



# Research Snapshot

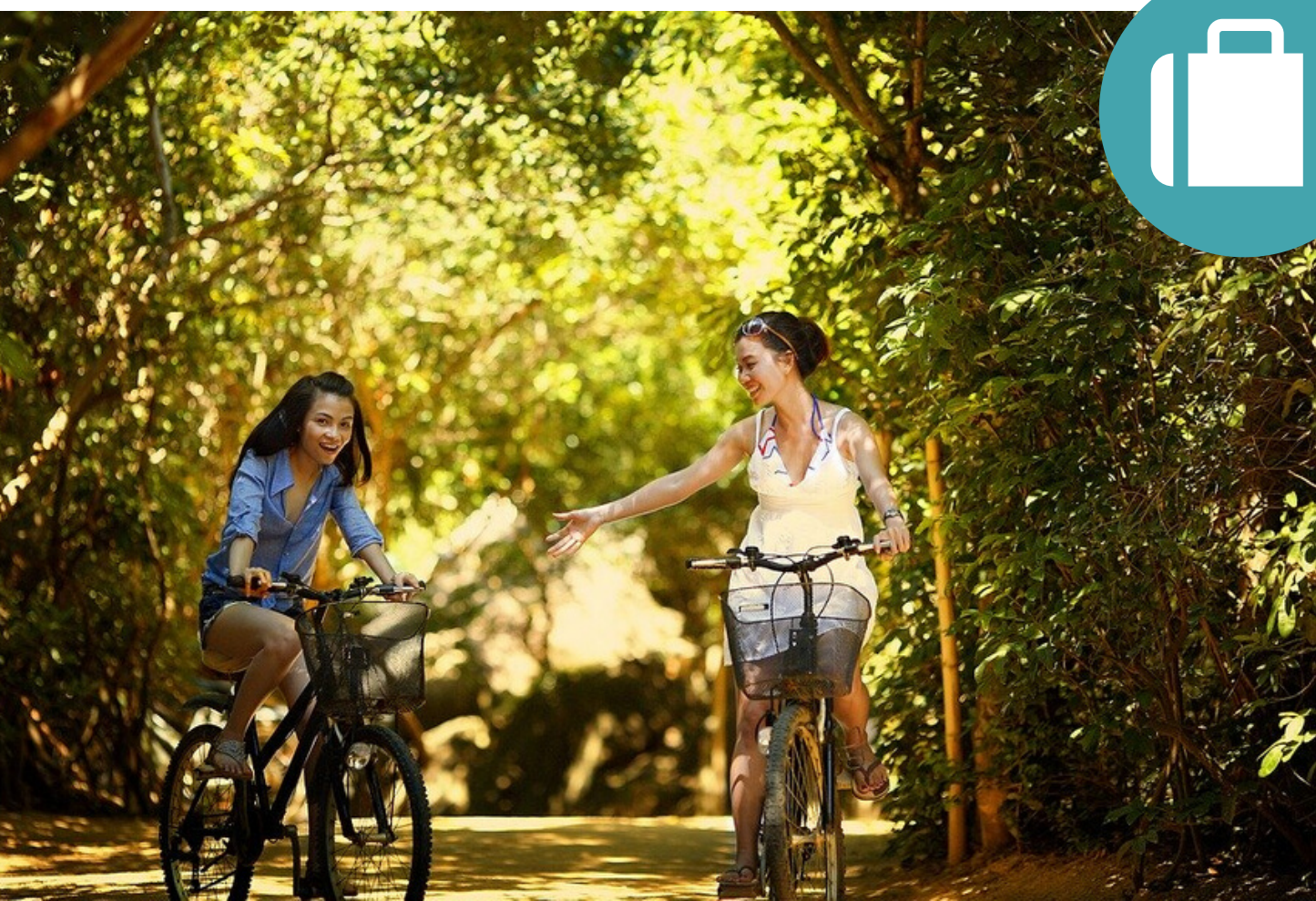
## Identifying active resident hosts of VFR visitors

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



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Griffin, T., & Guttentag, D. (2020). Identifying active resident hosts of VFR visitors. *International Journal of Tourism Research*. doi: 10.1002/jtr.2361

