

Q1

MARKETING REPORT

TOURISM BARRIE PARTNERS

Q1 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.

OVERNIGHT VISITORS – JANUARY TO MARCH 2024



130,134

Total people stayed in a Barrie Commercial Accommodation



\$21.7 MILLION

Total Economic Impact of Overnight Visitors



\$13.4 MILLION

Total Economic Impact of Sport Tourism

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

OCCUPANCY JANUARY TO MARCH 2024 OVER 2023 COMPARISON

Barrie Hotel Occupancy January to March 2024

56%

OCCUPANCY

-4.4%



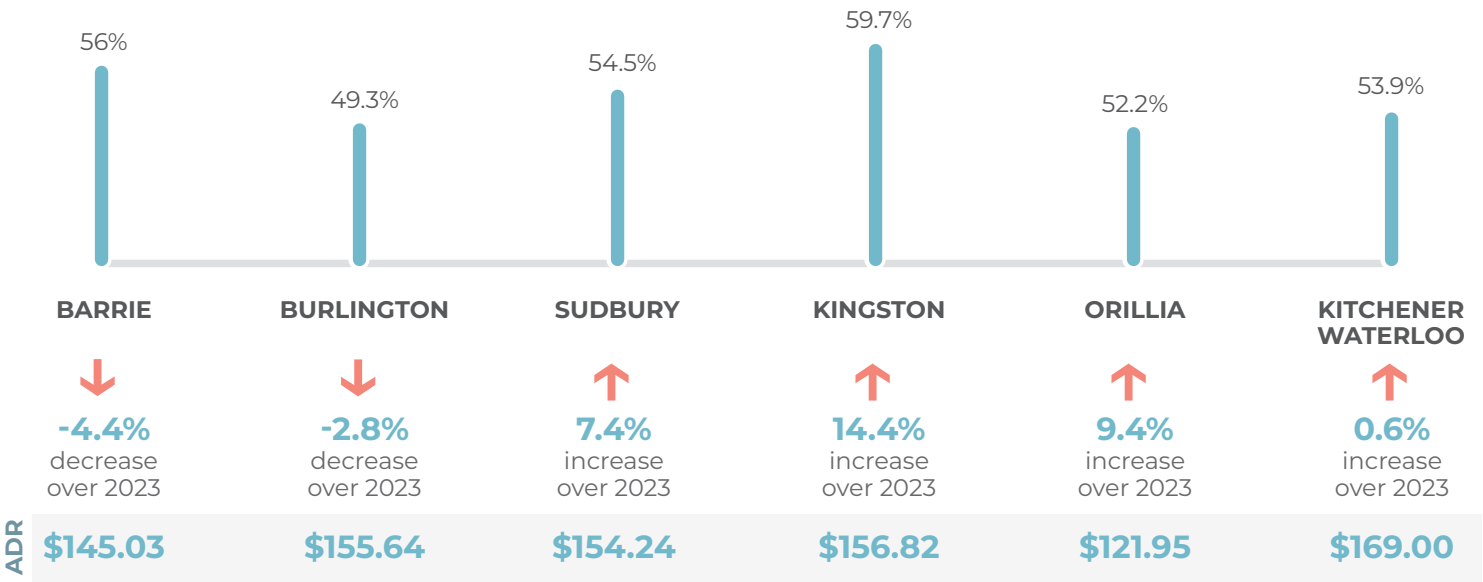
DECREASE OVER 2023

3.8%



INCREASE IN AVERAGE DAILY ROOM RATE

HOTEL OCCUPANCY OF COMPETITIVE SET
JANUARY TO MARCH 2024 OVER 2023





*Source Visitor Insights Report for Tourism Barrie, BP INSIGHTS, April 2024
** Source the Ontario Ministry of Tourism, Culture and Sport TREIM model April 11, 2024
***STR Reports is the leading benchmarking reporting for the hotel industry in the world, owned by CoStar Group, Inc. (NASDAQ: CSCP), which is commercial real estate's leading provider of information, analytics and online marketplaces

Tourism Barrie’s website’s 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.



DEMOGRAPHICS & TARGET AUDIENCE:

From January – March, the users’ top cities of origin were Toronto, Barrie, Montreal, Mississauga, Innisfil & London.	Demographically, the majority of users are female (60%) , with males comprising 40% of the audience. <div></div>	The age distribution is broad, with the majority from the 25-44 age groups, which make up over half of the audience. <div><div>23% are aged 35-44</div><div>28% are aged 25-34</div></div>
--	--	--

INSIGHTS:

- The most visited pages on the website included **Winter Fun Barrie, Festivals and Events, and Things to Do.**
- **Redirected 37,308 clicks** to partner websites, emails, and social media.
- **Montreal’s** audience has consistently been a top performer in the winter months. Partners are encouraged to incorporate further digital advertising revenue in this market or offer French-language services for winter visitors to improve overall visitor awareness and experiences.
- Mobile usage was 74% and 26% desktop.

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 Q2:

- **Barrie By Bike:** Focus on the barriebybike.com microsite, which showcases the city’s cycling-friendly trails, attracts enthusiasts, and promotes Barrie as a cycling destination.
- **Dining Local in Barrie:** Highlight Barrie’s culinary scene. Perfect for restaurants, cafés, and food-related events.

SOCIAL MEDIA

Stories about the destination effectively connected visitors with Barrie's tourism industry businesses and unique experiences, contributing to increased visibility for the destination.



1.8 million impressions of the curated stories connected to businesses and experiences in Barrie and the region.

37.5K
FOLLOWERS ACROSS
FOUR PLATFORMS

7%
INCREASE
OVER 2023

DEMOGRAPHICS & TARGET AUDIENCE:

Social media channels attracted a diverse audience with notable engagement from several key regions. The top countries of origin for the audience include Canada, the United States, India, Mexico, and Pakistan.	Demographically, the audience is predominantly female (69%) , with males accounting for 31% . 	Engagement is strong across a broad age range, particularly from the 35-54 age group, which represents more than half of the audience. 30.5% are aged 35-44 25.2% are aged 45-54
--	---	---

INSIGHTS:

- Top-performing posts had a strong interest in seasonal activities. For spring and summer, content should focus on upcoming events, special offers, and activities. Tagging @tourismbarrie will enhance visibility and facilitate cross-promotion.
- With significant engagement from the 35-54 age group, content should be tailored to this demographic.
- To leverage Tourism Barrie's content, focus on family-friendly activities, leisure events, and community experiences will attract this key audience segment.

OPPORTUNITIES FOR PARTNER ENGAGEMENT:

- **Tag @tourismbarrie:** Partners are encouraged to include Tourism Barrie's handle in their social media posts to increase visibility and facilitate easy content sharing.
- **Content Collaboration:** Partnering with Tourism Barrie to create engaging content highlighting local offerings and aligning with ongoing campaigns can boost reach and effectiveness.

UPCOMING DESTINATION MARKETING CAMPAIGN FOCUS FOR Q2:

- **Dining Local in Barrie:** Highlight Barrie's culinary scene. Perfect for restaurants, cafés, and food-related events.
- **Festivals and Events:** Barrie has a variety of festivals and cultural events. This is great for event organizers and local businesses looking to attract attendees.
- **Summer Camps:** Promote local summer camps and youth programs. Essential for attractions and sports organizations.

DIGITAL ADVERTISEMENTS

Digital advertising strategies are carefully targeted online campaigns aimed at driving 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 **1.42 million** impressions from January 1 to March 31, 2024.

CAMPAIGN TYPE	IMPRESSIONS	CLICKS
Google Search	63,212	10,717
Google Display / Remarketing	1,359,379	21,820
TOTAL	1,422,591	32,537


Specific calls to action for Q1 included:

- Winter Fun:** Highlighting winter sports, activities, and events.
- Move to Barrie:** Promoting Barrie as an ideal place to live and work.
- Festivals and Events:** Showcasing the vibrant cultural and entertainment scene in Barrie.

DEMOGRAPHICS & TARGET AUDIENCE:

Winter Fun digital campaigns executed through the Google Network had the highest impressions and clicks with audiences in **Toronto, Montreal, Brampton, Quebec City, and Hamilton.**

The Digital Campaigns that received the highest number of impressions and clicks were for audiences **between the ages of 18 to 34.**



Overall, males received slightly more impressions (57%), while females represented 43% of the known demographics.

57%
males

43%
females

INSIGHTS:

- Google Ads campaigns during Q1 perform very well with audiences in Quebec.
- For the 2024-2025 winter season, consider opportunities to engage with an older demographic.
- 2024-2025 Winter Fun campaigns will focus on Monday through Thursday winter experiences to fill hotel rooms mid-week. Consider additional images or content featuring daytime or mid-week opportunities when people can avoid the crowds.
- The March Break display advertising performed above expectations for a short-duration campaign. Consider a March Break marketing budget to leverage this high-demand family Getway opportunity.

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 Q2:

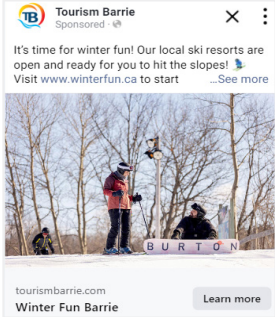
- Festivals and Events
- Hiking & Cycling

TOP PERFORMING DIGITAL CAMPAIGNS

WINTER FUN BARRIE

Campaign Timeline:
January – March 2024

URL:
tourismbarrie.com/do/winter-fun-barrie



CAMPAIGN TYPE	IMPRESSIONS	INTERACTIONS
Google Display	880,684	14,845
Google Search	56,292	4,141
Facebook / Instagram	749,125	4,070
TOTAL	1,686,101	23,056

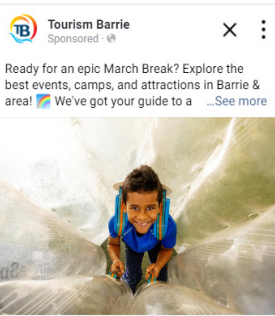
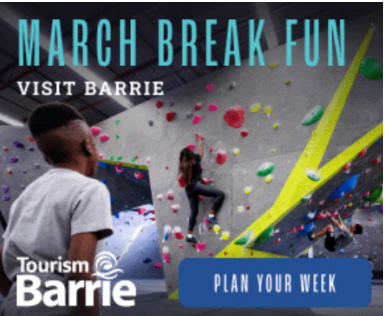
CAMPAIGN HIGHLIGHTS

A multifaceted campaign to highlight the various winter activities available in Barrie and the surrounding region, with a strategic emphasis on encouraging overnight stays and Winterfest.

MARCH BREAK GETAWAY

Campaign Timeline:
March 2024

URL:
tourismbarrie.com/festivals-events/march-break



CAMPAIGN TYPE	IMPRESSIONS	INTERACTIONS
Google Display	478,695	6,975
Facebook / Instagram	188,835	2,457
TOTAL	667,530	9,432

CAMPAIGN HIGHLIGHTS

The campaigns positioned Barrie as the premier destination for March Break travellers seeking a blend of outdoor winter adventure, exploration, and relaxation.

Key objectives included marketing Barrie as a Family Overnight Getaway, promoting winter outdoor recreation like skiing, boarding, and Nordic skiing, and the abundance of indoor recreational activities and family-friendly events happening for March Break.

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 to March 2024, the Digital Information Kiosks recorded

47,638

ENGAGEMENTS
ACROSS 15 LOCATIONS IN BARRIE

DIGITAL KIOSKS	ENGAGEMENTS
Hotel Digital Kiosks	20,420
City of Barrie Recreation Centre Digital Kiosks	27,218

INSIGHTS:

- The four City of Barrie recreation centres accounted for 57% of all engagements during Q1, directly resulting from increased foot traffic due to winter tournaments and events.
- The most engaged category was EAT, reflecting a strong visitor interest in dining options during the winter months. This aligns with the influx of visitors attending tournaments and events, seeking convenient and local dining recommendations.

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 eleven Local Sport Organizations (LSO) and tracked 16 tournaments from January to March 2024, which brought

\$13,487,178*

TOTAL ECONOMIC IMPACT OF SPORT TOURISM.

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

INSIGHTS:

- Barrie hosted nine tournaments, all using Barrie facilities and accommodations, and seven additional area tournaments used Barrie accommodations for athletes, coaches, and families.
- These tournaments were all youth amateur events for ages 10 to 18, representing men's and women's ice hockey, cheer, speed skating, ringette, volleyball and swimming.
- Tourism Barrie distributed 2,845 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 Q2:

- **OFSSA Badminton Tournament:** May 1-4, 2024
- **Barrie Bash Softball Tournament:** June 7-9, 2024
- **Barrie Soccer Club, Soccer Festival:** June 14-15, 2024

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.