

Q2 2025

Tourism Industry QUARTERLY REPORT

April to June 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.



Q2 Message from the Executive Director

Tourism Barrie experienced strong growth in Q2, with overnight hotel stays up 11.3% compared to 2024 and an impressive 28.3% increase in economic impact. Data from Environics Analytics' VisitorView shows 267,700 overnight visitors, a 20.5% rise year-over-year, led primarily by the surge in sport tourism.

Tourism Barrie's destination marketing programs, including social media, Google Search, and Display campaigns, continued to perform well, engaging primarily Ontario audiences. Signature event campaigns such as the Barrie Air Show and Troubadour Festival highlighted the city's vibrant event calendar and strengthened Barrie's reputation as a festival hub.

On the digital front, January–June cumulative destination marketing engagement rose 93% over 2024, with a combined following of 43,000 across four platforms, representing a 13% increase since Q1 2025. Seasonal activations and digital storytelling further amplified awareness, driving both online interaction and in-market visitation.

Looking ahead, Barrie is well-positioned for the summer peak season. Broader tourism trends remain favourable: Canadians continue to choose domestic travel and staycations, while the World Travel and Tourism Council projects record demand for Europe–Canada flights, totalling more than 1.2 million seats this summer—up 5% over August 2024 and 14% above pre-pandemic levels.

Caution is warranted, however, as heavy U.S. tariffs on Canada, particularly affecting Ontario's automotive sector, could dampen consumer confidence. Tourism is the canary in the coal mine and is often the first area impacted during economic slowdowns as people cut their discretionary spending.

Despite these headwinds, Tourism Barrie remains optimistic. The city's strengths as a four-season, drive-to destination provide resilience, offering families accessible opportunities to recharge through outdoor recreation and short getaways. Barrie has weathered past downturns successfully, and early Q2 results reaffirm its ability to adapt and thrive.

April to June

BARRIE VISITOR ECONOMY

Overnight Visitors to Barrie

267,700

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

VFF + Airbnb = 87,704

\$58.8 Million
(\$58,866,429)

Total Economic Impact of Overnight Visitors

ANALYSIS FOR Q1

20.5%

Increase in overnight stays over 2024

Source Environics Analytics VisitorView initial estimates at the time of reporting ** Source the Ontario Ministry of Tourism, Culture and Sport TREIM model August 2, 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

BARRIE VISITOR ECONOMY

Overnight stays in Barrie Hotels Leisure, Sport Tourism & Corporate

179,996

People stayed in a
Barrie Commercial
Accommodation

\$42.2 Million
(\$42,294,233)

Total Economic Impact of
Overnight Visitors staying
in a Barrie Hotel

ANALYSIS FOR Q2

11.3% increase in
overnight hotel stays
over 2024

28.3% increase in
Economic Impact over
2024

Sport Tourism led the
overnight increase

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	\$58,866,428			\$95,7588,353
Overnight Visitors to Barrie	221,000	267,700			488,700
Barrie Occupancy	66.9%	76.5%			71.7%
Average Daily Room Rate - ADR	\$144.47	\$146.40			\$145.43
Economic Impact of Visitors staying in Barrie Commercial Accommodation	\$24,269,317	\$42,129,889			\$66,563,551
Overnight Visitors Staying in a Barrie Hotel	155,745	179,995			335,740

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

April to June 2025

HOTEL OCCUPANCY

2025 over 2024 Hotel Occupancy Comparison

CITY	OCCUPANCY %	% OVER 2024	DIRECTION	AVG. DAILY ROOM RATE
Barrie	76.5%	10.8%	Increase	\$148.50
Burlington	63.2%	-3.3%	Decrease	\$172.38
Kingston	65.7%	-1.9%	Decrease	\$169.70
Kitchener/Waterloo	63.1%	-10.6%	Decrease	\$191.12
Markham	82.5%	0.1%	Increase	\$183.73
Sudbury	69.1%	2.1%	Increase	\$155.45

ANALYSIS FOR Q2

Barrie Hotel occupancy was 76.5%, which increased by an impressive 10.8%, alongside a slight increase in the Average Daily Room Rate.

However, Barrie ADR continues to be below the competitive set.

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

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	81,890	141,024			222,914
Websites Pageviews	800,000	159,254	252,412			411,666
Referrals to Partners	95,000	27,309	20,093			47,402

ANALYSIS FOR Q2

Pageviews on the websites were up 12.9% over Q2 2024. This can be attributed to increase traffic from organic and paid social campaigns that were very successful. The social campaign featuring the My Barrie Coupon Pass resulted in the passes page having the most significant increase year over year with over 11,000 views in Q2.

With a strong Q2, sessions to the website in the first half of 2025 increased 6.9% over 2024.

Performance & Statistics



Top cities of origin coming to the websites:

Toronto, Barrie, Innisfil, Brampton, Mississauga, Vaughan, and London

**Devices
Used to
Access
Website**

19%
Desktop
81%
Mobile

**Top Age
Groups
Using
Website**

25%
Ages 25-34
21%
Ages 45-54

**Website
Usage
by
Gender**

57%
Female
43%
Male

ANALYSIS FOR Q2

The most visited pages on the website include Festivals and Events, Barrie Air Show, Passes, Things to Do, and Outdoor Activities.

DIGITAL MARKETING - Snapshot

Performance & Statistics

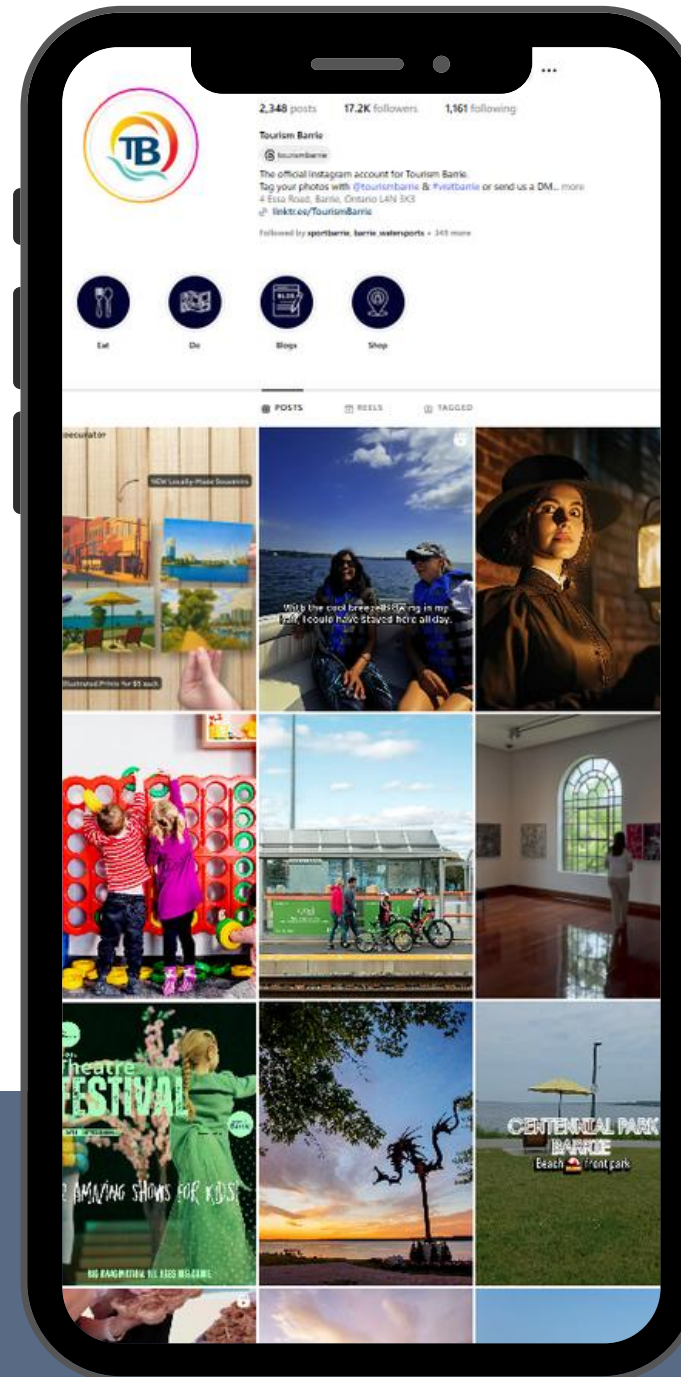
Destination Marketing	2025 Goals & KPIs	Q1	Q2	Q3	Q4	YTD Results
Social Media Followers	43,000	41,000	43,000			-
Social Media Impressions	7,100,000	3,176,651	2,392,480			5,569,131
Engagements & Link Clicks	100,000	18,939	52,934			71,873
Google Search	1,000,000	366,763	442,102			808,865
Google Display	3,000,000	1,708,149	125,187			1,833,336
Link Clicks (Search/Display)	100,000	48,187	35,315			83,502
Co-Branded Marketing Campaign Impressions	15,000,000	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.

43,000 Followers
across all TB channels

2.3 Million Impressions
from April to June

The majority of engagement came from users aged 35–54, demonstrating continued interest from this demographic in local getaways and accessible experiences. This audience responded well to content emphasizing family appeal, ease of planning, and outdoor enjoyment.



ANALYSIS FOR Q2

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

- Cumulative data from January – June. A 93% increase over the same period in 2024.
- A combined following of 43,000 across four platforms, reflecting a 13% increase in followers since Q1 2025.



SOCIAL MEDIA

Social Media Audience by Age

30.5%
Ages 35-44

25.2%
Ages 45-54

Social Media Audience by Gender

68%
Female

32%
Male

ANALYSIS FOR Q2

Engagement is strong across a broad age range, particularly from the 35-54 age group, which represents more than half of the audience.

Engagement was especially strong on organic and paid posts featuring family-friendly local events and seasonal activities.

Posts highlighting Barrie's spring and early summer event calendar—such as the Barrie Airshow, waterfront festivals, and outdoor markets—captured audience attention with real-time content, vibrant visuals, and community atmosphere.

Audience Location Insights:

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

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



DIGITAL ADVERTISING

10
Digital Campaigns Generated

567,290
Impressions

35,315
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, ensuring that the campaign messaging and calls to action are seamlessly integrated.

Ten digital campaigns generated 567K impressions from April 1 to June 30, 2025.

DIGITAL ADVERTISING

Digital Campaign Performance:

GOOGLE SEARCH

442,106
IMPRESSIONS

29,641
CLICK THROUGH TO
TOURISM BARRIE & TOURISM
ABRRIE PARTNERS

GOOGLE DISPLAY

125,187
IMPRESSIONS

5,674
CLICK THROUGH TO
TOURISM BARRIE & TOURISM
BARRIE PARTNERS



Most-shown ads

Ad group 1

2025 Barrie Airshow | Best Free Airshow in Ontario | Barrie Airshow by Pratt Homes
www.barrie.ca

CF-18s, SkyHawks & more soar over Barrie's waterfront! Join us June 6-8, 2025. Barrie Airshow Weekend: thrilling jets, skydives, a drone show & family fun.
[Explore](#)
[Book Your Hotel](#)
[Where to Eat](#)
[Plan a Getaway](#)

Ad	Status	Impressions	Clicks	CTR
Enabled	Not eligible	45,998	16,047	34.89%

All ads All assets < 1 / 1 >

ANALYSIS FOR Q2

The Barrie Air Show Google Search campaign was the best-performing ad in Q2.

During the campaign, the ads received a click-through rate of 34.89%, well exceeding industry standards.

The Digital Campaigns that received the highest number of impressions and clicks were for audiences aged 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.

DIGITAL ADVERTISING INSIGHTS

Outdoor Recreation Search Ad

- Overall, women 25 – 34 were likelier to see and click through the advertisements and interact with the website longer.
- The most common search terms that surfaced these advertisements were branded terms around '*things to do in Barrie*' and similarly worded search terms.

Festival & Events Search Advertisements

- The ad peaked at over a 50% click-through rate and 6,000 impressions/day.

June Marina and Boating Display Advertisements

- Strongest conversion performance in women aged 35 – 44, then women aged 18 – 24, followed by men aged 18 – 24.

It is unusual to see strong performance from 18–24-year-olds in Search Ads, particularly among men; however, in this case, men aged 18–24 ranked as the third-highest converting audience group.

Calls to action for Q2 included:

Outdoor Recreation

PROMOTING HIKING, CYCLING, GOLF AND OTHER SEASONAL ACTIVITIES WHILE ENCOURAGING AN OVERNIGHT STAY.

Festivals & Events

SHOWCASING BARRIE'S VIBRANT LINEUP OF SPRING AND SUMMER EVENTS.

Transient Marina

HIGHLIGHTING BARRIE'S DOWNTOWN WATERFRONT AND BOATING OPPORTUNITIES AS A UNIQUE WAY TO EXPLORE THE CITY.

TOP PERFORMING CAMPAIGN

FESTIVALS & EVENTS

Campaign Type	Impressions	Interactions
Google Search	45,998	16,047
Facebook/ Instagram	986,474	28,210
Total	1,032,472	44,257

Campaign Timeline: April to June 2025

Campaign URL:
Tourismbarrie.com/do/festivals-events
Barrie.ca/AirShow
Downtownbarrie.ca



Campaign Highlights

A vibrant and wide-reaching campaign showcased Barrie as a go-to destination for festivals and events throughout the spring and early summer season. From city-wide promotions to targeted support for marquee events such as the Barrie Airshow and Trubadour Festival, the campaign celebrated the city's dynamic event calendar and its role in attracting visitors.

Seasonal activations and digital content focused on creating awareness and excitement around Barrie's growing reputation as a festival hub. Messaging encouraged overnight stays, multi-day visits, and regional travel, with creative tailored to promote both signature and community-driven events. The campaign leveraged social media, paid ads, and dedicated website content to amplify reach and drive attendance.

TOP PERFORMING CAMPAIGN

BARRIE TRANSIENT DOCKS

Campaign Type	Impressions	Interactions
Google Display	377,000	11,700
Instagram	121,670	2,657
Total	498,670	14,357

Campaign Timeline: June 2025

Campaign URL:
tourismbarrie.com/barrie-marina



Campaign Highlights

To encourage visiting boaters to dock in Barrie and experience the city beyond the waterfront, Tourism Barrie launched a dedicated campaign showcasing the downtown experience just steps from the transient marina.

The campaign highlighted the ease and convenience of docking in Barrie while promoting the city as a vibrant destination for boaters looking to explore onshore. Messaging focused on Barrie's lively events calendar, unique local shops, diverse dining options, and family-friendly attractions, positioning the marina as a gateway to discovering the heart of the city.

DIGITAL KIOSKS – Q2

Kiosks are located in 15 locations across Barrie.

	Q1	Q2	Q3	Q4	YTD Results
Barrie Arenas	19,623	14,397			34,020
Barrie Hotels	17,105	14,118			31,223
Total Engagement	36,728	28,515			65,243

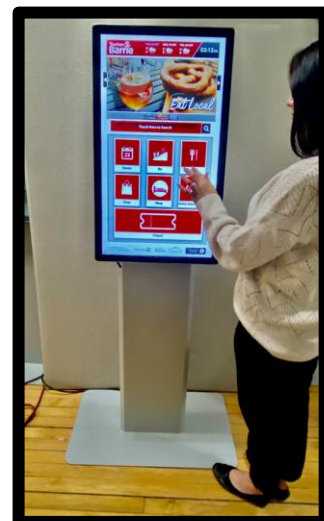
ANALYSIS FOR Q2

The most engaged category was EAT, with a strong visitor interest in dining options among visitors and residents.

Total interactions with the Digital Kiosk decreased by 20.4% from January – June 2024 over the same period in 2025.

The decline was more evident in the engagements at the Recreation Centres. In spring 2024, Barrie hosted the OMHA Championships at all four local arenas. These weekend tournaments did not occur in 2025 and were not replaced with new events in the facilities in Q2.

Staff is introducing new interface designs for the kiosks to make them more visually appealing and capture people's attention.



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.

	Q1	Q2	Q3	Q4	YTD Results
Live Chat	120	146			266
Welcome Display	95,324	101,991			197,315
Hours of Live Chat	583	1090			3,346

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.



Summer Getaways:

Showcasing Barrie as an affordable and accessible summer destination, featuring waterfront attractions, outdoor experiences, and family-friendly activities.



Waterfront Adventures:

Promoting Barrie's refreshed waterfront offerings, including new local attractions, recreational activities, and experiences along the shores of Kempenfelt Bay.



Festivals & Events:

Highlighting the wide variety of exciting festivals and events taking place in Barrie and the surrounding region throughout the season



UPCOMING DESTINATION MARKETING CAMPAIGN FOCUS FOR Q3

UPCOMING DESTINATION MARKETING CAMPAIGN FOCUS FOR Q3



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:

Kathleen Trainor

Director Executive

ktrainor@tourismbarrie.com

705-739-9444 ext. 103

Beth Stoner

Project Administrator & Expediter

beths@tourismbarrie.com

705-739-9444 ext. 104

Tina Yiu

Communications Manager

tyiu@tourismbarrie.com

705-739-9444 ext. 102

Pam Bothwright

Sport & Business Manager

Pamb@tourismbarrie.com

705-739-9444 ext. 101