



# 2024 Impact Report





The Barrie Airshow returned for an exciting weekend over June 15 and 16, 2024. The weekend kicked off on Friday, June 14 with a free concert at Meridian Place and a drone show over Kempenfelt Bay. The weekend brought over 100,000 visits to Barrie's downtown and waterfront, inspiring an appreciation for aviation.

In partnership with the Canadian Forces Base Borden, the County of Simcoe / Lake Simcoe Regional Airport, and the Downtown Barrie BIA, the 2024 Barrie Airshow, presented by Pratt Homes, was part of a series of celebrations marking the 100th anniversary of the Royal Canadian Air Force.



## 2024 Barrie Airshow at a Glance



19°C Saturday, June 15



24°C Sunday, June 16

Nearly **140K** residents & tourists attended over the weekend

*Spectator count reflects numbers within geofenced area only. Calculated using Environics Analytics Mobilescapes methodology and BP Insights via Tourism Barrie.*

## Sponsorship Snapshot

2024 Presenting Sponsor:



WELCOME TO THE FAMILY  
SINCE • 1890

The 2024 Barrie Airshow fundraising goal was \$70K. Due to the generous support of community partners, a total of \$109,540.00 in cash sponsorship alone was raised along with in-kind contributions from 14 community and event partners.

Presenting sponsor Pratt Homes also generously sponsored the Friday night Drone Show along with Boots & Hearts Barn Burner Charity Hockey Game.



# Performers

CF Snowbirds



CF-18 Demo Team



CAF SkyHawks



CC-138 Twin Otter



Northern Stars  
Aeroeam



Mike Tryggvason



Edenvale Classic  
Aircraft Foundation



Stamper Aviation



Canadian Harvard  
Aircraft Assoc.



CH-147 Chinook



CH-146 Griffon



## Ground Displays & Programming

Friday night Drone  
Show



Free concert feat. Daniel  
Romano's Outfit



CFB Borden  
Ground Displays



CFB Borden  
Jifry Jeep Demo



Free screening of  
Memphis Belle



Meet & Greet with  
Airshow performers



Food & drink  
vendors



CF-18 Cockpit  
Experience



# PLUS...

- Open Air Dunlop presented by the Downtown Barrie BIA
- Free concert feat. Daniel Romano's Outfit at Meridian Place
- + more!



## Marketing Impact

### Digital Media May 1 - July 8

- **Barrie.ca/Airshow pageviews: 246,627** A 187% increase from 2023

### News Media March 15 - June 30

- 116 mentions
- 224M potential news reach
- Top 5 publications by reach
  - CTV News 207M
  - National Post 4.3M
  - BarrieToday 3.8M
  - OrilliaMatters.com 2.5M
  - World News 1.7M
- Approx. AVE\*: \$2.07M
- Keywords mentioned alongside "Barrie Airshow"
  - "Military heritage celebrations"
  - "100th anniversary"
  - "Canadian Harvard Aircraft Association"
  - "Family"

\*AVE = Advertising Value Equivalency

Reach x .025 (Estimated percentage of the publication's unique visitors who would have actually read the article)  
 x .37 (industry standard dollar amount per article)

Data based on Meltwater report. Meltwater is a global company offering comprehensive media monitoring and analysis across online news, social media, print, broadcast, and podcasts.

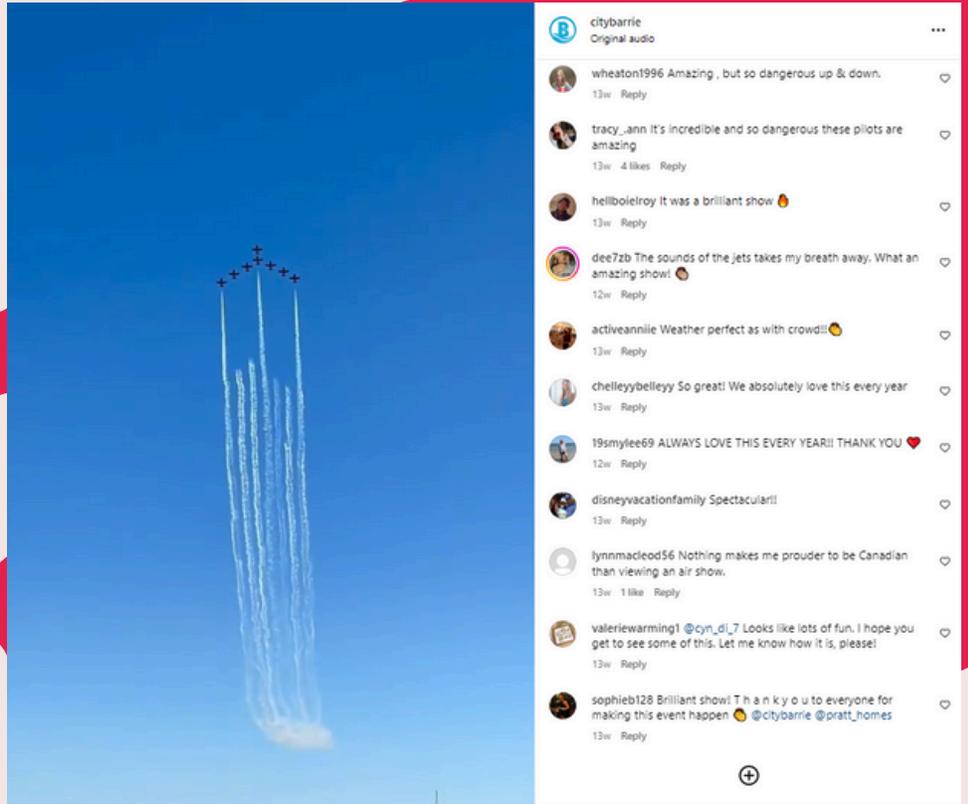
## Social Media

May 1 – June 30

Statistics include  
City of Barrie Twitter,  
Instagram and  
Facebook accounts.

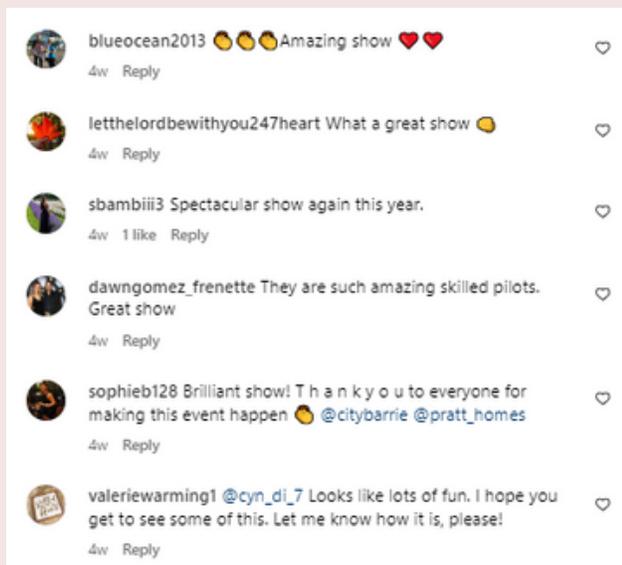
- Impressions:  
**704,974**
- Engagements:  
**58,279**
- Engagement rate:  
**8.2%**

A 104% increase of  
impressions from 2023

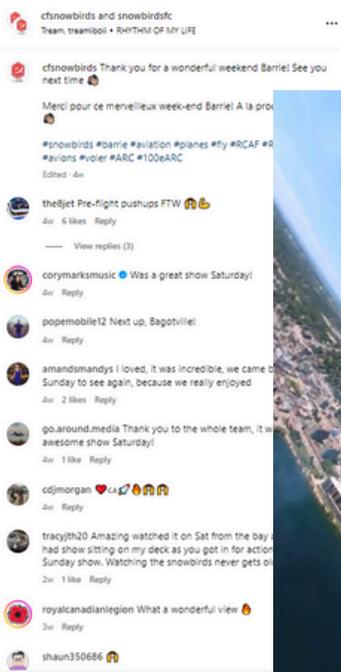


## What people were saying online...

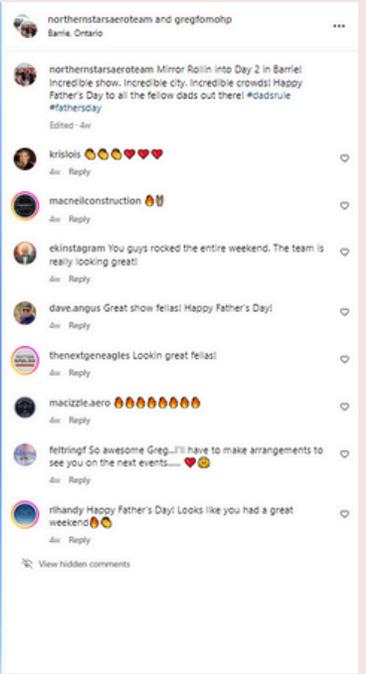
@cityofbarrie



@cfsnowbirds



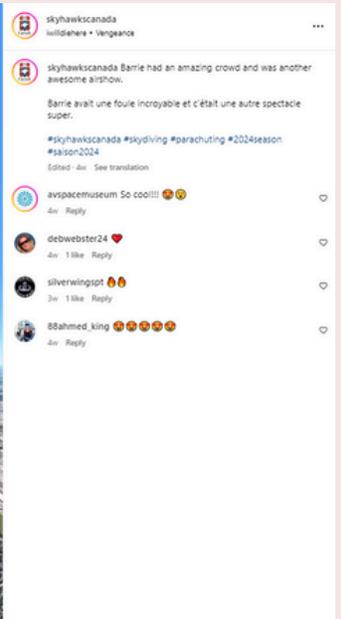
@northernstarsaeroteam



@the8jet



@skyhawkscanada





The City of Barrie partnered with the Canadian Forces Base Borden, the County of Simcoe / Lake Simcoe Regional Airport, and the Downtown Barrie BIA to bring the 2024 Barrie Airshow, presented by Pratt Homes to the downtown and waterfront.

The event was also supported by other City departments and community partners such as Barrie Transit and Tourism Barrie. Here is a partial summary of partner impacts.

## Partner Impacts



### Barrie Transit

Total Barrie Airshow Shuttle Boards per day:

**Saturday: 997**  
(69.4 northbound per hour / 27 southbound per hour)

**Sunday: 756**  
(61.5 northbound per hour / 32 southbound per hour)



### Downtown Barrie BIA

May 27 - July 15

#### Digital Media

- Pageviews: **4,042**

#### Social Media

- Reach: **51,824**
- Engagements: **4,175**



### Tourism Barrie

May - June 15

- Google Search Ad Campaigns  
**11,348** impressions
- Social Media Ad Campaign  
**415,600** impressions + **7,985** clicks
- Postmedia Digital Ads & Article  
**186,000** impressions + **9,454** clicks
- Metrolinx (GO Transit) Digital Ads & E-Newsletters  
**32.45%** CTR + **1,246** pageviews + **10K** impressions
- Promotion to Barrie Soccer Club Festival  
Targeted, geofenced digital ads



## Economic Impact

Tourism Barrie utilized Environics Analytics Mobilescapes data technology to determine the number of unique attendees, both tourists and residents, at the 2024 Barrie Airshow.

A total of 139,759 unique visitors enjoyed the 2024 Barrie Airshow. 74,996 were from within a 40km radius. 64,763 were from outside a 40km radius, designating them as a tourist.

Tourism Barrie input this data into Destinations International's Event Impact Calculator to ascertain the economic impact. Destinations International's Event Impact Calculator is the leading economic impact calculator software in North America, utilized by over 350 destination organizations. Because of its extensive use and adoption, it provides industry-wide standards and credible data analysis for events.

### 2024 Barrie Airshow

**Direct Economic Impact..... \$6,807,278**

**Total Economic Impact..... \$11,345,445**

**Direct Economic Impact** is the sum of visitors' impact on an event

**Total Economic Impact** is the sum including indirect, B2B supply chain, and induced income spend in the local economy. This provides a complete view of an event's impact as dollars flow through the economy.



**A special thank you to our  
emergency services partners**





**And to everyone who  
contributed to making this  
year's event a success...**

**Thank you!**

