



BARRIE
AIRSHOW

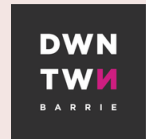
2025 Impact Report





The Barrie Airshow returned for an exciting weekend over June 7 and 8, 2025. The weekend kicked off on Friday, June 6 at Meridian Place with a meet-and-greet with pilots and performers, a free drone show over Kempenfelt Bay, and a free screening of *Top Gun*. The weekend brought tens of thousands of visits to Barrie's downtown and waterfront, inspiring an appreciation for aviation and all the partners and organizations who worked together to make the event happen.

A City of Barrie event, the Barrie Airshow is supported by the Canadian Forces Base Borden, the County of Simcoe, Lake Simcoe Regional Airport, and the Downtown Barrie BIA.





2025 Barrie Airshow at a Glance



22°C **Saturday, June 7**



23°C **Sunday, June 8**

90,581
residents
& tourists

=

160,669
total visits over
the weekend

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

The International Council of Air Shows uses the following framework when categorizing airshows based on attendance numbers:

-  **Small:** under 15,000 spectators
-  **Medium:** 15,000 – 35,000 spectators
-  **Large:** over 35,000 spectators

Sponsorship Snapshot

2025 Presenting Sponsor:

Pratt Homes

WELCOME TO THE FAMILY
SINCE • 1890

Due to the generous support of our business community, the 2025 Barrie Airshow fundraised a total of \$118,000.00 in cash sponsorship alone. The event was also supported by in-kind contributions from 19 community and event partners.

Presenting sponsor Pratt Homes also generously sponsored the Friday night Drone Show along with Commissionaires celebrating their Centennial year.

The 2025 Barrie Airshow was also funded in part by the Government of Ontario.



investbarrie

Performers

Northern Stars
Aeroeam



CF-18 Tactical
Demo Team



Sam & Mike
Tryggvason
Wingwalking Demo



CAF SkyHawks



CH-146 Griffon



T-33 Red Knight



Canadian Harvard
Aircraft Assoc.



Edenvale Classic
Aircraft Foundation



Trevor Rafferty



Ground Displays & Programming

Friday night Drone
Show



CFB Borden Kiddie
Commando Course



CFB Borden
Ground Displays



CFB Borden
Jiffy Jeep Demo



Free screening of
Top Gun



Image courtesy of Downtown Barrie BIA

Meet & Greet with
Airshow performers



Food & drink
vendors



Image courtesy of Downtown Barrie BIA

Muskoka Extreme
Water Show



PLUS...

- Open Air Dunlop presented by the Downtown Barrie BIA
- A special one-of-a-kind multi-ship aerial photograph coordinated by performers specifically for the 2025 Barrie Airshow (See cover photo)

Image courtesy of Downtown Barrie BIA



Digital Marketing Impact

Digital Media Jan 28 – June 28

- Barrie.ca/Airshow pageviews: **187,578**

News Media Jan 1 – June 14

- 192 mentions
- 142M potential news reach
- Top 5 publications by reach
 - CTV News **127M**
 - BarrieToday **6M**
 - OrilliaMatters.com **3.9M**
 - ToDoCanada **582K**
- Approx. AVE*: \$1.76M
- Keywords mentioned alongside "Barrie Airshow"
 - "Weekend"
 - "Summer"
 - "Drone Show"
 - "Canadian Harvard Aircraft Association"

*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.

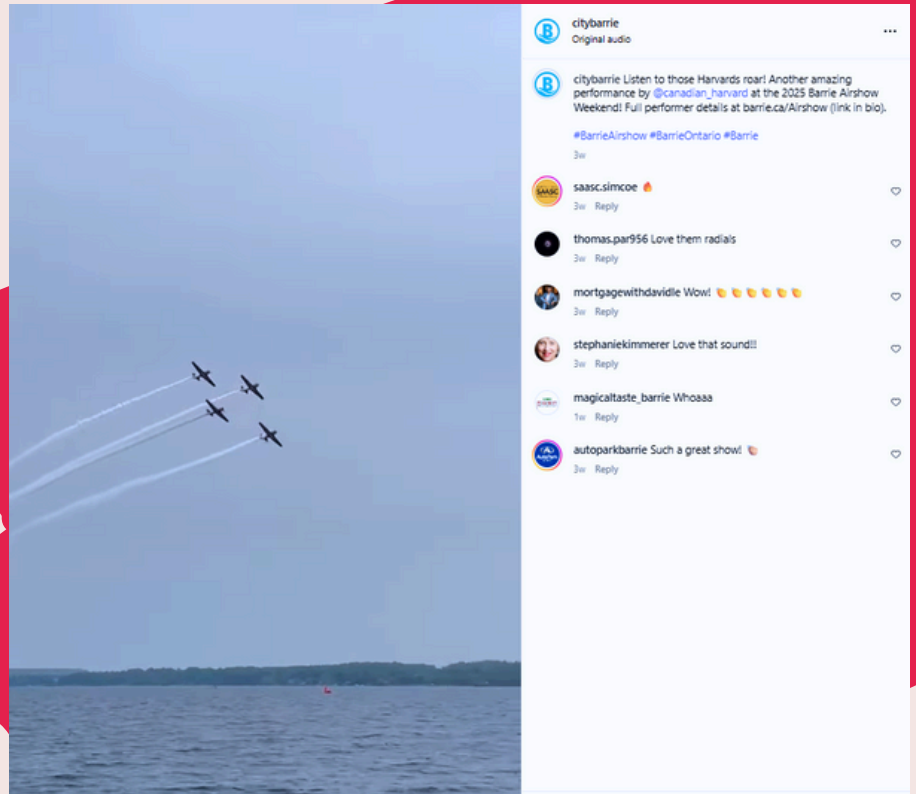
Social Media

January 28 – June 15

Statistics include
City of Barrie's X, Instagram
and Facebook accounts.

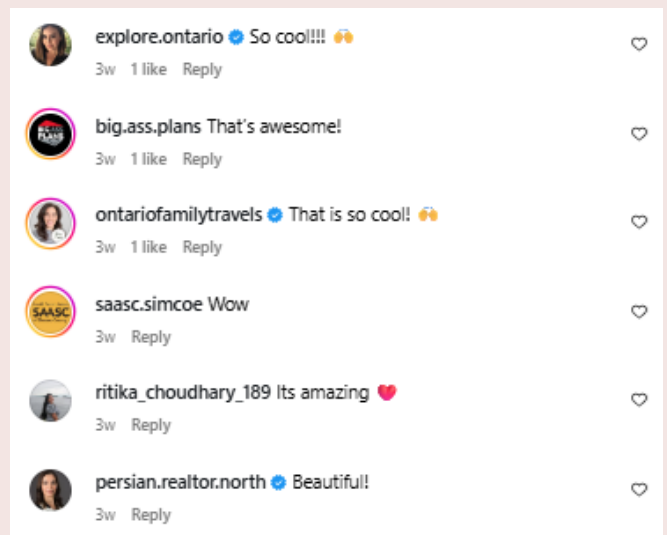
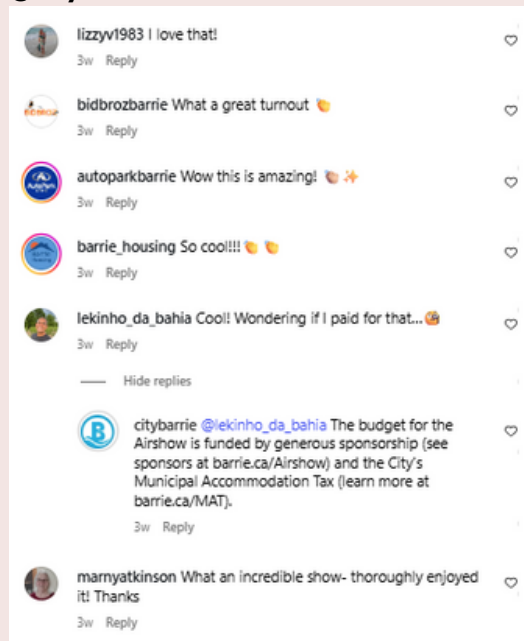
- Impressions:
1,475,817
- Engagements:
58,382
- Engagement rate:
4%

A 109% increase of
impressions from 2024!

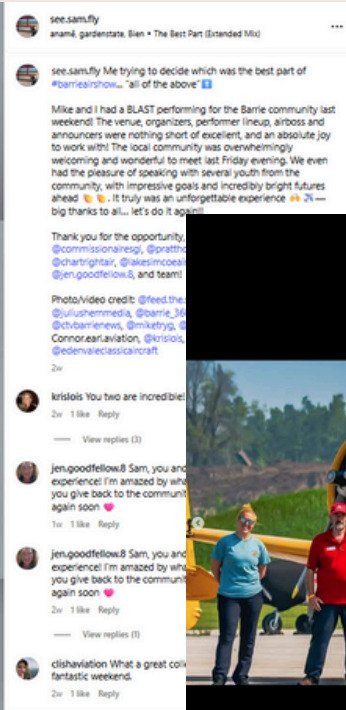
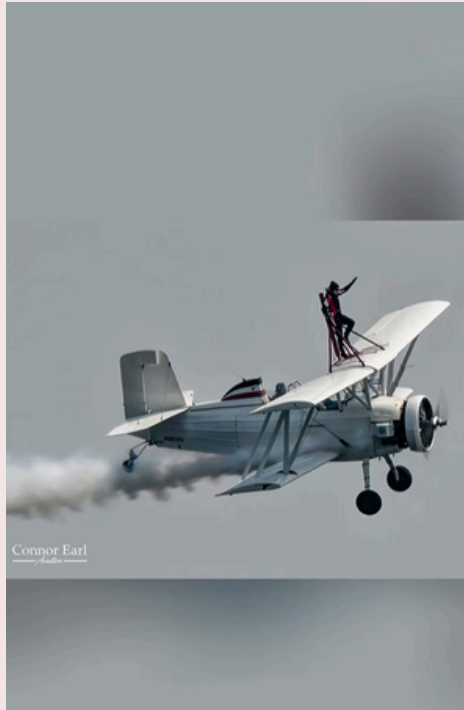


What people were saying online...

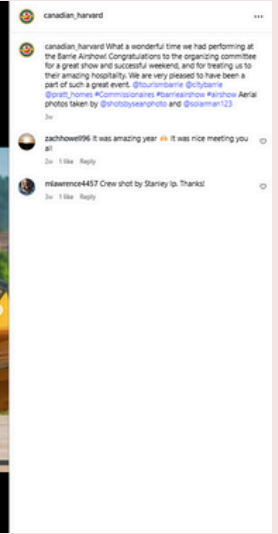
@cityofbarrie



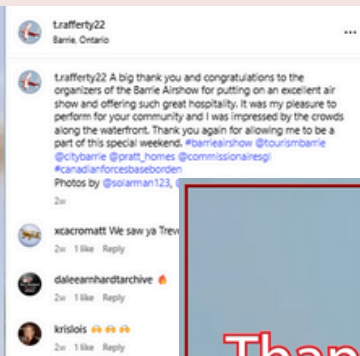
@see.sam.fly



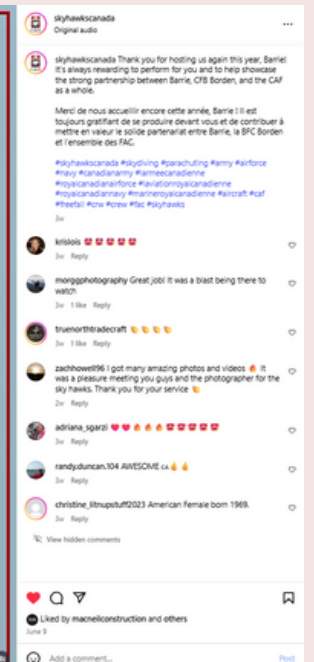
@canadian_harvard



@t_rafferty22



@skyhawkscanada





A City of Barrie event, the 2025 Barrie Airshow is supported by the Canadian Forces Base Borden, the County of Simcoe, Lake Simcoe Regional Airport, the Downtown Barrie BIA, and is presented by Pratt Homes.

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

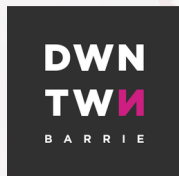
Total Barrie Airshow Shuttle Boards per day:

Saturday: 744

(64.43 northbound per hour / 32.09 southbound per hour)

Sunday: 644

(49.7 northbound per hour / 34.3 southbound per hour)



Downtown Barrie BIA

Digital Media May 13 – June 9

- **Pageviews: 3,095**

Social Media May 27 – July 15

- **Reach: 140,968**
- **Engagements: 4780**



Tourism Barrie

May – June 8

- **Google Search Ad Campaigns**
45,998 impressions + **16,047** clicks
- **Social Media Ad Campaign**
415,784 impressions + **10,835** engagements
- **Metrolinx (GO Transit) Digital Ads & Blog**
17,921 ad impressions + **2,151** blog views

Economic Impact

Tourism Barrie utilized Environics Analytics Mobilescapes data technology to determine the number of unique attendees, both tourists and residents, at the 2025 Barrie Airshow.

90,581 unique visitors contributed to a total of 160,669 visits to the 2025 Barrie Airshow. 62,945 were from within a 40km radius. 27,636 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.

2025 Barrie Airshow

Direct Economic Impact..... \$3,424,014

Total Economic Impact..... \$5,676,181

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.

Other events taking place in Barrie over the June 6-9 weekend:

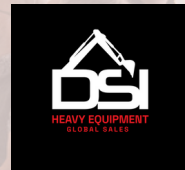
Event Name	Estimated Attendance	Estimated Economic Impact
Georgian College Auto Show	15,000	\$674,400
Barrie Bash Softball Tournament	1,674 (52 teams)	\$1,875,281
Barrie Airshow	90,581	\$5,676,181
Total:		\$8,225,862



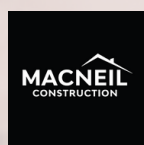
A special thank you to our sponsors...

Pratt Homes

WELCOME TO THE FAMILY
SINCE • 1890



Barry & Liz
Peacock



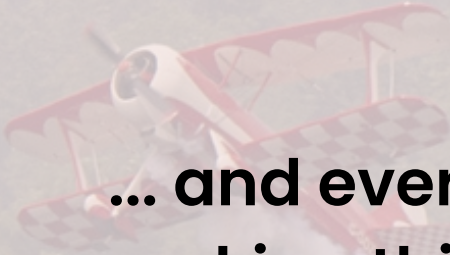


... our partners...



... our emergency services partners...





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

**Thank
you!**