

## Township of North Kawartha

280 Burleigh Street, PO Box 550, Apsley, ON K0L 1A0  
Tel: 705-656-4445 | 1-800-755-6931 | Fax: 705-656-4446  
[www.northkawartha.ca](http://www.northkawartha.ca)

### Committee Report

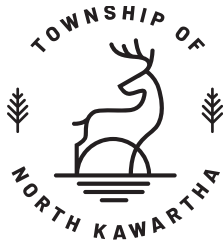
To: Short Term Rental Advisory Committee  
From: Edward Hilton, Economic Development Officer  
Date: June 3, 2025  
Subject: Estimated Number of Short-Term Rentals in North Kawartha

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This report provides an overview of available data and methodologies used to estimate the number of short-term rental (STR) units in North Kawartha Township. While North Kawartha was not included in Statistics Canada's 2024 national STR dataset, several comparable neighbouring municipalities were. In the absence of direct federal data, Staff analyzed multiple sources, including third-party platforms (Granicus and AirROI), federal census information, and recent survey data to develop a reasonable estimate of STR activity in the Township. The findings are intended to support the Short Term Rental Advisory Committee in understanding the local short-term rental landscape and to inform recommendations to Council.

On March 11, 2025, Granicus<sup>1</sup> made a public deputation to the Short-Term Rental (STR) Advisory Committee. Included in their presentation was analysis from Granicus indicating 217 STR units in North Kawartha, represented from 201 unique STR properties. This data is collected from various online platforms.

In July 2024, Statistics Canada released a report entitled: *Short-Term Rentals in the Canadian Housing Market*<sup>2</sup>. While this dataset includes the Peterborough Census Metropolitan Area (CMA), it does not include North Kawartha Township. The Peterborough CMA comprises the City of Peterborough and surrounding municipalities such as Cavan Monaghan, Douro-Dummer, Otonabee-South Monaghan, Selwyn, and two First Nations communities (Curve Lake and Hiawatha)<sup>3</sup>. However, several nearby and demographically similar Census subdivisions<sup>4</sup> were included in the study: Trent Lakes, Minden Hills, and Dysart et al.



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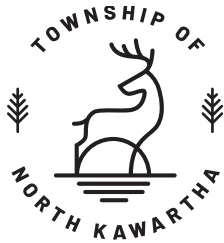
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Census Subdivision	STR Units	Housing Units (2021)	Population	Total Private Dwellings	Dwellings Occupied by Usual Residents <sup>5</sup>
Trent Lakes	340	3,011	6,439	5,750	2,952
Minden Hills	279	3,280	6,971	6,019	3,229
Dysart et al.	475	3,426	7,182	7,298	3,341
North Kawartha	—	—	—	3,693	1,364

From this data, Staff looked at the number and percentage of seasonal dwellings. The “Housing Units (2021)” figures shown for each municipality are from the Statistics Canada STR dataset, while “Dwellings Occupied by Usual Residents” are from the 2021 Census. In most cases, these two fields are closely aligned but may differ slightly due to timing, data definitions, or rounding. However, the variation is minor and not statistically significant for the purposes of this analysis.

Census Subdivision	Total Private Dwellings	Dwellings Occupied by Usual Residents	Seasonal Dwellings	% Seasonal
Trent Lakes	5,750	2,952	2,798	48.7%
Minden Hills	6,019	3,229	2,790	46.6%
Dysart et al.	7,298	3,341	3,957	54.2%
North Kawartha	3,693	1,364	2,329	63.1%

Next, Staff looked at STRs as a percentage of both total dwellings and seasonal dwellings in neighbouring municipalities:



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Census Subdivision	STR Units	Total Private Dwellings	STR as % of Total	STR as % of Seasonal
Trent Lakes	340	5,750	5.9%	12.2%
Minden Hills	279	6,019	4.6%	10.0%
Dysart et al.	475	7,298	6.5%	12.0%

Across these communities, STRs account for approximately 10–12% of seasonal dwellings. Applying the average STR share of vacant dwellings (11.4%) to North Kawartha's 2,329 seasonal dwellings:  $2,329 \times 11.4\% =$  approximately 265 STR units

Separately, AirROI, a short-term rental data platform tracking online listings (through Airbnb), reported 95 active listings in North Kawartha as of May 22, 2025<sup>6</sup>. While this is a lower figure than Granicus, it reflects a single-day snapshot and does not capture the full scope of STR activity, particularly properties that are:

- Not currently listed due to booking cycles or off-season closure
- Rented directly through repeat clients or offline methods
- Operating outside major listing platforms

To assess how representative AirROI data may be, comparisons were made with three neighbouring municipalities<sup>7</sup>:

Census Subdivision	STR Units	Active Listings (AirROI, May 22, 2025)	Ratio: AirROI / StatsCan
Trent Lakes	340	192	56%
Minden Hills	279	170	61%
Dysart et al.	475	260	55%

These consistent ratios suggest that AirROI captures roughly 55–61% of the total STR inventory based on Statistics Canada information. Applying this same adjustment ratio



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to North Kawartha's 95 AirROI listings implies a potential total in the range of 155–175 STR units.

As a point of comparison in Federation of Ontario Cottagers' Associations (FOCA)'s 2022 STR survey, approximately 9% of respondents said they rent their waterfront property<sup>8</sup>. This compares with 15.89% of respondents renting their properties in the 2024 North Kawartha STR survey<sup>9</sup>. While the North Kawartha STR Survey (2024) provides locally relevant data, it is a self-reported survey and may be influenced by self-selection bias, in other words, individuals who own or operate STRs may have been more motivated to respond, particularly given the municipal feedback process underway at the time. This could lead to an overrepresentation of STR operators in the survey results.

In contrast, the FOCA 2022 survey was distributed more broadly to members of their organization across Ontario and is likely more reflective of general cottage owner behavior. That said, FOCA's sample may underrepresent specific local market dynamics in North Kawartha. Each survey provides useful insight, but with different levels of geographic relevance and potential response bias.

Assuming these percentages apply to North Kawartha's 2,329 seasonal dwellings:

FOCA rate (9%):  $2,329 \times 9\% =$  approximately 210 units

North Kawartha rate (15.89%):  $2,329 \times 15.89\% =$  approximately 371 units



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### Estimates Summary

Method	Estimated STR Units	Notes	Suggested Weight
Granicus	217	201 Unique properties identified	High
AirROI adjusted	155–175	Captures estimate 55–61% of market	Low-Medium
Census-based extrapolation	265	Based on 11.4% STR-to-vacant ratio in nearby townships	High
FOCA survey	210	Self-reported, provincial figure	Low-Medium
North Kawartha survey	371	Self-reported, higher-end assumption	Low-Medium

Staff estimates 210–260 STR units as the most likely range based on high-weighted methods.

Each method provides a different lens on the STR landscape. While not definitive, these estimates converge within a reasonably consistent range. This figure is a very rough estimate and should be interpreted with caution, as the number of housing units used as short-term rentals can vary significantly from year to year. Additionally, some properties may be rented through repeat business or private networks and may not be actively listed on public platforms, making them more difficult to track using conventional data sources.

It is important to note that some properties may include more than one STR unit, for example, a main cottage and a standalone guest cabin may be rented separately but exist on a single property. Therefore, clarity is needed when interpreting data to distinguish between the number of STR units and the number of unique properties operating as STRs. Nevertheless, this estimate aligns with regional patterns and



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suggests that North Kawartha is likely to have a similarly active short-term rental market, even though direct data is limited.

Additionally, it is important to note that other jurisdictions referenced in this report have implemented, or are beginning to implement, some form of STR regulation. Since North Kawartha currently does not have any STR regulations in place, this may affect the comparability of data; some operators in other areas may have exited the market or altered their practices in response to local regulations. Similarly, STR activity in North Kawartha may change over time if regulatory measures are introduced.

## Report Refences

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<sup>1</sup> Granicus is a technology company that provides digital solutions for government transparency, civic engagement, and regulatory compliance. Their STR (short-term rental) monitoring services aggregate data from major rental platforms (such as Airbnb and VRBO) to help municipalities identify active rental properties, assess compliance, and support policy development.

<sup>2</sup> <https://www150.statcan.gc.ca/n1/pub/11-621-m/11-621-m2024010-eng.htm>

<sup>3</sup> <https://www.canada.ca/en/immigration-refugees-citizenship/campaigns/immigration-matters/local-economies/peterborough.html>

<sup>4</sup> Census subdivision (CSD) is the general term for municipalities (as determined by provincial/territorial legislation) or areas treated as municipal equivalents for statistical purposes. <https://www12.statcan.gc.ca/census-recensement/2021/ref/dict/az/definition-eng.cfm?ID=geo012>

<sup>5</sup> A private dwelling occupied by usual residents refers to a private dwelling in which a person or a group of persons is permanently residing.

<sup>6</sup> <https://www.airroi.com/report/world/canada/ontario/north-kawartha>

<sup>7</sup> <https://www.airroi.com/report/world/canada/ontario/trent-lakes>,  
<https://www.airroi.com/report/world/canada/ontario/minden-hills>,  
<https://www.airroi.com/report/world/canada/ontario/dysart-et-al>

<sup>8</sup> <https://foca.on.ca/wp-content/uploads/2022/11/FOCA-ShortTermRental-Report-for-Associations-FINAL-Nov2022.pdf>

<sup>9</sup> [https://www.northkawartha.ca/media/yy1ana41/analysis\\_short-term-rental-survey-report-with-stats\\_kp.pdf](https://www.northkawartha.ca/media/yy1ana41/analysis_short-term-rental-survey-report-with-stats_kp.pdf)