

Q1 2025

Tourism Industry QUARTERLY REPORT

January to March 2025

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.



Q1 Message from the Executive Director

In 2025, Tourism Barrie took a major step forward by investing in Environics Analytics' VisitorView, a leading tourism intelligence platform that leverages anonymized mobile and demographic data to provide clear insights into visitor volumes, travel patterns, and origins.

As artificial intelligence and technology continue to advance, the accuracy of year-over-year data and economic impact reporting will only grow stronger. With VisitorView, tourism professionals gain access to the most comprehensive and actionable data available today.

As Canada's tourism landscape evolves, VisitorView's enhanced model is now equipping more than 4,000 destinations across the country with a deeper understanding of visitor behaviour. This includes crucial insights such as where visitors are travelling from—whether domestic, U.S., or international markets—the peak travel months for each region, the areas that see the highest levels of activity, and the average duration of stay. These insights are essential in shaping strategies that drive sustainable growth in the visitor economy.

As we look to the future, Tourism Barrie's role is clear: to lead, collaborate, and innovate in ways that reflect the spirit of our community. We are proud to align with the City of Barrie's vision for a thriving and sustainable visitor economy—one that enhances the quality of life for our residents while showcasing what makes Barrie so special. Together with our partners, we will continue to build a tourism sector that creates opportunity, fosters pride, and ensures Barrie is not only a place to visit, but a place to return to, time and time again.

Sincerely,

A handwritten signature in black ink, appearing to read 'K. McLean'.

January to March

BARRIE VISITOR ECONOMY

Overnight Visitors to Barrie

221,000*

Total people stayed overnight in Barrie (Hotel, Airbnb, with Family)

(VFF + Airbnb = 65,255)

\$36.7 Million**
(\$36,721,925)

Total Economic Impact of Overnight Visitors

ANALYSIS FOR Q1

7.3%

Increase in overnight stays over 2024

* Source Environics Analytics VisitorView ** Source the Ontario Ministry of Tourism, Culture and Sport TREIM model June 28, 2025***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

January to March

BARRIE VISITOR ECONOMY

Overnight stays in Barrie Hotels - Leisure, Sport Tourism & Corporate

155,745

People stayed in a Barrie Commercial Accommodation

\$24.2 Million
(\$24,269,317)

Total Economic Impact of Overnight Visitors staying in a Barrie Hotel

ANALYSIS FOR Q1

19.5%

Increase in overnight hotel stays over 2024

January to March

HOTEL OCCUPANCY

2025 over 2024 Hotel Occupancy Comparison

CITY	OCCUPANCY %	% OVER 2024	DIRECTION	AVG. DAILY ROOM RATE
Barrie	66.9%	19.5%	Increase	\$144.47
Burlington	50.3%	2.0%	Increase	\$158.88
Kingston	49.8%	-16.3%	Decrease	\$151.54
Kitchener/Waterloo	54.1%	-0.5%	Decrease	\$171.93
Markham	66.8%	-1.0%	Decrease	\$169.46
Sudbury	56.5%	1.8%	Increase	\$153.18

ANALYSIS FOR Q1

Barrie Hotel occupancy was **66.9%**, which increased by an impressive **19.5%**, alongside a **0.1%** rise in the Average Daily Room Rate.

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

Source STR Reports is the leading benchmarking reporting for the hotel industry in the world, owned by CoStar Group, Inc. (NASDAQ: CSGP), which is the leading provider of commercial real estate information, analytics and online marketplaces

2025 – BARRIE VISTOR ECONOMY

2025 Occupancy and Economic Impact

	Q1	Q2	Q3	Q4	2025 YTD Results
Economic Impact of Overnight Visitors to Barrie (Hotel, Airbnb, VFR)	\$36,721,925				\$36,721,925
Overnight Visitors to Barrie	221,000				221,000
Barrie Occupancy	66.9%				66.9%
Average Daily Room Rate - ADR	\$144.47				\$144.47
Economic Impact of Visitors staying in Barrie Commercial Accommodation	\$24,269,317				\$24,269,3170
Overnight Visitors Staying in a Barrie Hotel	155,745				155,745

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Performance & Statistics

Destination Marketing	2025 Goals & KPIs	Q1 Jan - Mar	Q2 Apr - Jun	Q3 Jul - Sept	Q4 Oct - Dec	YTD Results
Websites Sessions	400,000	82,890				82,890
Websites Pageviews	800,000	159,524				159,524
Referrals to Partners	92,000	27,309				27,309

ANALYSIS FOR Q1

Traffic to the website is slightly down from 2024, with a 23% decrease. This decrease can be attributed to Google tracking and privacy updates that impact recorded clicks and sessions. Staff updated the consent options to address this issue and maintain alignment with global privacy and data tracking regulations.

Performance & Statistics



Top cities of origin coming to the websites:

Toronto, Barrie, Ottawa, Montreal, Mississauga, Brampton, and London.

Devices
Used to
Access
Website

12%
Desktop
88%
Mobile

Top Age
Groups
Using
Website

32%
Ages 25-34
26%
Ages 35-44

Website
Usage
by
Gender

57%
Female
43%
Male

ANALYSIS FOR Q1

10% increase in Mobile landings. All other metrics remain the same. More people are using Social Media to connect with Tourism Barrie, up 72%.

DIGITAL MARKETING - Snapshot

Performance & Statistics

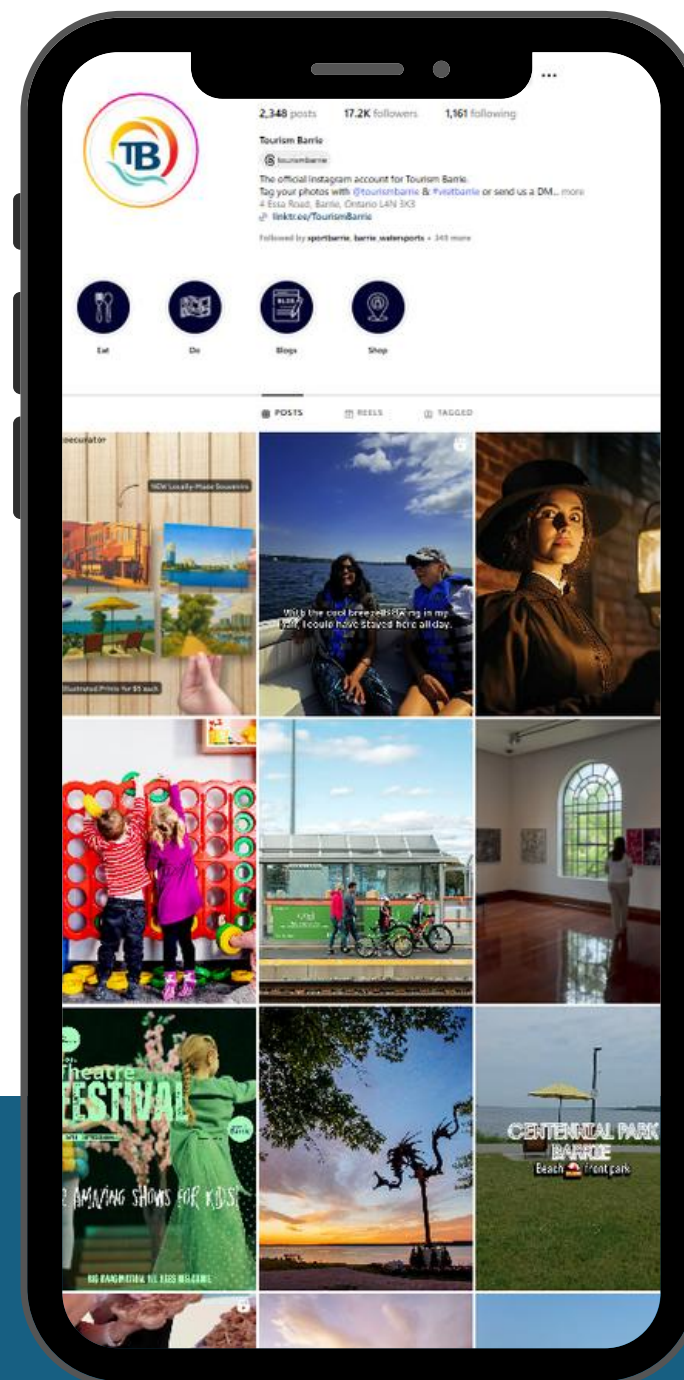
Destination Marketing	2025 Goals & KPIs	Q1	Q2	Q3	Q4	YTD Results
Social Media Followers	43,000	41,000				41,000
Social Media Impressions	7,100,000	3,176,651				3,176,651
Engagements & Link Clicks	100,000	18,939				18,939
Google Search	1,000,000	366,763				366,763
Google Display	3,000,000	1,708,149				1,708,149
Link Clicks (Search/Display)	100,000	48,187				48,187
Co-Branded Marketing Campaign Impressions	10,000,000	17,325,747				17,325,747

Storytelling across digital platforms played a key role in connecting potential visitors with Barrie's diverse tourism businesses and unique local experiences.

41,000 Followers
across all TB channels

3.1 Million Impressions
from January to March

Storytelling across digital platforms played a key role in connecting potential visitors with Barrie's diverse tourism businesses and unique local experiences.



ANALYSIS FOR Q1

Traffic to social media experienced a remarkable 72% increase compared to the same period in 2024. Several key factors contributed to this growth:

- Favourable winter conditions surged in outdoor recreational activities, translating into visually compelling social media content.
- A strategic marketing partnership and collaboration with Destination Ontario on a \$50,000 "Winter Fun" campaign, significantly boosting online visibility and engagement across platforms.
- Engagement also rose as more users turned to social media to connect with Tourism Barrie.



SOCIAL MEDIA

Social Media Audience by Age

30.5%
Ages 35-44

25%
Ages 45-54

Social Media Audience by Gender

68%
Female

32%
Male

Audience Location Insights:

By City: Toronto, Barrie, Mississauga, Brampton, Vaughan, and Hamilton.

By Country: Canada, United States, India, Mexico and Brazil.

ANALYSIS FOR Q1

Total impressions rose by 42% over Q1 2024, driven by successful co-branded campaigns with Destination Ontario, significantly expanding Barrie's digital reach.

Tourism Barrie's social media audience remains predominantly female and skews toward older demographics, aligning with interest in family-friendly and leisure-focused content.

Tourism Barrie will increase investment in YouTube, recognizing its impact as a visual storytelling platform and its potential to drive deeper engagement with travel-minded audiences.



DIGITAL ADVERTISING

10
Digital Campaigns Generated

2 Million
Impressions

48,187
Click-Throughs

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, seamlessly integrating campaign messaging and calls to action.

DIGITAL ADVERTISING

Digital Campaign Performance:

GOOGLE SEARCH

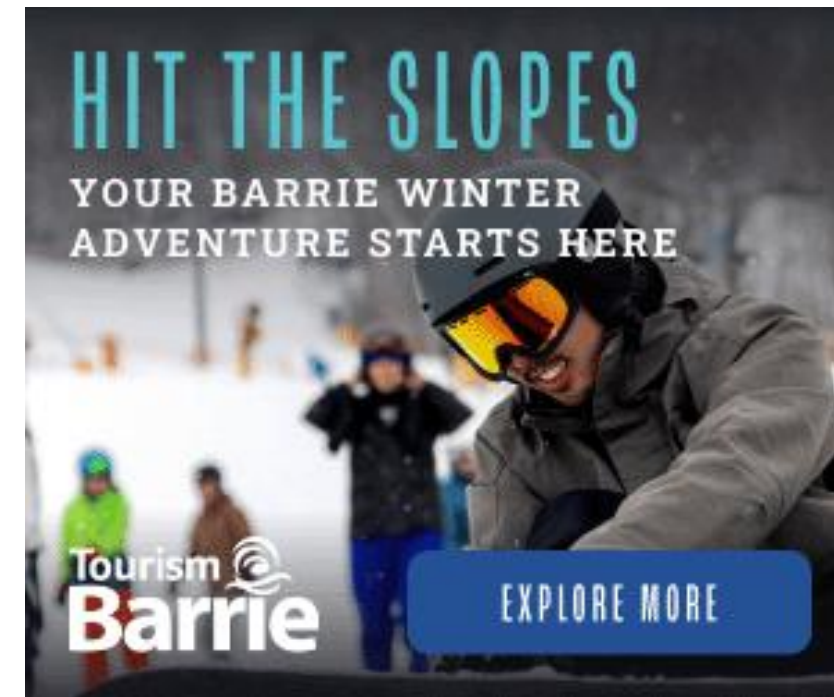
366,763
IMPRESSIONS

16,725
CLICK THROUGH TO
TOURISM BARRIE &
TOURISM BARRIE PARTNERS

GOOGLE DISPLAY

1,708,149
IMPRESSIONS

31,462
CLICK THROUGH TO
TOURISM BARRIE &
TOURISM BARRIE PARTNERS



Ad	Status	Impressions	Clicks	CTR
March Break in Barrie Ski, Snowboard & Tube Fun Indoor fun for all ages	Not eligible	26,413	2,298	8.70%

ANALYSIS FOR Q1

Total Digital Impressions increased an impressive 32% over 2024.

Google Search is up 83% over 2024, and the click-through rate to Tourism Barrie is up 48% over 2024.

DIGITAL ADVERTISING INSIGHTS

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

Google Ads campaigns during Q1 performed very well with audiences in Quebec.

The Digital Campaigns that received the highest number of impressions and clicks were for **audiences between the ages of 25 to 44.**

Overall, **males** received slightly more impressions, while females were more likely to respond to the ads and had a higher click-through rate than the known demographics.

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.

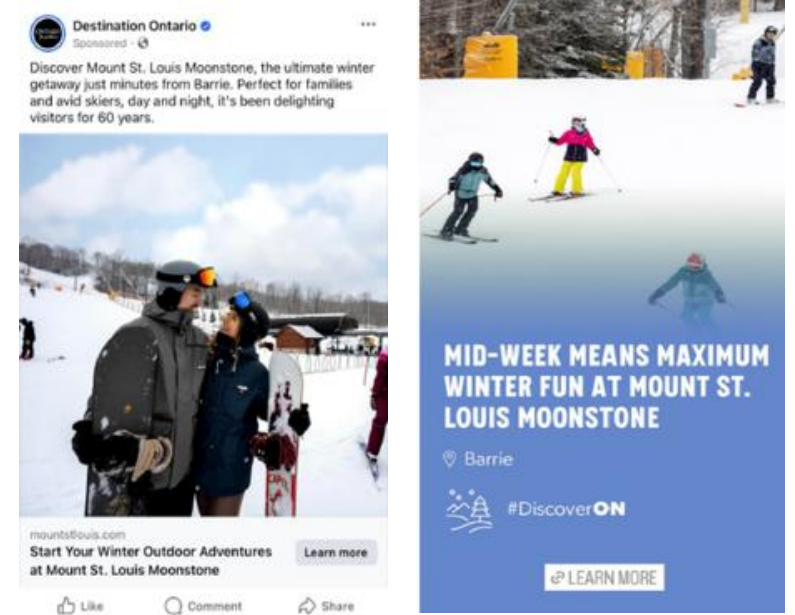
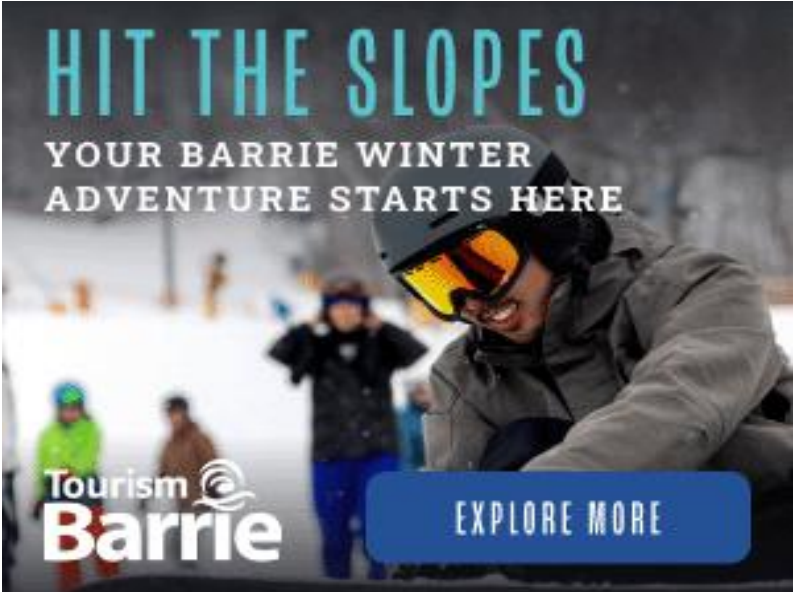
Festivals and Events

SHOWCASING THE VIBRANT CULTURAL AND ENTERTAINMENT SCENE IN BARRIE.

TOP PERFORMING CAMPAIGN

WINTER FUN BARRIE

Campaign Type	Impressions	Interactions
Google Display	977,435	13,076
Google Search	35,725	3,060
Facebook/Instagram	1,824,707	16,287
Destination Ontario	17,325,747	207,492
Total	20,162,614	239,915



Campaign Highlights

A multifaceted campaign positioned Barrie as a premier Winter Fun destination by showcasing a wide range of outdoor winter activities and encouraging extended stays.

The campaign placed special focus on promoting mid-week skiing and overnight visits.

In partnership with Destination Ontario, it also spotlighted winter experiences across Barrie and the surrounding region, with a strategic push around Winterfest to drive visitation.

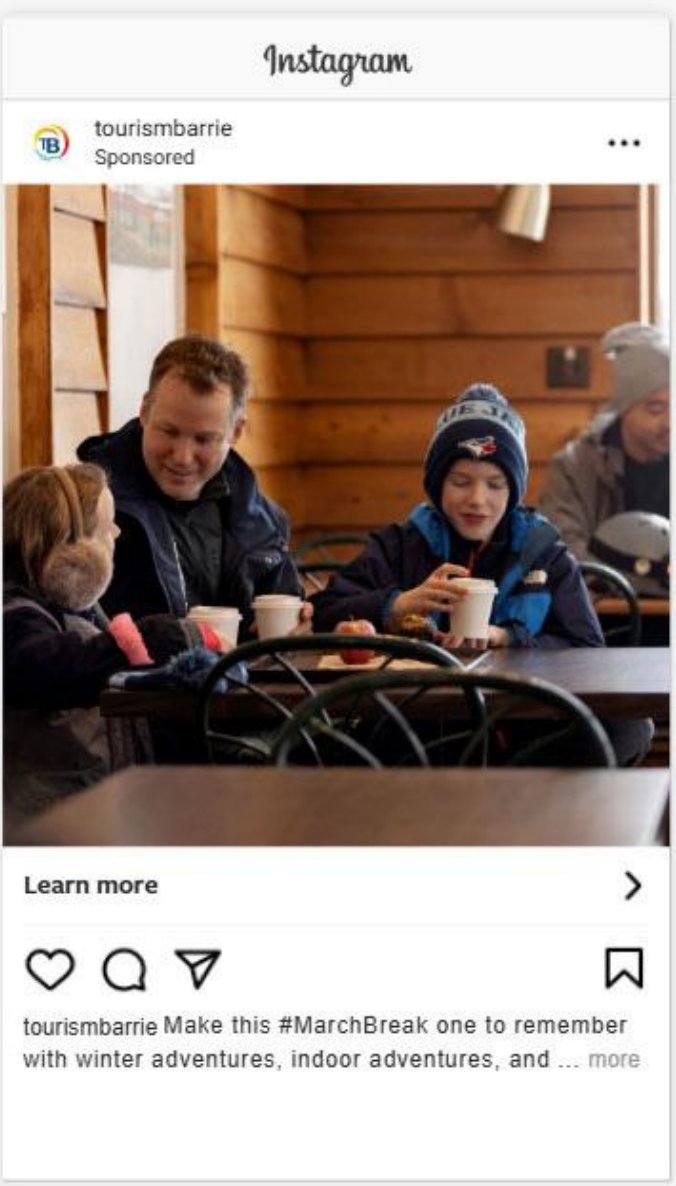
Campaign Timeline: Jan to Mar 2025

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

TOP PERFORMING CAMPAIGN

MARCH BREAK GETAWAY

Campaign Type	Impressions	Interactions
Google Display	26,413	2,298
Instagram	38,044	506
Total	64,457	2,804



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.

Campaign Timeline: March 2025

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

DIGITAL KIOSKS – Q1

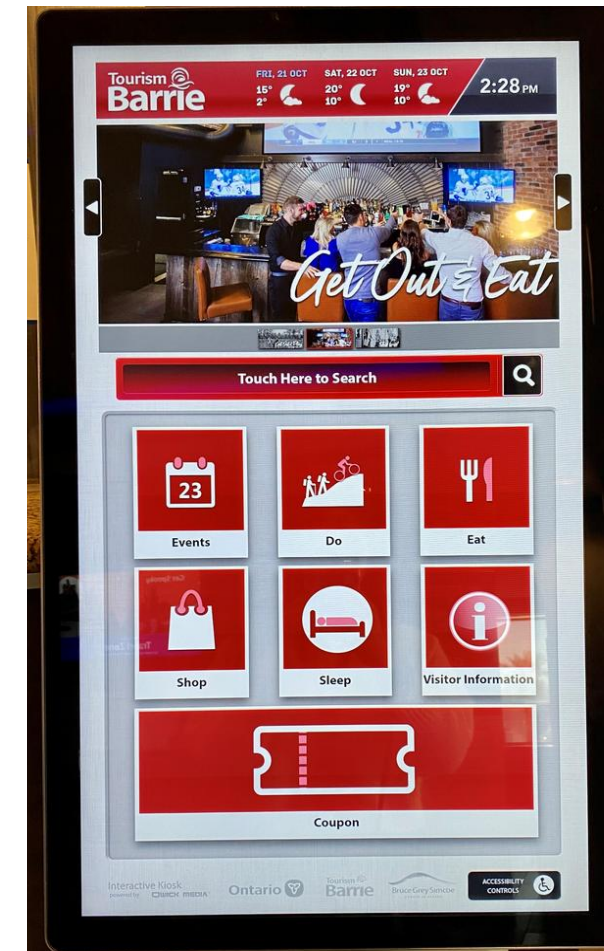
36,728 Engagements across 15 locations

17,105
Engagements

Hotel Digital Kiosks
Jan-March

19,623
Engagements

City of Barrie
Recreation Centre
Digital Kiosks
Jan-March



ANALYSIS FOR Q1

Total interactions with the Digital Kiosk decreased by 25% from the same period in 2024.

The decline was more evident in the engagements at the Recreation Centres, due to a decrease in events at Eastview Arena and minor connection issues. Tourism Barrie staff continue to work with City staff to regularly monitor the kiosk to ensure continue connection and engagement tracking.

Due to winter tournaments and events, four City of Barrie recreation centres accounted for 53% of all engagements during Q1. The most engaged category was EAT, a strong visitor interest in dining options during the winter months.

Tourism Information

LIVE CHAT

Real-time Live Chat feature provides visitors with instant travel counselling from knowledgeable staff.

The Live Chat is available Monday through Friday from 9 a.m. to 5 p.m. and weekends from 10 a.m. to 4 p.m. during July and August.

Tourism Information	Q1	Q2	Q3	Q4	YTD Results
Live Chat	120				120
Welcome Display	95,324				95,324
Hours of Live Chat	583				583

Live Chat ensures timely and personalized assistance and supports Front Line Visitor Services in person and online, helping users plan their visit efficiently and confidently.



Get Outdoors This Spring:

Campaigns encourage residents and visitors to explore Barrie's scenic trails, parks, and outdoor attractions.

They also support tourism partners offering nature-based experiences, trails, and spring activities.



Barrie Waterfront Fun:

Campaigns highlight recreational opportunities along Barrie's waterfront, including walking trails, seasonal rentals, public art, and family-friendly activities—perfect for promoting outdoor tourism and downtown exploration.



Festivals & Events:

Barrie offers a vibrant lineup of festivals and cultural events that attract residents and visitors alike. This campaign is ideal for event organizers and local businesses aiming to increase attendance and drive community engagement.



Focus on the barriebybike.com microsite, which showcases the city's cycling-friendly trails, attracts enthusiasts, and promotes Barrie as a cycling destination.



UPCOMING DESTINATION MARKETING CAMPAIGN FOCUS FOR Q2

UPCOMING DESTINATION MARKETING CAMPAIGN FOCUS FOR Q2



OPPORTUNITIES FOR PARTNER ENGAGEMENT:

- Backlinks: Increase backlinks, Google affiliation with a trusted tourism authority and will improve your overall ranking in search results.
- 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.
- In the Social Media Campaigns, most of the engagement came from users aged 35–54, indicating a continued interest from this demographic in planning local or short-distance seasonal getaways.

Tourism Barrie provides valuable opportunities to grow your business through collaborative marketing strategies and destination-focused campaigns.
Amplify your messages and visibility to reach new audiences.

CONTACT US

If you require any further information or would like to discuss any of the campaigns or how to leverage Tourism Barrie's destination marketing and management programs, contact us:

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