



# KEMPENFEST 2023 SPONSORSHIP REPORT

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# FAST FACTS

**Kempfenfest is Barrie Ontario's signature festival event, located across two-kilometres of Barrie's beautiful waterfront.**

- FEO 2023's Top-100 Ontario Festivals
- 150,000 festival attendees over 4-days
- 300+ Arts & Crafts Exhibitors
- 30+ Antique Dealers
- 15+ Food Vendors, and a Poutine Village!
- Travelling Theme-Park Midway
- MainStage Concerts & Beer Gardens (4,500-capacity)
- Family Village SideStage
- Over 50 live performing artists,
- 410 Volunteers, with a collective 4,175 Volunteer hours



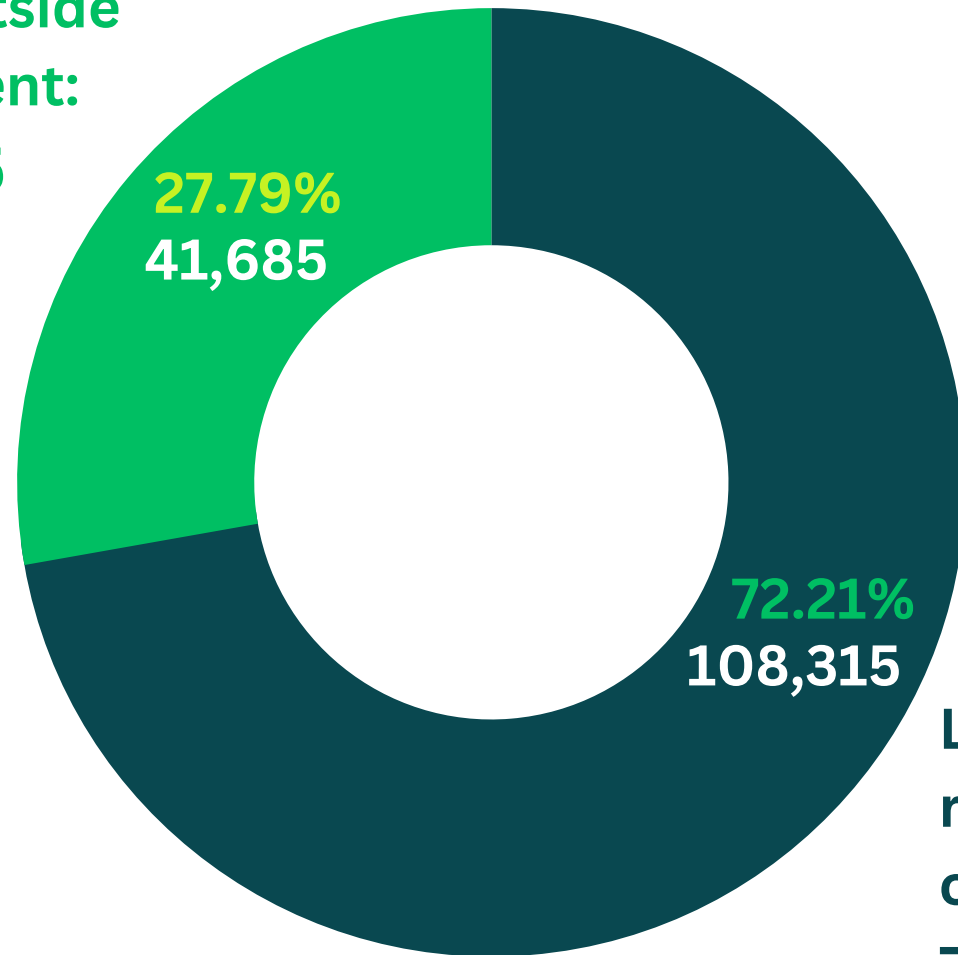
**VIEW KEMPENFEST'S 2023  
RECAP VIDEO HERE.**

# TOURISM ATTENDANCE

VS

# LOCAL ATTENDANCE

Tourist Attendees  
residing from outside  
40kms of the event:  
27.79% = 41,685  
tourists.



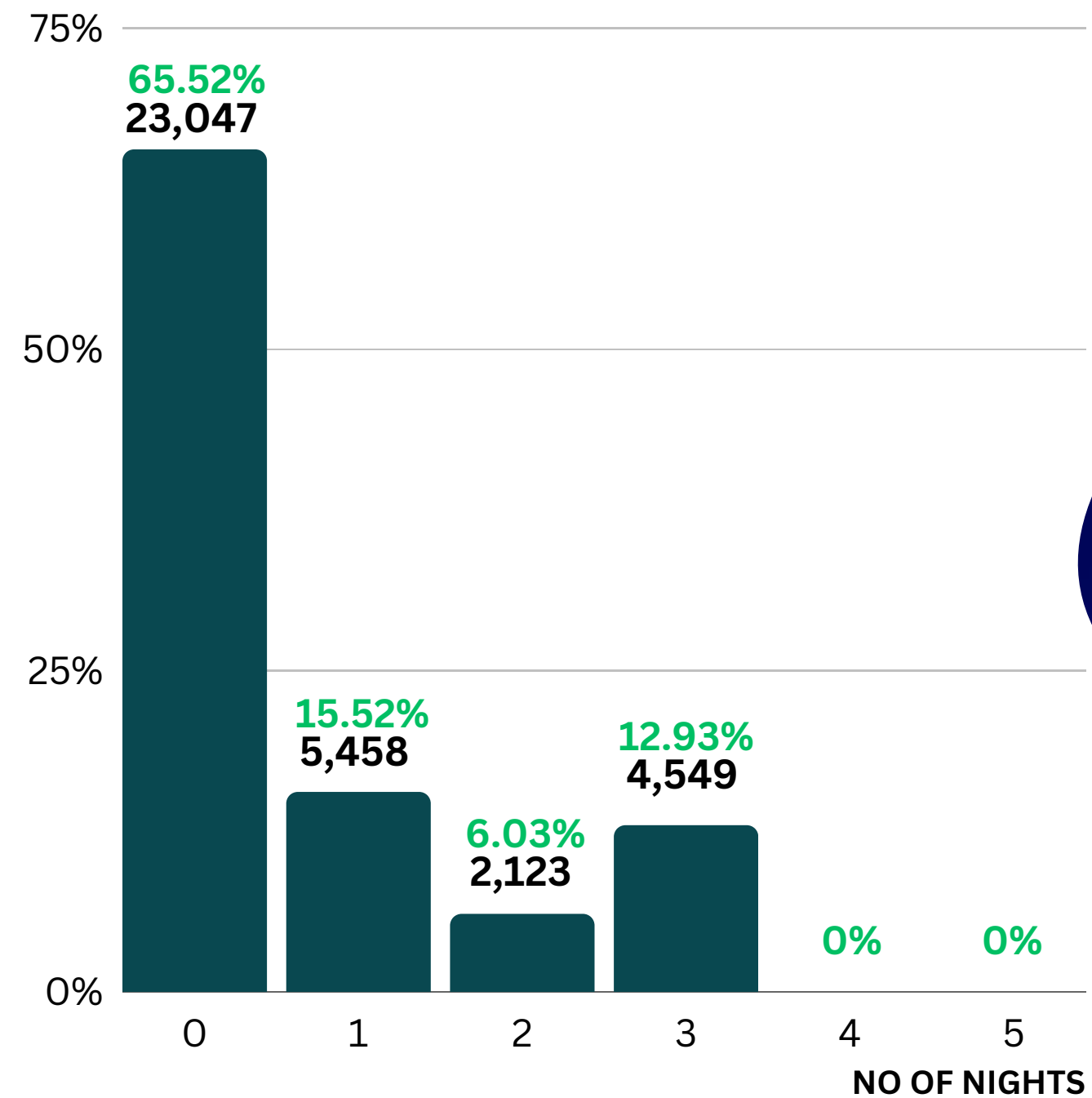
Local Attendees  
residing within 40kms  
of the event:  
72.21% = 108,315  
locals.

Note: A Tourist is considered an attendee who resides from outside a 40km radius of the event location.

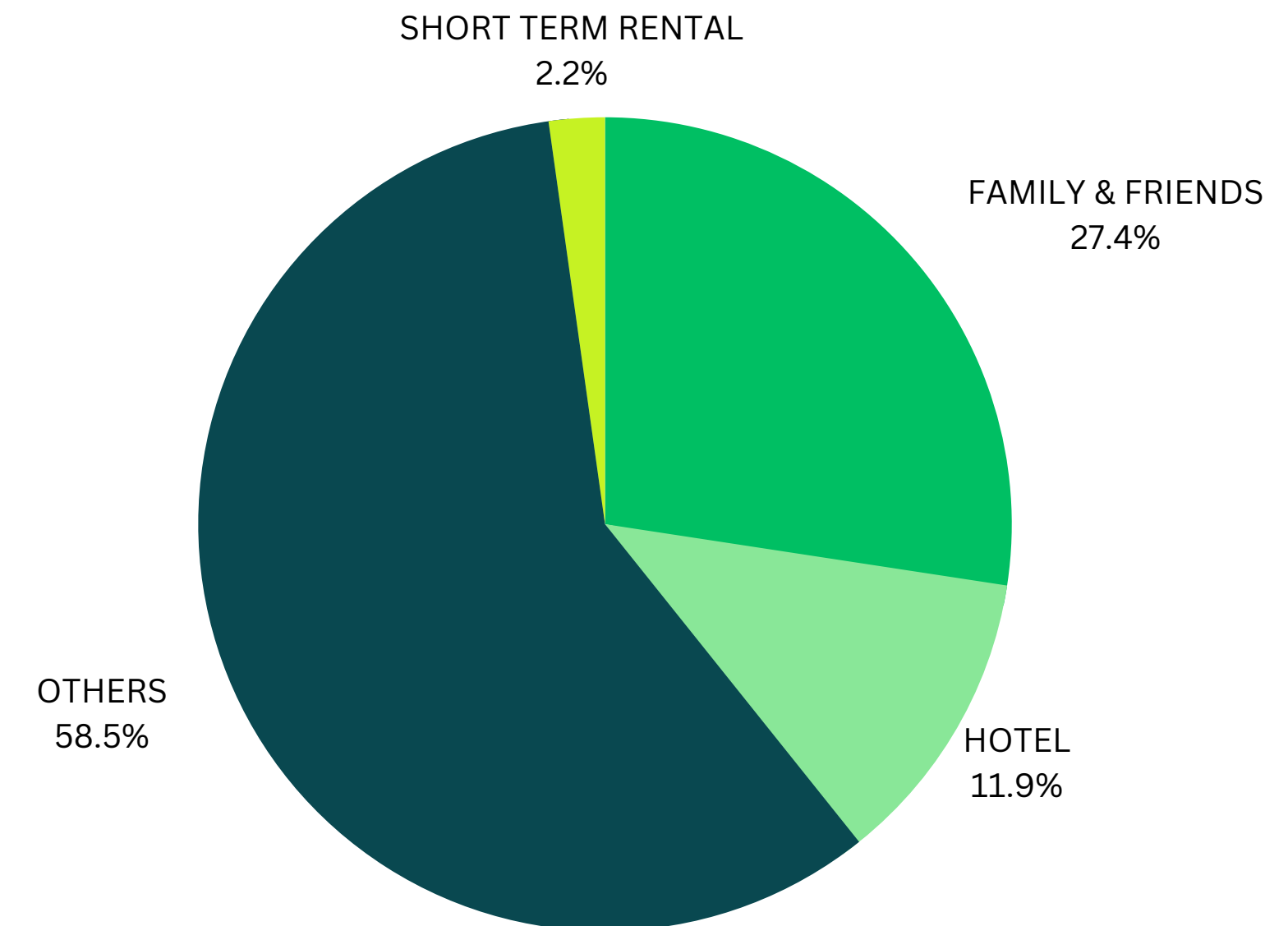


# TOURIST OVERNIGHT STAYS

Tourists attendee reported overnight stays:



Where tourist patrons claimed to stay overnight:

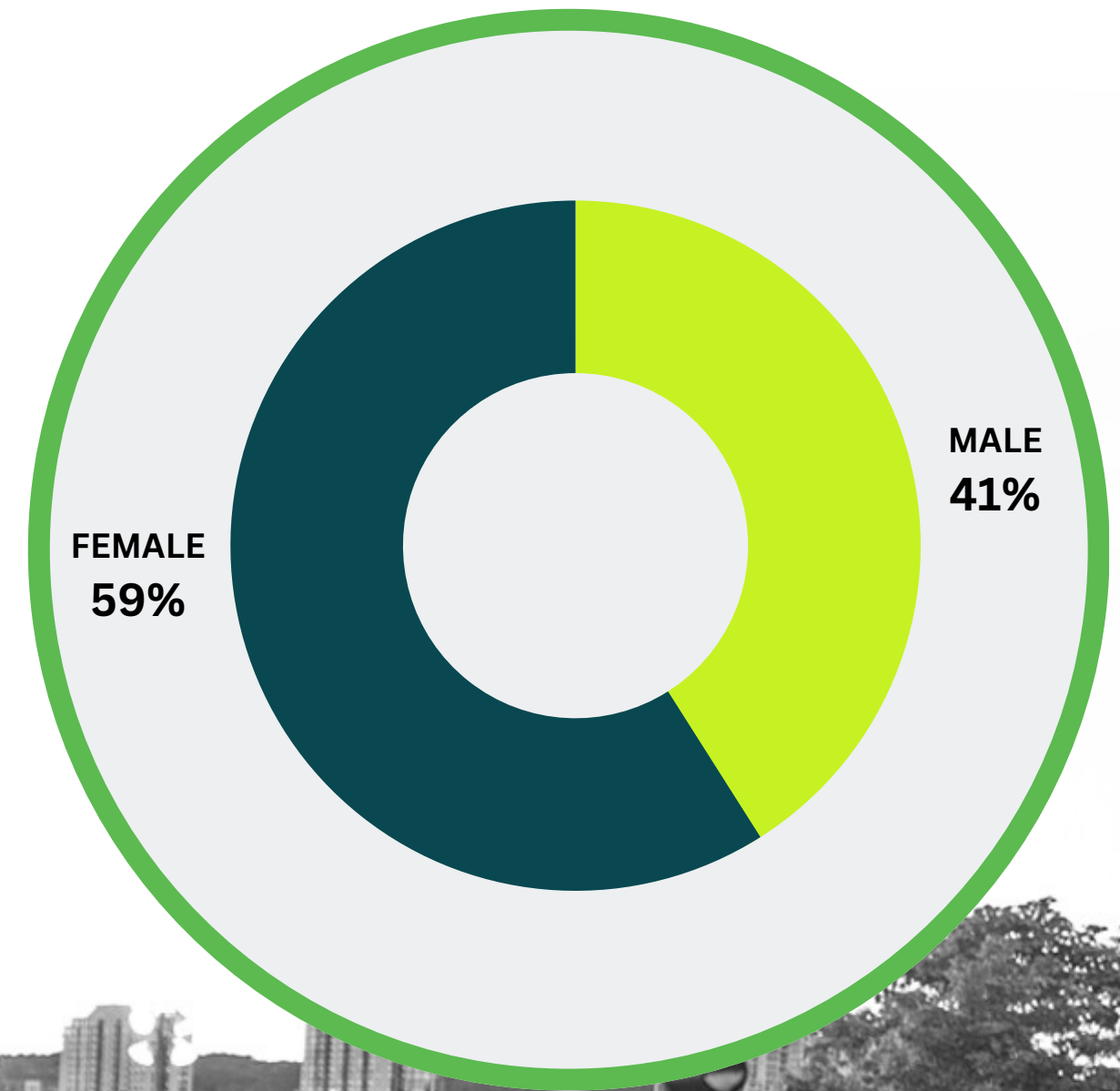
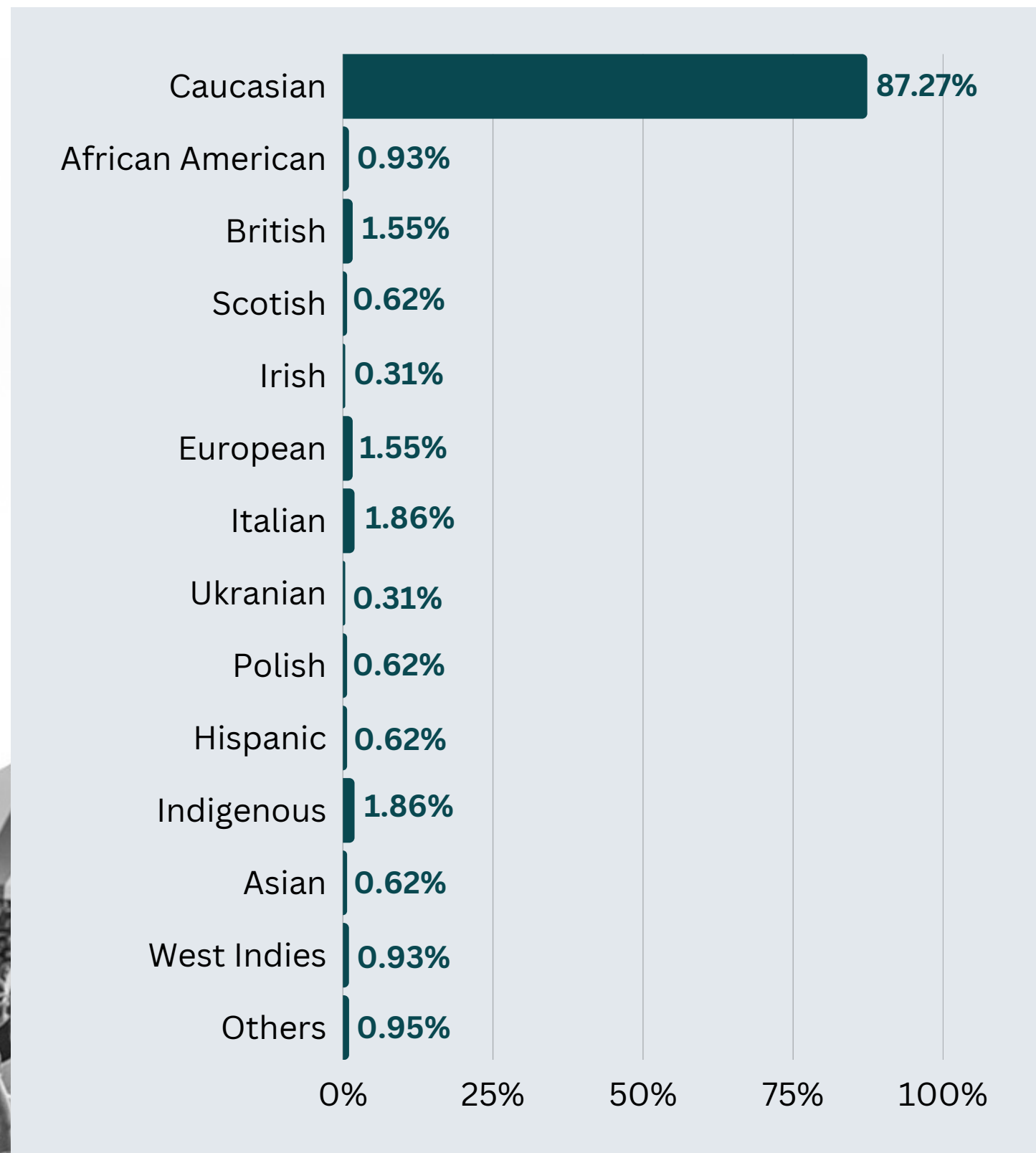


Note: Other is assumed to be a combination of camping, Airbnb, and cottage stays.

# AUDIENCE DEMOGRAPHICS

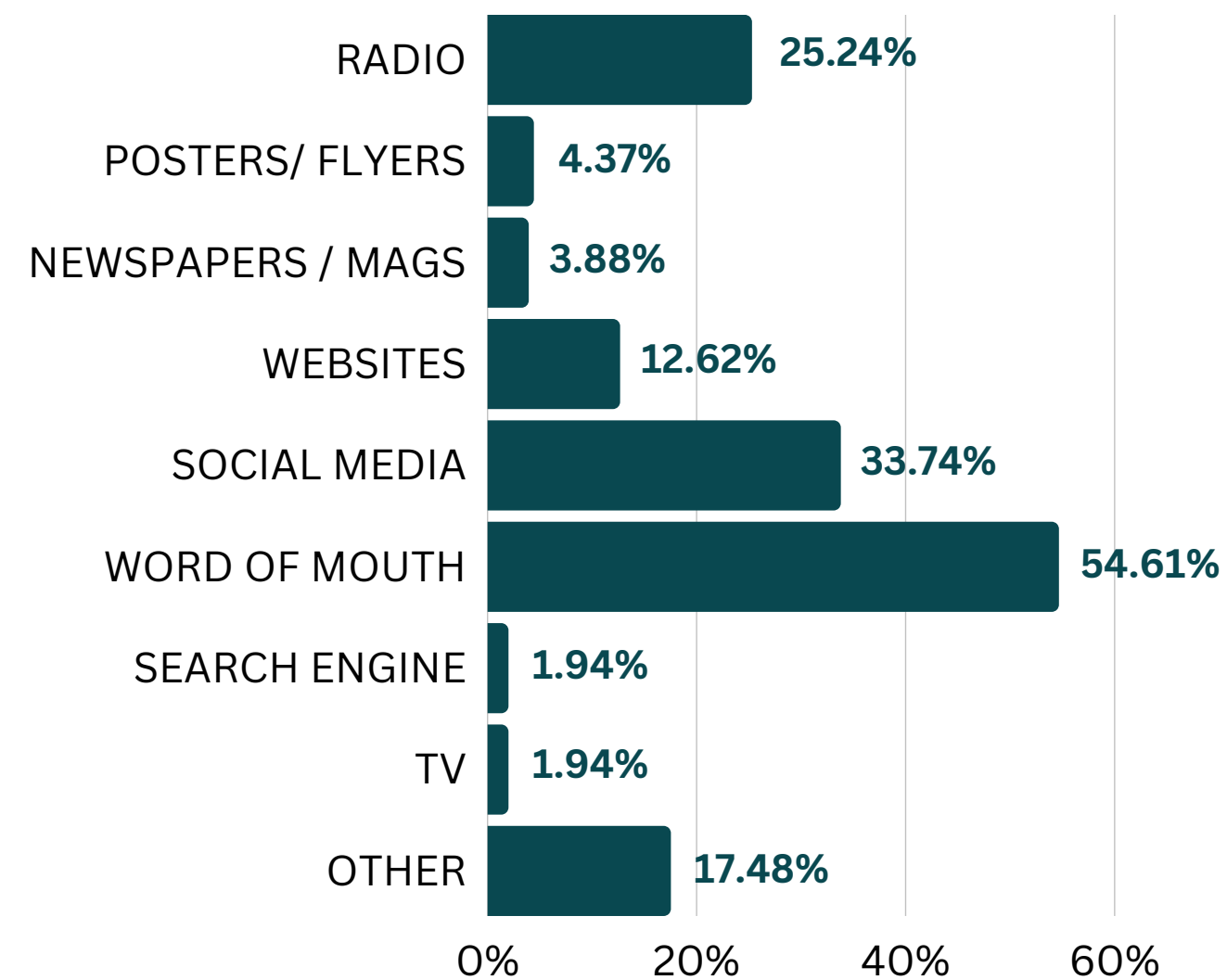
Average Age: **43**

Most Popularly Reported Ethnicities





# HOW PATRONS HEARD OF THE EVENT



Note: Some respondents selected more than one option, which has altered percentage accumulation.



# MARKETING REACH

## Meta & Youtube Campaigns



### Facebook Posts & Ads

Clicks / Engagements

**25,942**

Profiles Reached

**512,148**

Total Impressions

**1,392,496**



### Instagram Posts & Ads

Clicks / Engagements

**2,347**

Profiles Reached

**130,844**

Total Impressions

**239,251**



### Youtube Campaigns

Clicks

**1,391**

Video Views

**15,525**

Total Impressions

**404,167**

# MARKETING REACH

## Digital & Radio Campaigns

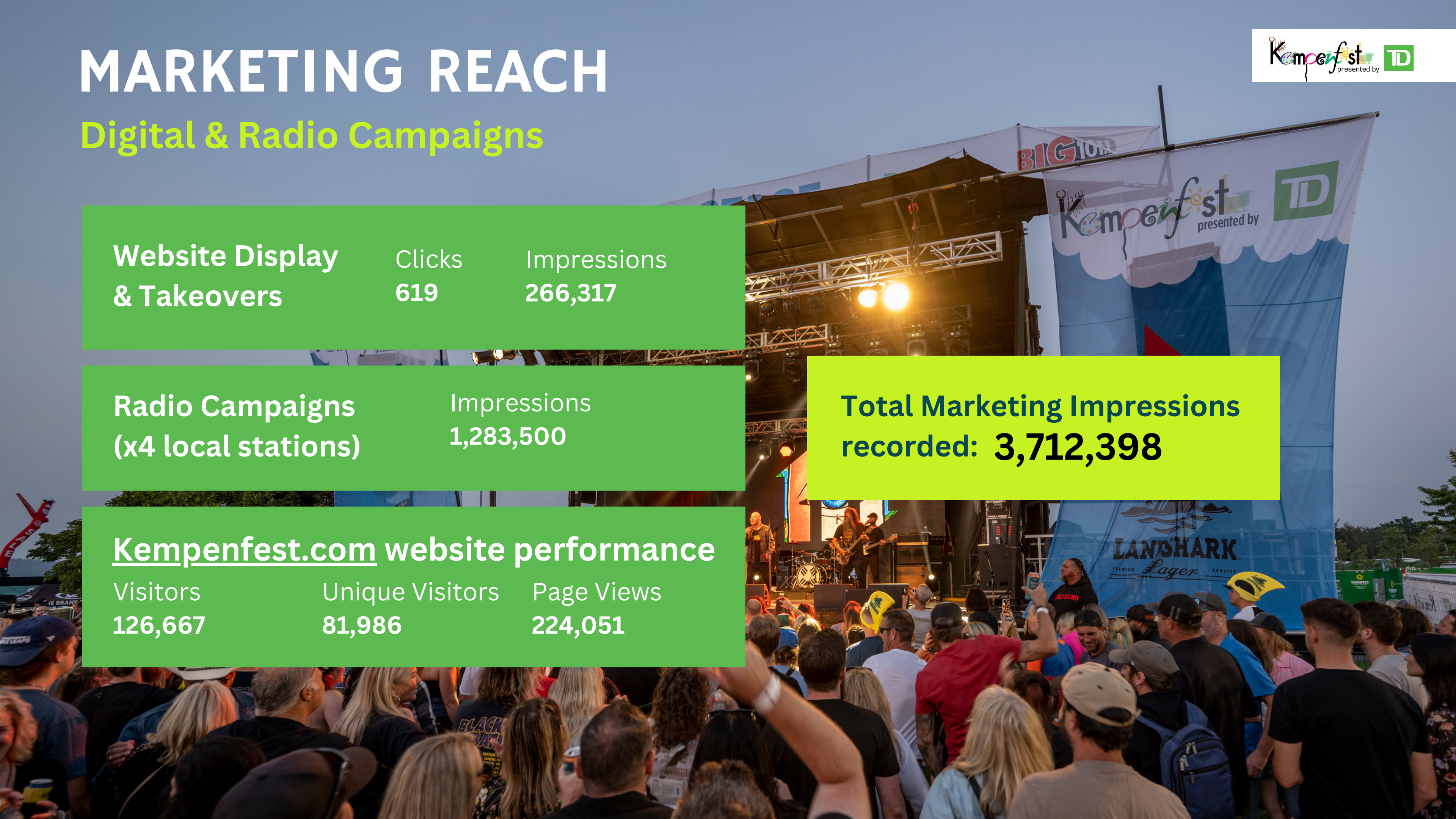
Website Display & Takeovers	Clicks 619	Impressions 266,317
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Radio Campaigns (x4 local stations)	Impressions 1,283,500
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**Total Marketing Impressions  
recorded: 3,712,398**

### Kempenfest.com website performance

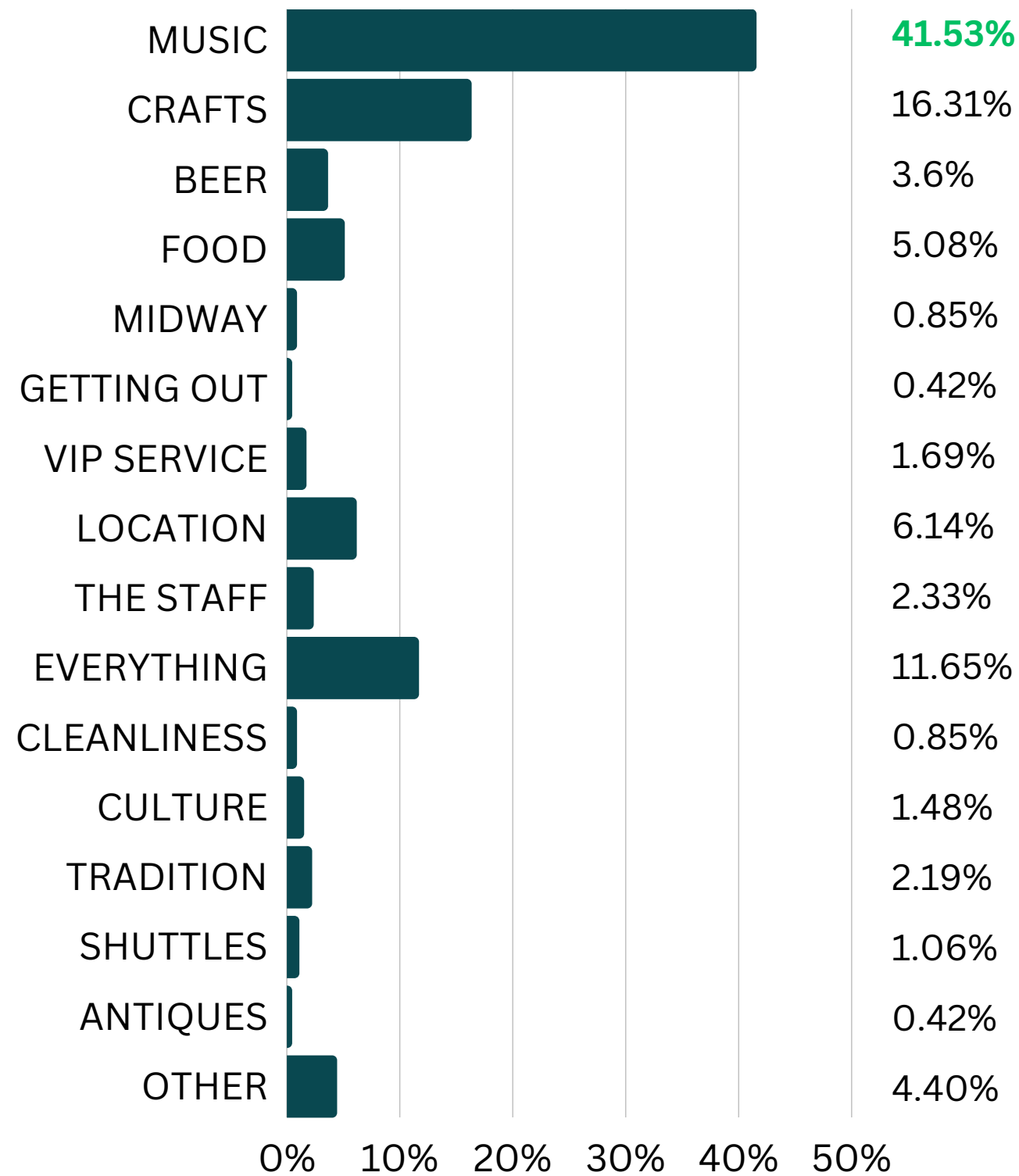
Visitors 126,667	Unique Visitors 81,986	Page Views 224,051
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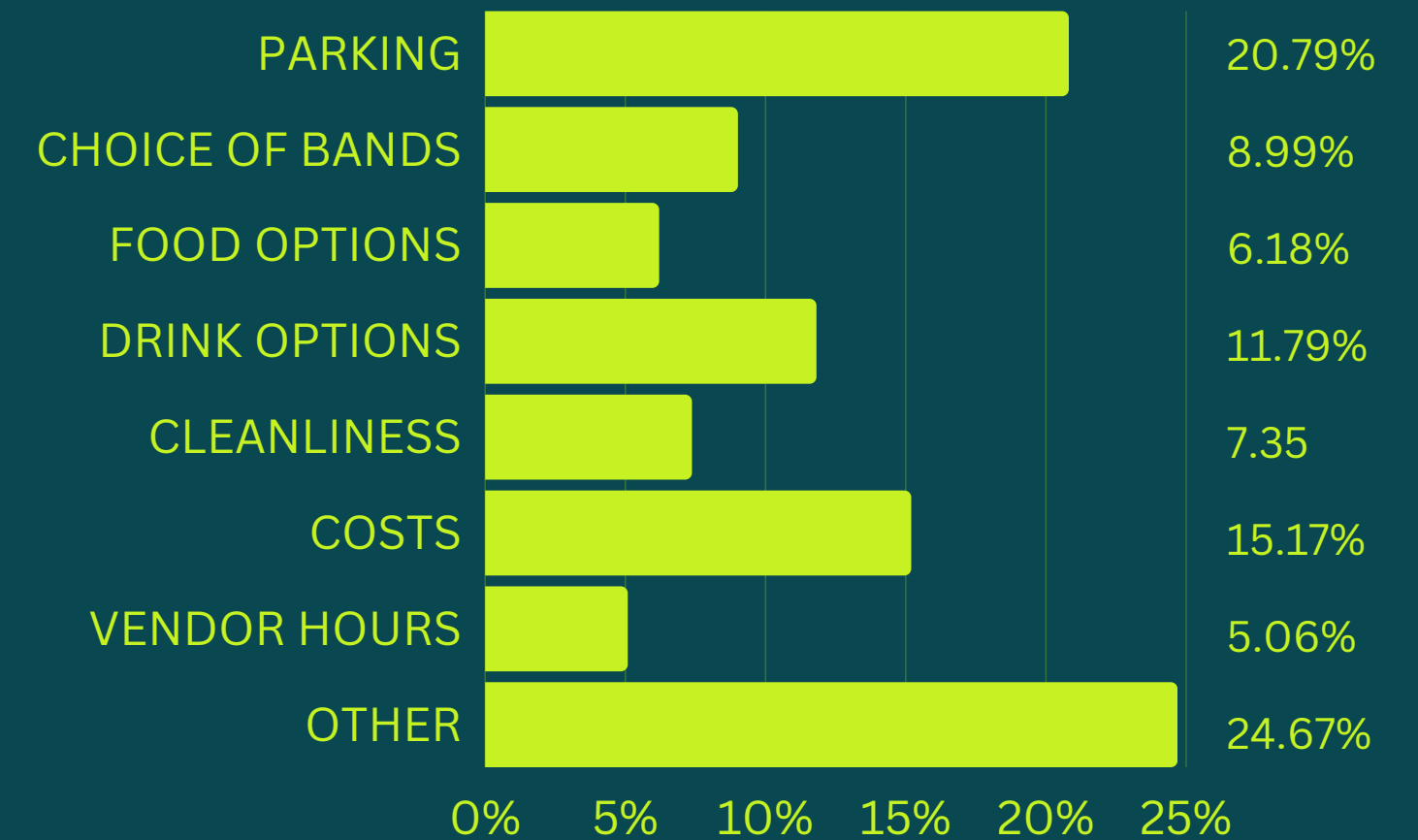
## Q: What did you like most about the event?

Most popular responses were broken down into categories.



## Q: What did you like least about the event?

Most popular responses were broken down into categories.



Note: Other is included in raw data report.

# AUDIENCE APPROVAL 2023

Kemoefest presented by TD

Audience rating of festival experience from 1-10.

**Average response =**

**8.9%**

Will you attend the event again?

**Respondents who said yes =**

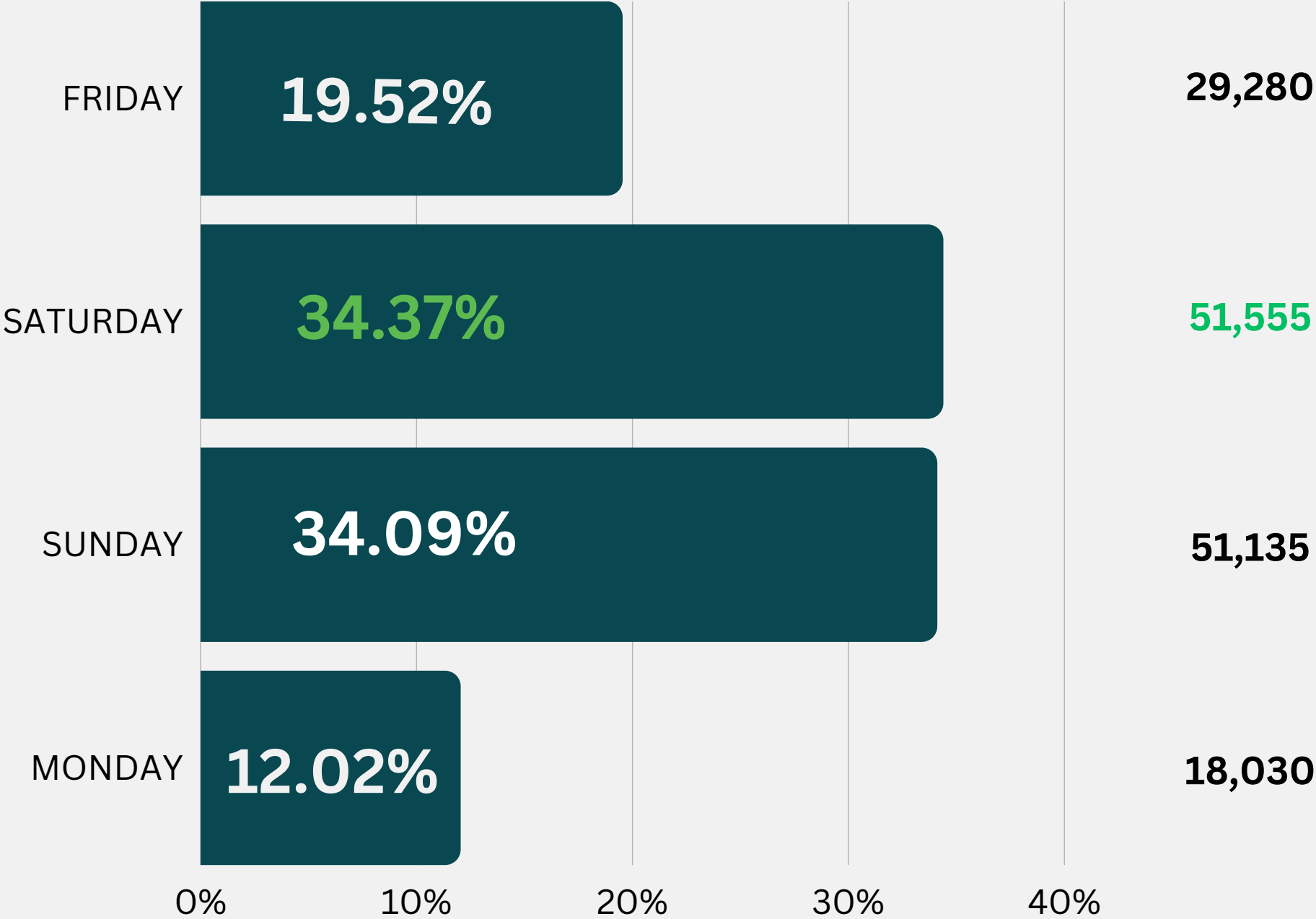
**98.79%**



# DAILY ATTENDANCE

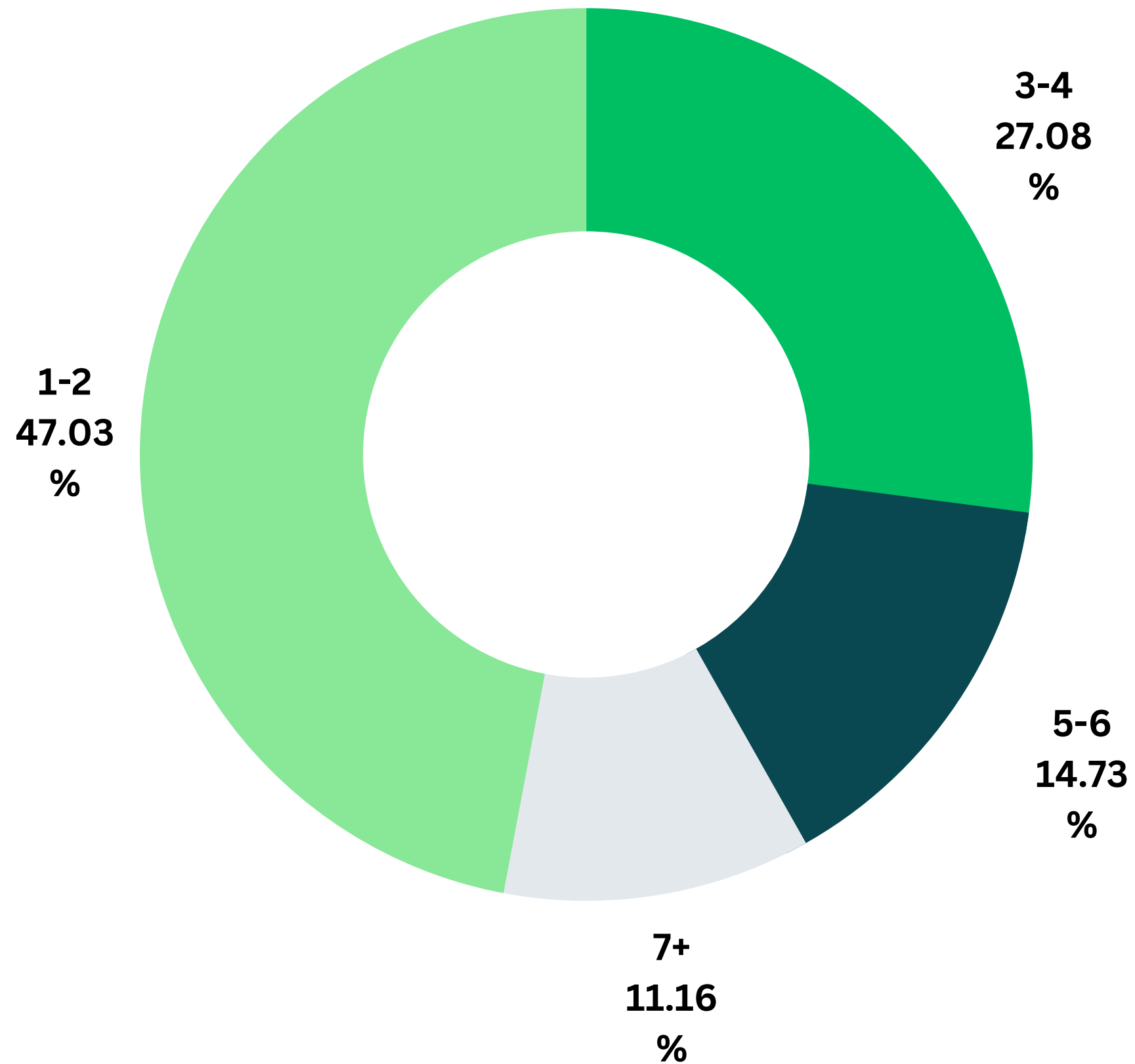
The average patron reportedly attended the event **1.63 days**

Days which respondents claimed to attend:



# PATRON GROUP SIZES

Average patronage in groups of:



# TOTAL ECONOMIC IMPACT

## PATRON REPORTED EXPENDITURES

Average reported **Local Attendee** per-head expenditure:  
**\$173** x **108,315** local attendees  
**= \$18,738,495 gross expenditure**

Average reported **Tourist Attendee** per-head expenditure:  
**\$245** x **41,685** tourist attendees  
**= \$10,212,825 gross expenditure**

Total gross expenditure by all patrons combined  
**= \$28,951,320**

Note: Patron per-head expenditures include all accumulative expenditures to attend the event, including accommodations, beverages, food, fuel, supplies, tickets, travel, etc.





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