

Q2

MARKETING REPORT

TOURISM BARRIE PARTNERS

Q2 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.

2024 BARRIE VISITOR ECONOMY – BUILDING THE DESTINATION

OVERNIGHT VISITORS – APRIL TO JUNE 2024



161,926

Total people stayed in a Barrie Commercial Accommodation



\$30.1 MILLION

Total Economic Impact of Overnight Visitors



\$8.8 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 APRIL TO JUNE 2024 OVER 2023 COMPARISON

Barrie Hotel Occupancy April to June 2024

68.9%

OCCUPANCY

4.3%

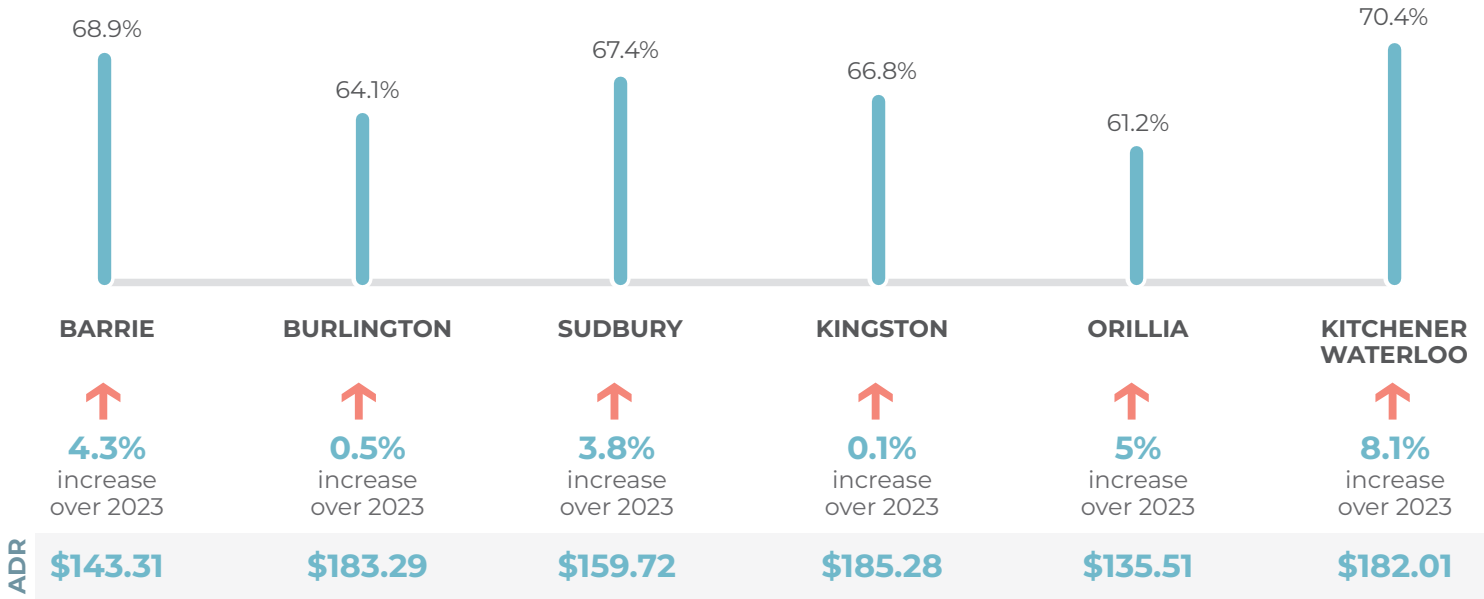
↑ INCREASE OVER 2023

5.6%

↓ DECREASE IN AVERAGE DAILY ROOM RATE

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.

HOTEL OCCUPANCY OF COMPETITIVE SET APRIL TO JUNE 2024 OVER 2023



Barrie Occupancy YTD: 62.5%; 2023 YTD: 61.6%

*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: CSGP), which is commercial real estate's leading provider of information, analytics and online marketplaces

WEBSITE

tourismbarrie.com • meetinbarrie.ca • winterfun.ca • sportbarrie.ca • barriebybike.ca

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.

New – Added a new feature section to tourismbarrie.com – WATCH. This new feature is a video first platform that provides short videos of our Barrie businesses and Events and Experiences. We have posted 30 different videos to the WATCH Section.

**FROM JANUARY 1
– JUNE 30, 2024**

171,452

USERS

212,653

SESSIONS

417,408

PAGE VIEWS

DEMOGRAPHICS & TARGET AUDIENCE:

From April – June, the users' top cities of origin were **Toronto, Barrie, Mississauga, Montreal, London, and Brampton.**

Demographically, the majority of users are **female (57%)**, with **males comprising 43%** of the audience.



The age distribution is broad, with the majority from the 25-34 age group, which makes up 25% of the known audience.

25%
are aged 25-44

INSIGHTS:

- The most visited pages on the website included **Festivals and Events, Things to Do and Hiking & Walking Trails.**
- Redirected **31,938** clicks to partner websites, emails, and social media.
- Q2 saw over 40% increases in users aged 45+ as compared to Q1.
- Mobile usage on the website this quarter was 76% mobile phone and tablet and 24% 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 Q3:

- **Summer Getaways:** Showcasing the city as an affordable summer getaway featuring waterfront attractions and family activities.
- **Festivals & Events:** Outlining all of the exciting events in Barrie and the surrounding area.
- **Patio Dining in Barrie:** Highlight Barrie's best summer patios. Perfect for restaurants, cafes, and food related events.

SOCIAL MEDIA


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



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

38K
FOLLOWERS ACROSS
FOUR PLATFORMS

DEMOGRAPHICS & TARGET AUDIENCE:

Social media channels attracted a diverse audience with notable engagement from several key regions. The top cities of origin for the audience include Barrie, Toronto, Mississauga and Brampton.	Demographically, the audience is predominantly female (69%) , with males accounting for 31% . 	Engagement is strong across a broad age range, particularly from the 35-44 age group on Facebook and 25-34 on Instagram. <div>35.5% are aged 35-44 Facebook 30% are aged 25-34 Instagram</div>
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INSIGHTS:

- Posts with high-quality images and short videos showcasing Barrie's scenic spots and summer events have outperformed text-heavy content. Visual storytelling resonates well with the target audience.
- Content related to local events, such as festivals or markets, has driven substantial interaction. Posts highlighting what’s happening in Barrie each weekend receive notable attention.
- Posts promoting outdoor activities like hiking, Barrie’s waterfront, and recreational activities have seen significant engagement, reflecting a strong interest in nature-based tourism.

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 sharing of their content. Your posts will be shared on Instagram and/or Facebook.
- **Submit your upcoming festivals and events** through the online portal at **tourismbarrie.com/festivals-events**. Tourism Barrie’s posts and ads drive traffic to seasonal landing pages on tourismbarrie.com, ensuring your events are prominently featured. This increases your visibility and helps you connect with a wider audience actively looking for activities in Barrie.

UPCOMING DESTINATION MARKETING CAMPAIGN FOCUS FOR Q3:

- **Summer Getaways:** Promote booking overnight stays at Barrie accommodations to fully enjoy the city’s extensive indoor and outdoor activities throughout the summer season.
- **Festivals and Events:** Highlighting Barrie’s diverse range of festivals and cultural events.
- **Exploring Downtown Barrie:** Showcase the vibrant Downtown Barrie area by featuring its exceptional dining experiences, unique shops, and exciting events that capture the heart of the city. Promoting Open Air Dunlop and Kempenfest.

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 **2.86 million** impressions from January 1 to June 30, 2024.

CAMPAIGN TYPE	IMPRESSIONS	CLICKS
Google Search	224,778	22,384
Google Display / Remarketing	2,638,750	47,695
TOTAL	2,863,538	70,079

Specific calls to action for Q2 included:

- Festivals & Events:** Highlighting Barrie events, with a feature campaign for the Barrie Air Show.
- Move to Barrie:** Promoting Barrie as an ideal place to live and work.
- Hiking and Cycling:** Showcasing the spectacular recreational parks and trails in Barrie and area.

DEMOGRAPHICS & TARGET AUDIENCE:

Spring digital campaigns executed through the Google Network had the highest impressions and clicks with audiences Toronto, Markham, Brampton, Mississauga, and Hamilton.	The Digital Campaigns that received the highest number of impressions and clicks from audiences between the ages of 18 to 34.		Overall, the campaign’s demographics received an almost equal number of impressions among males (53%) and females (45%).
			53% males 45% females

INSIGHTS:

- The top-performing Digital Campaign for Q2 was event-specific Search Ads for the Barrie Airshow. The campaign ran for one month and ended with a 41.36% interaction rate.
- The Barrie Airshow Campaign also included a new paid campaign with PostMedia in the Toronto area, which included an online article and promotion via the PostMedia network and Meta platforms. This campaign resulted in over 186,000 impressions of the event content.
- The Geofence weekend campaign for the Barrie Bash tournament resulted in a 15% interaction rate over three 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 Q3:

- Festivals and Events
- Summer Getaway
- Waterfront Explore

TOP PERFORMING DIGITAL CAMPAIGNS

**BARRIE
AIR
SHOW**

Campaign Timeline:
May 15 – June 15, 2024
URL:
tourismbarrie.com/airshow and
barrie.ca/airshow



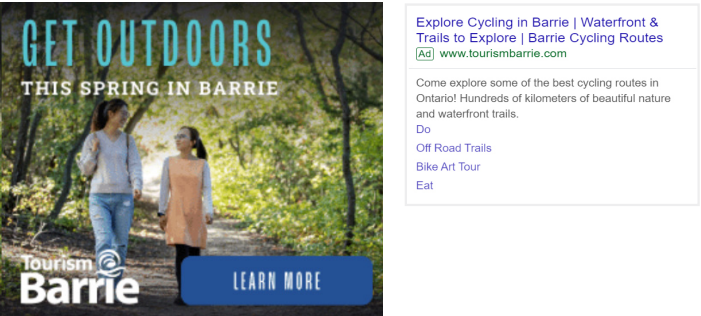
CAMPAIGN TYPE	IMPRESSIONS	INTERACTIONS
PostMedia Digital Ads	186,854	7,858
Google Search	11,348	4,694
Facebook / Instagram	415,612	7,985
TOTAL	613,814	20,537

CAMPAIGN HIGHLIGHTS

A multifaceted campaign promoting the Barrie Airshow event, with a strategic emphasis on encouraging overnight stays in a featured Barrie hotel.

**TRAILS -
HIKING &
CYCLING**

Campaign Timeline:
May – June 2024
URL:
tourismbarrie.com/do/outdoor-rec-
reation/Hiking-Walking-Trails & /
barrie-by-bike



CAMPAIGN TYPE	IMPRESSIONS	INTERACTIONS
Google Display	684,807	11,623
Google Search	11,370	490
TOTAL	696,177	12,113

CAMPAIGN HIGHLIGHTS

The campaigns aimed to position Barrie as the premier destination for spring enthusiasts seeking a blend of outdoor hiking, cycling, and exploration. Key objectives included promoting local trails, highlighting diverse outdoor activities, and boosting engagement with Barrie's businesses in the tourism industry and Partners.

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
June, the Digital
Information Kiosks
recorded

81,004
ENGAGEMENTS
ACROSS 15 LOCATIONS IN BARRIE

DIGITAL KIOSKS JANUARY – JUNE	ENGAGEMENTS
Hotel Digital Kiosks	35,585
City of Barrie Recreation Centre Digital Kiosks	45,419

INSIGHTS:

- The four City of Barrie recreation centres accounted for 54% of all engagements during Q2, although there was slightly lower engagement with these kiosk with the end of the hockey tournament season.
- The most engaged category was EAT, 11 out of 15 kiosk had this category as the top resulting category.

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 nine Local Sport Organizations (LSO) and tracked 16 sporting events from April to June, which

\$8,831,300*

TOTAL ECONOMIC IMPACT OF SPORT TOURISM.

The decrease in economic impact is attributed to spring tournaments being shorter in duration, typically having fewer team participants and fewer overnight stays (partly due to weather and safe driving conditions than winter).

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

INSIGHTS:

- Barrie hosted fourteen tournaments at local facilities and accommodations, and two 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, softball, baseball, golf and hockey.
- 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 Q3:

- **Slo-Pitch Nationals:** August 2-5, 2024
- **Barrie Triathlon, Duathlon, Kids of Steel:** August 10-11, 2024
- **Barrie Soccer Club, Spirtfest:** August 31-September 2, 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.