BARRIE AIRSHOW

2026 Impact Report

Celebrating Aviation. Celebrating Community.



The Canadian Snowbirds over Kempenfelt Bay in one of their iconic final performances before the CT-114 Tudor planes retire
Barrie Airshow 2026

Barrie

investbarrie

Overall Impact

The Barrie Airshow is much more than an aerial display. It is a city-building event that brings residents and visitors together. It stimulates local businesses, showcases Barrie on a national stage, and strengthens community pride. As one of Barrie's staple, signature experiences, its impact reaches far beyond the skies over Kempenfelt Bay.

The Barrie Airshow returned June 12–14, 2026 for an exciting weekend celebrating aviation and honouring both the Canadian Forces Base Borden's 110th anniversary and the Canadian Forces Snowbirds 55th show season, the final season of their iconic red and white CT-114 Tutor plane. The event featured a spectacular air display, entertainment, and activities for the whole family, including:

- *New* Canadian Forces Snowbirds flying a unique twilight show
- *New* Twilight and Night air display featuring aircraft performing with stunning pyrotechnics lighting up the night sky followed by a full ground fireworks finale
- *New* Special heritage formation flight featuring a CF-18 flying alongside a P-51 Mustang, Hawker Hurricane, and Mk IX Spitfire from Vintage Wings of Canada featured at only select airshows
- An extensive military display hosted by CFB Borden, including the popular jiffy jeep demonstration and kiddie commando course
- Muskoka Extreme waterski show on Kempenfelt Bay
- Open Air Dunlop presented by the BIA supporting family-friendly entertainment throughout downtown Barrie
- Screening of *Top Gun: Maverick* under the stars
- Public meet and greet opportunity one-on-one interactions between visitors and our Airshow pilots

As a City of Barrie signature event, the Barrie Airshow is presented in partnership with Canadian Forces Base Borden, the County of Simcoe, Lake Simcoe Regional Airport, and the Downtown Barrie BIA. The event is strongly supported by our emergency services partners including Barrie Police, Barrie Fire, County of Simcoe Paramedics, OPP, Rama Police, and York Region Police.

Numbers At a Glance

127,271	$4,997,990	2.6 M
Unique Visitors	Total Economic Impact	Social Media Impressions

Spectator count reflects numbers within geofenced area only and does not reflect those outside the geofenced area (ex. Johnson's Beach, those watching from their homes etc). Visitor data and Economic Impact 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

Air Performances, Ground Displays & Activations

World-class aerial performances met dynamic, engaging ground displays to create an unforgettable Airshow experience from the skies to the shoreline.

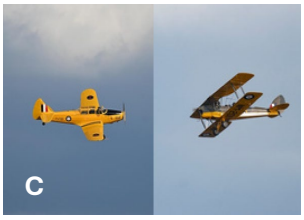
Performers

A unique and diverse lineup of aircraft takes to the skies, piloted by some of the most talented performers in aviation.

- Canadian Forces Snowbirds – 431 Air Demonstration Squadron Redline Airshows *(A)*
- CAF SkyHawks *(B)*
- Edenvale Classic Aircraft Foundation – PT-26 Cornell & DH82A Tiger Moth *(C)*
- CF-18 Tactical Demo *(D)*
- Vintage Wings of Canada – P-51 Mustang, Mk IX Spitfire, Hawker Hurricane *(E)*
- CH-146 Griffon – 400 Tactical Helicopter Squadron *(F)*
- Canadian Harvard Aircraft Association *(G)*
- Ontario Provincial Police – EC135 & H135 *(H)*
- Northern Stars Aeroteam *(I)*
- Mike Tryggvason – NightCat & Edge 540 V3 *(J)*
- Jet Aircraft Museum – T-33 Red Knight *(K)*
- Lysander Historical Aviation *(L)*

























Ground Displays & Activations

Before, during and after the air display, these activities engaged and inspired visitors of all ages

- Full Ground-lit Fireworks Display
- CFB Borden Kiddie Commando Course
- CFB Borden Ground Displays
- CFB Borden Jiffy Jeep Demo
- BIA's Free screening of *Top Gun: Maverick*
- Public Meet & Greet with Airshow pilots @ Meridian Place
- Vendor & Partner Market
- 25 Food Vendors
- Children's activities
- Aviation Displays
- Muskoka Extreme Waterski Show













Over 64% of attendees were Family Life Stage Groups

30% of attendees traveled from 40km or further

50% of attendees were from Barrie

*[Data from the Tourism Barrie Visitor Audience & Market Insights Report for the Barrie Airshow 2026, with appreciation to Tourism Barrie for their support. **Family Life Stages** groups audiences by household stage, from singles and couples through families with children to empty nesters, providing insight into audience composition and reach.]*

Marketing Impact: Barrie in the Spotlight

Expanding reach, inspiring community pride, strengthening reputation and showcasing Barrie to audiences near and far.

Online & On-Air Reach

Extending the Airshow's reach through digital channels and radio to connect with a diverse audience.

Barrie.ca/Airshow pageviews: 224,697 (187,578 in 2025)

Social Media

***City of Barrie* Facebook, Instagram, X and YouTube accounts:**

February 1 – June 30, 2026

Impressions: 730,394
Engagements: 14,679
Engagement rate: 2%

***NEW* Barrie Airshow launched independent Facebook and Instagram accounts in 2026:**

March 24 – August 19, 2026

Impressions: 1,911,136
Engagements: 56,681
Engagement rate: 3%
Followers: 4.7K

Digital Billboards

Pattison OnRoute Digital Campaign

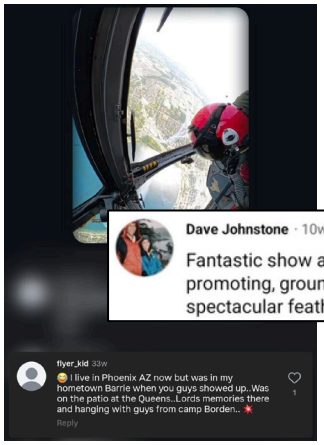
GTA OnRoute Sign – May 3–18, 2026
Frequency: 14,989 plays
Impressions: 967,930

Barrie OnRoute Sign – May 14–18, 2026
Frequency: 8,410 plays
Impressions: 478,154

Barrie OnRoute Sign – June 7–14, 2026
Frequency: 14,356 plays
Impressions: 839,816



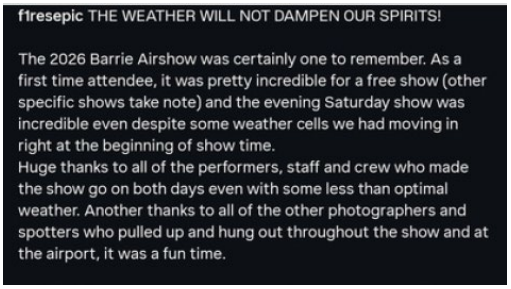
"Awesome job, Barrie, huge fan of the show"

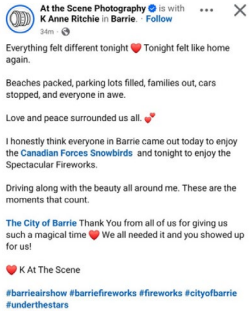


"Came to watch planes. Ended up witnessing the most insane fireworks display I've ever seen. Barrie Airshow absolutely delivered."



"Beaches packed, parking lots filled, families out, cars stopped and everyone in awe...I honestly think everyone in Barrie came out today..."





News Media

4.9+M

Digital & Advertising Impressions

177M

Potential News Reach

The Airshow generated significant earned-media exposure, strengthening Barrie's visibility on a much larger stage.

February 1 – July 31, 2026

- **1,220 mentions**
- **177M** potential news **reach**

Top publications by reach | Approx. AVE*: $1.64M

CTV News | **143M**

CBC.ca News | **6.27M**

BarrieToday | **4.9M**

Inside Halton | **4.01M**

OrilliaMatters.com | **2.46M**

HamiltonNews.com | **2.45M**



**AVE = Advertising Value Equivalency*

Reach × .025 (Estimated percentage of the publication's unique visitors who would have actually read the article) × .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. Digital and advertising impressions combine City and Airshow social media with OnRoute digital advertising. Potential media reach reflects the estimated audience of news coverage identified through Meltwater.

Partner & Community Impact

Creating lasting community impact through connection, collaboration and shared experiences.

Partner Impact

Barrie Transit

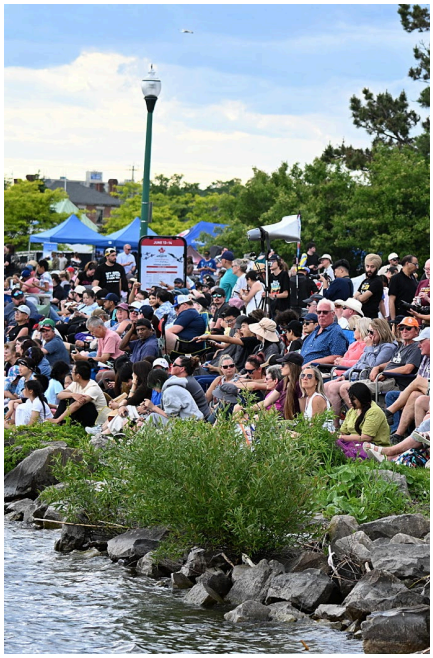
Total Barrie Airshow shuttle boards:

Saturday: 1,139
Sunday: 111
Total: 1,240

Downtown Barrie BIA

Social Media

Reach: 120,557
Engagements: 3,671
Website views: 17,703
Email newsletters: 10,781



Tourism Barrie

Drive regional visits, overnight stays, local economic impact while celebrating the kick-off to Barrie's summer festival season targeting GTA, Hamilton, Sudbury, North Bay, Peterborough, Kawartha Lakes, Orangeville, Huron Coast, Collingwood, and Midland.



Google Display | May 21–June 14, 2026
61,536 impressions + 17,862 clicks

Google Search Ad Campaigns | May 29–June 14, 2026
9,290 impressions + 8,604 clicks

Social Media Ad Campaign | May 25–June 14, 2026
71,388 impressions + 15,535 engagements

Metrolinx (GO Transit) Digital Ads & Blog | May 25–June 14, 2026
2026 performance metrics pending
17,921 ad impressions + 2,151 blog views

Economic Development

Through its Tourism Development portfolio, the Economic Development Department provided a dedicated staff person to support the coordination and relationship development of The Airshow's sponsorship portfolio and to plan the Flight Path educational fair, both of which contributed greatly to the delivery of the 2026 Barrie Airshow. This support is part of the broader cross-departmental staff resources required to deliver a signature event of this magnitude.

Community Impact & Carbon Off Setting

Including Everyone

The Barrie Airshow's Inclusion Services Area created a welcoming and accessible experience for guests with diverse sensory and accessibility needs. Noise-cancelling headphones, sensory tools, flexible seating and trained staff provided comfort and support, helping more members of the community fully enjoy the Airshow.

Workforce Development & Education

After piloting an education and career fair in 2025, **Flight Path to Careers in Aviation & Aerospace** was expanded in 2026 to include local and regional aviation and aerospace sectors to inspire career paths in the industry. The event was held on the Wednesday before the Airshow and featured 9 exhibitors including post-secondary institutions, the Canadian Armed Forces, flight training centres, and industry members. A variety of speakers shared their personal experiences and unique career paths, including members of the RCAF, former Canadian Forces Snowbirds pilots, and representatives of 'The 99s' specifically empowering females in aviation. The event welcomed 160 attendees consisting of both high school and post-secondary students and interested members of the general public.

Local Suppliers

By prioritizing local businesses and suppliers whenever possible, the Airshow helps keep event investment within the community while drawing on the expertise and services available right here in Barrie. In 2026, **33 local businesses and suppliers** played a role in bringing the Airshow to life. Their involvement reflects the broader community and economic value created by hosting a signature event in our city.

Reducing Our Environmental Impact

The Barrie Airshow invests in a greener future through its donations to Living Green Barrie, a local non-profit organization dedicated to creating a greener future for our community through local reforestation and sustainability Initiatives. In 2026, the Airshow donated a portion of funds from corporate and private sponsorships obtained to donate to Living Green for the planting of **39 native trees**, up from 27 trees in 2025.

This growing contribution creates a lasting local legacy while supporting Living Green Barrie on its journey toward planting its **10,000th native tree in fall 2026**.

1.1+M Partner Generated Digital Impressions

33 Local Businesses Directly Involved in Airshow Production

39 Native Trees Planted

An impact **measured** in reach, connection, community, and legacy.

Economic Impact & Funding Support

The Barrie Airshow drives economic activity and leverages funding partnerships to deliver greater impact for Barrie.Tourism Barrie utilized Environics Analytics Mobilescapes data technology to determine the number of unique attendees, both tourists and residents, at the 2026 Barrie Airshow.

127,271 Unique Visitors

30.1% Tourists from >40km away = 38,309

With this data, Tourism Barrie used 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.

Direct Economic Impact: $3,018,264

Total Economic Impact: $4,997,990

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.*

Tourism economic impact data and analysis provided by Tourism Barrie, which invests significant resources annually in data collection, extraction, and analysis to support evidence-based decision-making for Barrie's visitor economy.

All data and analysis contained in this report are the property of Tourism Barrie and are provided for stakeholder information and planning purposes. This information may not be copied, published, reproduced, distributed, or used in external materials without permission from Tourism Barrie.

Funding Snapshot

2026 Presenting Sponsor: Pratt Homes

Due to the generous support of our business community, the 2026 Barrie Airshow raised a total of **$155,000.00 in cash sponsorship alone**. The event was also supported by in-kind contributions from **19 community and event partners**.

Presenting sponsor Pratt Homes also sponsored the spectacular night show on Saturday evening.

The 2026 Barrie Airshow was funded in part by the Government of Ontario, receiving **$55K in funding** that contributed towards performers and the enhanced night show, associated hosting costs, insurance, and marketing.

The remaining financial support of the Barrie Airshow 2026 is drawn from the Municipal Accommodation Tax. MAT revenues help support tourism initiatives that attract visitors, strengthen Barrie's profile as a destination and contribute to the local visitor economy. This funding helps make destination-driving experiences such as the Barrie Airshow possible.

$4.99+M Economic Impact

$155K Sponsorship Generated

$55K ExperienceON Grant

Turning strategic investment into exceptional economic impact for Barrie.

The Impact Beyond the Skies

The Barrie Airshow is more than a spectacular weekend on the waterfront. It generates significant economic activity, reaches millions through media and marketing, supports local businesses, strengthens community connections, advances inclusion and environmental initiatives, and inspires future careers in aviation and aerospace. Its impact extends far beyond the flight line, elevating Barrie's profile, creating community pride and demonstrating the value of investing in exceptional destination experiences. The result is an event that not only draws eyes to the sky, but one that shines a spotlight on Barrie.



BARRIE AIRSHOW

SAVE THE DATE

JUNE 11-13, 2027

BARRIE AIRSHOW

It takes a Village: A Thank you to our Sponsors, Partners & Supporters

The Barrie Airshow is proudly presented by: Pratt Homes

And generously sponsored by:

InfinitDrones, Partners REIT, Ontario, Barry & Liz Peacock, BMO, Dooley Lucenti LLP, D.V. Bell Foundation, Commissionaires, Flynn, Hassey Property Group, McDonald's, Cravings Fine Food, Juicebox Studios, Meridian, Skyline, Rudy Mak Surveying Ltd., Craighurst Crossing, MacNeil Construction, seven elements, Electricall, InspiAIR, DSI, Barn Burner Charity Hockey Game, Hayco, Lakehead University, PWC Plumbing, BeyondPlay, ARS Respond & Restore, NAV Canada, Coca-Cola Canada Bottling Limited, Muskoka Extreme, Tourism Barrie, Friday Harbour, chartright air group, Smart Aviation Maintenance Solutions

Presented in Partnership with:

Borden, County of Simcoe, Lake Simcoe Regional Airport, DWN TWN Barrie

Our Emergency Services Partners:

Barrie Police, Barrie Fire Emergency Service, County of Simcoe Paramedic Services