

2026 POST-EVENT REPORT



ABOUT

The 2026 **Ontario's Best Butter Tart Festival presented by Chapman's** once again transformed Downtown Midland into a destination for butter tart lovers, welcoming tens of thousands of visitors from across Ontario, Canada, and the United States for a day of sweet treats, entertainment, and community celebration.

As one of the province's most recognized culinary events, the festival continued to expand its reach through high-profile partnerships with Flavour Network and Global News, media appearances on major television outlets, influencer collaborations, and the support of celebrity judges who helped showcase the event to audiences well beyond Midland. A comprehensive marketing campaign generated significant awareness and engagement, reinforcing the festival's reputation as a must-visit summer tradition.

The festival's growing profile was reflected in the visitors it attracted. Guests travelled from across North America to attend, including Yvonne Quick, a remarkable 95-year-old bush pilot, flight instructor, and butter tart baker who made the journey from Yellowknife, Northwest Territories to participate in the festivities.

Supported by dedicated volunteers, sponsors, vendors, partners, and community organizations, the 2026 Ontario's Best Butter Tart Festival presented by Chapman's delivered another successful year of economic impact, tourism development, community engagement, and unforgettable experiences. This report highlights the festival's results, visitor insights, marketing achievements, and the collective efforts that contributed to its continued success.



SUMMARY



55K
ATTENDEES

55%

VISITORS FROM OUTSIDE
NORTH SIMCOE

66%

RETURN VISITORS

98%

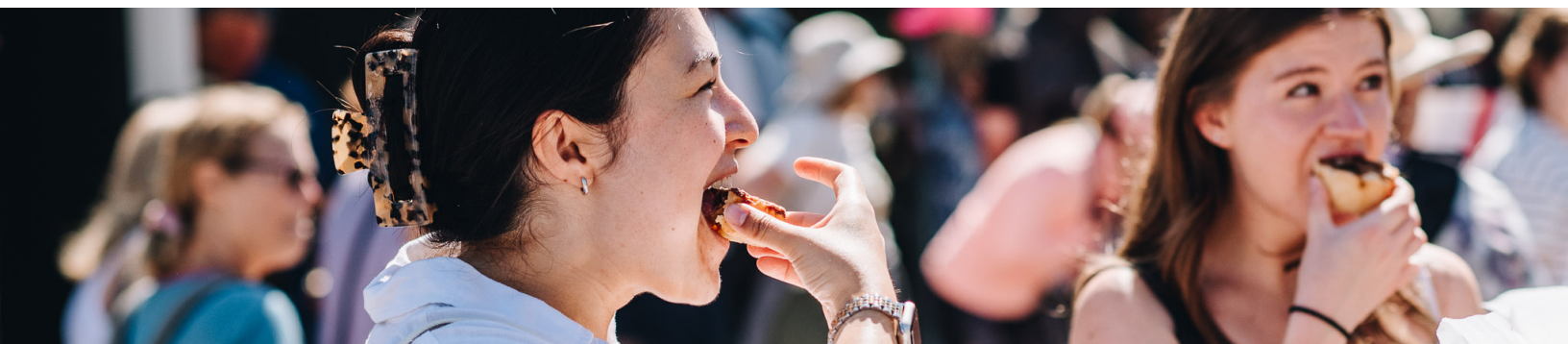
SATISFACTION RATE

230+

VENDORS

27

SPONSORS



SURVEY RESULTS



LOCATION

Central Ontario: 77%
Southwestern Ontario: 3%
Eastern Ontario: 3%
Northern Ontario: 8%
Toronto: 8%
Alberta: 1%



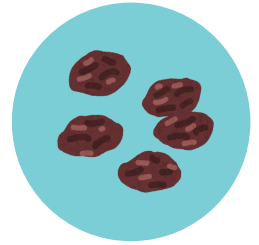
FIRST TIME

Yes: 34%
No: 66%



GROUP SIZE

1: 13%
2: 35%
3: 22%
4: 15%
5-9: 14%
>10: 1%



AGE

<17: 11%
18-34: 22%
35-49: 23%
50-64: 28%
>65: 17%



GENDER

Female: 66%
Male: 30%
Other: 1%
Prefer not to say: 2%



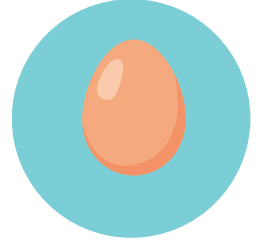
SPENDING

\$0-\$24: 14%
\$25-\$49: 19%
\$49-\$100: 32%
More than \$100: 35%



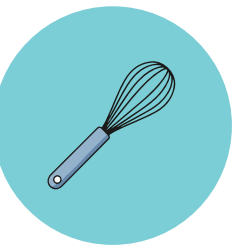
HEARD ABOUT EVENT

Attended in the past: 41%
Word of mouth: 23%
Social media: 22%
Radio: 6%
T.V.: 2%
Other: 5%



OVERNIGHT STAY

Yes: 25%
No: 75%



STAYED AT

Local hotel/motel: 39%
B&B or AirBnB: 8%
Family or friends: 33%
Cottage or camping: 19%



WHICH NIGHTS

Thursday: 2%
Friday: 49%
Saturday: 41%
Sunday: 5%
Longer than the weekend: 3%



OTHER ACTIVITIES

Butter Tart Trot: 10%
Sainte-Marie: 6%
Martyrs' Shrine: 7%
Wye Marsh: 6%
Huron Museum: 3%
Boating: 7%
Waterfront Trail: 19%
Visiting Family/Friends: 23%
Other: 20%



REASON FOR VISIT

OBTF: 79%
Other: 21%



EXPERIENCE RATING

Excellent: 66%
Good: 32%
Average: 1%
Poor: 1%



PLANS TO RETURN

Yes: 73%
No: 3%
Maybe: 25%



VISITOR INSIGHTS



98%

POSITIVE VISITOR
EXPERIENCE

66%

REPEAT
VISITORS

98%

PLAN TO OR
MAY RETURN

67%

SPENT \$50+

25%

STAYED
OVERNIGHT



“

ALWAYS WORTH THE
DRIVE FROM NIAGARA!
BEST FESTIVAL AROUND.

— TAMMY C.

MARKETING & MEDIA

1.86M

SOCIAL MEDIA
VIEWS

398K

SOCIAL MEDIA
REACH

22.9K

INTERACTIONS

3.1K

NEW
FOLLOWERS

CAMPAIGN HIGHLIGHTS



New, professionally produced promotional video



Paid and organic digital advertising campaign



Celebrity judges amplified festival content to their audiences



Pattison billboard campaign



Social media contest partnership with the Flavour Network



Social media influencer collaborations



National and regional television appearances



Extensive radio advertising campaign

MARKETING CHANNELS



**MEDIA COVERAGE &
PARTNERSHIPS**

flavour
NETWORK

Global
NEWS



experience
SIMCOE COUNTY

tiao
Tourism Industry
Association of Ontario



blogTO

**MIDLAND
TODAY**.ca



ToDo  *Canada*

**CP
24**

 **CURIOSITY**

TODO
ONTARIO



SOCIAL MEDIA HIGHLIGHTS

TODAY'S THE DAY



 **239K VIEWS**
 **1.5K LIKES**
 **121 COMMENTS**
 **251 SHARES**

FEO TOP 100



 **55.3K VIEWS**
 **240 LIKES**
 **18 COMMENTS**
 **55 SHARES**

AASHIM EATS



 **46K VIEWS**
 **750 LIKES**
 **72 COMMENTS**
 **357 SHARES**

HONOURABLE MENTION: YVONNE QUICK

 **39K VIEWS**
 **312 LIKES**
 **12 COMMENTS**
 **11 SHARES**



SPONSORS



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get cracking.
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KIDS ZONE
SPONSOR



EVENT
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FESTIVAL PATRONS



Presenting Sponsor

ACTIVATIONS

Presenting Sponsor



CHAPMAN'S

Contest Sponsor



EGG FARMERS OF ONTARIO

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Partner Sponsor



ACCESS STORAGE

Partner Sponsor



GIANT TIGER

Partner Sponsor



MAGIC WINDOW

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**SEE YOU
JUNE 12, 2027!**



WWW.BUTTERTARTFESTIVAL.CA