



Overview

Wednesday, June 4th , 2025

Review 2024 Visitor Economy

Review the Economic Impact of Festivals & Events

Overview of the methodology of collecting the Data, Numbers, and Target Markets

Review the Economic Impact of Sport Tourism

Barrie – Tourism Industry - Year in Review 2024

Barrie Hotel Visitor Economy



631,989

ANNUAL OVERNIGHT VISITORS

PEOPLE STAYING IN A COMMERCIAL
ACCOMMODATION



\$112,826,590

ECONOMIC IMPACT
OF THE OVERNIGHT VISITOR
ECONOMY

VISITOR ECONOMY



\$31,052,806

FESTIVAL & EVENT



\$39,391,067

LEISURE & MEETINGS



\$42,382,717

SPORT TOURISM

Overnight \$178.52 per person

* Source Ministry of Tourism, Culture & Sport - TREIM

Total Visitors coming to Barrie.

Aggregate Benchmark VISITOR Total Visits to Barrie Geofences 2019–2024

TOTAL VISITORS 2024 Overnight & Day Trippers

Geofence	Unique Visitors	Daily Visits
Park Place / Sadlon	337,147	3,350,116
Centennial Beach	137,079	1,261,725
Downtown Barrie	221,719	2,383,030
Georgian Mall / Travelodge	<u>326,505</u>	<u>3,616,100</u>
Totals	1,002,450	10,610,971

Year	Total Visitor Visits*	Increase
2019	13,044,203	
2022	7,304,532	
2023	9,072,277	19.5%
2024	10,610,971	17%

*Environics Analytics Mobilescapes Geofence Data

Understanding the Methodology – collecting data

Tourism Barrie is using Environics Analytics' MobileScapes and ENVISION technology to capture the data, provide the number of visitors, and identify them.

Uses Destinations International Festival & Events Calculators and Ministry of Tourism, Culture and Gaming TREIM matrix to establish the Economic Impact of each event.

By adopting these industry-standard tools and methodologies, Tourism Barrie ensures consistent, reliable, and data-driven evaluations that support informed decision-making and maximize the economic benefits for Barrie's tourism industry

Ensure a standardized and credible approach to economic impact measurement and reporting,

Understanding the Methodology – collecting data

MobileScapes is the leading mobile movement database in Canada, which, simply put, captures your cell phone when you enter a Geofenced area.

**When the cell phone enters into a geofenced area ,
it pings the cell towers.**

Mobile movement data is integrated into Environics Analytics' MobileScapes, to provide insights into consumer behavior, including visitation patterns, dwell times, and movement trends.

These insights are further enriched by linking the mobile data to PRIZM segments, allowing for a comprehensive understanding of the lifestyles and behaviors of different consumer groups.

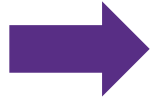


**Providing
Tourism Barrie with
target markets and
identifying who is
coming Barrie**

Using Mobilescape Data to Understand Visitors

5 Barrie Geofences:

- Centennial Beach
- Downtown Barrie
- Essa Road Interchange
- Georgian Mall – Travelodge
- Park Place and Sadlon



Barrie – Tourism Industry – Year in Review 2024



Festivals & Events play a vital role in Barrie's tourism ecosystem, serving as key attractions that draw visitors to the city.

Barrie relies heavily on its vibrant calendar of Festivals & Events to stimulate tourism and enhance its overall appeal.

Festivals & Events are one of the most cost-effective drivers of tourism growth, generating significant returns by attracting diverse audiences and fostering community engagement.

These insights will enable Tourism Barrie to refine its destination marketing strategies for 2025–2026, focusing on aligning with target markets and existing visitor segments while identifying high-potential audiences.

Target Markets – Demographics of F & E Audiences



The top 10 are:

52 – Friends & Roomies

19 - Family Mode

67 – Just Getting By

57 - Juggling Acts

38- Stressed in Suburbia

25 - Suburban Sports

60 – Value Villagers

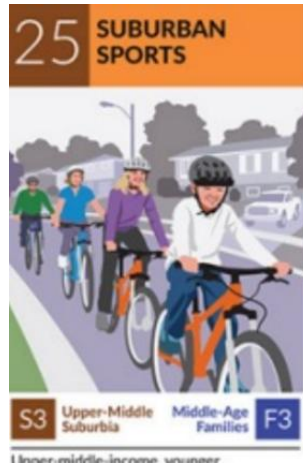
53 – Silver Flats

36 – Middle Class Mosaic

15 - South Asian Enterprise.



Who are the people attending Festival & Events



The top 10 are:

52 – Friends & Roomies

19 - Family Mode

67 – Just Getting By

57 - Juggling Acts

38- Stressed in Suburbia

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WHO IS COMING TO BARRIE? FROM WHERE?

How do we get them to stay overnight?

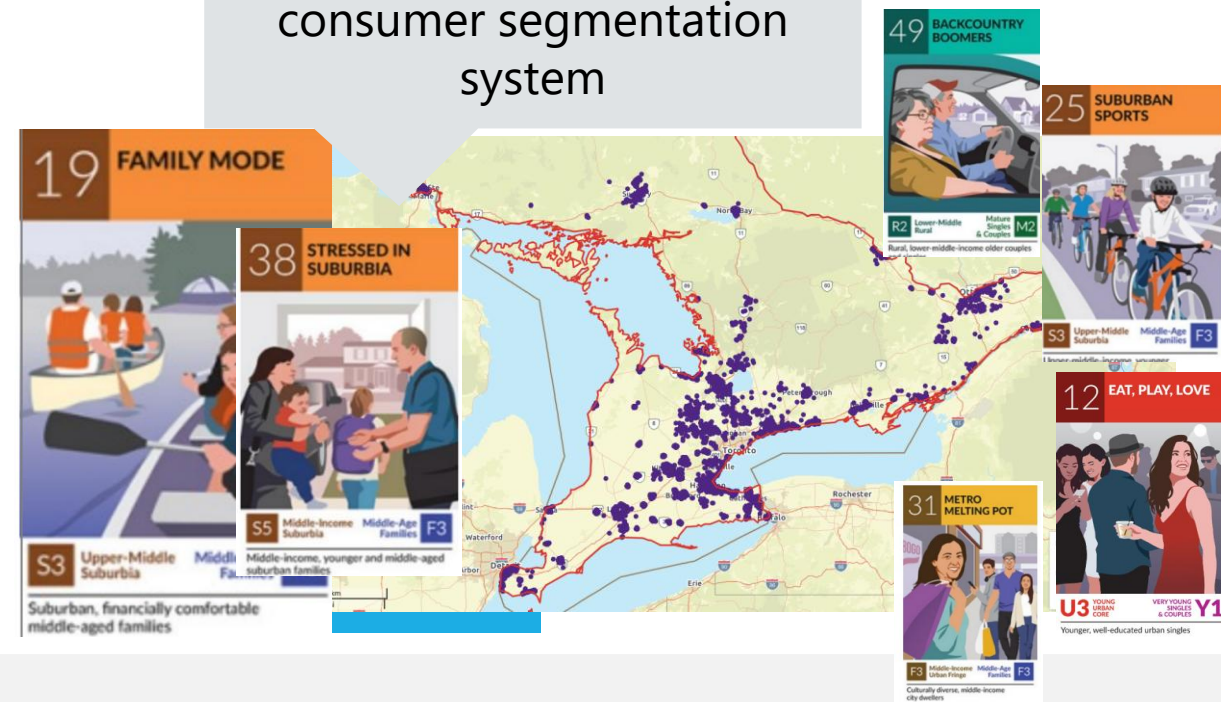
Are we targeting High-Yeilding Visitors to Barrie's F&E

Destination Marketing & Management – 2025 & Beyond

Using Environics Analytics Mobilescapes Geofence Data to define Barrie's Target Markets:

Who is coming to Barrie and from where?

EnviroNics Analytics' PRIZM Profile, Canada's leading consumer segmentation system



By aligning our marketing strategies with consumer segmentation data, Tourism Barrie is better positioned to strengthen and maximize the effectiveness of Destination Marketing campaigns to effectively reach target high-yield overnight visitors.

This strategy will increase the Municipal Accommodation Tax (MAT) revenues, enabling greater reinvestment into Barrie's tourism economy.

Target Markets – Segmentations

Using Environics Analytics, we identified

3 main target markets out of the top ten PRIZM segments that we identified coming to Barrie in 2024

Who are the 10 million visitors that came to Barrie in 2024

Most importantly, what are they doing when they are here?



FAMILIES – TB1

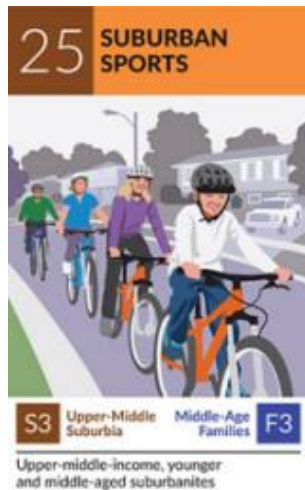


MULTICULTURAL – TB2



MATURE RURAL– TB3

TB1 – FAMILIES



Family Market Demographics and Statistics

Cluster of Middle to Upper-Middle income suburban families 5 prime similarities, and coming to Barrie

- One of the larger segments, this demographic is comprised of families with younger children, with maintainer ages between 35 and 54 who reside in suburban communities.
- College and high school educations and middle incomes from a variety of blue-collar jobs from two-wage earners.
- They pursue wide-ranging interests-from sports like cross-country skiing and golf to cultural activities like country music concerts and dinner theatres.
- Many enjoy watching sports, rooting for their favourite pro hockey, soccer and football teams, and visiting family-friendly restaurants.

This is where TB-1 Families Target Markets live.

Focus on:

North

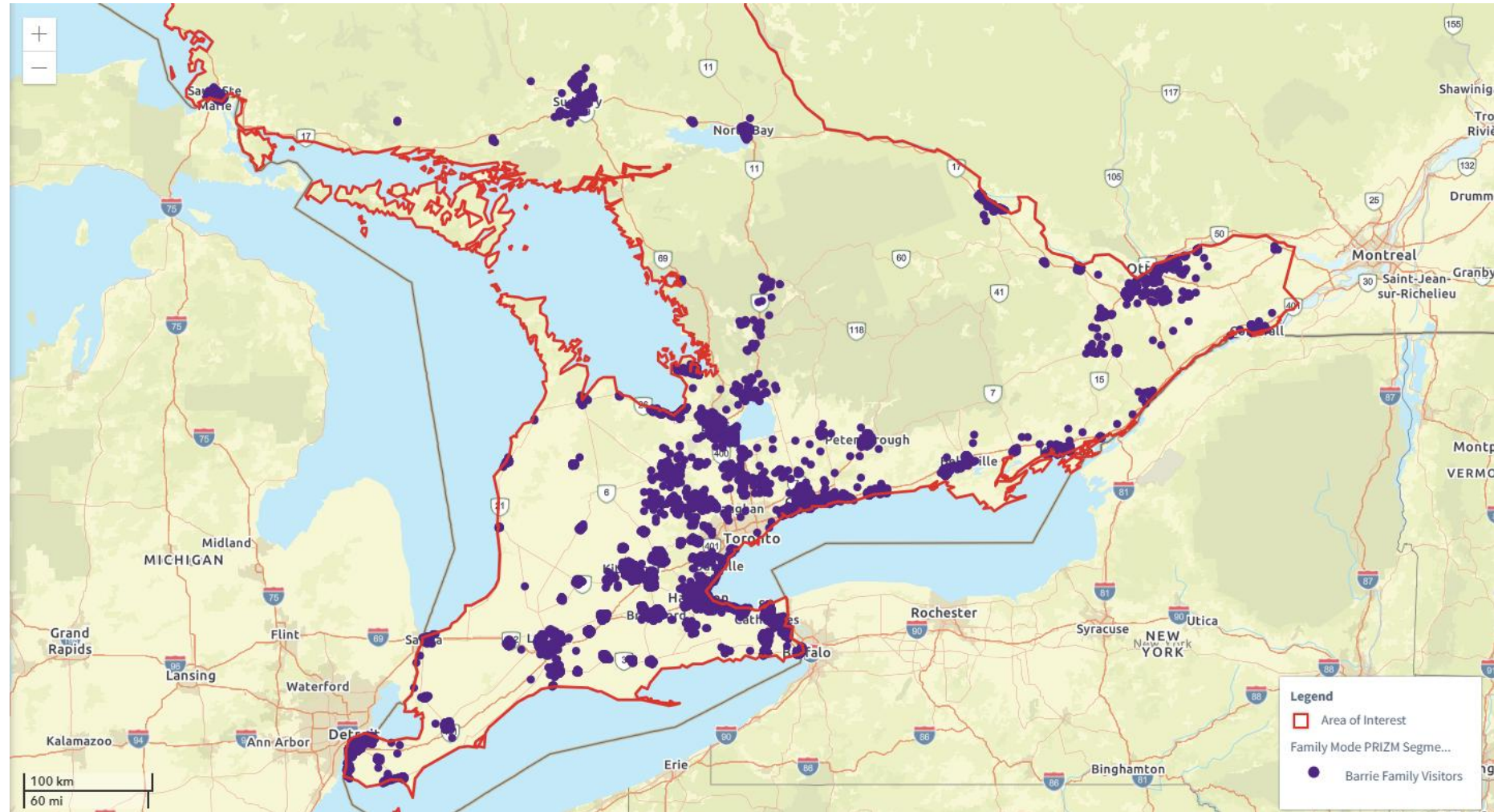
- Sudbury
- North Bay

East

- Ottawa
- Peterborough
- Oshawa-Kingston

West

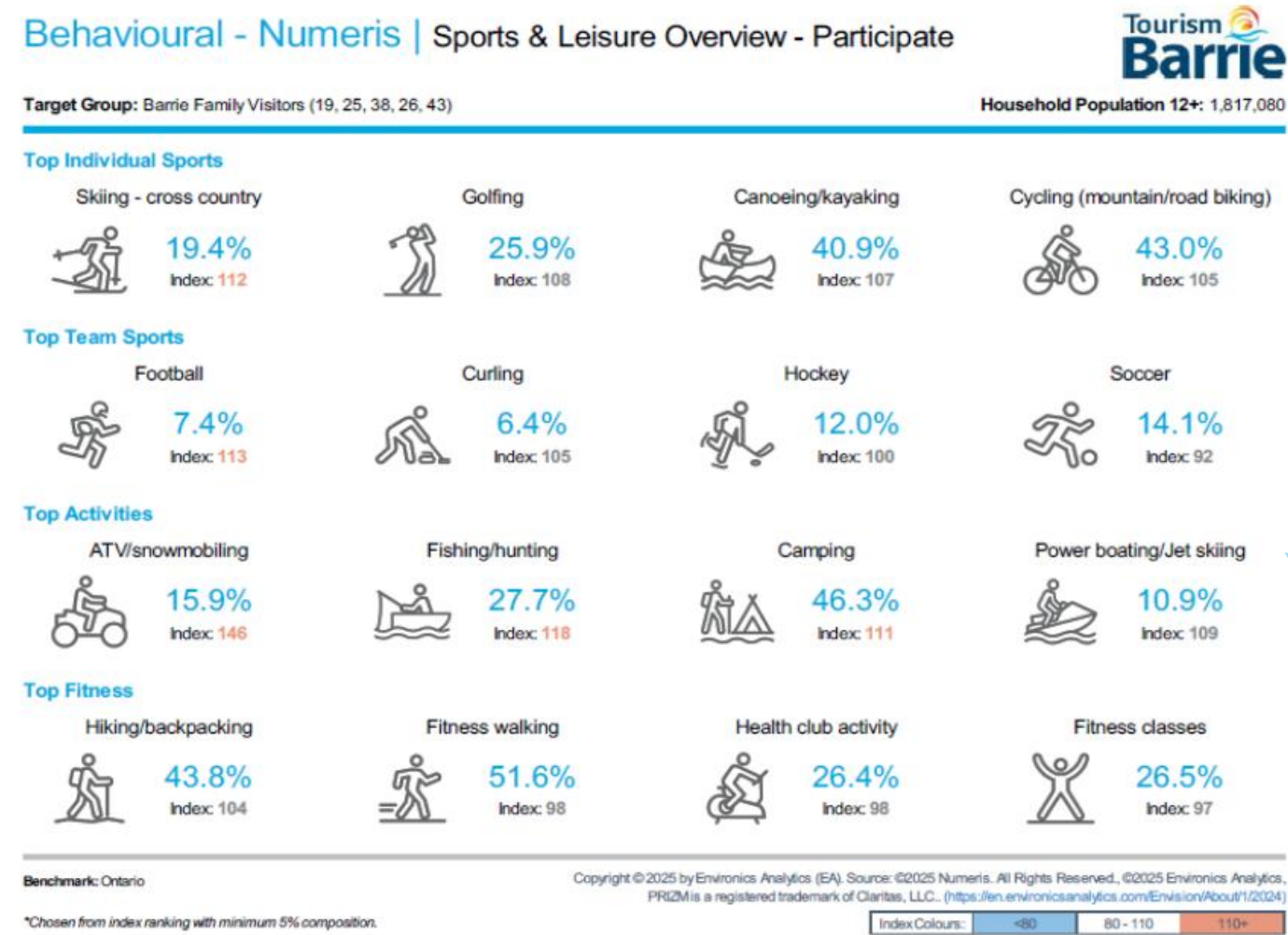
- Hamilton
- Bradford
- Windsor



Use Environics Analytics Mobilescapes Geofence Data to define Barrie's Target Markets

Destination Marketing - Defining who is coming to Barrie

TB-1 Families



TB-1 Families Outdoor Recreation & Sports

- Love to Camp - 46%
- Fishing/hunting - 28%
- Canoeing/Kayaking - 41%
- Cycling - 43%
- Golf - 26%

High indexing:
Skiing
Football
ATV/Snowmobiling

Multicultural –TB-2



VISIBLE MINORITY PRESENCE



66.6%

Index: 183

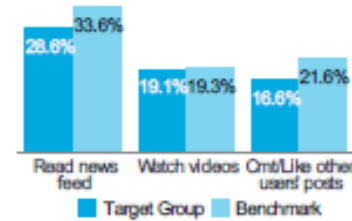
Belong to a visible minority group



FACEBOOK

70.9% currently use
Index: 94

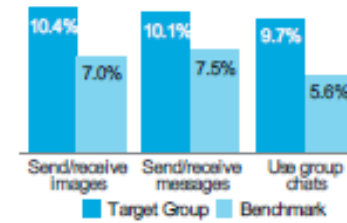
Top Activities (Daily)



WHATSAPP

65.5% currently use
Index: 130

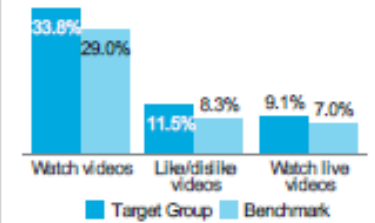
Top Activities (Daily)



YOUTUBE

72.8% currently use
Index: 105

Top Activities (Daily)



LANGUAGES SPOKEN MOST AT HOME - TOP 5 NON-OFFICIAL*

	%	Base Count	Base %	Index
Punjabi	5.6	244,953	1.6	356
Urdu	2.2	131,345	0.8	258
Mandarin	2.2	285,563	1.8	117
Tamil	2.0	107,053	0.7	288
Cantonese	1.5	214,267	1.4	112

VISIBLE MINORITY STATUS - TOP 5*

	%	Base Count	Base %	Index
South Asian	30.2	1,819,690	11.7	257
Black	8.6	875,533	5.6	153
Chinese	6.9	949,664	6.1	113
Filipino	5.2	413,426	2.7	194
Arab	3.0	345,926	2.2	137

Dancing/night clubs



6.8%

Index: 121



Theme parks

19.5%

Index: 126



Food/wine shows

2.3%

Index: 120

Top Professional Sports**

Basketball



9.0%

Index: 144

Soccer



8.6%

Index: 135

Baseball



18.7%

Index: 119

Top Concert & Theatre Venues**

Use Environics Analytics Mobilescapes Geofence Data to define Barrie's Target Markets

Multicultural –TB-2

Top Trends - India-South Asian

Punjabi – Urdu –
Tamil - Gujarati



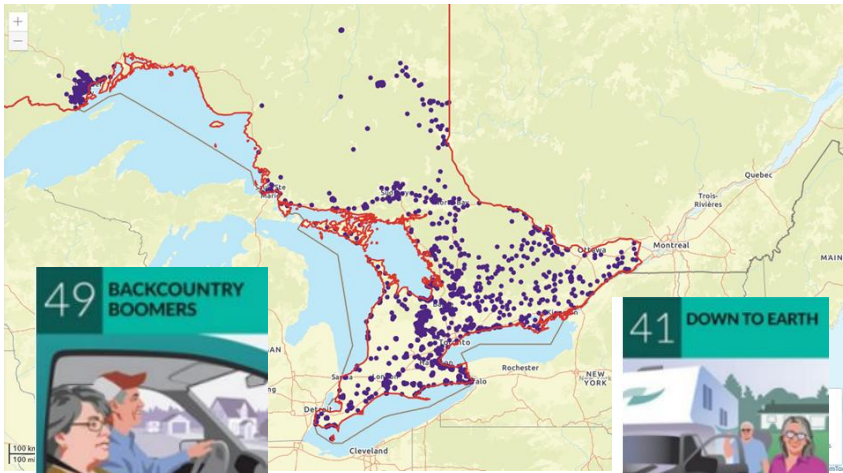
Visiting Friends & Family Markets is an important trip motivator when visiting Barrie.

Tourism Barrie will continue to support these emerging new markets and trends by supporting multicultural Festivals & Events.

Support Barrie Festivals & Events to integrate multicultural elements into their Festivals to attract new audiences



Mother Tongue*						
English	1,180,246	41.91	9,602,657	61.92	12.29	68
French	36,367	1.29	532,779	3.44	6.83	38
Total Non-Official	1,373,101	48.76	4,590,032	29.59	29.91	165
Punjabi	220,072	7.82	355,194	2.29	61.96	341
Urdu	92,789	3.29	206,114	1.33	45.02	248
Mandarin	85,092	3.02	403,846	2.60	21.07	116
Tamil	75,689	2.69	147,877	0.95	51.18	282
Tagalog	71,395	2.54	201,402	1.30	35.45	195
Arabic	67,688	2.40	284,581	1.83	23.79	131
Spanish	64,391	2.29	273,219	1.76	23.57	130
Italian	61,163	2.17	203,103	1.31	30.11	166
Cantonese	60,675	2.15	301,853	1.95	20.10	111
Gujarati	59,620	2.12	130,907	0.84	45.54	251



Mature Rural –TB3

One of the largest segments, with 400,000 households

Tourism Barrie will support TB-3 markets by increasing Destination Marketing campaigns to Central and Northern Ontario.

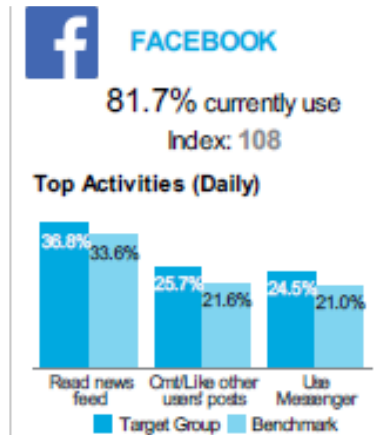
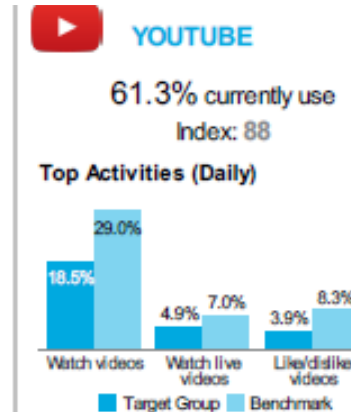
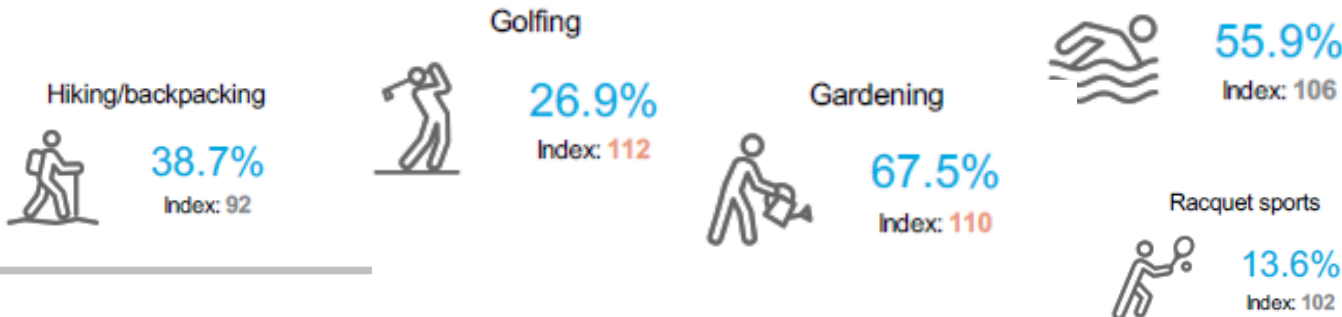
Focus on:

Shopping
Golfing

Cultural Events
Pickleball

49 BACKCOUNTRY BOOMERS
R2 Lower-Middle Rural
M2 Mature Singles & Couples
Rural, lower-middle-income older couples and families

41 DOWN TO EARTH
R2 Lower-Middle Rural
M1 Older Families & Empty Nests
Older, middle-income rural couples and families



Use Environics Analytics Mobilescapes Geofence Data to define Barrie's Target Markets

Barrie – Tourism Industry – Year in Review 2024

The Sport Tourism Assessment Report assesses the economic impact of **49 sports tournaments and events** held in Barrie.

Hockey remains Barrie's largest sport tourism asset, generating a total **economic impact of \$27.8 million**.

When combined with the economic impact of the Barrie Colts, the sport of hockey alone accounts for a staggering **\$70 million** in economic activity annually.

The highest economic impact was:

The Everest Curling Club Championships average spend per person was \$3,790.

The Slo-Pitch Nationals average spend per person of \$2,205



Barrie – Tourism Industry - Year in Review 2024



<u>OVERNIGHT VISITORS</u>	
Barrie Hotels	631,989
Airbnb	<u>164,475</u>
Total People	796,464
Barrie Hotels	\$112,826,590
Airbnb	<u>\$ 16,699,254</u>
Visitor Economy	\$129,526,590

SPORT TOURISM
(residents and visitors combined)

\$92,423,405
Economic Impact

261,544
Total Attendees

<u>TOTAL VISITORS: Overnight & Day Trippers</u>		
Geofence	Unique Visitors	Daily Visits
Park Place / Sadlon	337,147	3,350,116
Centennial Beach	137,079	1,261,725
Downtown Barrie	221,719	2,383,030
Georgian Mall / Travelodge	<u>326,505</u>	<u>3,616,100</u>
Totals	1,002,450	10,610,971

Festival & Events
(residents and visitors combined)

\$31,052,806
Economic Impact

690,507
Total attendees

Questions?

Thank you!

