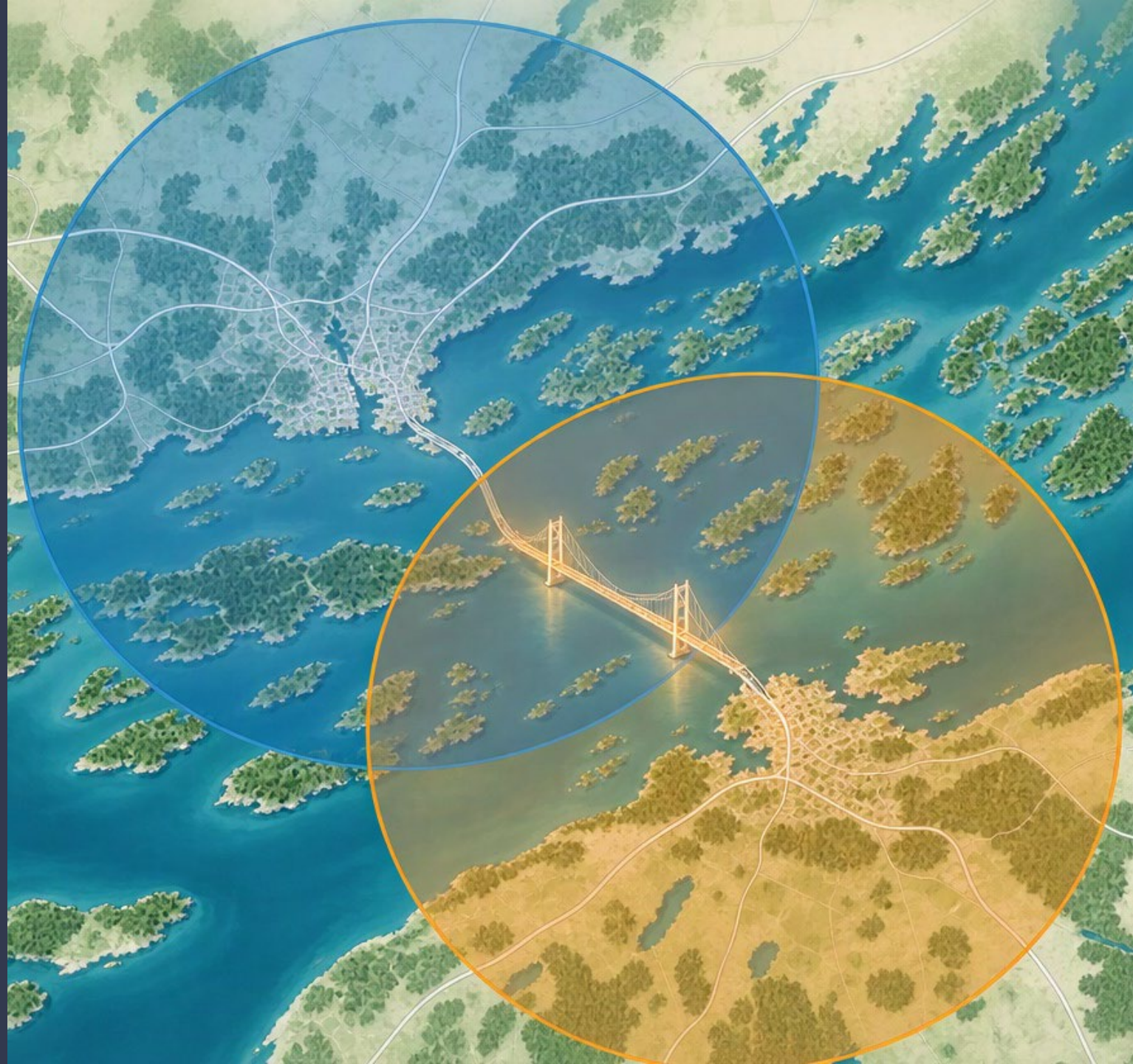
rove™

BETTER TOGETHER

One Region. Two Countries.

More reasons to visit. More reasons to stay.

The data-backed case for one destination brand



Rove is a leading provider of business intelligence solutions to destinations around the world.

We process billions of data points daily, serving as a trusted backbone for the tourism industry.

AROUND THE WORLD

KINGSTON
Los Angeles
DESTINATION BRITISH COLUMBIA
Travel Alberta Canada
MANITOBA
DESTINATION TORONTO
DESTINATION VANCOUVER
BANFF & LAKE LOUISE
JASPER CANADA
KELOWNA
PARKSVILLE QUALICUM BEACH
DESTINATION CANADA
TRAVEL OREGON
visit greater palm springs
DESTINATION DOOR COUNTY
Panamá
Cymru Wales

NEW YORK STATE DATA COLLECTIVE

40+ PARTNERS

New York State TOURISM Industry Association
1000 Islands
The Catskills Travel Close. Discover More
Visit FINGER LAKES
HV NY Hudson Valley MAKE IT YOURS
SYRACUSE
VISIT ROCHESTER LIMITLESS
DiscoverSeneca Seneca County Chamber of Commerce
ULSTER COUNTY NEW YORK
Experience CORTLAND
Genesee County New York
Oswego County NY
EXPLORE WATKINS GLEN
DISCOVER LONG ISLAND NEW YORK
GREENE COUNTY E.D.C. ECONOMIC DEVELOPMENT CORPORATION
WAYNE COUNTY NEW YORK
VISIT THE Lake George Area IN NEW YORK'S ADIRONDACKS
ORANGE COUNTY HUDSON VALLEY, NY

The Brand Promise, Quantified

One region, two countries, one powerful drive market.

15M

people within a 3-hour drive

representing nearly 6 million households

across Canada and the United States

POSITIONED NEAR MAJOR MARKETS

CANADA

- Toronto
- Ottawa
- Montréal

UNITED STATES

- Syracuse
- New York City metro area
- Broader Northeast

Source: Rove analysis of 3-hour drive-time catchments from Kingston and Watertown; unique residents (overlap removed).

A Much Larger Visitor Economy

Visitors spent more than $1 billion in Kingston and the 1000 Islands in 2025.

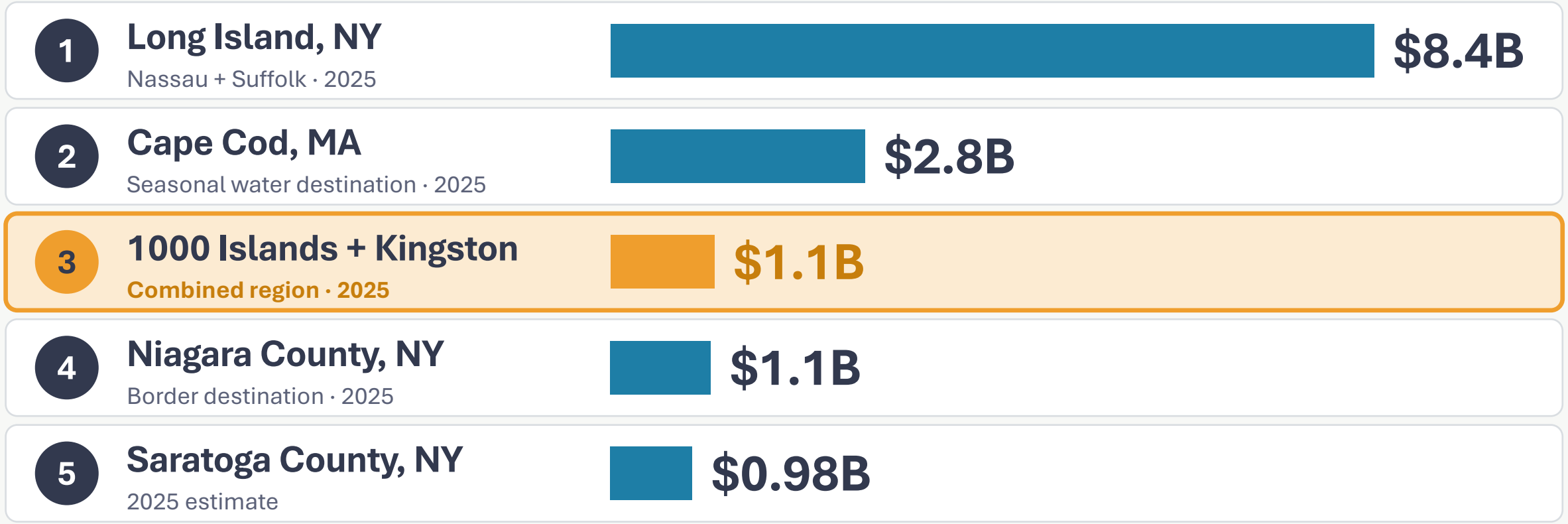


Different sources and currencies: Kingston converted from C$ at 0.714. The New York total includes US$226M of seasonal second-home spending.

Sources: Tourism Economics, Economic Impact of Visitors to New York - Thousand Islands focus (2025); Kingston 2025 visitor economy estimate.

A $1.1 Billion Destination, Ready to Grow

Combined, the region ranks alongside Niagara County. Cape Cod is within reach.



Cape Cod has similar visitor volume. The opportunity is spend per visitor.

Sources: Tourism Economics / I LOVE NY (Long Island, Niagara, Saratoga); Mass. Office of Travel & Tourism (Cape Cod); Rove analysis. Direct visitor spending; methods vary by study.

Tourism Is Critical to Local Economies

Tourism is core economic infrastructure on both sides of the border.

DIRECT TOURISM JOBS

4,400 Kingston

6,442 1000 Islands

NEARLY

$160M

in state & local tax revenue

Helping fund roads, public safety, schools and parks

Sources: Tourism Economics (NY Thousand Islands, 2025); Kingston 2025 estimate. Tax total = Kingston C$97.5M + NY US$90.6M, provincial/state + local, summed at face value.

Complementary Strengths. One Complete Experience.

Slow down in the Islands. Come alive in Kingston.

1000 ISLANDS

Water, outdoors, space to unwind

9.3	Water activities
8.4	Outdoor recreation
8.3	Scenic sightseeing

+

KINGSTON

Dining, nightlife, urban waterfront

8.1	Restaurants & dining
8.0	Bars & nightlife
7.1	Accommodation

Different strengths. One more complete reason to visit and stay.

Visitor review sentiment, scale of 10, Jan-Sep 2026. Source: Rove review sentiment analysis.

Same Location, Different Visitors.
Shared Growth Potential.

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1000 ISLANDS | U.S. VISITORS

69%

come from New York

NEXT LARGEST ORIGINS

PA 3% · Florida 3% · Maine 3% · Texas 2%

KINGSTON | CANADIAN VISITORS

80%

come from Ontario

NEXT LARGEST ORIGINS

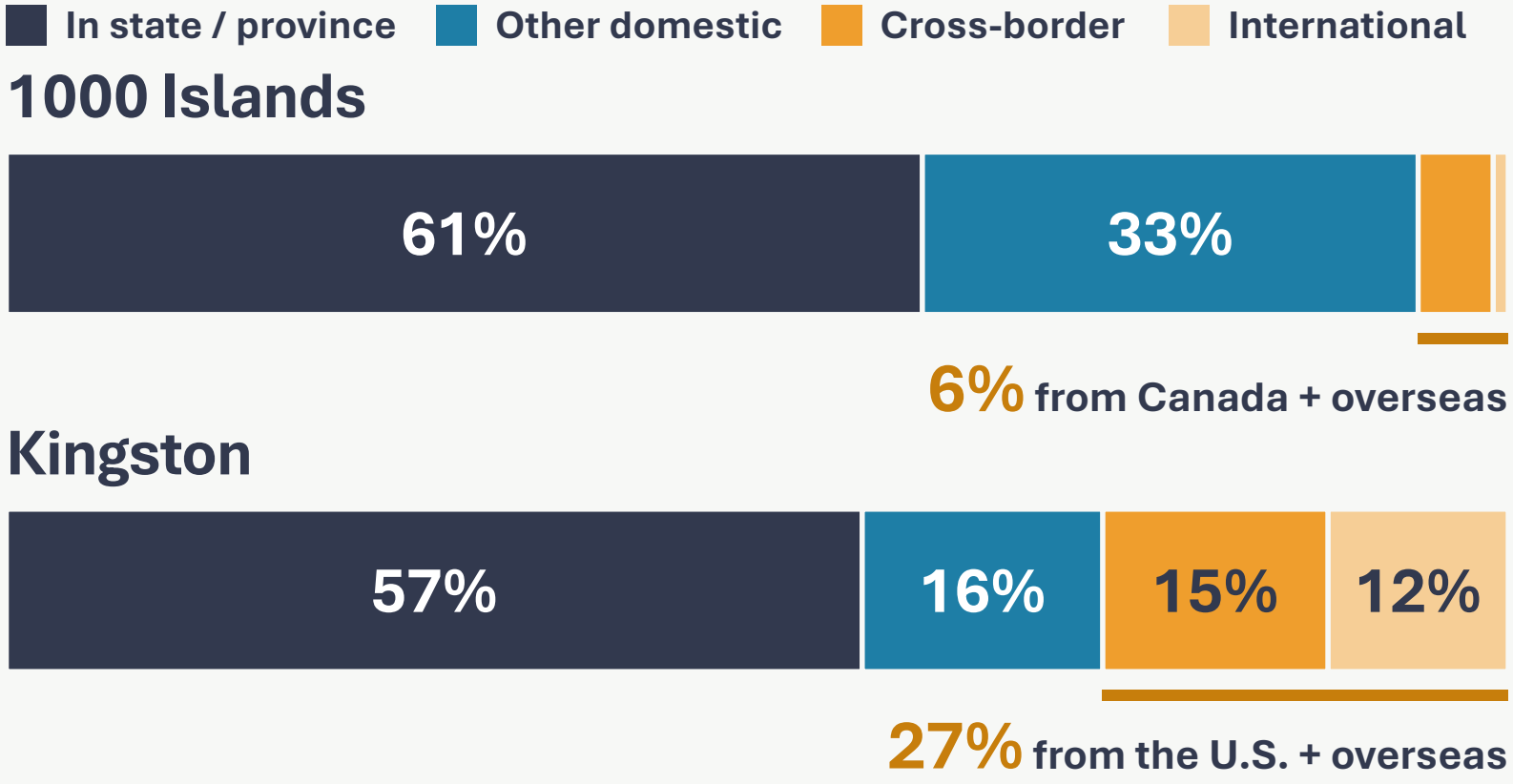
Quebec 14% · U.S. 2% · Alberta 1% · BC 1%

1000 Islands brings New York. Kingston brings Ontario and the wider U.S.

Source: Azira mobile insights, 2026 YTD (Jan-Sep) visitor origins. Shares are of U.S. visitors (1000 Islands) and Canadian visitors (Kingston).

Spending Is Coming From Beyond Home Markets

Both destinations increasingly rely on domestic markets outside their own state or province.



1000 ISLANDS

11% → 5%

Canada's share of visitor spending, 2024 vs. 2025 and YTD 2026

KINGSTON

15% ⬆ 17%

Outside Province steadily rising: 17% YTD 2026, up from 15% in 2024

Kingston brings international reach. The Islands bring U.S. domestic reach.

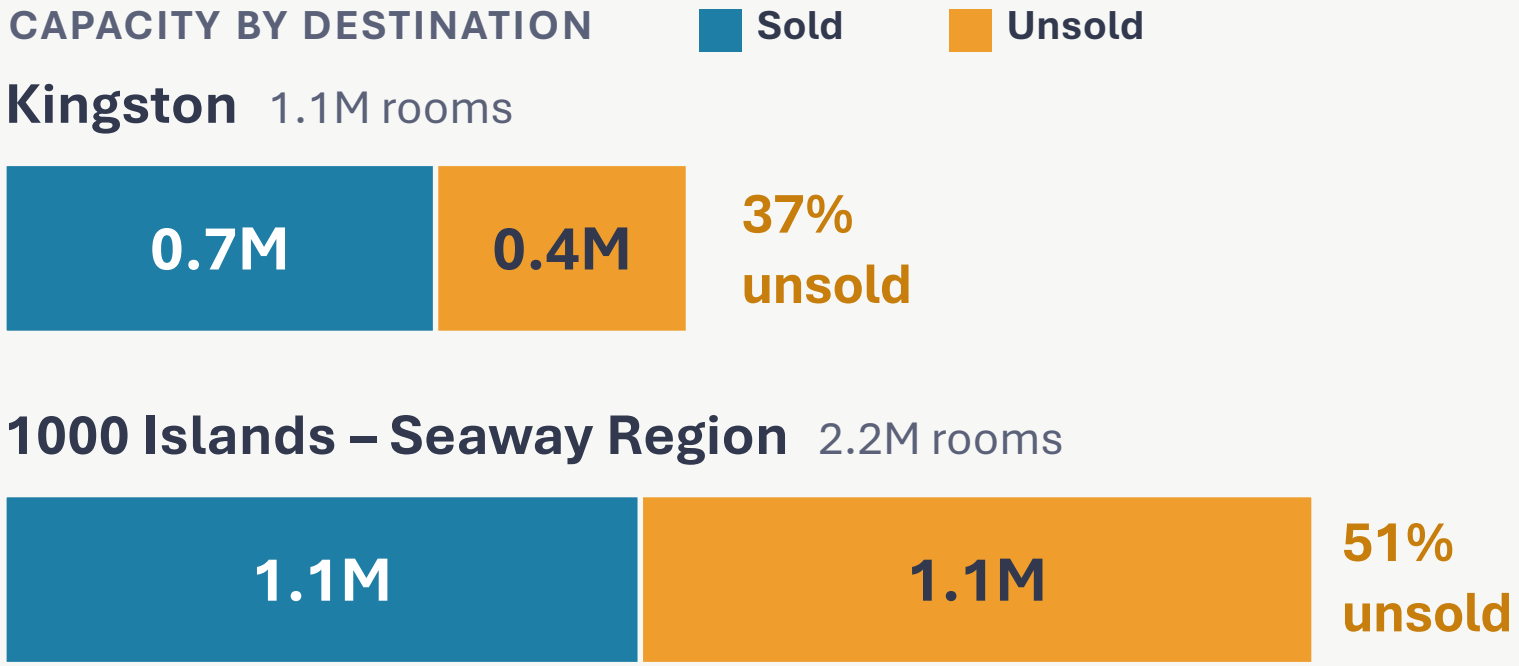
Source: Visa spending (1000 Islands) and Kingston visitor spending by origin, 2025; trends 2024 to YTD 2026. Domestic = other states / provinces. Cross-border = Canada (1000 Islands) / U.S. (Kingston).

The Region Has Room for One More Night

1.5 million of 3.3 million available room nights went unsold in 2025.

3.3M
available room nights
hotels + short-term rentals

1.5M
unsold room nights
46% of total capacity
hotels + short-term rentals



AVERAGE LENGTH OF STAY

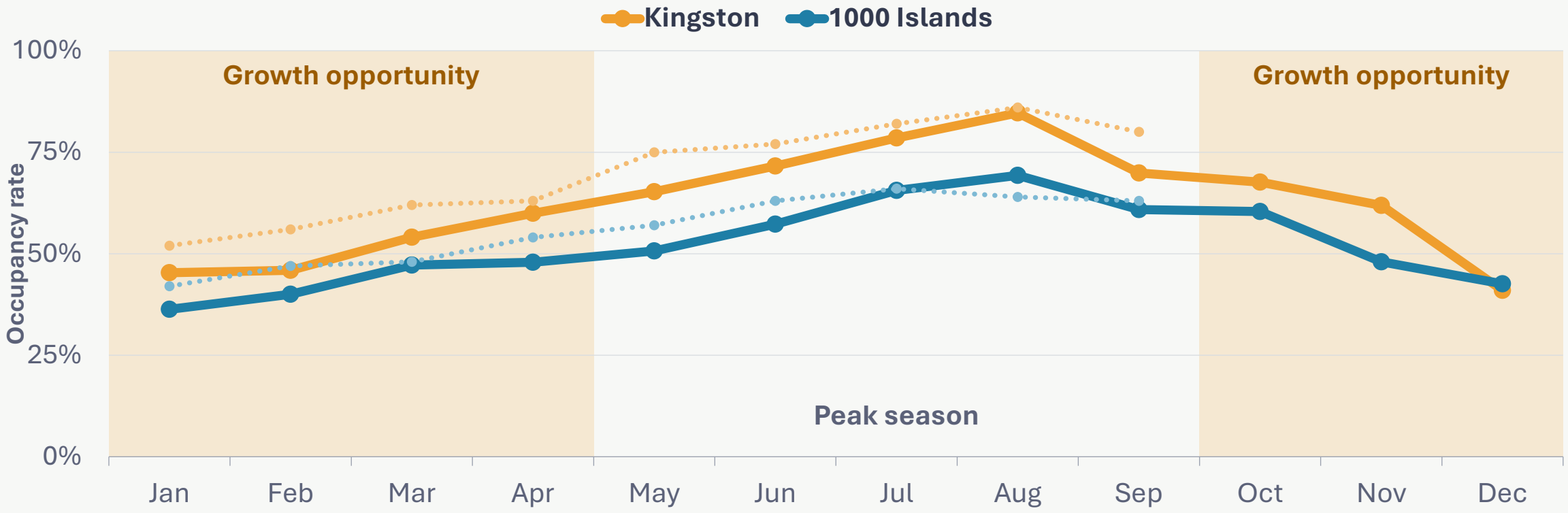
0.9 days
Kingston
45% stay overnight

1.6 days
1000 Islands
63% stay overnight

Sources: CoStar (STR) and AirDNA hotel + short-term rental supply and demand, 2025; Azira mobile insights, 2026 YTD (Jan-Sep).

More Reasons to Visit in More Seasons

Both destinations peak in summer. The opportunity is to raise demand across the rest of the year.



Darker lines = 2025; lighter dotted lines = 2026 YTD

A unified destination can expand when visitors come, not just where they go.

Sources: CoStar / STR hotel occupancy

Market Together. Stay Together. Measure Together.

Three actions that turn one brand into one destination.



Market Together

One brand, shared audiences and reciprocal campaigns.

5.9M

households in combined drive markets

Stay Together

Cross-border itineraries, packages and “one more night” offers.

1.5M

unoccupied room nights in 2025

Measure Together

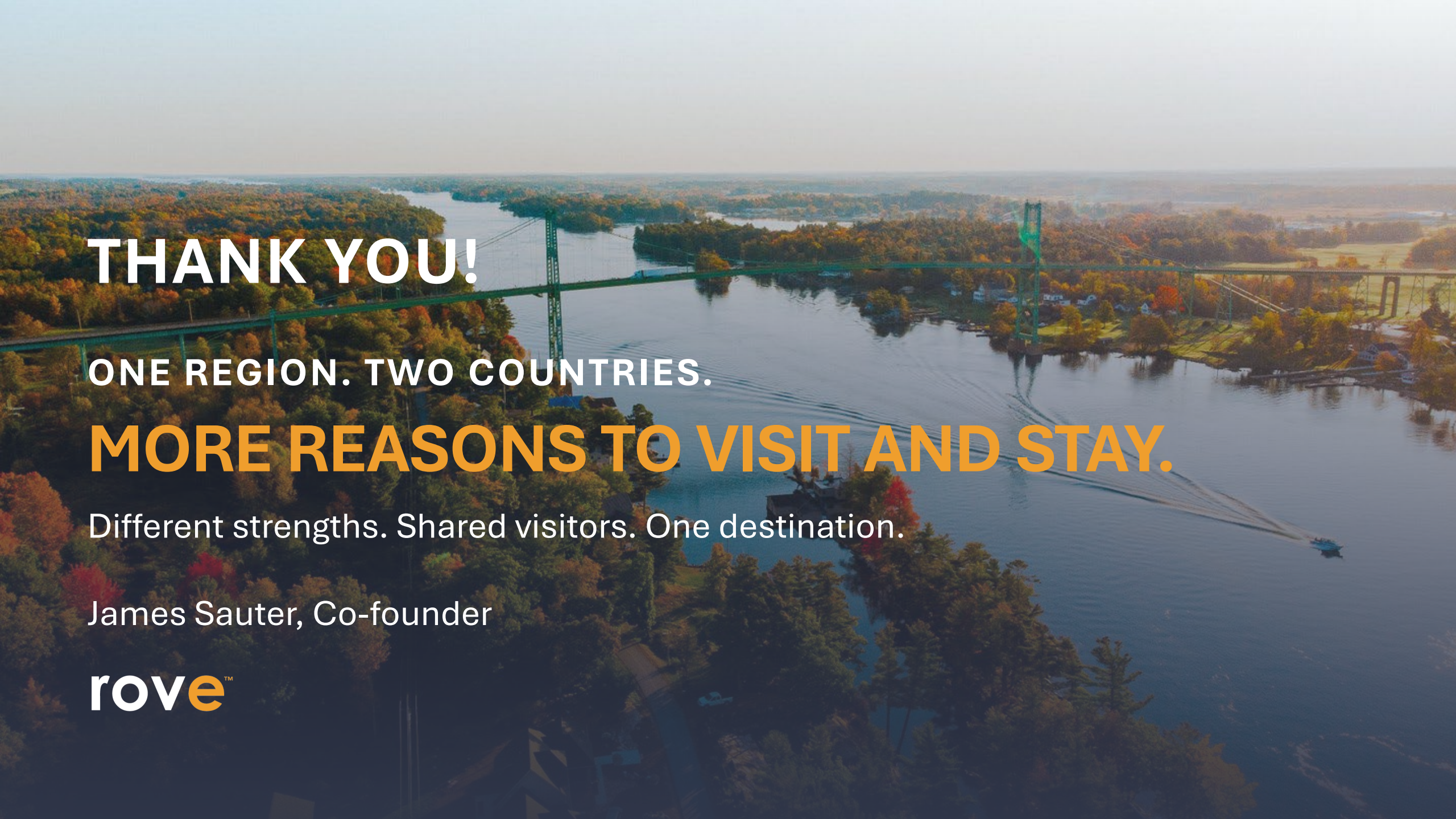
Shared visitor, accommodation and border-movement indicators.

1.3M

bridge crossings YTD 2026

Shared measures: Cross-border visitation · Overnight share · Length of stay · Visitor spending + satisfaction

Sources: Azira mobile insights; CoStar/STR + AirDNA; Thousand Island Bridge crossings (Jan-Sep 2026).


THANK YOU!
ONE REGION. TWO COUNTRIES.
MORE REASONS TO VISIT AND STAY.
Different strengths. Shared visitors. One destination.
James Sauter, Co-founder
rove™