

# Tourism Barrie

## Overview of Tourism Services



# Tourism/Visitor Services Costs

|  |                       |
|--|-----------------------|
| Websites x 3 tourismbarrie.com, barriebybike.ca, winterfun.ca  | \$26,989.00           |
| Visitor Guides – Production & Distribution   | \$65,405.00           |
| Maps x 4– Roads, Parks & Trails, Waterfront Map, Attractions Map, City of Barrie shopping districts & hotels map | \$13,114.00           |
| WinterFun.ca Collaborative Marketing Campaign  | \$28,108.00           |
| Photography & Video  | \$11,595.00           |
| Tradeshows, Souvenirs, Delegate bags, Training   | \$8,930.00            |
| Advertising City of Barrie as a destination  | \$15,620.00           |
| Labour – 3 full and 1 part time and Summer Students  | \$202,810.00          |
| Administrative/Operating Expenses  | <u>\$ 60,168.00</u>   |
| <b>Total Visitor Services Expenses</b>   | <b>\$ 432,739.00</b>  |
| City of Barrie Service Grant   | <u>(\$207,300.00)</u> |
| <b>Revenue raised by Tourism Barrie to cover costs</b>   | <b>\$225,439.00</b>   |

# Revenues Raised by Tourism Barrie 2015

**\$379,753.00**

Advertising Revenues – Visitor Guides,  
Maps, Website, Sponsorships

\$182,532.00

Winter Fun Collaborative Marketing  
Campaign with 16 Partnerships

\$24,506.00

Fundraising

\$15,650.00

GRANT – Ministry of Tourism  
Culture & Sport

\$2,875.00

GRANT – Regional Tourism  
Organization 7

\$56,000.00

All funds directly to Ad agency

GRANT – Ministry of Environment &  
Climate Change  
Sustainable Tourism Project

\$98,190.00

All funds directly to Project

# Core Tourism/Visitor Services

Tourist Information Referral Service

Websites & Online Booking System

Social Media

Visitor Guides & Maps

Destination Marketing Campaigns

# Front Line Tourist Information Services

Visitor Information Office provides services in **five languages** (English, French, Portuguese, Spanish & German)

**158,603** tourism related promotional pieces distributed in 2015

Open Monday to Saturday & 7 days a week in July and August (and most Statutory holidays)

Assist approximately **6,000 walk-ins** to the Tourist Office annually

# Total Website Visits in 2015: 522,644

## Tourismbarrie.com

Visits – 454,145  
up 19%

Page views – 2,275,440  
up 80%

## Winterfun.ca

Visits – 66,585  
up 44%

Page views – 132,779  
up 21%

**NEW**

## Barriebybike.ca

New cycling website to  
target the GTTA urban  
professional to visit Barrie  
634 visits

**NEW**

## Explorelakesimcoe.ca

New website to promote  
and encourage  
sustainable green  
business practices  
1,280 visits

\* MOE funded project

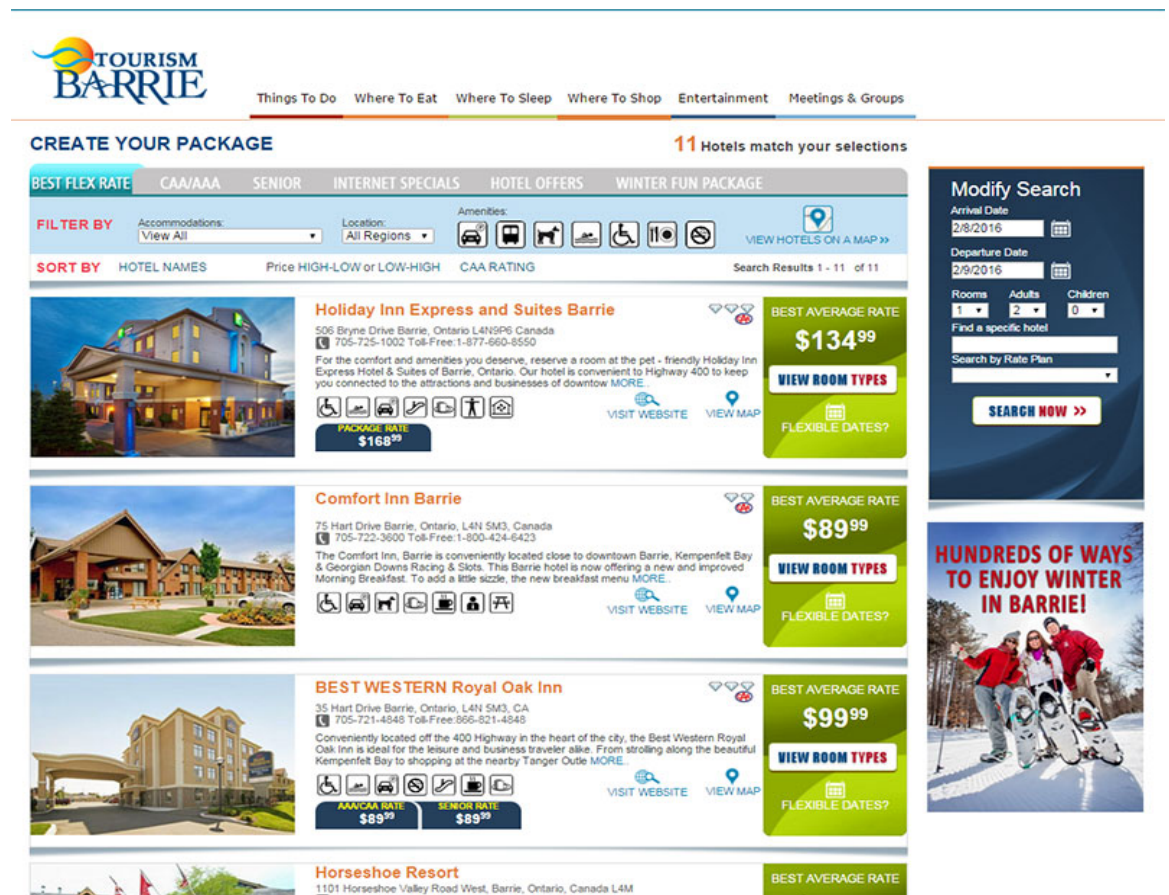
# Book Your Vacation Package Now!

Online Booking System on  
Tourismbarrie.com & Winterfun.ca

**BOOK NOW!**  
Hotels & Packages



**BOOK NOW!**  
*Hotels & Packages*



The screenshot shows the 'CREATE YOUR PACKAGE' search results page on the Tourism Barrie website. The page features a navigation bar with links for 'Things To Do', 'Where To Eat', 'Where To Sleep', 'Where To Shop', 'Entertainment', and 'Meetings & Groups'. Below the navigation bar, the search results are displayed in a grid format. The first three results are:

- Holiday Inn Express and Suites Barrie**: 506 Bryne Drive Barrie, Ontario L4N9P6 Canada. Phone: 705-725-1002. Package Rate: \$168<sup>99</sup>. Best Average Rate: \$134<sup>99</sup>.
- Comfort Inn Barrie**: 75 Hart Drive Barrie, Ontario, L4N 5M3, Canada. Phone: 705-722-3600. Best Average Rate: \$89<sup>99</sup>.
- BEST WESTERN Royal Oak Inn**: 35 Hart Drive Barrie, Ontario, L4N 5M3, CA. Phone: 705-721-4949. Best Average Rate: \$99<sup>99</sup>.

Each result includes a photo of the hotel, a brief description, and icons for various amenities. To the right of the search results is a 'Modify Search' sidebar with fields for Arrival Date (2/8/2016), Departure Date (2/9/2016), Rooms (1), Adults (2), and Children (0). A 'SEARCH NOW >>' button is located at the bottom of the sidebar. Below the sidebar is a banner for 'HUNDREDS OF WAYS TO ENJOY WINTER IN BARRIE!' featuring a photo of people on skis.



# Online Booking System

To sell travel in Ontario, a business and its staff must be licensed by the Travel Industry Council of Ontario (TICO)

## Two years of planning to bring an Online Booking System to Barrie

- ➔ Tourism Barrie staff have their TICO licenses
- ➔ Tourism Barrie can **now** close the sales funnel of 520,739 customers arriving to the websites

## In 2016:

### **Promote Stay & Play packages with authentic Barrie experiences :**

- Live Theatre, Festivals & Events, Tours
  - Summer Recreation (paddle boarding, cycling, fishing)
  - Winter Recreation (ski, tube, ice fish)
  - Meeting Rooms & Team Building
- ➔ Sports Tourism – work with community sports teams to increase sports tournaments to Barrie using the online booking system.



# Social Media – 7 Channels

## Facebook

2020 Likes

455 Posts

up 30%

Average Monthly  
Impressions

80,000

## Twitter

6074 Followers

780 Tweets

up 30%

Average Monthly  
Impressions

40,000

## Pinterest

718 Followers

1200 Pins

up 189%

Average Monthly  
Impressions

6,500

## TripAdvisor

10,135

Views

## Google Plus

817,308 Views

up 407%

## Instagram

565 Followers

272 Posts

2702 Likes

up 214%

## YouTube

5356 Views

20 Videos

35 Clips

up 238%

# Social Media & Tourism

**2,762 social media posts in 2015**

**2,180,344 impression of the Barrie brand in 2015**

- ➔ In 2015 Tourism Barrie staff created and wrote 95% of all the content and images of 2,762 social media posts on Facebook, Twitter and Instagram

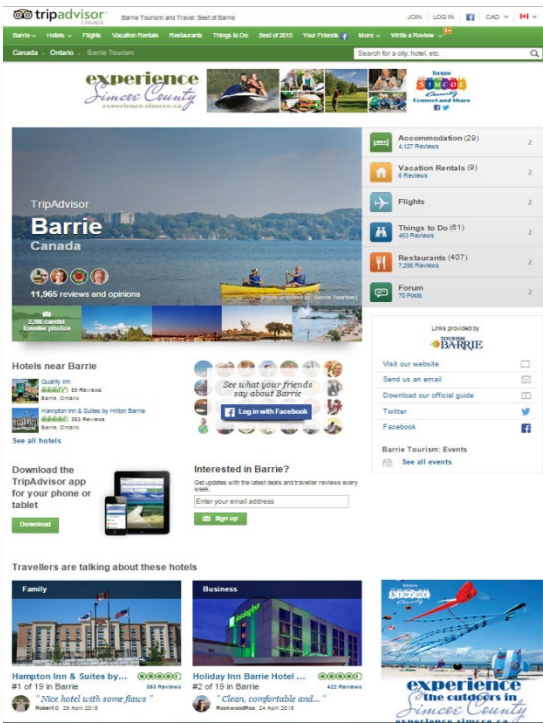
**Averaging 7 social media posts per day**

- ➔ 99% of all Social Media posts include a photo or video of Barrie and the surrounding area attractions.

All Social Media posts drive viewers back to businesses offering services and experiences on things to do, where to eat, upcoming festival & events outdoor recreational opportunities, stay & play packages, attractions and authentic experiences. Tourism Barrie promotes the City of Barrie's beaches, trails, parks, downtown, shopping districts, culture, waterfront and lifestyle

# TripAdvisor – \$12,000 Investment

In 2014, Tourism Barrie started managing both the Canadian and USA pages for Barrie



## TripAdvisor.ca – Barrie, Ontario

Total Views – 8,018

Media Impressions– 8,158

Top Views– Photo Gallery & Events

## TripAdvisor.com – Barrie, Ontario

Total Views – 2,117

Media Impressions– 2,266

Top Views– Photo Gallery & Events

# E- Newsletters & Blogs

## **Getaway to Barrie**

2 to 3 times per month  
Getaway to Barrie  
E-Newsletter promotes  
authentic experiences,  
festivals & events and  
things to do, which  
includes calls for action  
to book an overnight  
stay in Barrie hotels.

38,000 subscribers

## **Tourism Barrie Insider**

Monthly E-  
Newsletter to the  
Barrie Tourism  
Industry, which  
provides industry  
news, trends and  
updates on  
Tourism Barrie's  
activities.

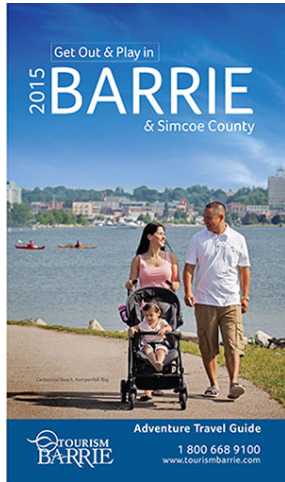
385 subscribers

## **Travel to Barrie Blog**

2 to 3 times per  
month Blog tells  
inspirational  
authentic stories  
about  
experiences  
found in Barrie  
and promotes  
the destination  
as an ideal  
getaway  
vacation.

# Print Promotional Pieces

Produced by Tourism Barrie



75,000 Spring/Summer & 30,000 Fall/Winter guides: distributed through all Barrie accommodations, 100 Ontario Travel Centres, Ontario Chamber of Commerce, 8 trade shows, delegate bags & more

10,000 Barrie Waterfront Tear Maps distributed by Barrie Hotels, City Hall, Barrie's Ontario Travel Centre (OTC), Service Ontario & more

30,000 Roads, Park and Trails Maps distributed by City Hall, Barrie's OTC, Welcome Wagon, hotels, TD banks & more



# Videos & Photography

Tourism Barrie filmed 6 new videos

- ▶ 4 winter videos
- ▶ 2 summer videos

And, created 1 four minute video for tradeshow and 32 fifteen second action video clips

**All videos can be seen on Tourism Barrie's YouTube Channel**

8 Photo Shoots for Social Media & Visitor Guides adding over 1000 new photos to our photo library and galleries

All photos on social media and promotional materials are of Barrie and the attractions outside of Barrie and are taken by Tourism Barrie's official photographer, Nat Caron



# Winter Fun in Barrie & Area 2014-2015

Total Marketing Campaign \$75,000.00

HEAD TO BARRIE FOR SNOW!

HARDWOOD MOUNTAIN RESORT  
HORSESHOE SKIING RESORT  
Barrie

CLICK TO SAVE ▶

Bruce Grey Simcoe  
ALBERTA OF ONTARIO

www.winterfun.ca

STAY & Play  
in BARRIE  
SKI

Bruce Grey Simcoe  
ALBERTA OF ONTARIO

MOUNT ST. LOUIS MOONSTONE  
HORSESHOE SKIING RESORT

www.winterfun.ca

ESCAPE TO BARRIE  
GO SKIING!

PACKAGE DEALS ▶

HARDWOOD MOUNTAIN RESORT  
HORSESHOE SKIING RESORT  
Barrie

Bruce Grey Simcoe  
ALBERTA OF ONTARIO

www.winterfun.ca

NO EXPERIENCE,  
NO EQUIPMENT...  
GO TUBING! in BARRIE

PACKAGE DEALS ▶

HARDWOOD MOUNTAIN RESORT  
HORSESHOE SKIING RESORT  
Barrie

Bruce Grey Simcoe  
ALBERTA OF ONTARIO

www.winterfun.ca

HEAD TO BARRIE FOR SNOW!

HARDWOOD MOUNTAIN RESORT  
HORSESHOE SKIING RESORT  
Barrie

CLICK TO SAVE ▶

Bruce Grey Simcoe  
ALBERTA OF ONTARIO

www.winterfun.ca

LEARN TO SKI,  
TAKE A LESSON  
in BARRIE

HARDWOOD MOUNTAIN RESORT  
HORSESHOE SKIING RESORT  
Barrie

PACKAGE DEALS ▶

Bruce Grey Simcoe  
ALBERTA OF ONTARIO

www.winterfun.ca

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PACKAGE DEALS ▶

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HORSESHOE SKIING RESORT  
Barrie

Bruce Grey Simcoe  
ALBERTA OF ONTARIO

www.winterfun.ca



# Winter Fun Program 2014-2015:

December to March Digital Marketing Campaign to the GTA & Southwestern Ontario:

- ➔ Produced over 8 million Online Impressions
- ➔ Promoted Barrie's Outdoor Winter Sports and Lifestyle
- ➔ Promoted Stay & Play Getaway Vacations to Barrie hotels

## 16 Collaborative Partners:

11 Barrie Hotels  
Horseshoe Resort  
Snow Valley Ski Resort

Hardwood Ski and Bike  
Mount St. Louis Moonstone  
City of Barrie's Dept. of Culture



# Explore Lake Simcoe



Tourism Barrie was awarded a one year \$98,000 grant from the Ministry of the Environment & Climate Change to conduct a pilot project for a sustainable tourism strategy. Phase 1 ends April 2016.

Renewal of an additional \$98,000.00 for Phase 2 ending April 2017

- Project is to assist tourism businesses in greening their business practices
- Promote and connect with businesses to work towards sustainable practices; encourage visitors to support green practices
- Tourism Barrie's vision is to become Ontario's first sustainable tourism destination and ensuring the watershed remains healthy and thriving for generations to come.

Outreach to 340 Businesses – 60% are Barrie Businesses

Working One on One with 50 businesses to incorporate long term sustainable green practices to their business plan

# Working with Barrie Businesses

Tourism Barrie works and collaborates  
with 230 Businesses:

- ➔ 73% of partners are Barrie businesses
- ➔ 26% of partners are regional major attractions

*Which contributed \$222,688.00 in advertisement, fundraising and sponsorship revenues in 2015.*

- ✓ Product Development & building the “*Authentic Barrie Experience*”
- ✓ Assist businesses one on one with their marketing and social media strategies
- ✓ Directly drive traffic to businesses in the tourism industry
- ✓ Winter Fun & Barrie by Bike campaigns promote and grow leisure travel, weekend getaways and showcases the City of Barrie’s lifestyle and outdoor recreation.

# Representing Barrie in Tourism

## **Tourism Association of Ontario (TIAO)**

Member

Sub Committee – Destination Marketing Organization

Represented Barrie at Annual Conference– October

Representing Barrie and part of a delegation for Tourism Day in Queens Park on November 3, 2014 and on February 23, 2015

## **Destination Marketing Association of Canada**

Member

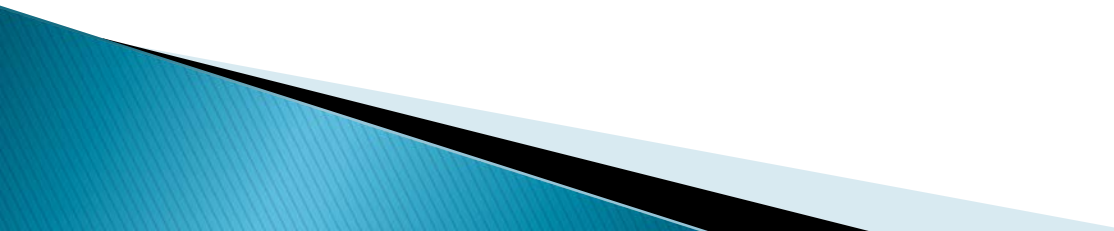
Represented Barrie at the Bi–Annual Conference – Ottawa

## **Tourism Association of Canada (TIAC)**

Represented Barrie at Annual Conference – Ottawa

## **Regional Tourism Organization #7**

Member of Marketing Advisory Committee



# Barrie's Tourism Industry 2015

352,857 people stayed in a  
Barrie commercial accommodation

Hotel Occupancy 67.5%

Economic Impact to the City of Barrie  
from the commercial hotel industry  
was \$48,095,465.00

60% Corporate Market

40% Leisure Market

# New Plans for 2016 –2017

- ➔ Tourism APP for Barrie
- ➔ Electronic Tourism Kiosks
- ➔ New Barrie by Bike Marketing Campaign, with a focus on cycling, will have a similar strategy as the collaborative Winter Fun in Barrie campaign
  - Focus on the GO Train travel to Barrie from the GTA
- ➔ Lake Simcoe Sustainable Tourism for Climate Change ‘Explore Lake Simcoe’ Year 2

# Thank You!

Tourism Barrie would be pleased to provide you with any further information that will be of assistance.