

Q3

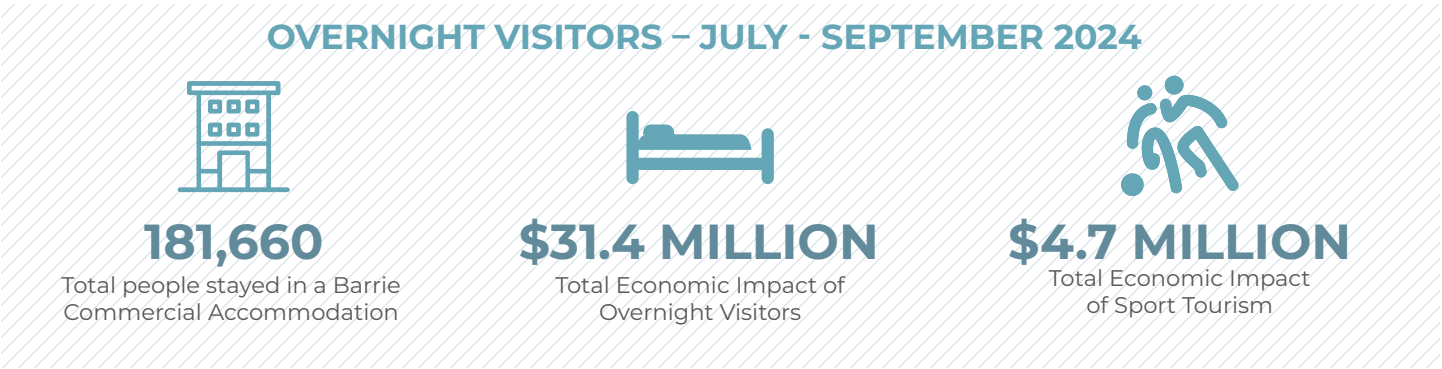
MARKETING REPORT

TOURISM BARRIE PARTNERS

Q3 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.

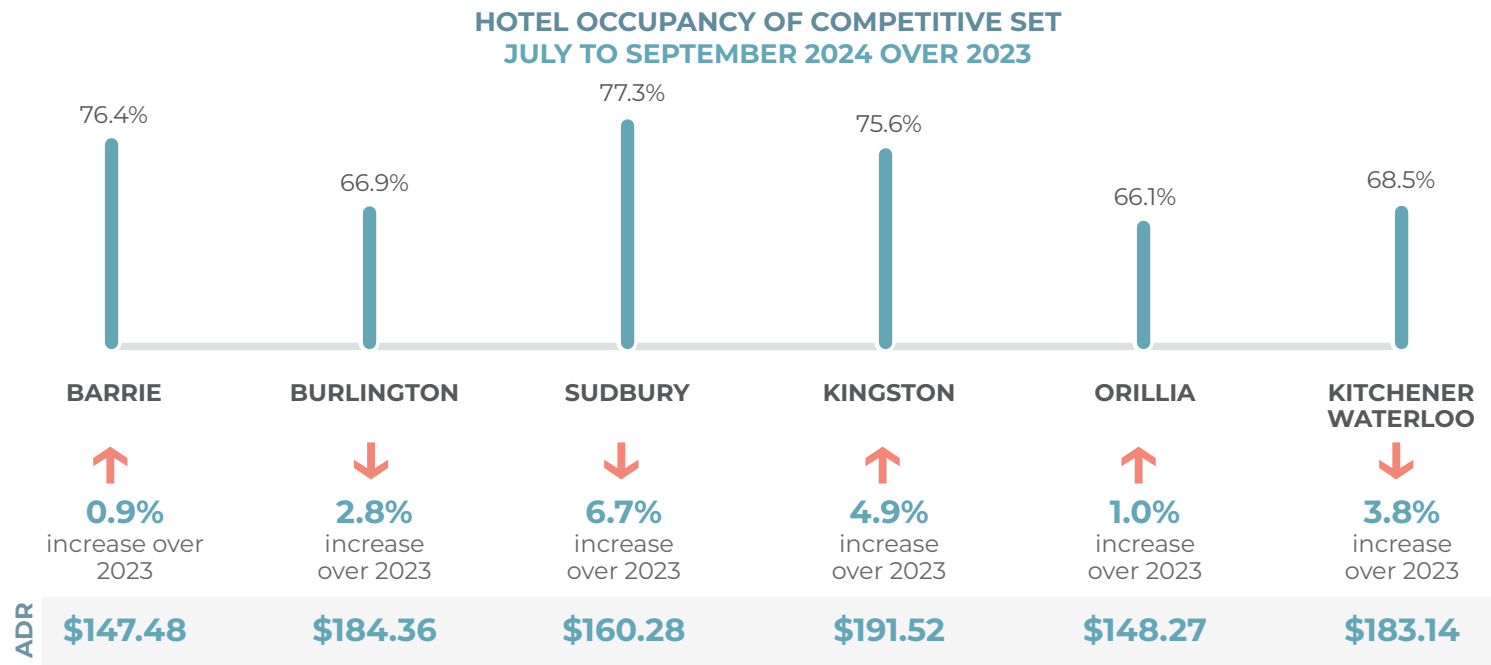
This Quarterly Report highlights the demographics and target markets we are attracting through our social media channels, websites, Google Ads and digital destination marketing campaigns. By reviewing the successful campaigns, businesses and stakeholders can align their efforts with ours, ensuring we 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 – 67.3%; 2023 YTD: 66.4%

* 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

WEBSITE

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

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.

To enhance engagement and visibility for Barrie's businesses, Tourism Barrie has launched a new feature on tourismbarrie.com. This video-first platform showcases short videos highlighting local businesses, events, and experiences. To date, 39 videos have been uploaded, generating over 100,400 impressions. The software powering this feature further enriches user interaction by allowing visitors to explore Barrie's attractions in an engaging, interactive format while providing direct links to partner websites. This seamless transition creates valuable opportunities for potential customers to connect with Tourism Barrie's partners, fostering greater community engagement and support.

**FROM JANUARY 1
– SEPTEMBER 30, 2024**

260,502

USERS

327,366

SESSIONS

641,132

PAGE VIEWS

DEMOGRAPHICS & TARGET AUDIENCE:

From July 1, – September 30th, the users' top cities of origin were **Toronto, Barrie, Mississauga, London, Innisfil and Montreal.**

Demographically, the majority of users are **female (58%)**, with **males comprising 42%** of the audience. The age distribution is broad, with the majority from the 25-34 age group, which makes up over 28% of the known audience.



INSIGHTS:

- Most visited pages on the website: **Festivals and Events, Things to Do, Summer Getaway, and Kempenfest.**
- Redirected **40,739 clicks** to partner websites, emails, and social media.
- Clicks to partner content from tourismbarrie.com increased 26% in Q3 over Q2
- Mobile usage on the website this quarter was 79% mobile phone representing an increase of 7% over Q2. This, coupled with the decrease in desktop and tablet user, is reflective of more users on holiday and away from their offices.
- In Q3 viewers spent 3hrs and 26 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 Q4:

- **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 holiday events in Barrie and the surrounding area.
- **Fall Getaway:** Featuring Barrie and surrounding areas fall events, 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.




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

38.6K
FOLLOWERS ACROSS
FOUR PLATFORMS

DEMOGRAPHICS & TARGET AUDIENCE:

Tourism Barrie's social media channels have successfully attracted a diverse audience, with significant engagement noted from various key regions. The primary markets include Canada, the United States, India, Mexico, and Brazil, with considerable traffic and interaction coming from major urban centers such as **Toronto, Mississauga, Brampton, Hamilton, and Ottawa.**

Demographically, the audience across all channels is **predominantly female, comprising 67.85%, while males account for 32.2%.**



INSIGHTS:

- Engagement remains robust across a wide spectrum, especially within the 35-54 age group on Facebook and the 25-44 age group on Instagram. Notably, users aged 25-34 and 35-44 represent 67% of the Instagram audience, while a slightly older demographic of 35-44 and 45-54 constitutes 55.9% of the Facebook audience.
- Top post: Summer Getaway with over 294K impressions and 5K clicks
- 50 videos created on TikTok with over 330K impressions.
- Posts featuring family-friendly activities, such as local festivals, markets, and seasonal events, have seen a notable uptick in engagement in Q3, indicating strong interest from audiences looking for activities to enjoy with their loved ones.
- Top hashtags included: #thingstodoinbarrie, #fallfestivals, #downtownbarrie

OPPORTUNITIES FOR PARTNER ENGAGEMENT:

- **Be featured on Tourism Barrie’s TikTok:** Engage with the younger audience. Tourism Barrie's Adventure Team will coordinate a visit to your location to create an engaging TikTok video.
- **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 Q4:

- **Holiday Events:** Promote festive activities and special events throughout the holiday season.
- **Holiday Shopping:** Highlight local shopping opportunities in Barrie and the surrounding region, showcasing unique stores and boutiques that offer distinctive gifts.
- **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 **3.9 million** impressions from January 1 to September 30, 2024.

CAMPAIGN TYPE	IMPRESSIONS	CLICKS
Google Search	372,251	39,730
Google Display / Remarketing	3,590,308	77,007
TOTAL	3,962,559	116,737


Specific calls to action for Q3 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:

Summer digital campaigns executed through the Google Network had the highest impressions and clicks with audiences in **Toronto, Markham, Brampton, Mississauga, and Hamilton.**

The Digital Campaigns received the highest number of impressions and clicks from audiences 18 – 34. Overall, the number of impressions for all the Q3 campaigns was 37% higher among males than females; however, females were more likely to click the ads with a 4.51% interaction rate compared to 3.28% among males.



INSIGHTS:

- The top-performing Digital Campaign for Q3 was event-specific Search Ads for the Barrie Kempenfest. The campaign ran for three weeks and ended with a 22.57% interaction rate.
- The Waterfront Explore campaign geofenced the Barrie waterfront on weekends throughout the summer and drove visits to more information about things to do Downtown Barrie and extending their stay. This campaign resulted in over 42,000 impressions and 8,126 clicks.
- The Geofence weekend campaign for the Spiritfest tournament resulted in a 19% 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 Q4:

- Winter Fun
- Holiday Shopping
- Holiday Festivals and Events

TOP PERFORMING DIGITAL CAMPAIGNS

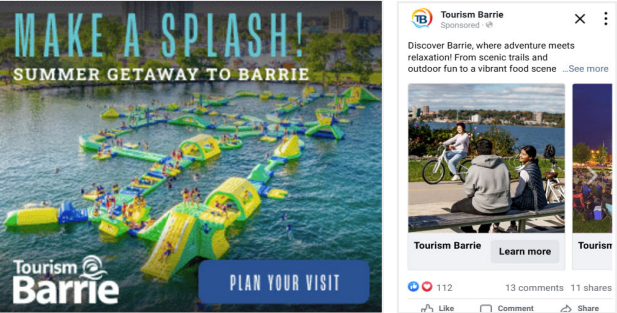
PLAN YOUR
SUMMER
GETAWAY
2024

Campaign Timeline:

July 1 – August 1, 2024

URL:

tourismbarrie.com/summer-getaway



CAMPAIGN TYPE	IMPRESSIONS	INTERACTIONS
Google Display	402,711	10,873
Facebook / Instagram	112,691	1,788
TOTAL	515,402	12,661

CAMPAIGN HIGHLIGHTS

Promotes Barrie as a top destination for outdoor activities and special events. Utilizing social media and Google Ads, the campaign encourages overnight stays, inviting visitors to explore the vibrant downtown area, enjoy local shops and restaurants and experience the areas outdoor recreation. This initiative aims to showcase Barrie's diverse summer experiences, making it the perfect getaway for tourists.

DIGITAL
MARKETING
PARTNERSHIP
– ONTARIO BY
BIKE

Campaign Timeline:

September & October 2024

URL:

barriebybike.ca



CAMPAIGN TYPE	IMPRESSIONS	INTERACTIONS
Featured Banner Ad – OntarioByBike.ca	28,546	131
E-newsletter Banner Ad – September	8,267	26
E-newsletter Banner Ad – October	8,419	20
TOTAL	45,232	177

CAMPAIGN HIGHLIGHTS

Tourism Barrie partnered with Metrolinx to promote travelling to Barrie for cycling adventures in the fall. The campaign included enewsletter banners and featured banner advertising on OntarioByBike.ca. The ads included the Tourism Barrie and GO logos and directed consumers to barriebybike.ca.

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 September, the Digital Information Kiosks recorded

112,337

ENGAGEMENTS ACROSS 15 LOCATIONS IN BARRIE

DIGITAL KIOSKS JANUARY – JUNE	ENGAGEMENTS
Hotel Digital Kiosks	55,941
City of Barrie Recreation Centre Digital Kiosks	56,396

INSIGHTS:

- In Q3, there were a total of 30,940 engagements with the 15 kiosks
- Although there were fewer tournaments at the City of Barrie Recreation Centres, the four units still accounted for 35% of the engagements in Q3.
- 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 nine Local Sport Organizations (LSO) and tracked 6 sporting events from July to September, which brought

\$4,768,266*

TOTAL ECONOMIC IMPACT OF SPORT TOURISM.

The majority of the summer economic impact was driven by the Barrie Soccer Spiritfest Tournament and the hosting of the Slo-Pitch National Tournament. Other summer tournaments were typically shorter in duration, resulting in fewer team participants and fewer overnight stays (partly due to weather and safe driving conditions than in winter).

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

INSIGHTS:

- Barrie hosted six 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.
- The Slo-Pitch National event was very successful. Organizers praised the facilities and the organizing committee and look forward to future events held in Barrie.
- Tourism Barrie distributed 320 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 Q4:

- **Barrie Blizzard Winter Whiteout:** November 8-11, 2024
- **BWHA Sharkfest 2024:** November 15-18, 2024
- **2024 Everest Canadian Curling Club Championships:** November 17-24, 2024
- **Kutting Edge Classic A/B Tournament:** November 22-25, 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.