

Q4

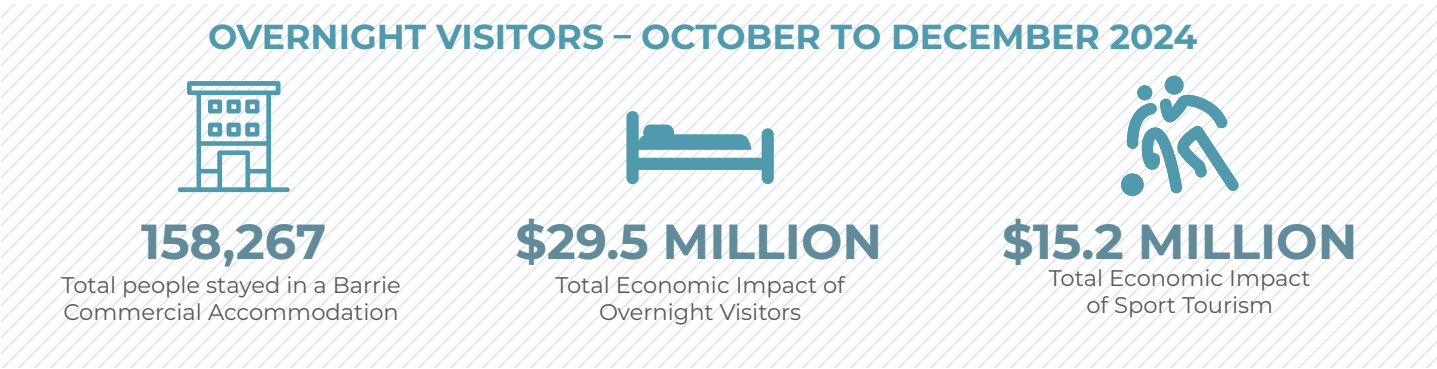
MARKETING REPORT

TOURISM BARRIE PARTNERS

Q4 2024

The Quarterly Marketing Reports provide the Barrie & Area tourism industry with key insights into Tourism Barrie's marketing strategies, campaigns, and top destination marketing outcomes. Additionally, we report on key performance indicators (KPIs) for Barrie's hotel industry and how they compare to our competitive set.

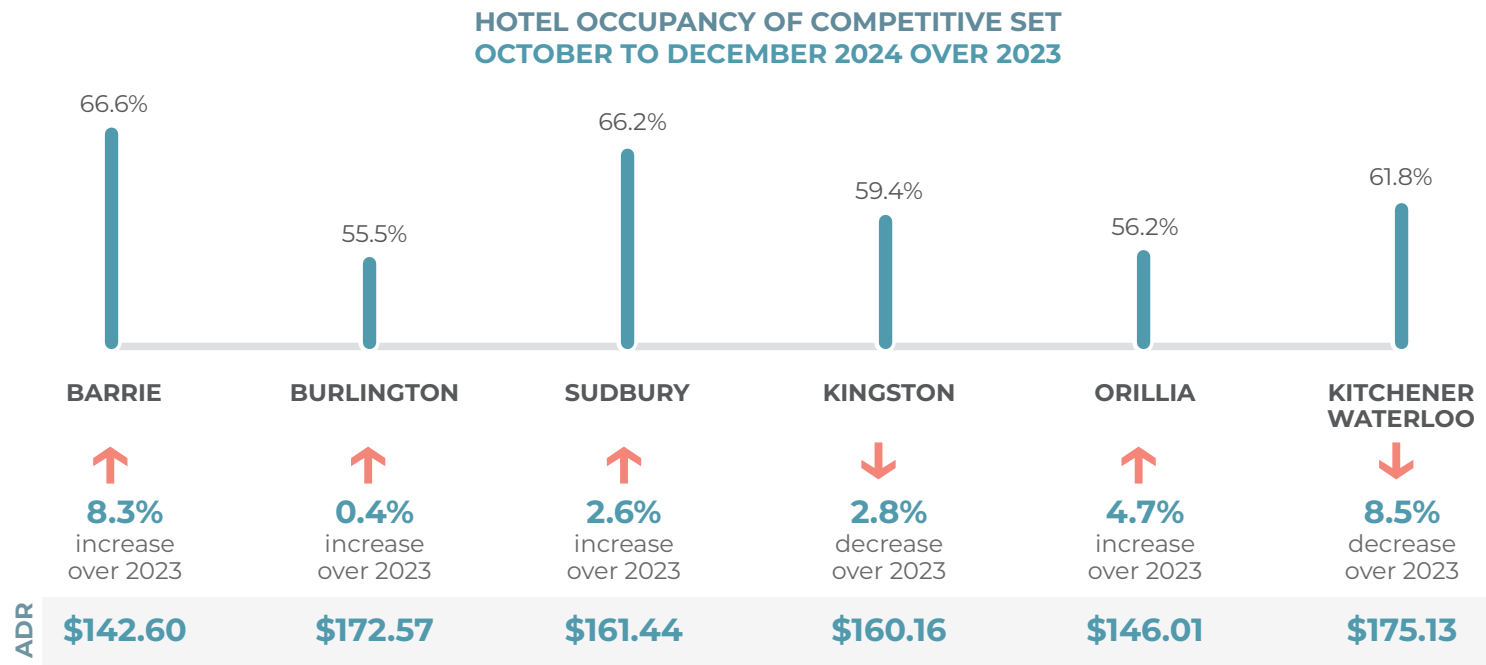
This Quarterly Report highlights the demographics and target markets we are attracting through our social media channels, websites, Google Ads and digital destination marketing campaigns. By reviewing the successful campaigns, businesses and stakeholders can align their efforts with ours, ensuring we all move in the same direction and amplify our shared messages.



KPIs compare hotel data in Barrie with similar destinations, providing valuable insights into the city’s performance in the tourism sector.



Although Barrie saw an increase in overnight stays, the competitive set also grew, along with their Average Daily Room Rate (ADR). The competitive set is currently outperforming Barrie.



Barrie Occupancy YTD: 2024 – 67.1% 2023 – 65.1%


*Source Visitor Insights Report for Tourism Barrie, BP INSIGHTS, April 2024 ** Source the Ontario Ministry of Tourism, Culture and Sport TREIM model November 22, 2024
***STR Reports is the leading benchmarking reporting for the hotel industry in the world, owned by CoStar Group, Inc. (NASDAQ: CSGP), which is commercial real estate’s leading provider of information, analytics and online marketplaces

Tourism Barrie’s websites have been engineered to offer a modern, mobile-first experience that captivates users with its dynamic design and user-friendly navigation to encourage the visitor journey: stimulating discovery, providing visitor support, and encouraging experience sharing.

Tourism Barrie has introduced a new video-first feature on tourismbarrie.com to boost engagement and visibility for local businesses. This platform showcases short videos highlighting Barrie’s businesses, events, and experiences. In 2024, 41 videos were uploaded, generating over 103,000 impressions. The software behind this feature enhances user interaction by offering an engaging, interactive way to explore Barrie’s attractions, with direct links to partner websites. This seamless connection creates valuable opportunities for potential customers to engage with Tourism Barrie’s partners, strengthening community support and awareness.

FROM JANUARY 1 – DECEMBER 31, 2024	304,930	388,830	769,862
	USERS VISITED THE WEBSITE	SESSIONS	PAGE VIEWS

DEMOGRAPHICS & TARGET AUDIENCE:

From October 1 to December 31st, the users’ top cities of origin were: Toronto, Barrie, Mississauga, London, Innisfil and Hamilton.	Demographically, the majority of users are female (61%) , with males comprising 39% of the audience. The age distribution is broad, with the majority from the 25-34 age group, which makes up over 31% of the known audience.	
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INSIGHTS:

- Most visited pages on the website: **Festivals and Events, Things to Do, Fall Getaway, and Shop.**
- Redirected **25,924 clicks** to partner websites, emails, and social media.
- Average engagement time per session increased 30% in Q4 over Q3.
- Mobile usage on the website this quarter was 85% mobile phone representing an increase of 5% over Q3.
- In Q4 viewers spent 5hrs and 14 minutes engaging with partner video content on the new WATCH page of the website.

OPPORTUNITIES FOR PARTNER ENGAGEMENT:

- **Backlinks:** Increase your business’s online credibility with Google by providing a link from your website to tourismbarrie.com. This demonstrates your affiliation with a trusted tourism authority and will improve your overall ranking in search results.
- **Featured Ads:** Enhance your business presence on the website by purchasing featured ads. These ads can be strategically placed on high-traffic pages to capture visitor attention and drive more traffic to your business.
- **Video Content on the WATCH Page:** Create 15-30-second videos highlighting your business, restaurant, retail shop, event, attraction, etc. These videos will be featured on Tourism Barrie’s new WATCH Page, providing a visually engaging way to attract potential customers.
- **Event Submissions:** Submit your upcoming festivals and events through the online portal at tourismbarrie.com/festivals-events. This ensures your events are prominently displayed, helping you reach a broader audience actively seeking activities in Barrie.

UPCOMING DESTINATION MARKETING FOCUS FOR Q1 2025:

- **Winter Fun Getaway:** Showcasing the city as an affordable winter getaway featuring skiing, snowboard, tubing, winter events and family activities paired with an overnight stay.
- **Holiday Festivals & Events:** Outlining all of the exciting events during Winterfest & Hello Winter in Barrie and the surrounding area.
- **Fall Getaway:** Featuring Barrie and surrounding areas March Break activities, and cycling and hiking trails.

SOCIAL MEDIA

Posts about Barrie have successfully linked visitors with local businesses and attractions, driving strong engagement, which has significantly boosted the destination’s visibility.



6.5 million impressions of the curated stories that connected to businesses and experiences in Barrie and the region. Cumulative data from January – December.

40K
FOLLOWERS ACROSS
FOUR PLATFORMS

DEMOGRAPHICS & TARGET AUDIENCE:

Tourism Barrie's social media channels have effectively engaged a diverse and dynamic audience, drawing significant interaction from key regions. The primary markets include Canada, the United States, India, Mexico, and Brazil, with notable engagement from major urban centers such as **Toronto, Mississauga, Brampton, Hamilton, and Ottawa.**

Demographically, **women make up the majority** of the audience across all platforms, accounting for **68.8%**, while **men represent 31.2%**.

INSIGHTS:

- Strong engagement during Q4, particularly among key demographic groups. On Facebook, the 35-54 age group drove the highest levels of interaction, while on Instagram, engagement peaked within the 25-44 age range. Users aged 35-44 stood out as the leading demographic, representing 30.7% of Facebook’s audience and 37.2% of Instagram’s audience.
- **Top-Performing Post:** A feature on holiday festivals and events achieved remarkable results with over **457K impressions** and **10.8K clicks**, underscoring the audience’s enthusiasm for seasonal activities.
- **Content Trends:** Posts highlighting family-friendly activities such as holiday festivals, local markets, winter activities, and shopping experiences experienced a noticeable surge in engagement, reflecting the audience’s strong interest in festive and community-driven content.
- Engagement on posts promoting local businesses and shopping during the holiday season saw a measurable increase, aligning with consumer trends toward supporting local.
- Video content continued to outperform static posts, with reels showcasing winter activities receiving significant traction, particularly among Instagram’s younger demographic (25-34).

OPPORTUNITIES FOR PARTNER ENGAGEMENT:

- **Collaborate on Instagram Reels:** Showcase your business or event through short, engaging videos created in collaboration with Tourism Barrie. Reels highlighting unique offerings or experiences will be featured on Tourism Barrie’s Instagram account for maximum reach.
- **Participate in Themed Content Series:** Be part of Tourism Barrie’s planned campaigns, such as Winter Fun Getaways or Barrie Local Authentic Experiences. Partners can submit photos, offers, or stories to be included in these series, increasing exposure.
- **Tag @tourismbarrie:** Partners are encouraged to include Tourism Barrie’s handle in their social media posts to increase visibility and facilitate easy sharing of their content. Your posts will be shared on Instagram and/or Facebook.

UPCOMING DESTINATION MARKETING CAMPAIGN FOCUS FOR Q1 2025:

- **Winter Fun:** Feature outdoor activities, stay-and-play packages, and winter events. Invite visitors to embrace Barrie’s winter landscape with skiing, snow tubing, ice skating, snowshoeing, and local winter festivals. Additionally, encourage overnight stays to explore Barrie’s diverse dining, shopping, and indoor attractions.

DIGITAL CAMPAIGNS

Digital advertising strategies are carefully targeted online campaigns to drive engagement and conversions. By utilizing advanced tools like Google AdWords, GeoFencing, and Display Network remarketing, these campaigns successfully direct traffic to Tourism Barrie’s website, microsites, and landing pages, ensuring that the campaign messaging and calls to action are seamlessly integrated.

Digital campaigns generated **5.8 million** impressions from January 1 to December 31, 2024.

CAMPAIGN TYPE	IMPRESSIONS	INTERACTIONS
Google Search	624,433	49,949
Google Display / Remarketing	5,256,064	107,959
TOTAL	5,880,497	157,908


Specific calls to action for Q4 included:

- Move to Barrie:** Promoting Barrie as an ideal place to live and work.
- Holiday Shopping / Shop Local:** Promoting Barrie’s unique holiday shopping destinations to visitors and residents.
- Winter Getaway:** Showcasing the city as an affordable winter getaway featuring skiing, snowboarding, tubing, winter events and family activities paired with an overnight stay.

DEMOGRAPHICS & TARGET AUDIENCE:

Fall and winter digital campaigns executed through the Google Network had the highest impressions and clicks with audiences in **Toronto, Montreal, Newmarket, Brampton, and Mississauga.**

The Digital Campaigns received the highest number of impressions and clicks from audiences 18 – 34. Overall, the number of impressions for all the Q4 campaigns was 25% higher among males than females; however, females were more likely to click the ads with a 2.6% interaction rate compared to 1.8% among males.



INSIGHTS:

- The top-performing Digital Campaign for Q4 was event-specific Search Ads for the Barrie Film Festival. The campaign ran for three weeks and ended with a 20.24% interaction rate.
- The Fall Getaway display campaign promoted fall festivals and events and fall getaways through both graphic and image-based ad. The campaigns drove visits to more information about things to do in Barrie and fall events. This campaign resulted in over 180,000 impressions and 6,318 clicks.
- The Geofence weekend campaign for the Everest Curling Club Championship tournament resulted in a 13% interaction rate over seven days. This targeted campaign was successful in driving traffic back to the Sport Visitor landing page and is a good spot for partners interested in attracting athletes or teams to participate in feature advertising.

OPPORTUNITIES FOR PARTNER ENGAGEMENT:

- Landing Page promotion:** Partner businesses have the opportunity to be featured on dedicated landing pages for specific campaigns. This can include feature ad placement on the page or inclusion in content such as itineraries, blogs, or articles.
- Website Presence:** To maximize the benefits of Tourism Barrie’s campaigns that drive traffic to Tourismbarrie.com and microsites, ensure your business listing is comprehensive, robust, up-to-date, and relevant.

UPCOMING DESTINATION MARKETING CAMPAIGN FOCUS FOR Q1:

- Winter Fun Getaway
- Mid-Week Winter Adventures
- Winterfest
- Sport Tourism Events

TOP PERFORMING DIGITAL CAMPAIGNS

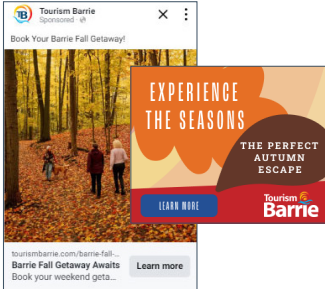
PLAN YOUR
FALL
GETAWAY
2024

Campaign Timeline:

October 2024

URL:

[tourismbarrie.com/
barrie-fall-getaway](https://tourismbarrie.com/barrie-fall-getaway)



CAMPAIGN TYPE	IMPRESSIONS	INTERACTIONS
Google Display	180,815	6,318
Facebook / Instagram	378,508	6,117
TOTAL	559,217	12,435

CAMPAIGN HIGHLIGHTS

Promotes Barrie as the perfect fall destination for outdoor activities and seasonal events. Utilizing social media and Google Ads, the campaign encourages overnight stays by highlighting scenic trails, fall festivals, local cuisine, and vibrant downtown. This initiative showcases Barrie's unique autumn charm, making it an ideal shoulder-season getaway.

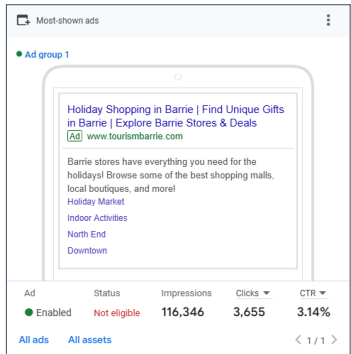
HOLIDAY
SHOPPING /
SHOP LOCAL

Campaign Timeline:

November - December 2024

URL:

tourismbarrie.com/shop



CAMPAIGN TYPE	IMPRESSIONS	INTERACTIONS
Google Search	116,346	3,655
Instagram	178,514	2,806
X	26,023	537
TOTAL	320,883	6,998

CAMPAIGN HIGHLIGHTS

Showcases Barrie as the ultimate holiday shopping destination, featuring unique local boutiques, festive markets, and one-of-a-kind gift options. Through social media and Google Ads, the campaign highlights the charm of Barrie's shopping districts, encouraging visitors to discover handcrafted items, exclusive finds, and the joy of supporting local businesses. This initiative positions Barrie as the go-to spot for holiday shopping.

DIGITAL INFORMATION KIOSK

Tourism Barrie's Digital Information Kiosks have become a vital resource for visitors seeking real-time information about the city's attractions, dining options, and activities.

From January 1 to
December 31st, the
Digital Information
Kiosks recorded

150,047

ENGAGEMENTS
ACROSS 15 LOCATIONS IN BARRIE

DIGITAL KIOSKS JANUARY – DECEMBER	ENGAGEMENTS
Hotel Digital Kiosks	71,500
City of Barrie Recreation Centre Digital Kiosks	78,547

INSIGHTS:

- In Q4, there were a total of 37,724 engagements with the 15 kiosks
- With the return of minor tournaments at the City of Barrie Recreation Centres, the four units accounted for 58% of the engagements in Q4.
- The most engaged categories were **EAT** and **DO**.

OPPORTUNITIES FOR PARTNER ENGAGEMENT:

- By strategically leveraging these kiosks through listings or the purchase of banner ads, partners can enhance their visibility, drive engagement, and ultimately increase customer conversions.

SPORT TOURISM

Tourism Barrie worked with Local Sport Organizations (LSO) and events rights holders to track 12 sporting events from October to December 2024, which brought

\$15,295,973*
TOTAL ECONOMIC IMPACT OF SPORT TOURISM.

The majority of the summer economic impact was driven by the Barrie Women's Hockey Association's Sharkfest Tournament and the hosting of the Canadian Curling Club Championships.

Source: Destination International Sport Event Calculator, North America's leading Economic Impact Calculator.

INSIGHTS:

- Barrie hosted five tournaments at local facilities and accommodations, and seven additional area tournaments used Barrie accommodations for athletes, coaches, and families, but sporting event was held in neighbouring municipality facilities.
- These tournaments were a mix of youth amateur events for ages 10 to 18 and adult/senior championships and represented swimming, hockey and basketball.
- The Everest Curling Club Championship event was very successful. Organizers praised the facilities and the organizing committee and Curling Canada representatives look forward to future events held in Barrie.
- Tourism Barrie distributed 4,080 delegate bags to the athletes and their families. The purpose of the delegate bags is to welcome visitors to Barrie and encourage them to participate in Barrie Experiences while not on the field of play. The bags contain a Barrie Adventure Travel Guide, maps, and a Barrie Coupon Pass.

OPPORTUNITIES FOR PARTNER ENGAGEMENT:

- **Offer Special Discounts and Promotions:** Develop exclusive offers for athletes and their families that can be included in the delegate bags or Barrie Coupon Pass. Your offerings can drive visitors to your business during their stay.

UPCOMING FOCUS FOR Q1:

- **Georgian Communities Winter Classic:** January 3-5, 2025
- **Barrie Colts AAA Atom Challenge Cup:** January 31-February 3, 2025
- **BWHA Winter Classic 2025:** February 15-18, 2025
- **Barrie Trojans Pentathlon:** February 28-March 2, 2025

Using 50% of the MAT, Tourism Barrie works to build a vibrant, year-round visitor economy that contributes economic value for Barrie, provides stable revenue growth for tourism businesses, and generates jobs and benefits for citizens in ways that are sustainable and closely aligned with community values.