

# kempenfest

Presented By  
**TD**

# KEMPENFEST 2025 AUDIENCE DATA REPORT

Prepared by

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# MARKETING REACH

## Digital & Transit Campaigns



### Facebook

Clicks / Engagements: 38,000  
Profiles Reached: 525,000  
Impressions: 3,100,000



### Instagram

Clicks / Engagements: 23,200  
Profiles Reached: 256,000  
Impressions: 1,500,000



### LinkedIn

Clicks / Engagements: 1,650  
Profiles Reached: 20,977  
Total Impressions: 81,810



### Youtube

Impressions: 51,100



### Pattison Digital Billboards

x2 along HWY 400  
Reach: 47,500  
Impressions: 284,839



### GO Train (Transit Ads)

Impressions: 2,833,843

# MARKETING REACH

## Digital & Radio Campaigns

### Radio Campaigns x5 stations

Reach: 200,213  
Impressions:  
3,485,100

**ROCK95**

**107.5  
KOOI FM**

**Fresh  
RADIO 93.1**

**PURE  
COUNTRY 106**

**BIG 101.1**

**Total Marketing Impressions**

**11,336,69**

**2**



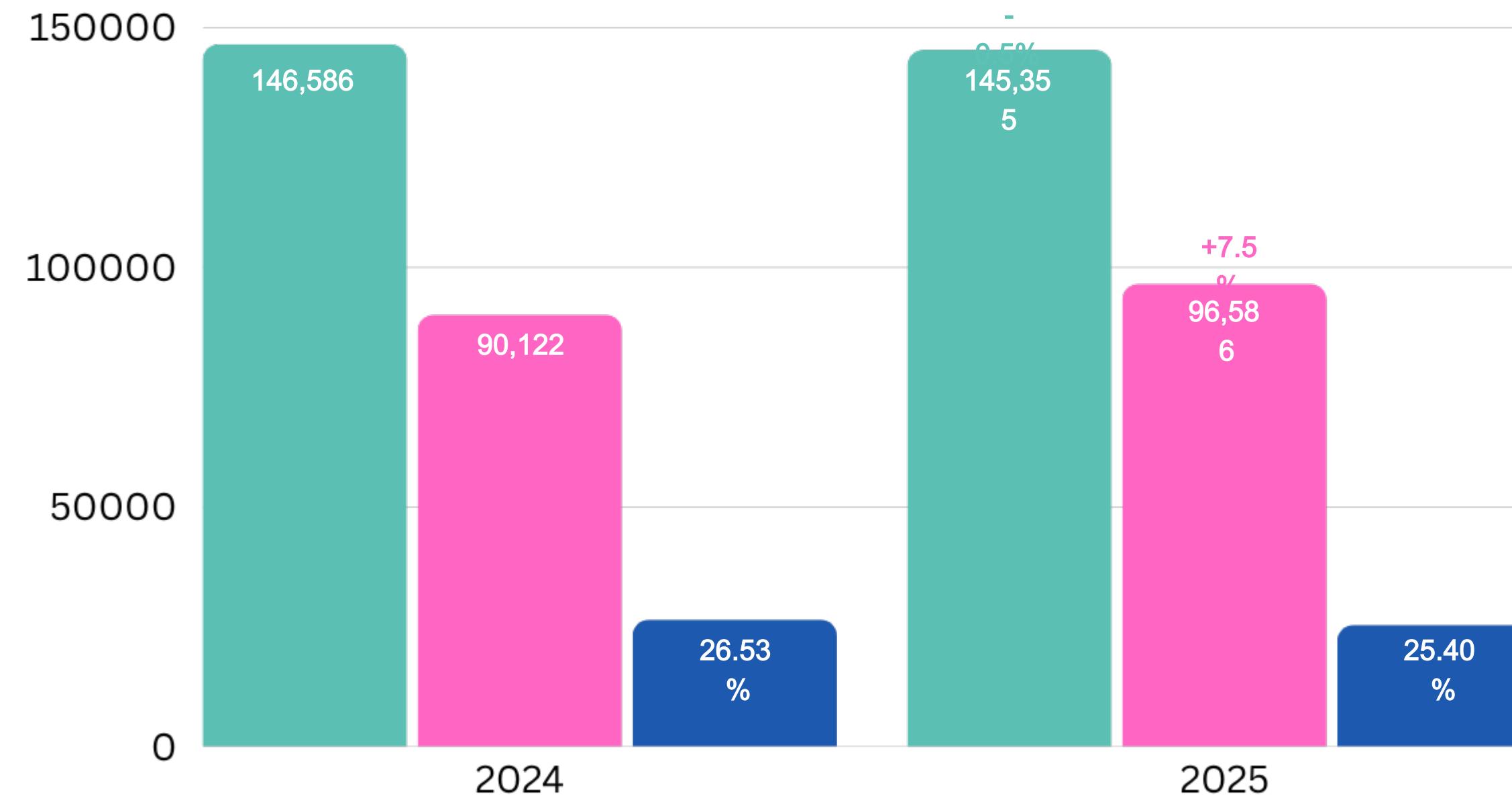
# ANNUAL ATTENDANCE GROWTH



DAILY CUME

UNIQUE ATTENDEES

TOURISM RATE %

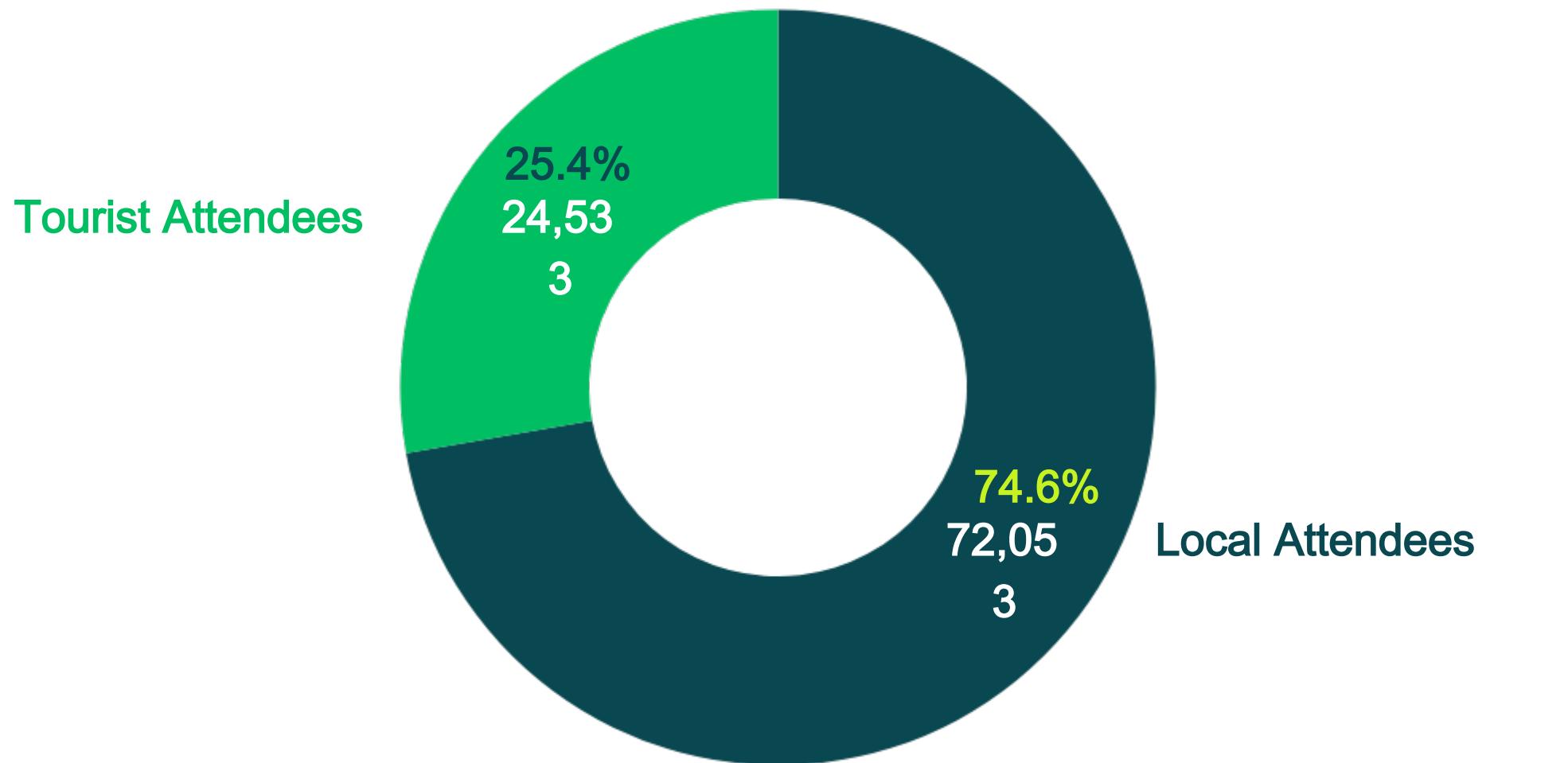


Audience figures determined using **Environics' Mobilescapes** geofencing technology

# TOURISM ATTENDANCE

# VS

# LOCAL ATTENDANCE



**TOTAL UNIQUE ATTENDEES (2025) = 96,586**

A **Tourist** is defined as an attendee who resides from beyond a 40km radius of the event.

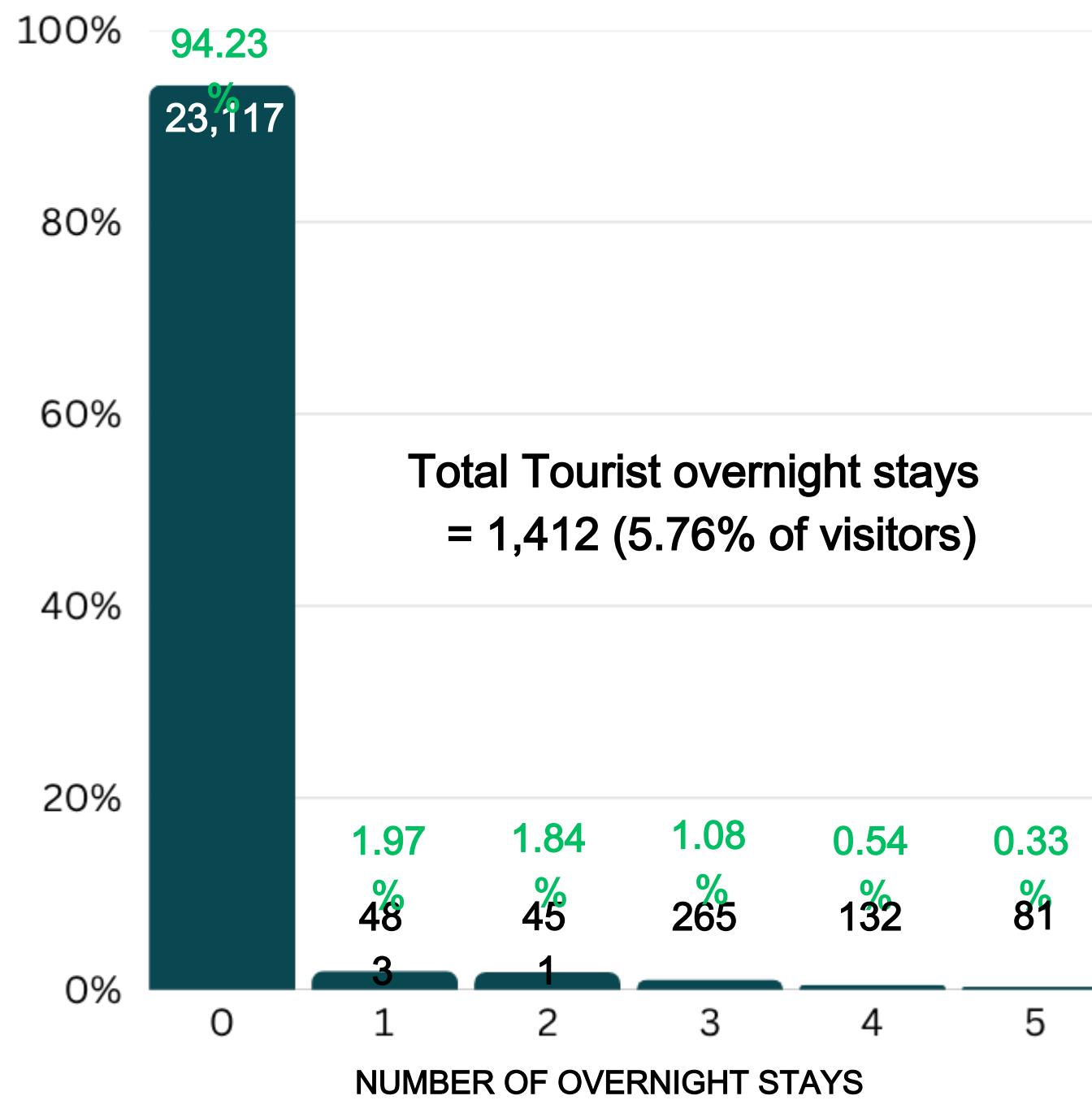
A **Tourism Event** is defined ( as per the Ontario Ministry of Tourism ) as an event that either :

- attracts 5,000+ attendees, or
- attracts a 30%+ Tourism attendance rate

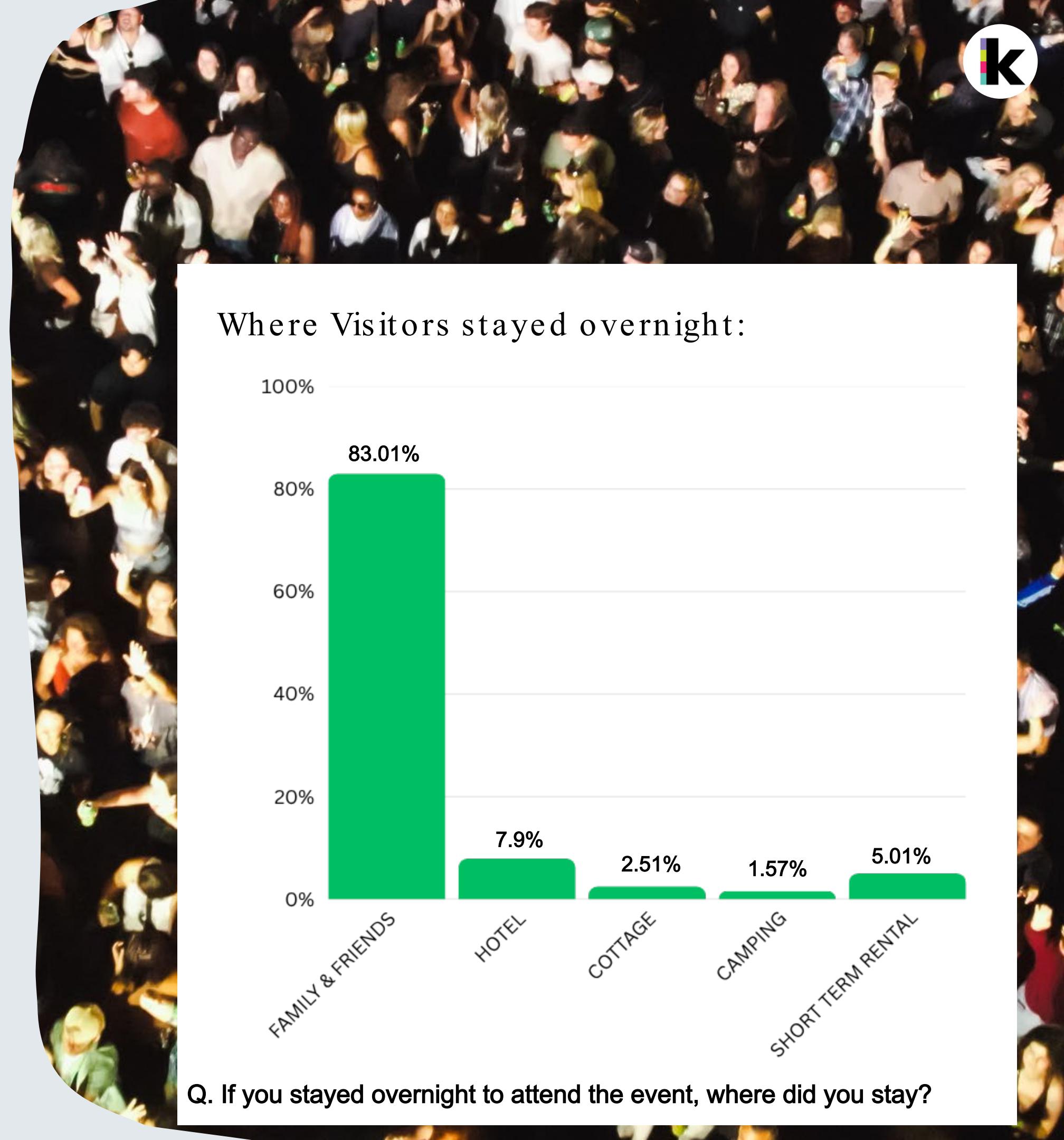


# TOURIST OVERNIGHT STAYS

Tourist Attendee (Visitor) overnight stays:

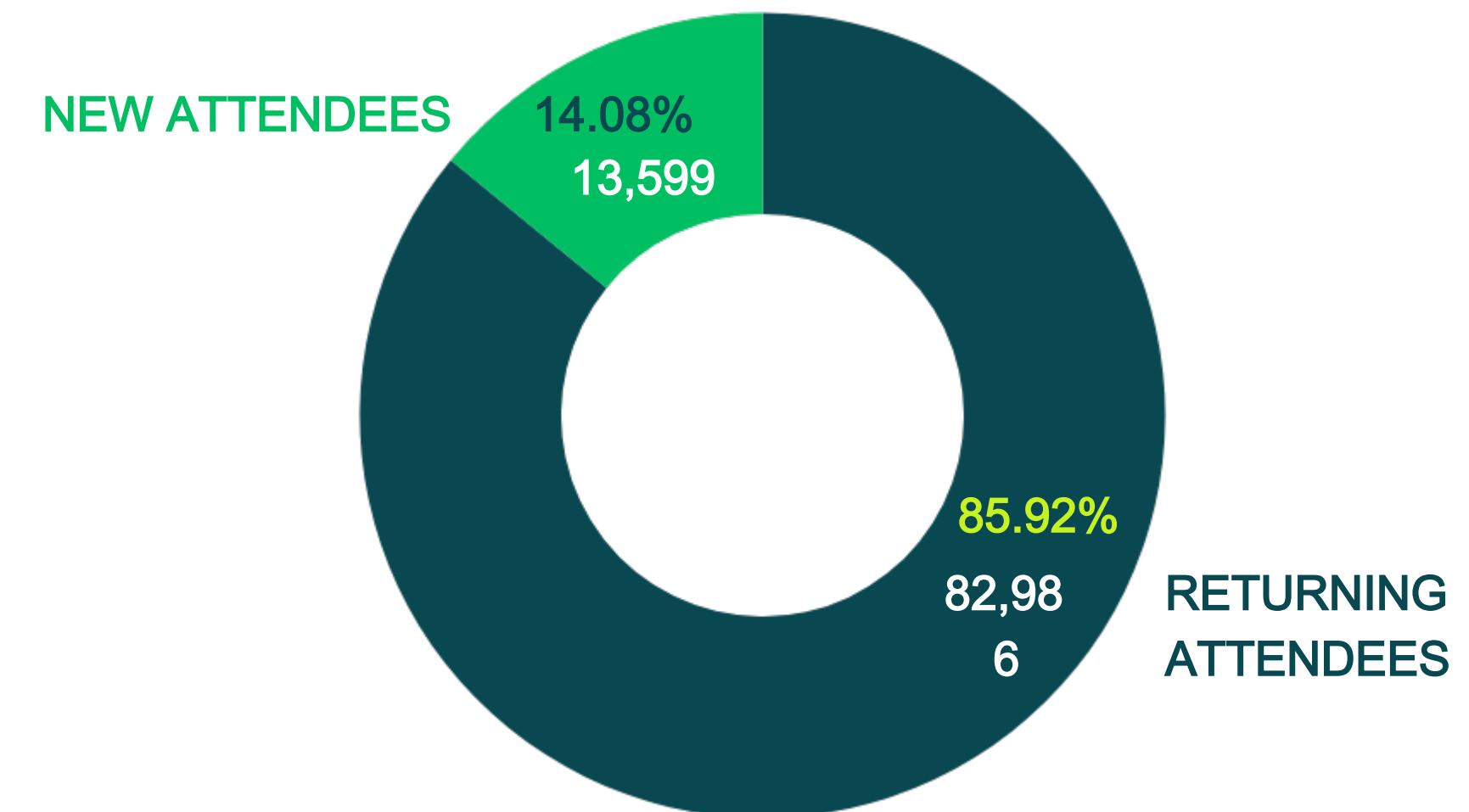


Q. How many nights did you stay overnight to attend the event?





# RETURNING VS NEW ATTENDEES



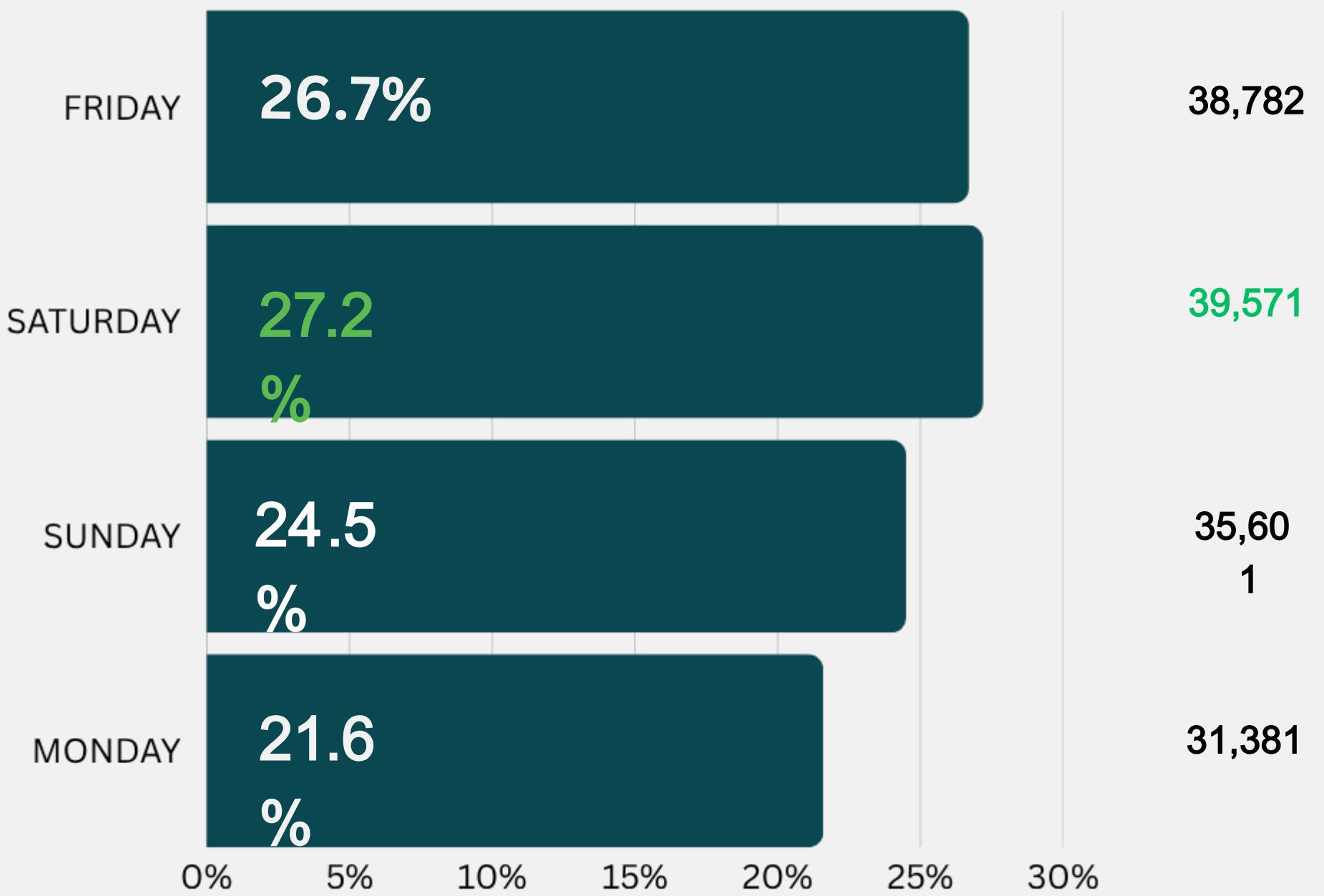
**TOTAL UNIQUE ATTENDEES IN 2025 = 96,586**

Q. Have you attended Kempenfest in previous years?

# DAILY ATTENDANCE

Of **96,586 unique attendees**, the average patron reportedly attended the event at a daily return frequency of roughly **1.5 days**, resulting in **145,355 daily visits**.

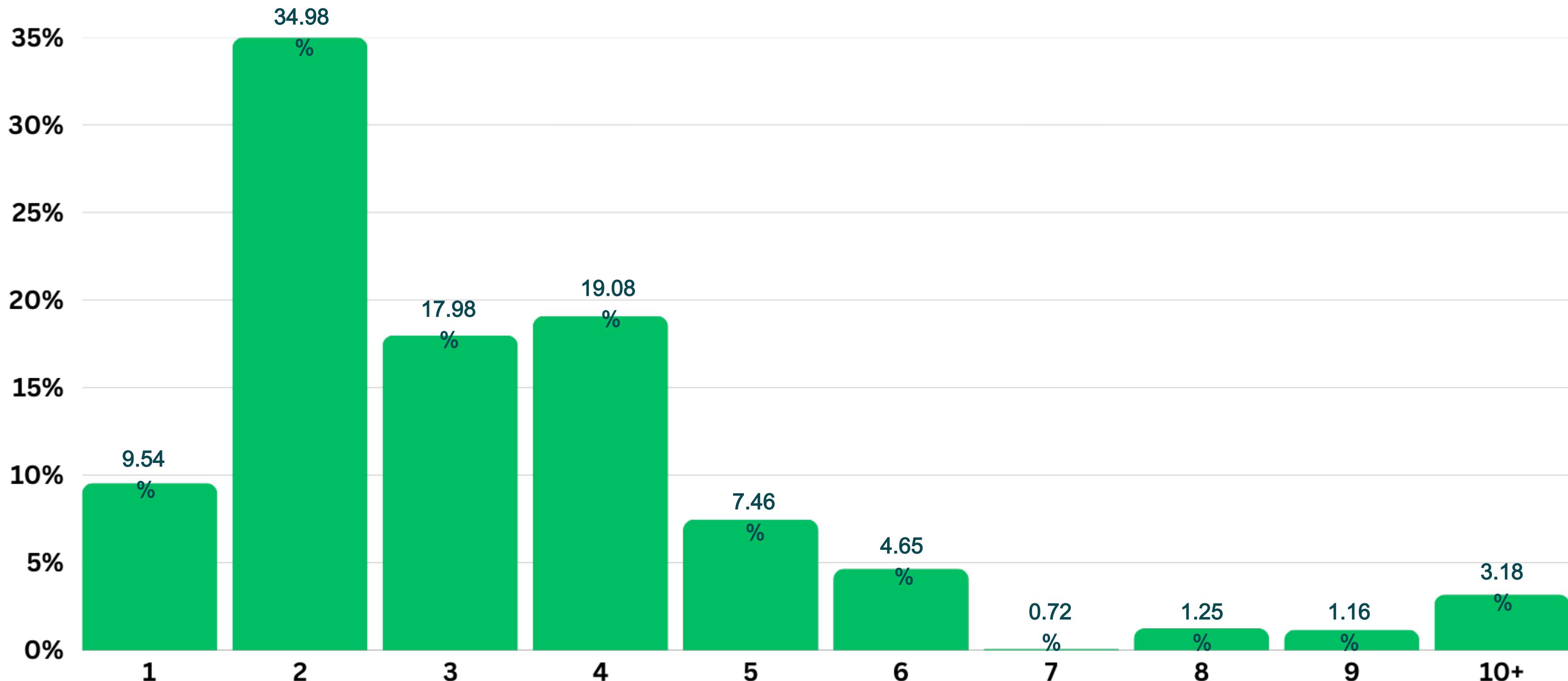
*As per Environics' Mobilescapes geofencing report.*



# PATRON GROUP SIZES



Average reported patronage in groups of:

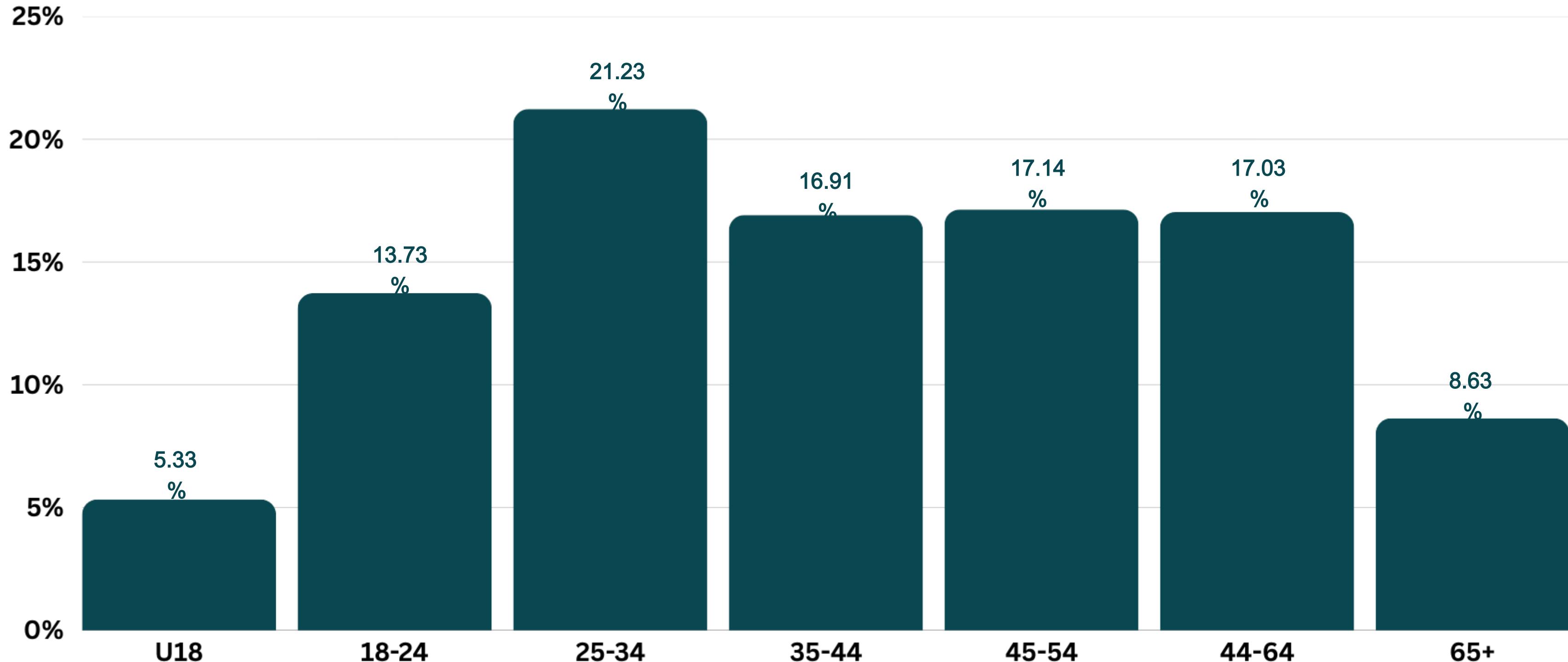


Q. How many people were in your party, while attending the event together?

# AGE GROUPS OF ATTENDEES

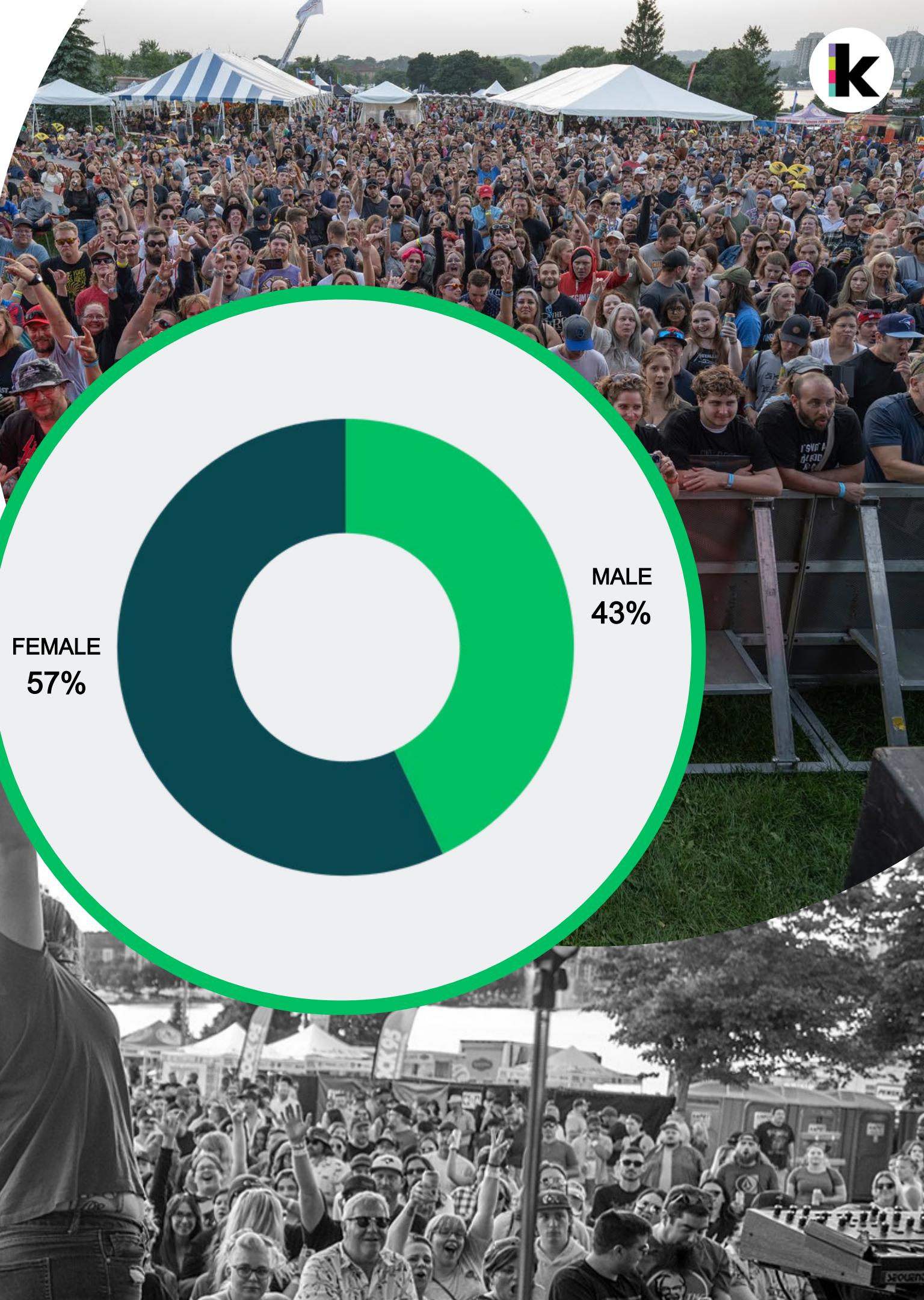
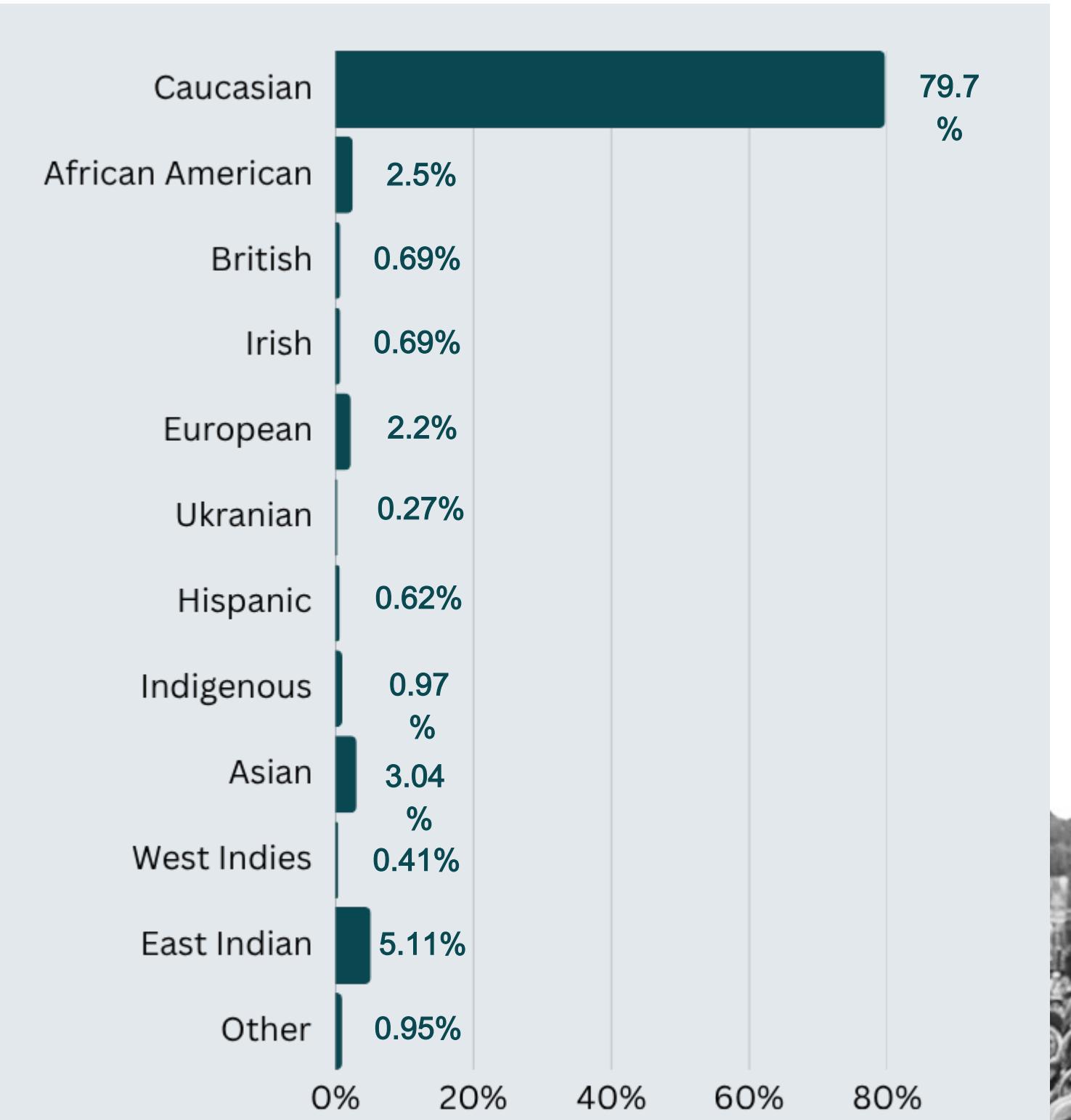


Average Age: 39



# AUDIENCE DEMOGRAPHICS

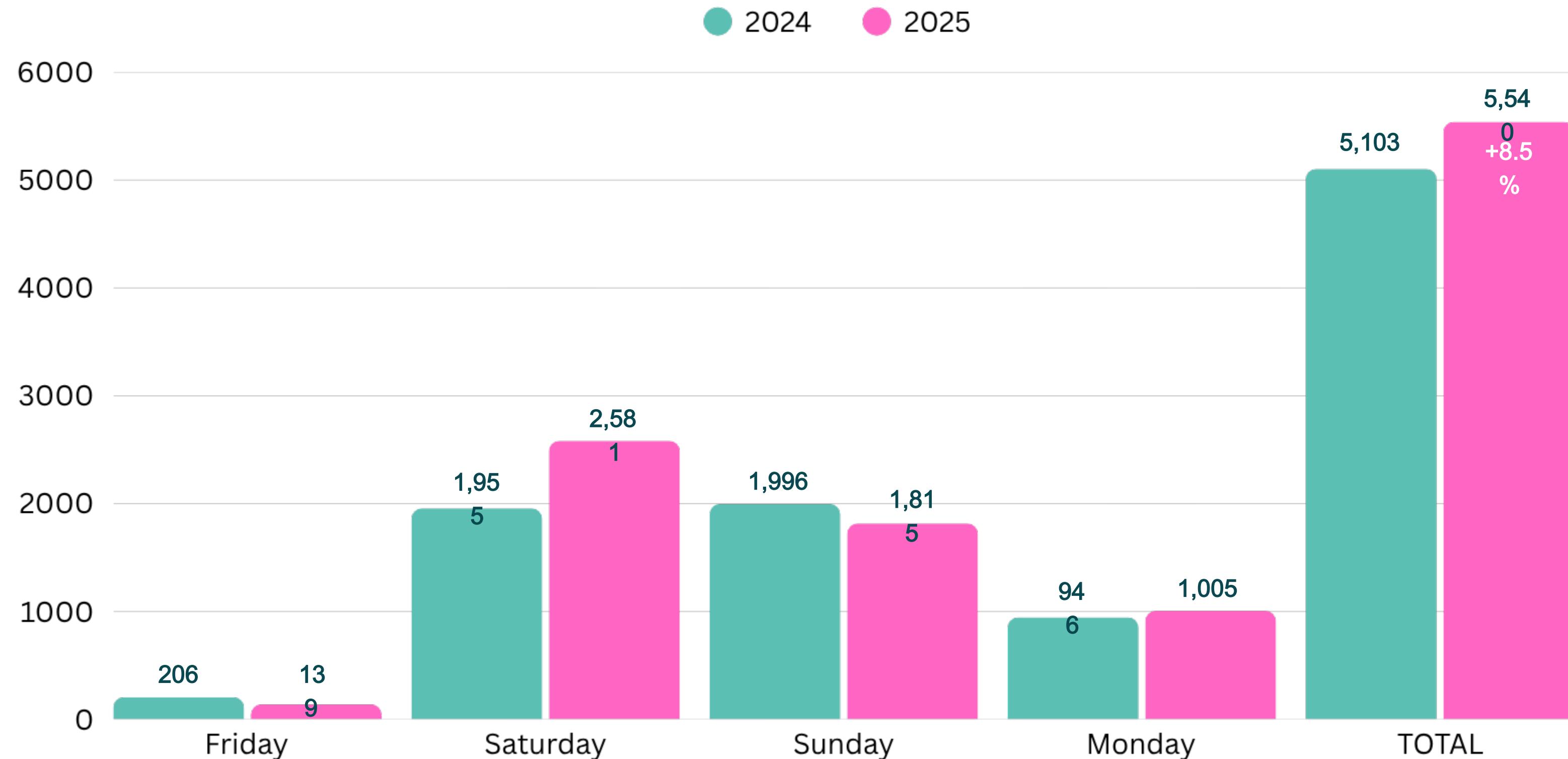
Most Popularly Reported Ethnicities



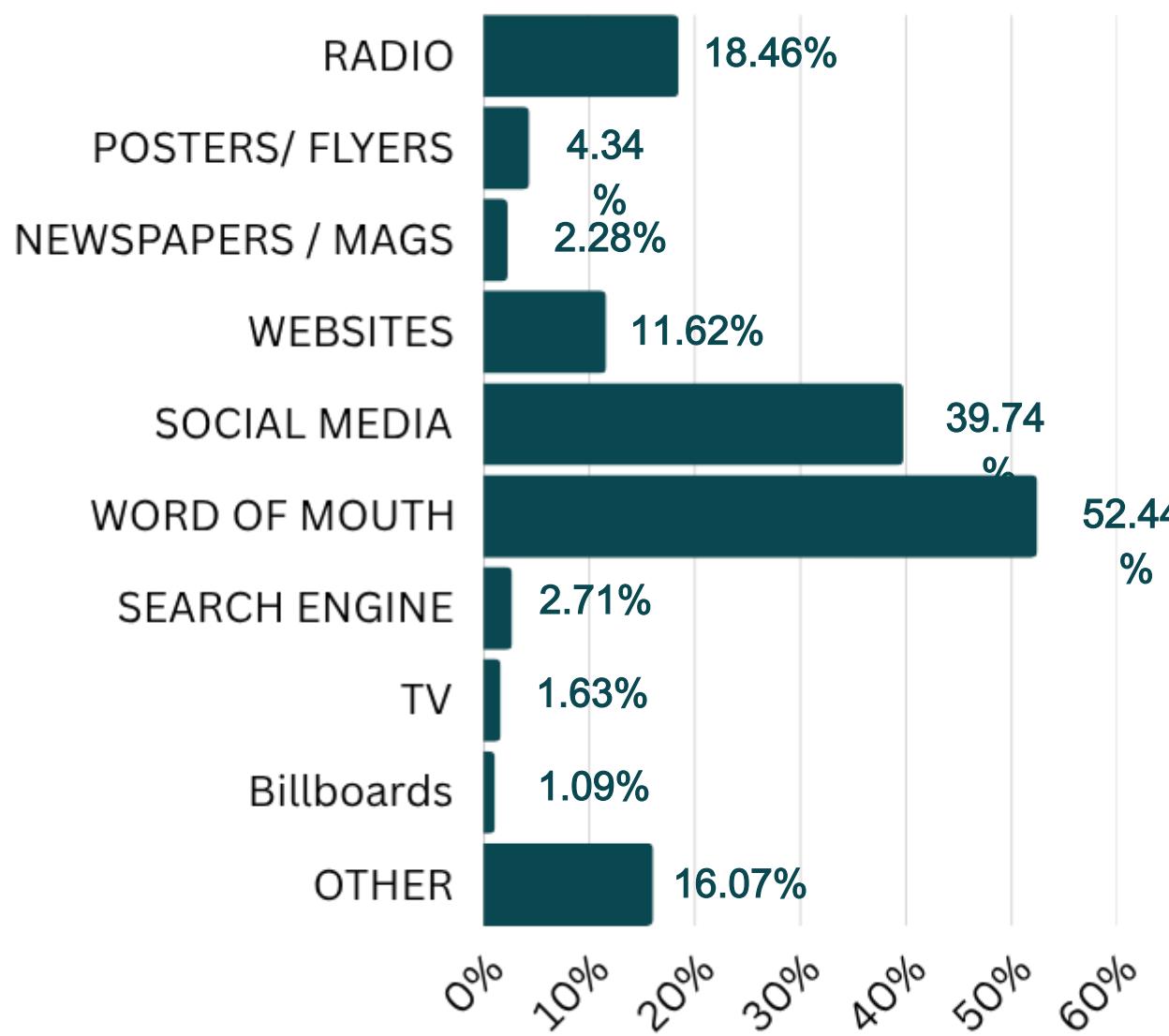
# SHUTTLE BUS RIDERSHIP



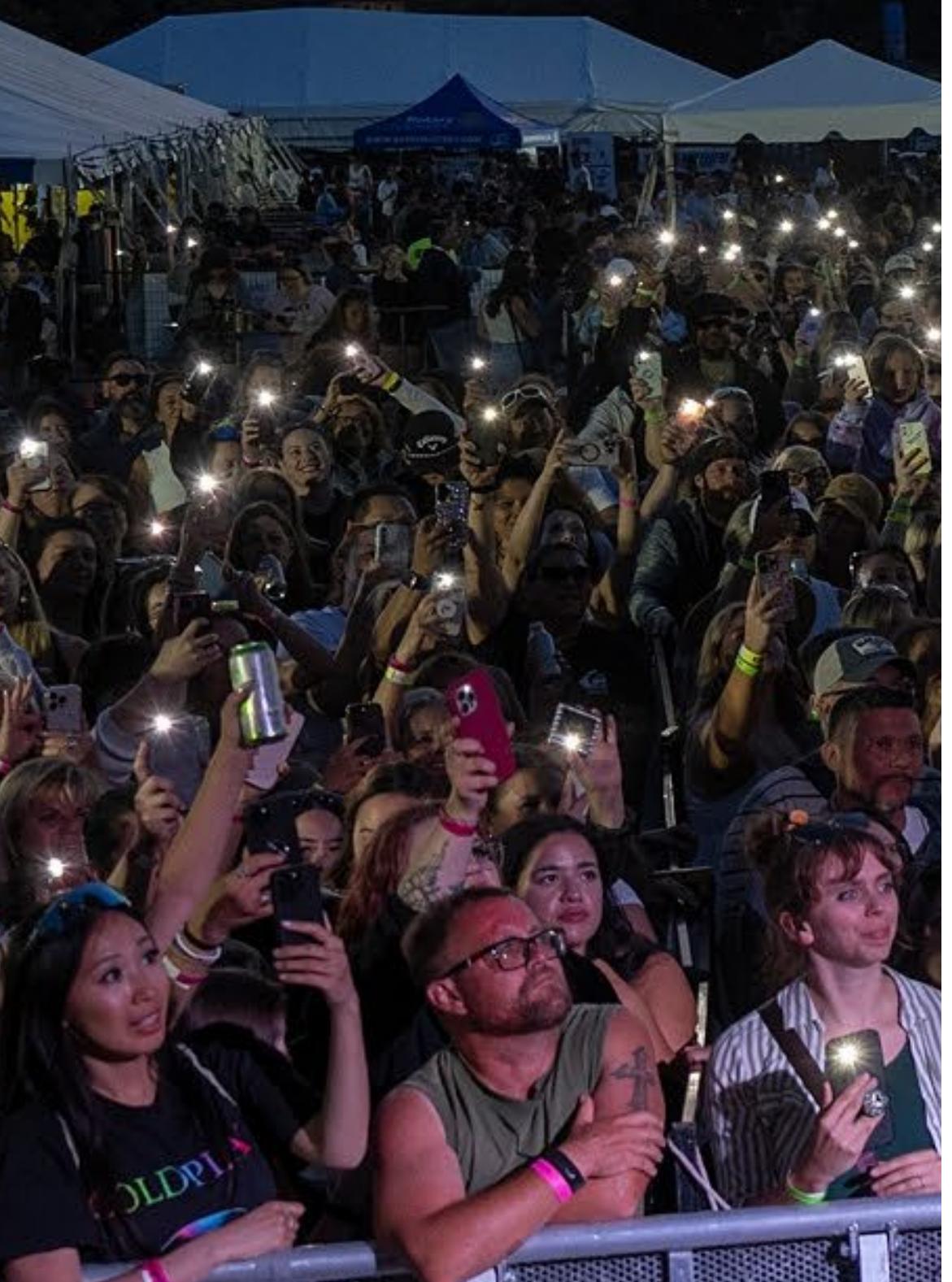
Daily Riders Per Year:



# HOW PATRONS HEARD OF THE EVENT



Q. How did you hear of the event? (Select all that apply).



# AUDIENCE SENTIMENT

Audience rating of festival experience from 1-10.

Average response =

7.8



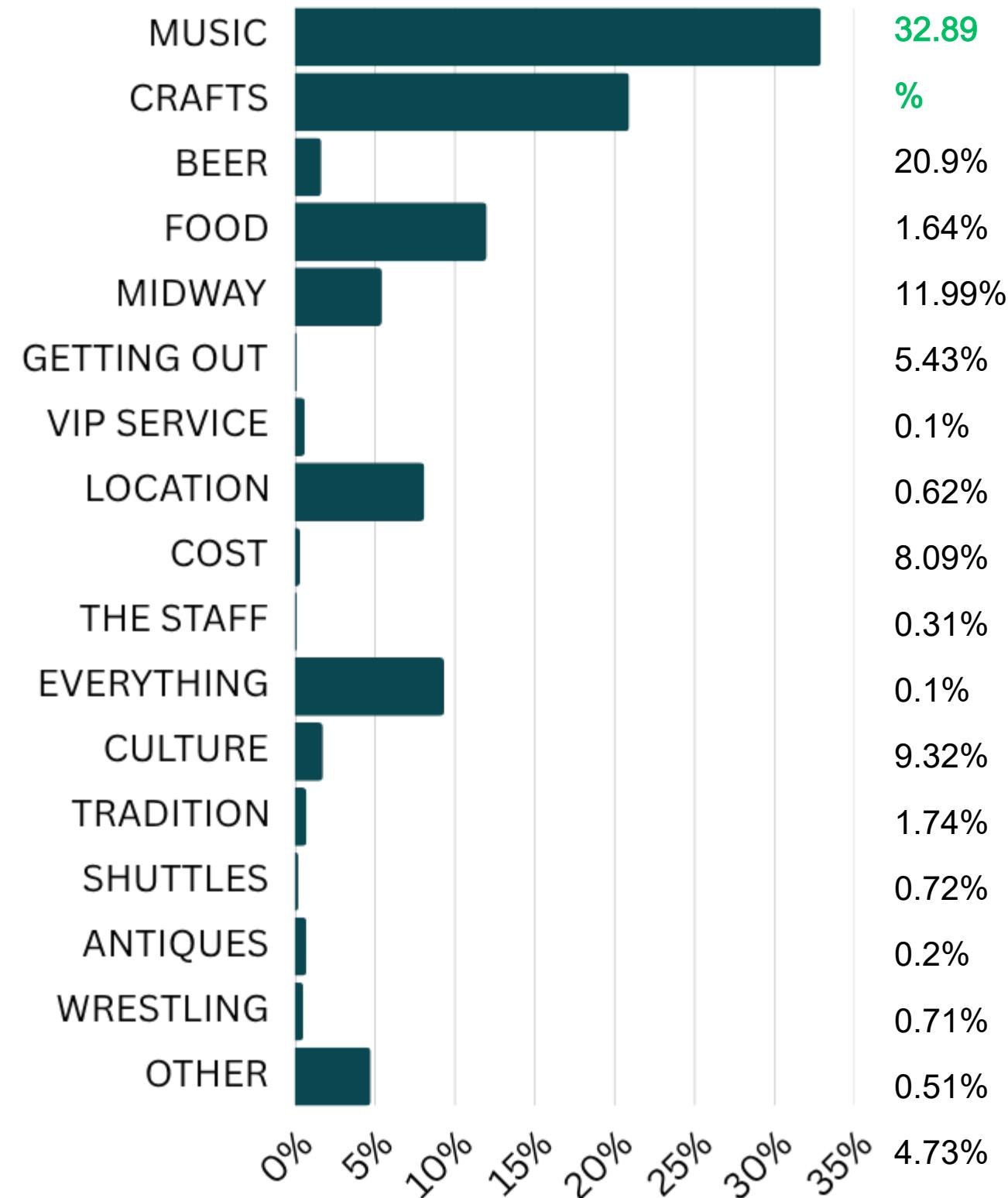
Will you attend the event again?

Respondents who said yes =

96.5%

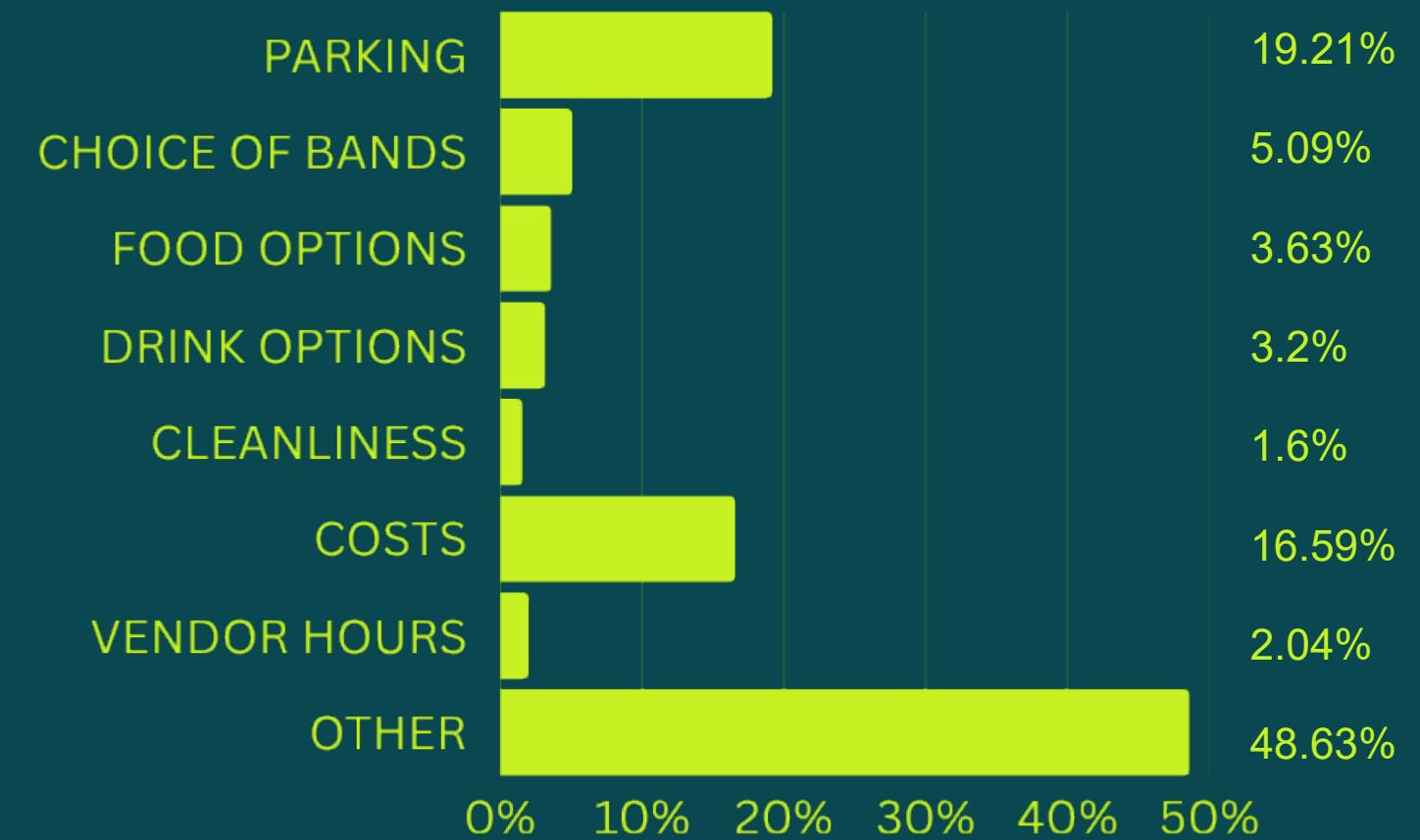
## Q: What did you like MOST about the event?

Most popular responses.



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

Most popular responses.



Detail in regards to "Other" is included in raw data report, and may be provided upon request.

# ATTENDEE REPORTED EXPENDITURES

## TOURIST ATTENDEE EXPENDITURE

Average Tourist Attendee per-head expenditure:

- At/within the event only = \$159 per -head

(beverages, food, tickets, vendors, midway, etc.)

$\times 24,533$  tourist attendees = **\$3,900,747**

- Outside the event, within City limits = \$231 per -head

(accommodations, travel, fuel, parking, shopping, supplies, restaurants, etc.)

$\times 24,533$  tourist attendees = **\$5,667,123**

COMBINED AVERAGE Tourist expenditure = \$391 per -head

$\times 24,533$  tourist attendees = **\$9,592,403**

**Tourism Induced  
Economic Impact = \$9,592,403**



# ECONOMIC IMPACT RESULTS

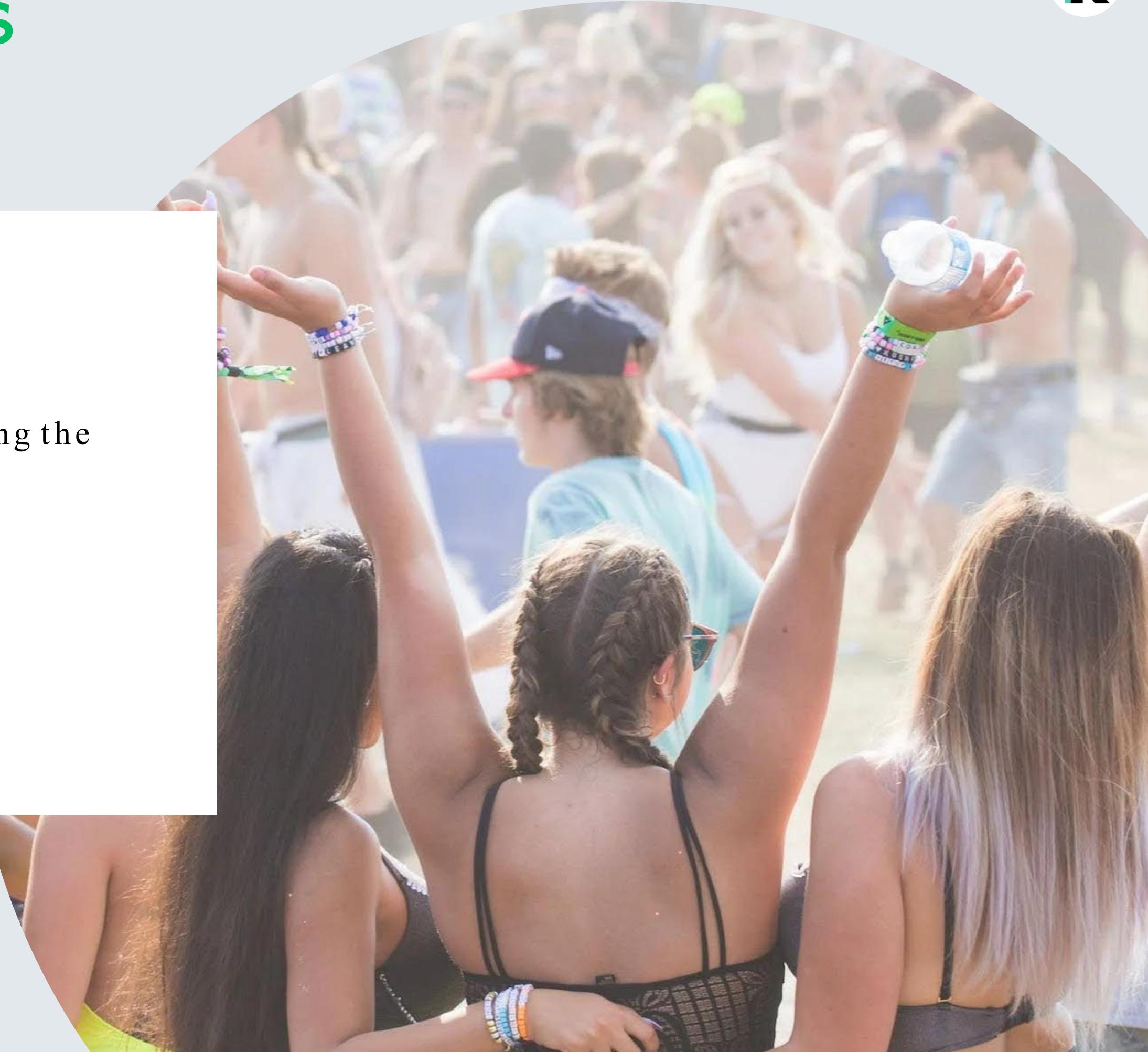
## TREIM MODEL

Please refer to separate report titled  
“Economic Impact of Kempenfest 2025”.

This Economic Impact Report was generated using the  
Ontario Ministry of Heritage, Sport, Tourism, and  
Culture Industries TREIM model.

**Tourist Attendee reported gross expenditure of  
\$9,567,870** is at the centre of the TREIM report.

Ontario



# Kempenfest Support Requests for 2026

**That the City of Barrie:**

1. Provide the same level of staff support and associated funding as Kempenfest 2025 for the 2026 Festival
2. Work with Kempenfest organizers to develop a transit plan that utilizes existing bus routes and the new transit station. In addition to the Lakeshore shuttle loop funding provided to Kempenfest in 2024 and 2025.
3. Provide \$10K in funding to support the community stage infrastructure should the newly created culture and event grant program not be available in 2026.
4. Work with Kempenfest organizers to develop a coordinated parking enforcement communications plan.



# KEMPFENFEST 2025

# AUDIENCE DATA

# REPORT