

Q3 2025

Tourism Industry QUARTERLY REPORT

July to September 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.



Q3 Message from the Executive Director

As we reflect on the third quarter of 2025 and review the peak summer season, we can assess the overall health of Barrie's tourism sector with only one quarter remaining in the year. Year-to-date hotel occupancy remains 7% above 2024, reflecting sustained demand. Overnight visitation also increased significantly, up 20% in Q3 compared to the same period in 2024, with 330,033 people visiting during the peak summer months.

Despite this growth, hotel occupancy softened between July and August. Overnight hotel stays declined by 3.6%, even as the average daily rate (ADR) rose up 1.3% by August and 6% year-to-date. September showed a modest rebound. Similar patterns in markets such as Markham and Kitchener-Waterloo suggest these pressures are province-wide rather than unique to Barrie.

A key factor behind this trend is a shift in travel behaviour driven by economic uncertainty, rising costs, and concerns about a potential recession. More visitors are choosing economical accommodation alternatives, including multi-bedroom Airbnb rentals for families, camping, or staying with friends and relatives. These options help reduce overall trip costs, resulting in higher visitation but lower demand for traditional hotel stays.

Tourism Barrie increased its destination marketing investment by \$30,000, and digital performance remained strong, with website traffic, social engagement, and campaign metrics all trending positively. Centennial Beach–Southshore Park recorded 134,207 unique visits and 650,377 total visits this summer—an increase of 7.4% over 2024—highlighting the sustained appeal of Barrie's waterfront and outdoor amenities.

Overall, Barrie's year-to-date tourism performance remains resilient. While the accommodation sector faced mid-summer challenges, strong visitation and evolving travel patterns point to an encouraging outlook heading into Q4 and beyond..

July to September

BARRIE VISITOR ECONOMY

Overnight Visitors to Barrie

330,300

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

VFF + STR = 153,706

\$71.3 Million
(\$71,316,958)

Total Economic Impact of Overnight Visitors

ANALYSIS FOR Q3

21% increase in overnight visitation to Barrie in 2025 Q3 versus Q3 2024

More people are staying with Family & Friends and in Short-Term Rentals.

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

July to September

BARRIE VISITOR ECONOMY

Overnight stays in Barrie Hotels Leisure, Sport Tourism & Corporate

176,594

People stayed in a
Barrie Commercial
Accommodation

\$41.9 Million
(\$41,985,650)

Total Economic Impact of
Overnight Visitors staying
in a Barrie Hotel

ANALYSIS FOR Q3

-2.3% decrease in overnight
hotel stays over 2024

38.4% increase in Economic
Impact over 2024

Despite a 2.3% decline in
overnight hotel stays compared
to 2024, economic impact
increases were driven by
inflation and a 5% increase in
average daily rates.

Source Environics Analytics VisitorView ** Source the Ontario Ministry of Tourism, Culture and Sport TREIM model October 30, 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.

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	\$42,129,889	\$71,316,958		\$150,168,772
Overnight Visitors to Barrie	221,000	267,700	330,300		819,00
Barrie Occupancy	66.9%	76.5%	74.10%		72.9%
Average Daily Room Rate - ADR	\$144.47	\$146.40	\$153.81		\$148.2
Economic Impact of Visitors staying in Barrie Commercial Accommodation	\$24,269,317	\$42,294,233	\$41,985,650		\$108,549,200
Overnight Visitors Staying in a Barrie Hotel	155,745	179,995	176,594		512,334

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

July to September 2025

HOTEL OCCUPANCY

2025 over 2024 Hotel Occupancy Comparison

CITY	OCCUPANCY %	% OVER 2024	DIRECTION	AVG. DAILY ROOM RATE
Barrie	74.10%	-2.3%	Decrease	\$153.81
Burlington	69.97%	3.07%	Increase	\$180.73
Kingston	77.63%	2.03%	Increase	\$190.60
Kitchener/Waterloo	67.10%	-1.40%	Decrease	\$182.31
Markham	85.43%	1.1%	Increase	\$195.17
Sudbury	81.97%	4.67%	Increase	\$161.24

ANALYSIS FOR Q3

Barrie's hotel occupancy declined by -2.3% compared to the same period in 2024, but remains 7.7% higher year to date.

The most significant decrease occurred in August, with a recovery observed in September.

The Average Daily Rate (ADR) increased by 6%; however, Barrie's ADR continues to trail 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	141,340		364,254
Websites Pageviews	800,000	159,254	252,412	253,504		665,170
Referrals to Partners	95,000	27,309	20,093	25,318		72,720

ANALYSIS FOR Q3

During Q3 2025, as a result of successful digital ad campaigns, website page views increased 13.31% over Q3 2024. Landing pages from the summer waterfront campaign accounted for over 30,000 page views.

The website also experienced significant increases in direct and organic search traffic, with increases of 19% and 34% over the same period in 2024. This represents the success of awareness campaigns and updates to search engine optimization work done by staff.

WEBSITES

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

Performance & Statistics



Top cities of origin coming to the websites:
Toronto, Barrie, Montreal, Mississauga, Innisfil, Vaughan, and Brampton

Devices
Used to
Access
Website

22%
Desktop
78%
Mobile

Top Age
Groups
Using
Website*

28%
Ages 25-34
20%
Ages 35-44

Website
Usage
by
Gender*

56%
Female
44%
Male

* Percentages of known users only

ANALYSIS FOR Q3

In Q3, the most visited website pages were Festivals & Events, Waterfront Activities, Things to Do, and the Barrie Marina. Targeted digital marketing campaigns had a significant impact, driving increased traffic, particularly to the Festivals & Events, Waterfront Activities, and Marina pages. Additionally, campaign performance in Montreal contributed to a notable rise in website traffic, with users from that region surpassing 3,300 during the quarter.

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	44,900		-
Social Media Impressions	7,100,000	3,176,651	2,392,480	3,793,287		9,362,418
Engagements & Link Clicks	100,000	18,939	52,934	47,873		71,873
Google Search	1,000,000	366,763	442,102	254,696		1,063,561
Google Display	3,000,000	1,708,149	125,187	969,511		2,802,847
Link Clicks (Search/Display)	100,000	48,187	35,315	40,454		83,502
Co-Branded Marketing Campaign Impressions	15,000,000	17,325,747	-	5,898,318		23,224,065

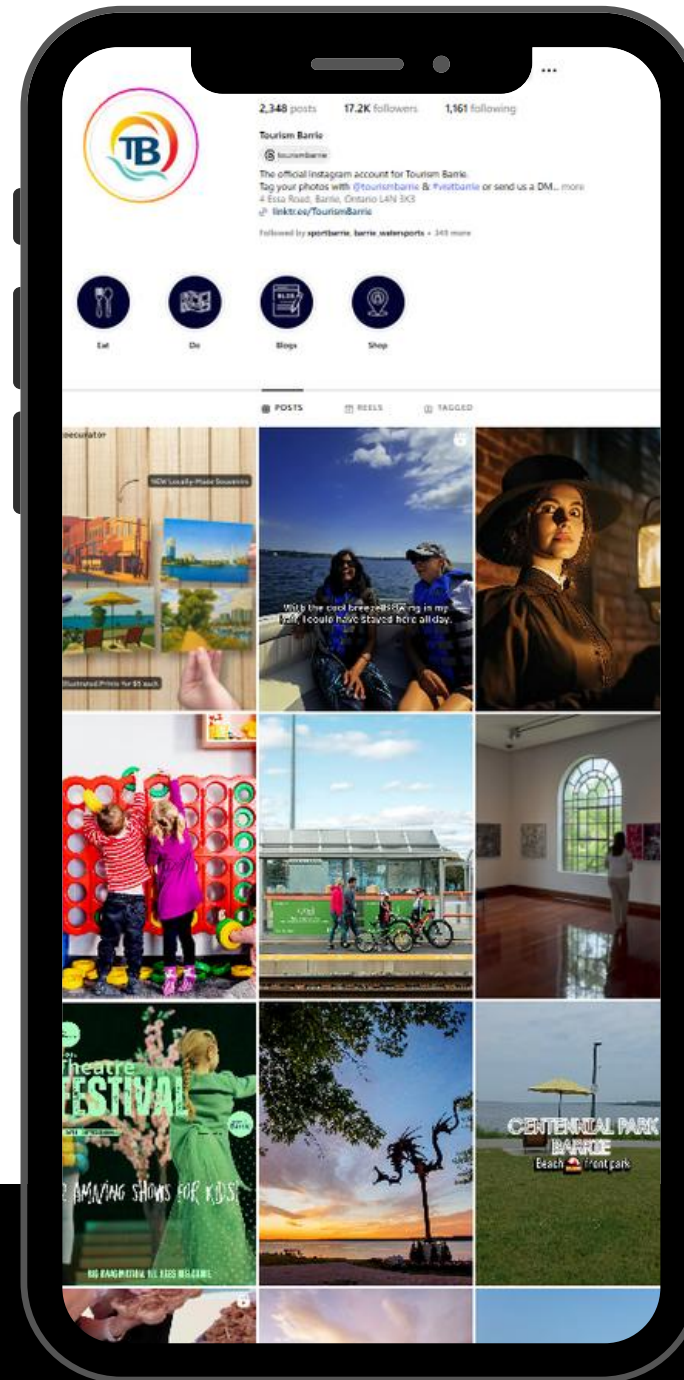
SOCIAL MEDIA

44,900 Followers
across all TB channels

3.8 Million Impressions
from July to September

The Q3 social media campaigns successfully solidified Barrie's position as a vibrant summer getaway destination by engaging a broad audience with targeted content focused on waterfront recreation, family-friendly activities, and local events.

Analysis reveals strong engagement from the core 35-54 demographic, while paid campaigns effectively expanded our reach to the 55+ age group, particularly for boating and waterfront experiences.



ANALYSIS FOR Q3

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

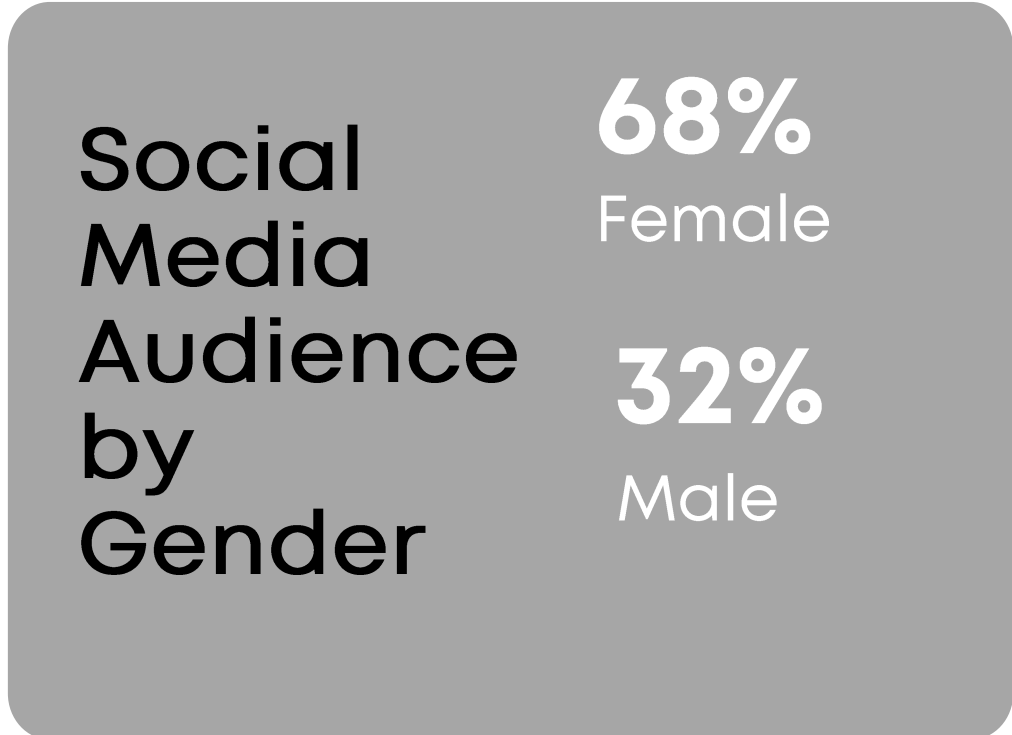
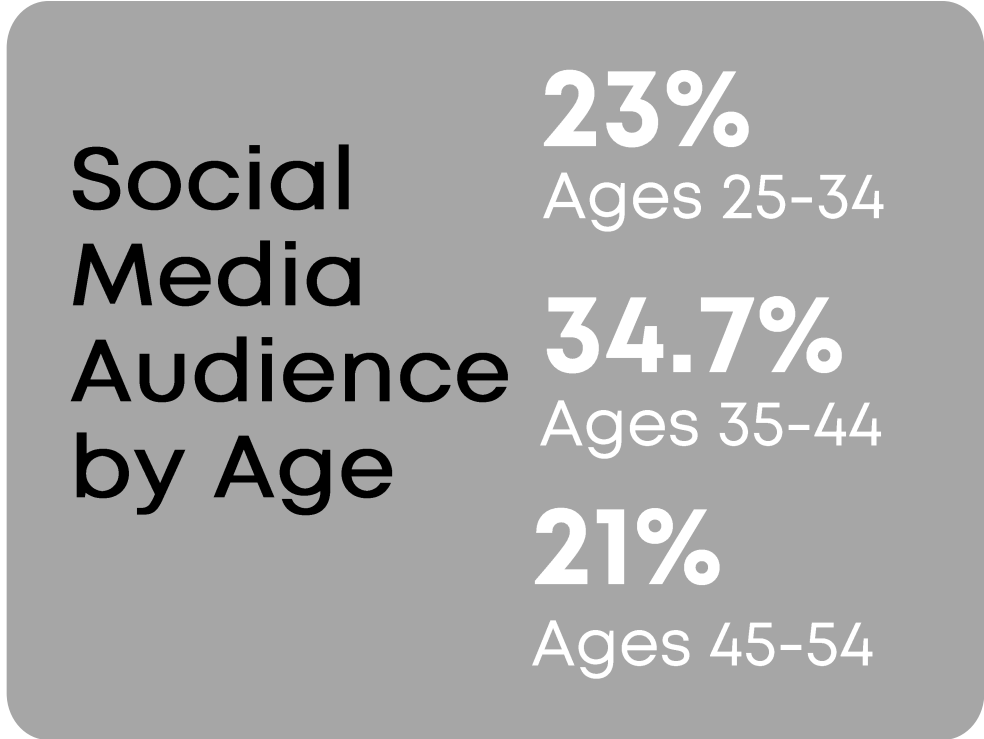
58.5% increase in impressions over Q2.

Visually compelling content on Instagram and community-focused posts on Facebook proved highly effective, with coverage of events like the Carnival Barrie and Kempenfest driving significant interaction.

Strategic use of geofencing in paid campaigns successfully translated online visibility into direct clicks for local operators, highlighting a clear opportunity to continue converting social media engagement into measurable economic impact.



SOCIAL MEDIA



ANALYSIS FOR Q3

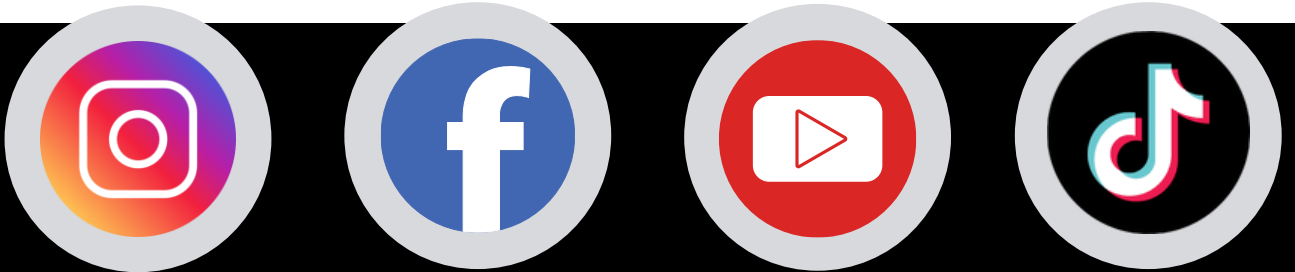
Engagement is strong across a broad age range, particularly 35–44, representing the highest proportion of active users on Instagram and Facebook.

Paid campaigns promoting waterfront activities and boating saw increased engagement from older demographics, including the 55–64 and 65+ age groups, suggesting growing interest in Barrie as a summer getaway for older visitors.

Audience Location Insights:

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

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



DIGITAL ADVERTISING

8

Digital Campaigns Generated

1,224,207
Impressions

40,454
Click-Throughs

Digital advertising strategies are carefully targeted online campaigns designed 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.

Eight digital campaigns generated
1.2 million impressions
from July 1 to September 30, 2025.

DIGITAL ADVERTISING

Digital Campaign Performance:

GOOGLE SEARCH

254,696
IMPRESSIONS

13,328
CLICK THROUGH TO
TOURISM BARRIE & TOURISM
BARRIE PARTNERS

GOOGLE DISPLAY

969,511
IMPRESSIONS

27,126
CLICK THROUGH TO
TOURISM BARRIE & TOURISM
BARRIE PARTNERS

Ad	Status	Impressions	Clicks	CTR
Barrie Festivals and Events Explore Our Festivals & Events Summer Festival Fun in Barrie Ad www.tourismbarrie.com	Enabled	37,357	5,510	14.75%

Ad	Status	Impressions	Clicks	CTR
Get Out & Explore Barrie Shop, Dine & Play Downtown Pirates, Pedals & Pools Ad www.tourismbarrie.com	Enabled	11,844	1,619	13.67%

ANALYSIS FOR Q3

The Festival & Events Google Search campaign was the best-performing ad in Q3.

During the campaign, the ads received a click-through rate of 14,75%, well exceeding industry standards.

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

Specific ads for exciting new waterfront rentals resonated with younger audiences early in the summer, resulting in higher-than-average impressions and clicks from the 18–24 year old age segment.

DIGITAL ADVERTISING INSIGHTS

Plan Your Summer Getaway

- Overall, strongest click performance was amongst ages 25 – 34, 35 – 44, and 45 – 54.
- From the data we can infer that those in the oldest and youngest segments are less respond to the ads, and those age segments with children or teenagers were more receptive to the ads and Barrie's summer offerings.

Waterfront Explore

- Over the summer, we saw a roughly 70/30 split between female and male audience engagement.
- The ad began with strong performance from our younger audiences, but as the summer progressed, it shifted towards a 35 – 44 and 45 – 54 year old audience, and, as we approached September, our performance amongst these younger audiences weakened. This is most likely due to the back-to-school schedules.

Festivals & Events

- The festivals & events campaign ran from mid-July to mid-August
- We saw the strong performance on the first 3 Saturdays of the campaign season, and overall performance dropped after this
- This suggests that either the events that ran earlier in the season were more appealing to viewers, or that viewers are more willing to engage with ads earlier in the season rather than closer to the end of the summer.

Calls to action for Q3 included:

Barrie Waterfront

PROMOTING BARRIE'S MANY NEW WATERFRONT ACTIVITIES, INCLUDING JET SKI, BOATING, WAKEBOARDING, ETC. WHILE ENCOURAGING AN OVERNIGHT STAY.

Festivals & Events

SHOWCASING BARRIE'S VIBRANT LINEUP OF SUMMER EVENTS.

Summer Getaway

POSITION BARRIE AS THE ULTIMATE SUMMER DESTINATION. HIGHLIGHTING OUTDOOR ACTIVITIES, FAMILY-FRIENDLY ATTRACTIONS, AND CULTURAL EVENTS.

TOP PERFORMING CAMPAIGN

BARRIE WATERFRONT

Campaign Type	Impressions	Interactions
Google Display	584,313	16,955
Facebook/ Instagram	103,570	1,083
Total	687,883	18,038



Campaign Timeline:
July - August 2025

Campaign URL:
tourismbarrie.com/do/outdoor-recreation/waterfront-activities



Campaign Highlights

One of Tourism Barrie's top-performing campaigns of Q3 showcased the city's vibrant waterfront and downtown through the City of Barrie's Waterfront Activity Pilot Project.

The campaign highlighted the numerous new and exciting experiences available along the waterfront, encouraging visitors to explore, stay longer, and support local businesses.

From renting jet skis, boats, and bikes to enjoying SplashON, visitors were invited to dive into Barrie's waterfront lifestyle. This initiative not only promoted leisure and recreation but also transformed visitor traffic into measurable economic impact—supporting local operators, creating jobs, and driving tourism spending directly back into Barrie's economy.

Through a combination of Google Display Network campaigns, paid social media advertising, and organic storytelling across Tourism Barrie's channels, the campaign achieved outstanding reach and engagement.

Paid digital campaigns alone generated over 687,800 impressions in July and August, amplifying Barrie's presence across key target markets.

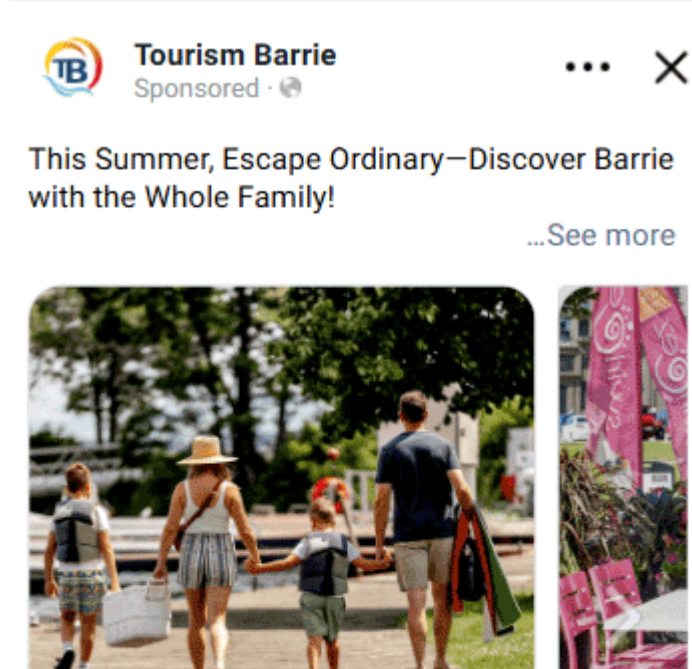
TOP PERFORMING CAMPAIGN

BARRIE SUMMER GETAWAY

Campaign Type	Impressions	Interactions
Google Search	22,963	3,014
Facebook/ Instagram	1,162,084	3,599
Total	1,185,047	6,613

Campaign Timeline:
July - August 2025

Campaign URL:
tourismbarrie.com/summer-getaway



Most-shown ads

Ad group 1

Ad	Status	Impressions	Clicks	CTR
Explore Barrie This Summer Barrie Waterfront Fun Explore Barrie With Kids	Not eligible	22,963	3,014	13.13%

Ad description: Plan a Barrie getaway full of lakeside fun, family activities, food, and festivals. From waterfront play to downtown eats, Barrie is your family's summer escape.

Links: Events, Eat, Stay, Explore

Footer: All ads All assets < 1 / 1 >

Campaign Highlights

The campaign showcased Barrie as the ideal spot for summer getaways, highlighting its vibrant waterfront, outdoor adventure opportunities, dynamic festivals, and diverse local dining scene.

Through visually engaging content and compelling calls to action, the campaign encouraged day-trippers and weekend visitors to extend their stay and to explore everything Barrie has to offer — from scenic beaches and hiking trails to cultural events and family-friendly attractions.

Tourism Barrie increased the summer destination marketing budget by \$30,000



DIGITAL KIOSKS – Q3

Kiosks are located in 15 locations across Barrie.

	Q1	Q2	Q3	Q4	YTD Results
Barrie Arenas	19,623	14,397	21,429		55,449
Barrie Hotels	17,105	14,118	10,820		42,043
Total Engagement	36,728	28,515	32,249		97,492

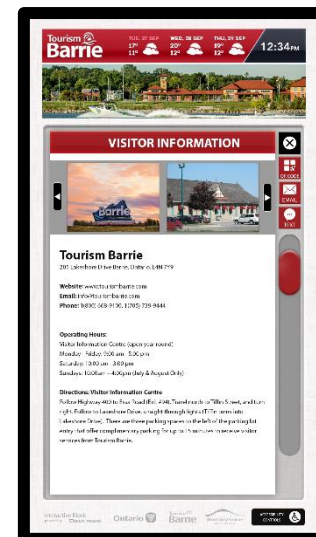
ANALYSIS FOR Q3

The most engaged category was DO, which may be attributed to more leisure travel and engagement with the hotel properties and less for sport tourism.

Total interactions with the Digital Kiosk in Q3 2025 increased by 3% in 2024; however, overall, in 2025, engagement has decreased 14% in the first three quarters.

Staff are working with Barrie Transit to facilitate a new kiosk at the newly opened Barrie Allandale Transit Terminal which will be a great asset for visitors arriving with bus or train and will likely result in increased engagement with the kiosks.

Staff are also working on introducing a new interface design 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	124		390
Welcome Display	95,324	101,991	71,664		268,979
Hours of Live Chat	583	1090	640		2,313

Live Chat provides timely and personalized assistance, supporting Front Line Visitor Services both in person and online, to help users plan their visit efficiently and confidently.



Winter Getaways:

Position Barrie as the ultimate winter escape – a vibrant, accessible destination where visitors can embrace the season. This campaign highlights Barrie’s top cold-weather experiences including thrilling outdoor adventures, cozy accommodations, lively entertainment, and festive, family-friendly events.



Holiday Shopping/Shop Local:

Celebrate the season by showcasing Barrie as a top destination for holiday shopping experiences. This campaign encourages residents and visitors to explore Barrie’s vibrant retail scene — from charming boutiques to artisan markets — while supporting the local businesses that make our community unique.



Holiday Festivals & Events:

This campaign promotes Barrie as a festive hub of holiday cheer, inviting residents and visitors to immerse themselves in the magic of the season. From twinkling lights and outdoor celebrations to holiday markets and family-friendly festivities, Barrie offers a full calendar of memorable experiences throughout the holiday season.



UPCOMING DESTINATION MARKETING CAMPAIGN FOCUS FOR Q4

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:

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