Tourism Barrie

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Kempenfest 2025 - Economic Impact
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Tourism Barrie was requested to supply the City of Barrie with the Kempenfest 2025 metrics. Kempenfest 2025 maintained consistent performance with 2024, demonstrating strong and steady attendance and engagement year over year. This indicates a stable and mature event that continues to draw strong attendance and community participation.

Tourism Barrie has adopted a standardized, data-driven approach to accurately measure the economic impact of Barrie's festivals and events. For the Kempenfest analysis, we used a two-tiered methodology that integrates mobile data analytics with an internationally recognized economic modelling tool: Environics Analytics Mobilescapes and Destinations International's Event Impact Calculator (EIC), which is detailed below.

The EIC, developed by Tourism Economics (a division of Oxford Economics), is an industry-standard model used by over 380 destination marketing organizations (DMOs) globally. It quantifies the economic value generated by events through direct visitor spending, jobs supported, and tax revenues created in the local economy. Environics Analytics Mobilescapes is an anonymized mobile device data platform.

Tourism Barrie is committed to evidence-based evaluation of the visitor economy. To ensure comparability and credibility, the organization has implemented two complementary, industry-recognized tools for measuring event performance and economic impact.

August 1–4, 2025
Kempenfest, Barrie Waterfront

Economic Impact $ 8,291,275

Total Attendees – 145,335
75% Barrie residents – 0 to 40km
26% - Visitors
41-90k - 18%
91-160+ - 7%

Job Supported – 1,573

Diversity of languages of the Attendees
63% English
37% Other Languages
Mandarin/Cantonese, Punjabi, Persian, Russian, Arabic

August 2-5, 2024
Kempenfest, Barrie Waterfront

Economic Impact $8,214,579

Total Attendees – 146,568

74% Barrie residents – 0 to 40km
26% - Visitors
41-90k - 23%
91-160+ - 3%

Job Supported – 2,530

Diversity of languages of the Attendees
62% English
38% Other Languages
Mandarin/Cantonese, Russian, Arabic, Spanish, Hindi, Urdu, Punjabi,

Methodology for Measuring the Economic Impact of Festivals and Events
Tourism Barrie has adopted a standardized, data-driven approach to accurately measure the economic impact of Barrie's festivals and events. The goal is to ensure that results are credible, comparable, and aligned with industry best practices across North America.

Tourism Barrie is committed to evidence-based evaluation of the visitor economy. To ensure comparability and credibility, the organization has implemented two complementary, industry-recognized tools for measuring event performance and economic impact.

1. Data Sources and Methodology

Tourism Barrie uses a two-tiered methodology that integrates mobile data analytics with an internationally recognized economic modelling tool:

- Environics Analytics Mobilescapes
  This platform uses anonymized mobile device data to estimate total event attendance, visitor origin, and the proportion of local versus non-local attendees. This ensures a consistent, verifiable count of visitors for each event.

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- Destinations International's Event Impact Calculator (EIC)
  The EIC, developed by Tourism Economics (a division of Oxford Economics), is an industry-standard model used by over 380 destination marketing organizations (DMOs) globally. It quantifies the economic value generated by events through direct visitor spending, jobs supported, and tax revenues created in the local economy.

2. How the Event Impact Calculator Works

The EIC estimates visitor spending using multiple datasets, including:

- Survey data and CRM inputs from 150+ DMOs.
- Visitor spending studies by event type (festivals, sports, etc.).
- Government data sources, such as Statistics Canada, for localized adjustments.

By entering event-specific data (attendance, duration, visitor type, and room nights), the model applies input-output multipliers from Oxford Economics to determine the direct, indirect, and induced impacts. These include business sales, employment, household income, and municipal tax revenues.

3. Benefits of a Standardized Approach

- Ensures consistency and comparability between Barrie events and other jurisdictions.
- Provides reliable, evidence-based insights for funding and policy decisions.
- Distinguishes between local attendees (recirculated spending) and visitors who inject new money into the economy.
- Enables trend analysis and benchmarking year-over-year and across event types.

4. Credibility and Global Acceptance

The Event Impact Calculator (EIC) is developed by Tourism Economics and sanctioned by Destinations International. The Event Impact Calculator has been continuously refined over 15 years by economists at Tourism Economics and Oxford Economics. Its purpose is to provide DMOs with the ability to quantify the local economic value of visitors, organizers and exhibitors at events in their destination. Estimates capture not only the impacts of spending at the event but also throughout the destination over the duration of a visitor's stay. This may differ from other calculators or studies that focus solely on the event impact (which includes local spending) and other operational spending that the EIC would exclude.

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EIC is the most widely used tool in the tourism and destination management industry for quantifying the economic value of events, based on sound economic modelling and global datasets.

Background of Tourism Economics

Tourism Economics is a subsidiary of Oxford Economics, which was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modelling to UK companies and financial institutions expanding abroad. Since then, Tourism Economics has become one of the world's foremost independent global advisory firms, providing reports, forecasts, and analytical tools on 200 countries, 100 industrial sectors, and over 3,000 cities. Tourism Economics is a best-of-class global economic and industry model, along with its analytical tools, which provides unparalleled ability to forecast external market trends and assess economic, social, and business impact.

Oxford Economics is an adviser to corporate, financial and government decision-makers and thought leaders. Oxford Economics has a global client base comprising over 2,000 international organizations, including leading multinational companies and financial institutions, key government bodies, trade associations, top universities, consultancies, and think tanks.

Oxford Economics employs over 600 full-time staff, including more than 350 professional economists and analysts. Headquartered in Oxford, England, with regional centers in London, New York, and Singapore, Oxford Economics has offices worldwide in Belfast, Chicago, Dubai, Miami, Milan, Paris, Philadelphia, San Francisco, and Washington, D.C.

In summary, Tourism Barrie's use of Mobilescapes and the Event Impact Calculator provides a robust, standardized framework for measuring the value of festivals and events. This ensures transparent, defensible reporting for stakeholders and supports evidence-based decisions on tourism investment, event funding, and strategic growth for Barrie's visitor economy.

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