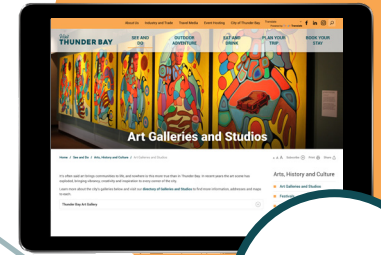


TOURISM THUNDER BAY

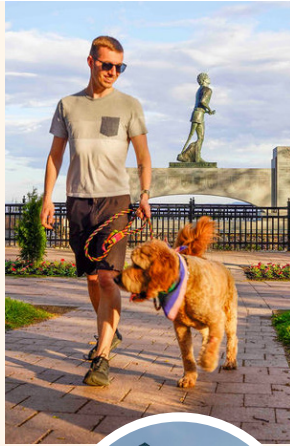
A snapshot of achievements in 2025

260,321
unique visitors



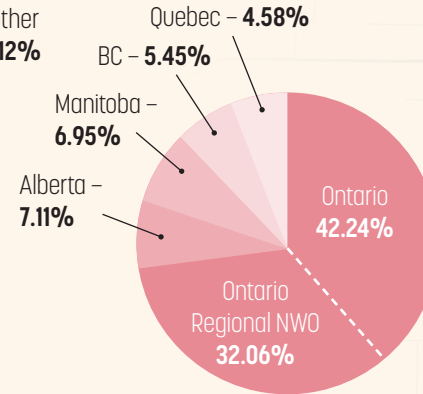
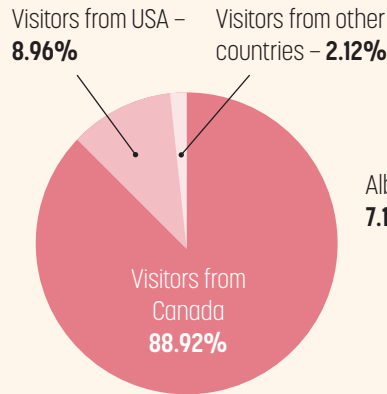
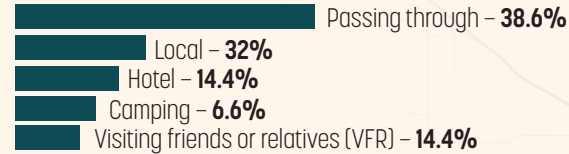
537,587
page views

69,338
visitors registered at the Terry Fox and Pagoda Information Centres



60.83%
first time visitors

Average party size – 2.5



TRANSPORTATION:

Car	89.42%	20,258	U-Haul	0.19%	43
Air	4.30%	974	Bicycle	0.13%	29
RV	4.06%	920	Transport (Other)	0.10%	22
Motorcycle	1.21%	273	Cruise Ship	0.08%	17**
Bus / Motorcoach	0.37%	84**	Hitchhiking	0.05%	12

REASON FOR TRAVEL:

Attractions	79.90%	Visiting Friends & Family	15.87%
Leisure	66.00%	Work / Business	13.72%
Shopping	16.95%		

Sports Tourism 2025

VISITOR DAYS – 34,750

Thunder Bay hosted 23 significant events in 2025:
3 – International | 4 – National
5 – Provincial | 11 – Regional

TOP THREE EVENTS:

- Scotties Tournament of Hearts
- XCM National Mountain Bike Championships
- Thunder Bay Chill International Invitational

The 23 events attracted 9,615 visitors resulting in 5,011 room nights generating an estimated \$6.9 million in economic impact.



TOTAL TOURISM VIDEO VIEWS

242,854



33 campaigns undertaken

13 partners involved/engaged in campaigns



Media Relations and Earned Media Value

TMAC & GO MEDIA CONFERENCES

- 38 meetings

EARNED MEDIA VALUE

- 21 Media Hosted, and 3 podcast
- Blog/content created: **over 101**
- Photos/videos received: **1528** from travel media, **621** from local influencers/photographers
- 9 tourism Partnerships

FILM

- Films produced: 4
- Meetings with Producers: 8

OTHER

- Crowdriff: Access Requested: 15
Photos requested: 561
Photos downloaded: 1245

- 25 stories

TOUR APP

- 77,244 sessions



4,850
PASSENGERS

\$3.2 million
in cruise ship
economic
impact

TRAVEL TRADE CONNECTIONS

ABA – 21
OMCA – 42
RVC – 39

Industry Performance

2025 ACCOMMODATION SECTOR PERFORMANCE

- Occupancy Percentage 71.9% up 5.4% from 2024
- Average Daily Rate \$202.60 up 6.7% from 2024

Source – CBRE National Market Report

9,908,464

social media page reach

3,605,752

social media post reach

243,250

engagements

38,115

Facebook/Instagram
sponsored content
clickthroughs



Funding Recipients for 2025

CEDC
TOURISM
DEVELOPMENT FUND

\$1.8M+
IN COMMITTED FUNDS

\$3.2M*
LEVERAGED IN
THE COMMUNITY

*based on all projects fully funded



71
PROJECT
APPROVALS



15
PRODUCT
DEVELOPMENT
PROJECTS

56
EVENTS



\$19.7M
IN EVENT
ECONOMIC
IMPACT

\$1M+
IN PROJECT
GDP

\$20M+
COMBINED CONTRIBUTION TO
THUNDER BAY'S ECONOMY