

Summer Research Analyst – Tourism Barrie

Location: Tourism Barrie Information Centre, 4 Essa Road, Barrie

Duration: Mid-May to September 1, 2025

Salary: \$20.00 per hour - 35-hour work week

May-June Tuesday to Saturday

July-August Wednesday to Sunday

Must be willing to work weekends and holidays.

Tourism Barrie is seeking a Summer Research Analyst to assist in aggregating and analyzing visitor data collected throughout 2023-24 from various sources and data sets. You will be interpreting key insights and data related to visitor demographics, travel patterns, and seasonality to support tourism marketing strategies. This role is perfect for students interested in Marketing, Business, and Market Research.

No prior experience is required—just a strong interest in numbers, statistics, and data interpretation. We will provide training to help you develop valuable analytical skills.

As part of the Tourism Barrie team, you will:

- ✓ Aggregate and analyze visitor data from multiple sources and identify trends and insights related to tourism in Barrie.
- ✓ Assist in preparing reports that inform marketing and tourism development strategies.
- ✓ Decipher and interpret data analysis, identify patterns in tourism activity, and provide actionable insights to share with the Team
- ✓ Assist the Team in creating Market Research reports on findings
- ✓ Work independently and collaboratively to complete data-driven tasks
- ✓ Provide travel advice and visitor assistance to tourists and community members.

This position is perfect for a student pursuing a career in research, data analysis, marketing, or communications. It is ideal for a person with an open mind and to be a creative thinker in gathering data on who is visiting Barrie. Be ready to adapt research methods and plans when needed to accommodate new information and findings while doing analysis.

Applicants must:

- ✓ Be between 18 to 30 years old.
- ✓ Enrolled as a full-time student in a College or University and returning in September 2025
- ✓ Be a Canadian Citizen, permanent resident, or a person with refugee protection under the Immigration and Refugee Protection Act.
- ✓ Be legally entitled to work in Ontario.

Why Join Us?

- ❖ Gain hands-on experience in market research, data mining and interpretation and providing data-driven research to develop strategic plans in destination marketing.
- ❖ Work in a dynamic, fun, and interactive environment.
- ❖ Develop valuable skills and receive training and mentorship in data analysis
- ❖ Be part of a team that promotes and enhances Barrie's visitor experience.

How to Apply:

Email your resume and cover letter to travel@tourismbarrie.com or drop it off in person at 4 Essa Road, Barrie.

Application Deadline: March 15, 2025.

Tourism Barrie is an equal opportunity employer. We are committed to diversity, inclusion, and multiculturalism in our hiring practices. All applicants will be considered regardless of race, colour, religion, sex, sexual orientation, gender identity, or national origin.