



**City of Kingston
Report to Council
Report Number 25-202**

To: Mayor and Members of Council
From: Lanie Hurdle, Chief Administrative Officer
Resource Staff: None
Date of Meeting: August 12, 2025
Subject: Quarterly Report: Tourism Kingston – Q2 2025

Council Strategic Plan Alignment:

Theme: Regulatory & compliance

Goal: See above

Executive Summary:

In accordance with the Service Level Agreement entered into between the City of Kingston and Tourism Kingston ([Report Number 21-006](#)), the attached report (Exhibit A) provides detailed reporting on Q2 2025 for Tourism Kingston. Section 2.0 “Transparency, Reporting and Accountability” of the Service Level Agreement indicates “Tourism Kingston will be accountable to the Council of the City of Kingston in the performance of the activities and services provided in accordance with the provisions of this Agreement and/or as determined in the approved annual operating budget.” Specific direction to Tourism Kingston on reporting is included in Section 2.3 which reads in part:

“2.3 Tourism Kingston shall communicate with the City as follows:

- a) Annually, by way of the draft budget, and Tourism Kingston’s annual business Plan as updated to reflect the priorities of City Council;*
- b) Annually, by way of the Annual Financial Report as required by Clause 4.6 of this Agreement;*
- c) Quarterly, by way of Activity Reports to demonstrate the progress of Tourism Kingston in achieving its Strategic Plan and the impact of Tourism Kingston’s actions and*

August 12, 2025

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programs on the key performance measures of tourism. The Quarterly Reports shall form the basis of an Annual Year in Review Report to Council. All Activity Reports shall be publicly accessible;”...

The attached report is provided in fulfillment of the quarterly reporting requirement noted above.

Recommendation:

This report is for information only.

August 12, 2025

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Authorizing Signatures:

ORIGINAL SIGNED BY CHIEF

ADMINISTRATIVE OFFICER

**Lanie Hurdle, Chief
Administrative Officer**

Consultation with the following Members of the Corporate Management Team:

Paige Agnew, Commissioner, Growth & Development Services	Not required
Jennifer Campbell, Commissioner, Community Services	Not required
Neil Carbone, Commissioner, Corporate & Emergency Services	Not required
David Fell, President & CEO, Utilities Kingston	Not required
Desirée Kennedy, Chief Financial Officer & City Treasurer	Not required
Ian Semple, Commissioner, Transportation & Infrastructure Services	Not required

August 12, 2025

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Options/Discussion:

Exhibit A to this report provides an activity report from Tourism Kingston on results for Q2 2025.

Existing Policy/By-Law

[Report Number 21-006](#) dated December 1, 2020

Notice Provisions

None

Financial Considerations

Section 4 of the Service Level Agreement relates to financial operations and provides clear parameters on funding to Tourism Kingston to undertake its core activities.

Contacts:

Lanie Hurdle, Chief Administrative Officer, 613-546-4291 extension 1231

Other City of Kingston Staff Consulted:

None

Exhibits Attached:

Exhibit A – Q2 2025 Tourism Kingston Report to Council

— Tourism —
KINGSTON

Kingston

**SECOND QUARTER
REPORT 2025**

Tourism Kingston quarterly report



Attn: Lanie Hurdle
Chief Administrative Officer
City of Kingston
216 Ontario Street
Kingston, ON K7L 2Z3

July 15, 2025

RE: Tourism Kingston Q2 2025 report

Please find attached our summary report on the activities undertaken by Tourism Kingston for Q2: April through June 2025.

Outlined in the service level agreement with the City of Kingston, Tourism Kingston will work cooperatively and collaboratively with the city, other levels of government, partner organizations, and other tourism stakeholders in developing products and services that will attract visitors, ensure longer stays, and increase spending. The core tourism activities will align with the updated Integrated Destination Strategy (IDS) and Council's Strategic Priorities.

We are pleased to deliver our second-quarter activity within each of the seven portfolios. This report measures and reflects our continued efforts this quarter to maximize the economic impact of tourism for the City of Kingston.

This quarter, Tourism Kingston and its partner Skift Advisory conducted extensive partner consultations in preparation for the updated IDS, titled "Solidification of Kingston's Tourism Momentum."

During Q2, our community engagement and consultation work continued through sector-wide meetings of the Sales, Destination Marketing, Attractions, Digital and Visual Creators, and Music Advisory committees.

We look forward to our continued work together. If you have any questions or require clarification on our activities or outputs, please do not hesitate to contact me.

Yours truly,

Megan Knott
CHIEF EXECUTIVE OFFICER
Tourism Kingston

MARKETING & COMMUNICATIONS



In early April, we began promoting spring attractions, experiences, and events. Alongside our year-round brand campaign, we launched a campaign showcasing Kingston's quintessential Canadian experiences. The "Our city is your city" campaign targeted Canadians in nearby markets (Toronto, Ottawa, Montreal, Southwestern Ontario) looking to vacation in Canada and aimed to leverage positive traveller sentiment and position Kingston as the ideal Canadian getaway. We also partnered with Destination Ontario for a French-language campaign targeting Quebec. Kingston Destination Group and St. Lawrence Parks Commission were partners on this campaign. In May, we extended the "Our city is your city" campaign into US drive markets, in partnership with the 1000 Islands Tourism Council. Combined, these two campaigns represent a \$560,000 paid media investment April–June to motivate spring travel and inform summer trip planning.

This quarter, the weddings campaign went live, which [promotes Kingston as a destination for weddings](#). The weddings webpage and listings were also refreshed as part of our website redesign. This campaign has an additional \$50,000 media investment to support group bookings.

Representing more than a year of planning and preparation, our newly refreshed website [visitkingston.ca](#) launched in June. This includes our English, French, and Chinese portions of the site. The site prioritizes the user experience, connecting visitors and residents with experiences, information, and packages efficiently and creatively. In addition to a refreshed design, we also expanded the content available on our French-language site and now have extensive information about attractions, hotels, restaurants, and other experiences, as well as new stories available in French. We also worked closely with our agencies to ensure search engine optimization continues to be strong, seeing our website rank well for organic search.

The Marketing and Communications team also completed a new culinary magazine. Publishing twice a year, [Fresh showcases Kingston's dynamic culinary scene and its people and places](#). This issue, which will be released mid-July, covers summer/fall 2025. Beyond the physical magazine, which has been printed sustainably on FSC recycled paper in a short print run, the content will be used on our website and for related campaigns, such as advertorials.

MARKETING & COMMUNICATIONS



The team also supported Tourism Kingston sales portfolios, ensuring the full integration of the Kingston brand and strong messaging at trade shows and other sector events:

- // Relaunch of the business events campaign, which runs through December
- // Support of the CanSPEP conference hosted in Kingston in late June
- // Booth and trade show presence for the upcoming Canadian Meetings and Events Expo in August
- // Kingston presence and branded material for Seatrade and Rendez-vous Canada trade shows, supporting travel trade
- // Production of a travel trade video to support operator engagement, as well as a full-day photo/video shoot to capture group travel imagery
- // Production of a sailing in Kingston video and complementary brochure to announce the city as the host of the 2026 J/80 World Sailing Championships
- // Photography at hosted sport events including golf, OFSSA soccer, Limestone Race Weekend, and others to promote sport tourism in Kingston
- // Photography at multiple live music festivals and events to support the Kingston Music Office

Earned media

To complement our paid campaigns, our earned media pitches focused on Kingston's historic sites and attractions celebrating milestones in 2025, waterfront adventure, and the impact of Kingston's tourism sector.

We hosted four travel writers as part of a familiarization (FAM) tour for the Ontario chapter of the Travel Media Association of Canada. This itinerary leaned into Kingston's waterways: our guests kayaked, took a cruise, flew above the Thousand Islands in a helicopter, dived among historic shipwrecks, and shared the various milestone anniversaries operators in Kingston will celebrate this year. One of the journalists writes for eight regional publications targeting Southwestern Ontario, one of our targeted markets for the "Our city is your city" campaign. This FAM tour resulted in a number of stories, [some published in Q2](#) and some to roll out in Q3.

Additionally, we hosted [Marie-Eve Blanchard](#) and Laurie Wallace-Lynch in May to support historic sites and milestones and waterfront adventure. In late June, we hosted two German journalists, Jörg Michel and Judith Lembke, for regional and pan-Ontario itineraries in partnership with RTO 9 and Destination Ontario.

MARKETING & COMMUNICATIONS



Additional earned media coverage

- // [Elle Quebec](#) article on Canadian alternatives to U.S. destinations, Kingston was promoted as a Canadian version of Boston: a walkable university town with lots of history, great for an urban escape but also close to nature.
- // The same writer, Marie-Julie Gagnon, wrote "[Visit Kingston in sustainable tourism mode](#)" for the VIA Rail blog (the French version is [« Visiter Kingston en mode tourisme durable »](#)) as well as "[Cinq raisons de visiter Kingston, en Ontario](#)" for Le Devoir.
- // A segment on CTV's [The Social](#) highlighted the Great Canadian Cheese Festival at Fort Henry in May while emphasizing Kingston's growing reputation as a culinary destination.

With Sport and Wellness colleagues, we hosted four Ottawa REDBLACKS players and Ottawa Sport and Entertainment Group staff to capture content ahead of their three-week pre-season practice at Richardson Stadium. This content was shared on our social channels to support the REDBLACKS Fan Fest and engage new sport fans in Southeastern Ontario.

We continue to profile Kingston internationally. Destination Development Manager Ashley Bradshaw attended Rendez-vous Canada in May to connect with international trade media. She met with half of the media delegates in attendance through one-on-one meetings or conversations in the Destination Ontario lounge. Ashley also attended Taste of Place Summit, a two-day conference where destination and economic developers, managers, and marketers meet to discuss building profile and brand through culinary culture.

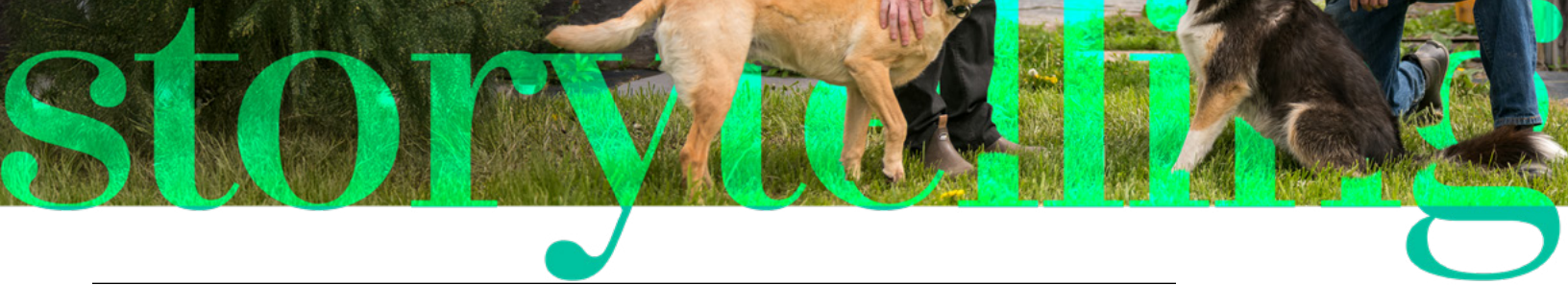
Beyond sales events, we identified speaking opportunities across Tourism Kingston's portfolios and submitted seven applications. We secured seven speaking engagements at MPI The Event, Kingston Creative Cities Summit, Capital Music Week, Banff Mountain Film Festival, Destinations International Annual Convention, SYTA Conference, and POP Montreal.

PACKAGES AND PARTNERSHIPS

Estimated economic impact of Q2 packages and partnerships: \$1,709,740

This number includes \$1.54 M in direct spending due to the Kingstonlicious program, which ran until the end of Q1, with reporting available in Q2.

MARKETING & COMMUNICATIONS



As part of our ongoing brand campaign, we've launched a new seasonal promotion highlighting [Kingston's quintessential Canadian experiences](#). This initiative features the "Our city is your city" incentive, offering visitors up to \$200 off their stay. Guests who book a two-night stay with select hotel partners receive \$100 off, with an additional \$50 off per night for up to four nights total. The promotion ran from May 1 to June 30. This resulted in a total 605 room nights.

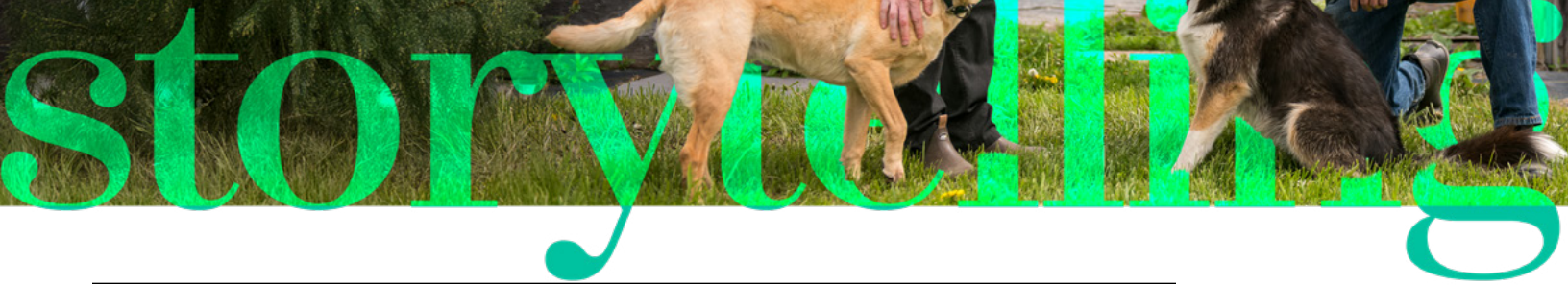
We are working with Golf in Ontario, a partnership of seven tourism regions promoting golf tourism through curated packages. Kingston currently offers three packages with five hotels and access to two regional golf courses. During the second quarter, this partnership helped Kingston gain traction as a golf destination, with 310 trip quotes sent, representing 124 booked golfers and an estimated revenue of \$63,000 (golf and accommodation spend only). New offerings and increased visibility—such as Kingston's inclusion in the quick quote form—are expected to drive bookings. Recent social content featuring Kingston reached over 96.9K views, with hundreds of shares, boosting awareness heading into the season.

Our partnership work for this quarter aligned with our marketing strategy to support attractions, experiences, and seasonal getaways. Year-round packages continue to be curated and shared with accommodation partners with a focus on culinary, culture, and family experiences. We curated 29 new packages this quarter: the "Our city is your city" packages, Golf in Ontario packages, a new Pride package, and historic packages featuring Fort Henry and Kingston Pen. This is in addition to the 23 year-round packages to date. This quarter, we sent 9,891 referrals to partners this quarter. We worked with 68 partners on non-package activities, including for earned media, our weddings campaign, upcoming events like Open Farm Days, and the culinary magazine.

Industry engagement

In April, Chief Marketing Officer Alison Migneault participated on the panel "Big Picture Thinking" at the TIAO Tourism Opportunities Forum. She joined colleagues from Ottawa Tourism, Airbnb, and ORHMA to discuss the implementation and impact of the municipal accommodation tax. Also in April, Alison and CEO Megan Knott met with colleagues from Destination Ontario to share updates about Kingston products and experiences, Tourism Kingston's annual plan, and opportunities for further partnership.

MARKETING & COMMUNICATIONS



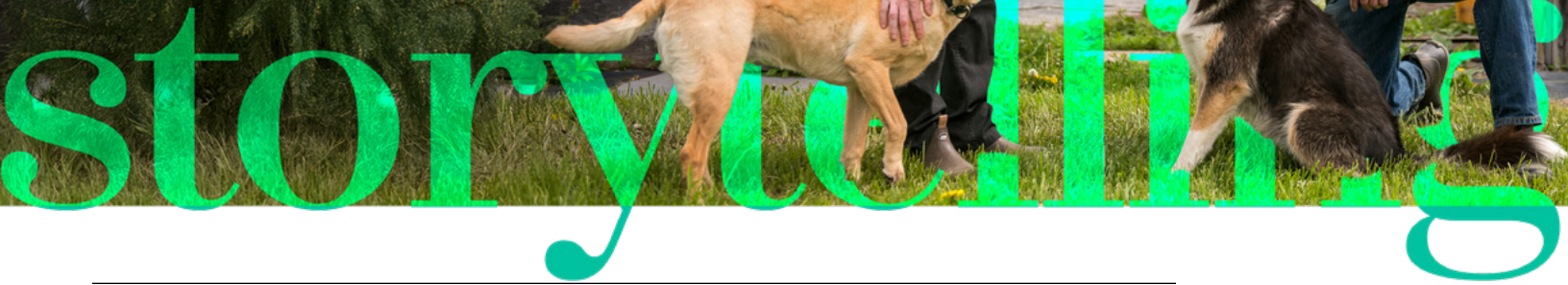
In May, Alison joined the panel “Telling Your Destination’s Taste of Place Story: From Plate to Platform” at the Taste of Place Summit. She shared creative, authentic strategies to raise awareness and build brand around a destination’s culinary scene.

Alison also continues to meet regularly with the City Nation Place Advisory Group, connecting with place-brand colleagues from around the world. She has been invited to serve as a jury member for their prestigious place brand awards later this year.

These activities supported our 2025 annual plan goals:

- // Connect travellers and residents with Kingston.
- // Drive sales for local businesses, supporting the full recovery of Kingston’s tourism industry.
- // Leverage incentives, funding opportunities, partnerships, and strategic campaigns and initiatives to extend marketing reach.
- // Support the sales sectors with targeted communications strategies and tactics that reach their unique audiences.
- // Create destination packaging.
- // Grow destination partnerships.
- // Develop engaging multi-month destination activations.
- // Effectively promote packages to both visitors and partners.
- // Raise profile through earned media.
- // Further strategic partnerships with provincial and national organizations.
- // Communicate the value and impact of tourism.

MARKETING & COMMUNICATIONS



Marketing and Communications work this quarter supported the following IDS initiatives:

- 3 – Collect and share consumer and resident sentiment research.
- 9 – Support creation of flexible packages and itineraries.
- 10 – Develop/enhance enticing shoulder/winter tourism products.
- 11 – Enhance culinary tourism in Kingston.
- 15 – Create targeted, flexible campaigns in Ontario.
- 16 – Create flexible campaigns targeting key provincial markets.
- 17 – Create flexible campaigns targeting new markets.

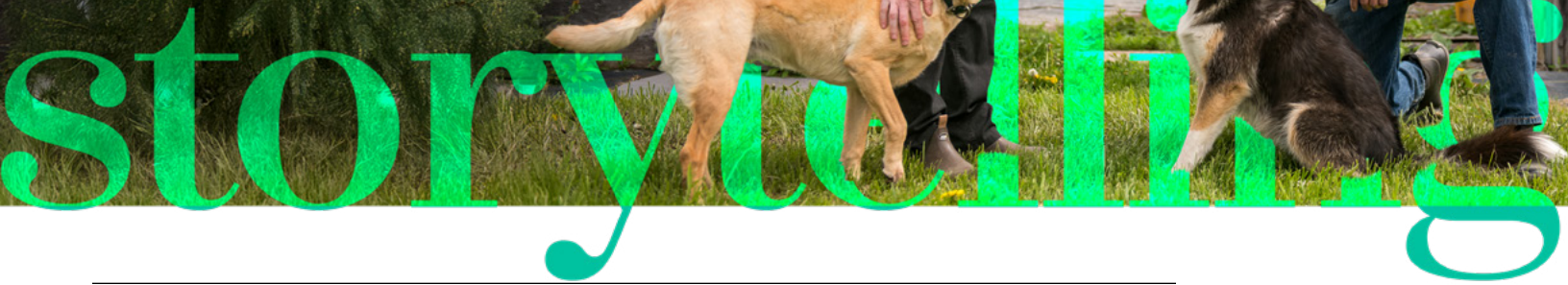
Data outcomes

In late June, we hosted a mid-year pulse check for our hotel partners. Alison worked with our data agency, ROVE, to create a presentation that covered Q1 visitation and visitor spend; Q2 results to date; a review of our key data sources and measurements; and a breakdown of changes to visitor arrivals and dispersals (seasonal and weekly) compared to 2019.

Key insights include:

- // Q1 saw a decline in hotel demand and revenue, a trend mirrored by other nearby destinations including Niagara Falls and Montreal.
- // Kingston's room supply is up 5% since 2019, which impacts occupancy rate (measure of supply vs. demand).
- // Growth resumed in April: April 2025 outperformed April 2024 (total solar eclipse).
- // In Q2, Kingston leads the way in growth with revenue up 2% and demand up 6%, outpacing our competitive set.
- // Hotel occupancy was 72% in Q2 (average).
- // Inflation adjusted visitor spending is up 23% since 2019.
- // Ontario, the U.S. (primarily New York State), and Quebec are Kingston's top three markets year to date.

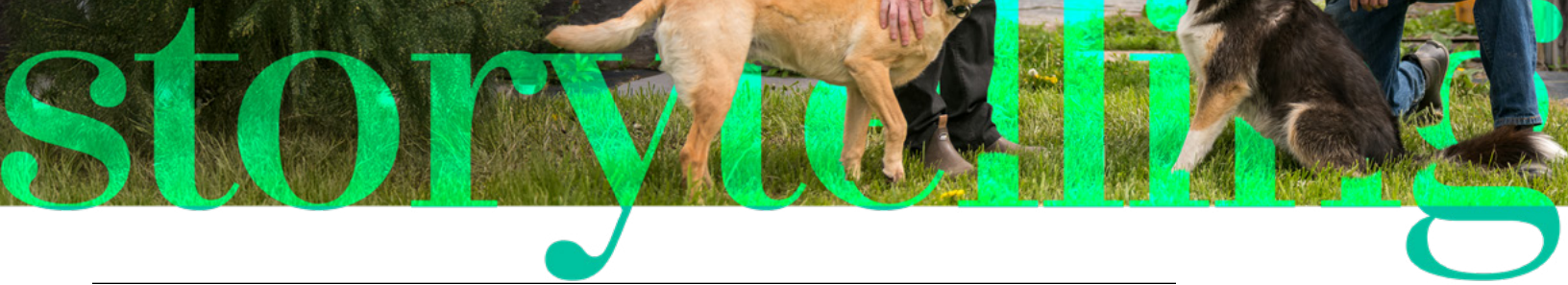
MARKETING & COMMUNICATIONS



2025 annual goals

Marketing and Communications	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Website sessions	2,600,000	535,309	1,044,103			1,579,412	61%
Website pageviews	3,200,000	583,870	1,309,561			1,893,431	59%
Referrals to partners (web + phone)	375,000	60,613	82,847			143,460	38%
Advertising impressions	175,000,000	20,573,609	40,444,868			61,018,477	35%
Social media link clicks	525,000	133,901	201,863			335,764	64%
Social media engagements	1,175,000	212,587	1,437,181			1,649,768	140%
Social media impressions	37,250,000	6,873,370	14,314,884			21,188,254	57%
Total followers	133,000	129,540	133,957			133,957	101%
Proactive high-value earned media stories*	150	39	73			112	75%
Total media stories	650	164	180			344	53%
Total earned media impressions	2,100,000,000	986,778,883	590,304,667			1,577,083,550	75%

MARKETING & COMMUNICATIONS



2025 annual goals

Packages	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
See + Do packages	45	4	28			32	71%
Eat + Drink packages	34	14	10			24	71%
Rest + Relax packages	15	1	4			5	33%
Family packages	20	5	10			15	75%
Package referrals to partners	46,269	6,881	9,891			16,772	36%
Minimum room nights *	836	400	667			1,067	128%
Estimated economic impact		\$60,330	\$1,709,740			\$1,770,070	

*Tourism Kingston supported or created packages

Special projects	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Facilitated events, activations, or campaigns	67	9	17			26	39%
Attendees	11,477	564	116			680	6%
Partners involved or impacted	231	58	70			128	55%

Economic impact sources: Destination Insights Dashboard. Direct spend based on average daily rate and room night data. Golf in Ontario partnership. Direct spend based on golf and accommodations data.

SPORT AND WELLNESS



Economic impact of sport & wellness initiatives in Q2: \$17,724,564

Q2 was extremely busy, supporting 47 events from April to June. The team worked on event organizing committees, provided integral sport incentive funding to support new and returning events; recruited and trained volunteers; elevated local marketing efforts and secured media; and welcomed visitors with information booths, gifting, and curated welcome messages meant to drive spend and boost the economic impact made by sport event attendees.

Community organizations and sport venues welcomed several notable and high-impact events this quarter with support from Tourism Kingston:

The Franco Hockey Tournament, led by École Secondaire Catholique Sainte-Marie-Rivier, welcomed 20 teams of high school student-athletes for a weekday tournament in early April. Their hosting efforts involved a French cultural night in which teams could bond with one another, take in local music, and build community off the ice.

The International Tennis Federation (ITF) Junior Championships made excellent use of the east end Kingston Racquet Centre dome, welcoming 150 high-level youth tennis players from several countries to play over a full week of competition. This partnership between the Kingston Racquet Centre and Tennis Canada resulted in an excellent tournament and is set to be repeated in 2026.

The Limestone City Race Weekend is the marquee event led by the Kingston Road Runners Association. This year, the event added a new unique experience for racers. Tourism Kingston staff were able to coordinate with a Netflix production on site at Kingston Pen that week to allow runners to pass through the Pen as part of the race, providing a never-before-run route and uniquely Kingston experience. The race saw its highest number of participants yet with 1,081 racers, 46.5% coming from out of town.

Richardson Stadium hosted the Ottawa REDBLACKS Training Camp and the 2025 Football Canada Elite Flag Nationals this spring, creating exciting opportunities for local youth and football fans. Tourism Kingston coordinated a REDBLACKS media day, showcasing Kingston on their channels as players toured the city by trolley, visited Kingston Pen, and explored downtown. The partnership included a youth camp with over 100 participants and a Fan Fest attracting more than 1,000 attendees to enjoy a mock game and player meet-and-greet. Tourism Kingston supported these events with funding, outreach, and marketing, strengthening ties with Queen's University and promoting Richardson Stadium nationally.

SPORT AND WELLNESS



We supported the Kingston Royals Field Hockey Club in hosting their first-ever invitational tournament, May 10–11 at Tindall Field. This event welcomed 24 teams from across the province. Tourism Kingston's sport hosting fund allowed the volunteer organizers to rent Tindall Field at Queen's and get this new event off the ground.

Kingston Impact had a busy spring, welcoming over 1,500 athletes across the U17/U19 Ontario Cup and the JUEL Girls Basketball Championships. This growing club adds these successes to its role as a host city for the Ontario Basketball League. Kingston Impact is seeking to continue its partnership with Tourism Kingston to establish an annual home invitational tournament in 2026, further increasing the number of visitors to Kingston brought by competitive basketball.

June 4–7, more than 1,000 student-athletes from across Ontario came to Kingston for the 2025 OFSAA Soccer Championships, thanks to ongoing efforts from local teacher-coaches to bring OFSAA events to our community. These teachers, students, and Tourism Kingston collaborated for over a year to bring this major event to life, welcoming teams for four days of competition at multiple sites. Highlights included an opening ceremony at Fort Henry and a community movie night at Springer Market Square.

A growing partnership with Indigenous Sport and Wellness Ontario (ISWO) resulted in Queen's University hosting the 2025 Ontario Native Basketball Invitational event June 13–15. This event was made possible by local volunteers and Indigenous basketball coaches from across the region. The event featured exciting competition, an Indigenous vendor market, and cultural ceremonies. Efforts are underway to put Kingston forward as host for ISWO's volleyball championship next year.

The City of Kingston and the Kingston Rowing Club were successful in setting up Grass Creek Park as a host site for Row Ontario's newest discipline of rowing, Beachfront Sprint Rowing. The June 21 RowOn Beach Sprints Cup #1 in Kingston was the first of two beach sprint events in Ontario this summer, featured solo and doubles action in Open, U19, and mixed categories event. This was a great opportunity to welcome visitors, engage a new Provincial Sport Organization partner, and showcase Kingston as a suitable host for this area of rowing. Our choppy waters, which aren't suitable for flatwater rowing, are ideal for Beachfront Spring Rowing (as well as for sailing).

Rounding out the quarter was the U19 Pan Am Girls' Volleyball Championships at Queen's University June 24–28. This collaborative hosting effort among the Queen's Gaels, Volleyball Canada, Tourism Kingston, and the Kingston Rock Volleyball Club welcomed Volleyball Canada executives, seven international volleyball teams, 50 youth volunteers, and 1,200 spectators.

SPORT AND WELLNESS



The event was a great success, thanks to the dedication of local organizers and volunteers. Spectators included local volleyball fans, youth from community programs who received complimentary tickets through our event legacy program, and visitors from the U.S., Mexico, and Costa Rica. Canada took home a bronze medal. Tourism Kingston was recognized as a key event partner.

Progress was made this quarter on improving sport hosting resources and information for partners and community members. We worked to create and share the first editions of the Visit Kingston sport newsletter, grew the [@VisitKingston](#) Sport Instagram page to over 1,000 followers, and updated online resources and information for the Sport Tourism pages on [visitkingston.ca](#).

Canada Summer Jobs funding allowed us to retain our former co-op student from Regiopolis-Notre Dame, Daley Clarke, with a full-time role through to the end of August. Daley has played an integral role supporting onsite events, further establishing sport hosting processes, and recruiting local volunteers through high school visits and presentations.

Looking ahead, Kingston secured bids to host the 2026 AA Ringette Ontario Provincials, the 2026 Skate Ontario Syncro Skating Championships, and Swim Ontario's Eastern Regional Championships in 2026 and 2028. Efforts are underway alongside CORK Sail Kingston and Sail Canada to improve the visitor experience at Portsmouth Olympic Harbour and better activate community partners in celebration of major regattas such as the 2026 J/80 World Sailing Championships, the 2026

SPORT AND WELLNESS



YOUTHFUL

Sail Canada Youth Fest, and more.

These activities supported our 2025 annual plan goals:

- // Work with local organizations to support off-season events and tournaments.
- // Prospect sport-adjacent events to Kingston in collaboration with Business Events.
- // Proactively build our business in the sport tourism industry through networking, business-to-business, and educational opportunities.
- // Showcase the contribution of sport to Kingston's tourism economy.
- // Act on key strategy documents developed to support Kingston's sport tourism capacity.
- // Collaborate with local educational institutions to enhance their sporting events.
- // Measure and report on the economic impact of sport and wellness events in Kingston.

Sport and Wellness activities this quarter supported the following IDS initiatives:

- 10 – Develop/enhance enticing shoulder/winter tourism products.
- 21 – Improve relationship with Queen's University.
- 25 – Implement a sport and wellness tourism strategy.

SPORT AND WELLNESS



youthful

2025 annual goals

Sport and Wellness	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Tentative leads	120	17	31			48	40%
Definite leads	40	10	12			22	55%
Events supported	100	27	47			74	74%
Event attendees	85,000	39,380	25,592			64,972	76%
Room nights	60,000	17,793	20,000			37,793	63%
Estimated economic impact	\$40,000,000	\$10,767,270	\$17,724,564			\$28,491,834	71%

Definite leads – future business booked

Economic impact: Destination International's Event Impact Calculator Sport Model

TRAVEL TRADE



The estimated impact of travel trade in Q2: \$3,089,688

Tours and trade shows

This quarter, staff worked with community partners and suppliers to coordinate seven familiarization (FAM) tours with tour operators this summer: ADAC Germany (the German equivalent of CAA) in partnership with Jonview Canada; New Market Holiday Tours (from the U.K.); Frontier Travel; an in-depth follow-up visit with Victory Cruise Lines; and three tours as part of larger tours organized by Destination Ontario: U.K. Canada Specialists, Osaka and Tokyo, and Germany Canada Specialists. In total, we hosted 51 operators. Feedback from the U.K. Specialists tour in June indicated that these tour operators are considering two- and three-night stays in Kingston for their future itineraries.

In late May, staff attended Rendez-vous Canada, a major Canadian trade show hosted by the Tourism Industry Association of Canada. Our delegation also included partners from Diamond Hotels, Kingston Destination Group, St. Lawrence Parks Commission, and The Haunted Walk. Staff held meetings with 78 tour operators. Follow-up digital packages, including referrals to Kingston partners, are being sent out to those operators.

Staff also coordinated a tour for a delegation from Jinju, South Korea, which included a visit to City Hall, meeting the Deputy Mayor, and a gift exchange.

Bus travel

We secured a full-page ad in the Ontario Motor Coach Association (OMCA) Group Travel Planner for 2025–26, which is distributed to tour operators throughout North America. The Kingston ad highlights group-friendly Kingston attractions to tour operators. This quarter, we also submitted a bid to host the annual OMCA Marketplace in either 2027 or 2028. This is an expanded bid on a mini-marketplace proposal we had submitted in Q1 to OMCA for 2026. The OMCA Marketplace connects tour operators with suppliers over two days. Hosting this event will also allow us to further showcase Kingston to these operators with additional FAM tours and site promotion.

We opened the tour bus parking spaces at 294 King Street East for the season and followed up with our network of tour operators with **further information** on these dedicated parking spots. Providing this dedicated parking reduces idling and traffic congestion in downtown streets. This quarter, Tourism Kingston directly supported 62 tour operators, including tour groups from Ontario, Alberta, and B.C.; New York, Virginia, Ohio, California, and Pennsylvania; and Germany.

TRAVEL TRADE



Cruise travel

May 20–21, Kingston welcomed the return of the cruise ship *Pearl Mist*. Guests enjoyed entertainment by local musicians on board, plus four attraction options via trolley transportation for their shore excursions. Pearl Mist will return to Kingston in October.

In June, we attended the annual Canada New England Cruise Symposium in Halifax, with our partner the Great Lakes Cruise Association. The symposium connects marine agencies and cruise operators with ports of call.

Additional work

We hosted a placement student from the St. Lawrence College tourism program for several weeks. The student, Morgan Menard, was also the 2025 recipient of the Gerard Hunt Memorial Award, presented at Tourism Kingston's AGM in April.

These activities supported our 2025 annual plan goals:

- // Continue to grow relationships with a focus on tour operators from Ontario, Quebec, the U.S., and with emerging international markets.
- // Continue to use partner referrals as a method of engagement between Kingston offerings and our prospective tour operators.
- // Continue to collaborate with Destination Ontario in the development of regional itineraries and FAM tours that connect Kingston with its neighbouring destinations.
- // Continue to work with cruise ship operators to gauge interest and availability to add Kingston as a future port of call, securing pre- and post-cruise hotel nights and encouraging passengers to make future visits.
- // Focus on emerging travel trends, including the unique interests and demands of different international markets.
- // Continue to lead the bus strategy in partnership with the City of Kingston, to offer an enhanced parking system, reduce traffic congestion and bus idling, and to transition current day traffic to full-day or overnight stays.

Our work this quarter supported the following IDS initiatives:

- 13 – Create a sustainable tourism development plan.
- 18 – Support multi-channel visitor services program with a focus on operators.
- 23 – Activate and access the waterfront.

TRAVEL TRADE



2025 annual goals

Travel Trade	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Traces	1,600	308	320			628	39%
Definite leads	127	4	65			69	54%
Referrals to partners	500	45	192			237	14%
Cruise passengers	1,741	0	310			310	18%
Number of buses booked	125	2	62			64	51%
Estimated economic impact	\$4,439,935	\$75,041	\$3,089,688			\$3,164,729	71%

Numbers are based on the date traces/leads begin and buses booked; cruise numbers reflect actual passengers each quarter.

Traces – contact with clients and prospects

Definite leads – future business booked

Referrals – provision of local partner information to clients

Buses booked are accommodation partner statistics and do not always reflect the booking and the activity in the quarter recorded.

Economic impact sources: TourTracker Pro (buses); University of Minnesota (Duluth) Great Lakes traffic study calculator (cruises)

BUSINESS EVENTS



Estimated economic impact of business events in Q2: \$2,085,342

Sales and professional development events

This quarter, Business Events Specialist Ted Robinson attended Global Meetings Industry Day events in Ottawa, to connect with event planners and association representatives. He also attended the Canadian Society of Association Executives (CSAE) inaugural Western Summit in Edmonton. Tourism Kingston's sponsorship of this event included a brief speaking opportunity in advance of showing our business events video. The summit attracted 100 attendees, split evenly between association executives (primarily from B.C. and Alberta) and industry suppliers. Ted continues his work on the Meeting Planners International (MPI) Ottawa chapter Education Committee and on the Professional Convention Management Association (PCMA) Community Engagement & Inclusion Committee.

Support for local partners

The Food Recovery and Redistribution Program in partnership with Lionhearts continues to grow. We held our Q2 Sales Committee meeting at Kingston's Community Food Redistribution Warehouse to further connect our sales partners with community organizations. Expansion of the program will include La Table des Chefs, a national non-profit organization based in Montreal that has been spearheading work on food recovery for over 20 years. They will assist with ensuring all program participants have the physical components needed, such as containers, as well as providing comprehensive program data. Lionhearts has reported the collection of more than 181,000 pounds of rescued food from all its Kingston area partners for Q2, 2025. This includes donations by farms and corporations as well as from business events. This quarter we also promoted the program on the [visitkingston.ca](https://www.visitkingston.ca); through collateral material for use at conferences and trade shows; showcasing it at trade shows we attended; and pursuing speaking opportunities at industry events. The Lionhearts partnership was showcased at the CanSPEP national conference in Kingston. Ted also secured additional speaking opportunities on the partnership at key industry events strengthening Kingston's reputation as a sustainable tourism destination. At the November 2025 PCMA Innovation Conference in Mississauga, Ted and Trevor Blackmore from Lionhearts will lead a breakout session, "From Surplus to Solution: Innovating Food Recovery Through Events."

We added new video captures for the Threshold 360 program, with four renewing partners updating their collateral and one new partner joining the program. Threshold 360 allows partners to showcase 360-degree views of their properties on both their website and [visitkingston.ca](https://www.visitkingston.ca).

BUSINESS EVENTS



Events in Q2

- // May 11–31 Venture for Canada Annual Training Camp
- // May 16–18 Rugby Coaches Conference
- // May 23–34 Venture for Canada Alumni Summit
- // May 24–25 Great Canadian Cheese Festival
- // May 26–29 Ontario Association of College and University Housing Officers Conference
- // May 30–June 1 Ontario Clay and Glass Association FUSION Conference
- // June 3–5 ICLEI Local Governments for Sustainability Kingston Climate Summit
- // June 6–7 Association des juristes d'expression française de l'Ontario (AJEFO) Conference
- // June 11–14 Medical Laboratory Professionals Association of Ontario Strategy Summit
- // June 23–26 Canadian Society of Professional Event Planners National Conference

New leads/proposals (future business)

- // 27th Annual Friends for Life Bike Rally (including small event sponsorship)
- // Passenger & Commercial Vessel Association Conference 2027
- // Interpretation Canada Conference 2026
- // Master Brewers Association of the Americas Technical Conference 2026
- // Banff Forum XXVII 2030
- // Canada Wide Science Fair 2031
- // Ontario Motor Coach Association Marketplace 2027 or 2028
- // Police Association of Ontario Conference 2026
- // Pregnancy Care Canada Conference 2027
- // International Homicide Investigators Association Conference 2025

BUSINESS EVENTS



These activities supported our 2025 annual plan goals:

- // Promote Kingston as a year-round destination for business events and conferences.
- // Expand the unique venues section on the website.
- // Ensure the success of the 2025 CanSPEP Conference hosted in Kingston.
- // Leverage the Business Events portfolio to generate revenue and drive further economic impact.
- // Work with Lionhearts to formalize a structure for the Food Recovery and Redistribution Program.
- // Calculate and report on the economic impact of hosted business events in Kingston.
- // Enhance cross-sector collaboration.

Business Events work this quarter aligned with the following IDS initiatives:

- 2 – Communicate tourism plans with community and key tourism stakeholders.
- 10 – Develop/enhance enticing shoulder/winter tourism products.
- 13 – Create a sustainable tourism development plan.

Lost opportunities

This quarter, we received inquiries about or submitted proposals for the following events but had to decline or lost the business as we do not have the requisite meeting/conference/transportation infrastructure to support them. Estimated economic impact (EEI) of these lost opportunities has been calculated.

- // Professional Convention Management Association Canadian Innovation Conference 2026 and 2027 (\$350,000)
- // Federation of Humanities & Social Sciences Congress 2026 (\$1,500,000)
- // Indigenous Tourism Association of Canada 2027 (\$1,200,000)
- // Culinary Tourism Alliance Taste of Place Summit 2026 (\$400,000)
- // Canadian Association of Exposition Management 2026 (\$250,000)
- // Jehovah's Witnesses Regional Convention 2025 (\$1,980,000)

BUSINESS EVENTS



2025 annual goals

Business events	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Traces	60	11	9			20	33%
Tentative leads	49	3	11			14	29%
Definite leads	50	3	26			29	58%
Contracted room nights	10,965	356	3,914			4,270	39%
Estimated economic impact	\$5,823,621	\$213,440	\$2,085,342			\$2,298,782	39%

Traces – contact with clients and prospects

Definite leads – future business booked

Economic impact reflects room nights and indirect spend by delegates.

Economic impact calculator: Destinations International Event Impact Calculator

FILM & MEDIA



Estimated economic impact of film & media productions in Q2: \$2,535,468

Productions

Following five location tours in Q4 2024 and Q1 2025, Film and Media hosted the production *I Will Find You* at Kingston Penitentiary from April 7 to May 2 for two weeks of prep, one week of filming, and one week of wrap. The Netflix series used 50 local crew and background actors throughout the production and stayed for 17 nights at Kingston hotels, utilizing 1,325 hotel nights. The production also used local services including electricians, waste removal, and smoke alarm monitoring. Overall, the production generated \$2,198,483 in economic impact.

May 8–9, we hosted Season 11 of a reality TV series at Kingston Airport and Fort Henry. The production stayed one night in Kingston and hired four local production assistants. Two participants in the Producer Accelerator Program were placed on this production to gain producing experience and mentorship.

June 28–30, *STARTUP*, a French documentary series filmed in Prince Edward County. It is to be aired on TFO.

April 1–28, *Butter Bandits*, an indie feature, filmed in Belleville, using 40 local crew and talent.

Location scouts

In addition to a final technical scout for the production *I Will Find You*, staff hosted location scouts at Kingston Penitentiary for two other productions: one for Amazon and one for Telefilm.

Events

April 29, in collaboration with the Cinema Society of Kingston, we co-hosted the fifth edition of Show and Tell: a filmmakers' open mic at The Screening Room. Eight short films were shown, including one student film that our office supported with permits and location support. After each film, a Q & A session with the filmmaker took place.

FILM & MEDIA



In April, Film & Media Specialist Matthew Ing spoke at Cornwall and SDG Tourism's first annual Tourism Summit on the work we are doing to grow and develop the film and media industry in the region, including regional workshops and advice on attracting and supporting larger-scale productions.

Film Commissioner Joanne Loton attended the 2025 Ontario Film Office Forum in Toronto. She met with location managers and producers to discuss the opportunities for collaboration and how to strengthen working relationships between private industry and municipal agencies.

In June, Joanne attended the Banff World Media Festival. She met with multiple producers, filmmakers and advocacy groups to promote Kingston as a filming destination for both unscripted and scripted productions. The Banff World Media Festival is an international conference and marketplace. This trip gave the Film & Media team 27 leads to follow up on.

June 12, Matthew attended the Ontario Creates Regional Film Office FAM Tour in Toronto. He presented to seven executive producers from Los Angeles, including representatives from 20th Century Studios, Lucasfilm Ltd, Legendary Entertainment, and Netflix.

In June, we hosted two community roundtable sessions with Ontario Creates. Participants were able to learn about the financing landscape in Ontario and the suite of Ontario Creates programs that support film professionals, including opportunities for international business development. The Roundtable was facilitated by Erin Creasey, Director of Industry Development at Ontario Creates.

Local filmmaker [J. Joly released a study](#) for Kingston Economic Development, to provide a framework to decentralize, grow, and future-proof Ontario's domestic media production industry. The development of the study was supported by Kingston Film & Media

FILM & MEDIA



and Frontenac Business Services.

Professional development

After completion of our four Producer Accelerator Program workshops in Q1, four of the participants were placed on productions in Kingston in producer-level roles. These placements give them hands-on experience on large-scale productions, as well as valuable insights from experienced producers. Canada Media Fund and Ontario Creates provided financial support for this program.

In April, in Bloomfield, we held a workshop, "Getting your business involved in filming" in collaboration with Prince Edward County Economic Development. We had 27 participants, and following the webinar, added four new locations in Prince Edward County to our locations directory.

Throughout May, staff completed training modules for the Ontario Green Screen (OGS) Sustainable Film Production Fundamentals course.

These activities supported our 2025 annual plan goals:

- // Expand the film & media workshop series.
- // Promote locations beyond Kingston Penitentiary for big-budget studio productions to increase the pipeline and diversify the style and genres of productions in Kingston.
- // Build on key local partnerships.

Film & Media work this quarter aligned with the following IDS initiatives:

- 4 – Develop a creative industries tourism plan.
- 14 – Leverage underutilized assets.

FILM & MEDIA



Reel-Scout

2025 annual goals

Productions	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Tier 1 (over one week)	5	1	2			3	60%
Tier 2 (overnight to one week)	12	0	3			3	25%
Tier 3 (single day)	11	0	0			0	0%
Local productions (within 100 km)	16	0	2			2	13%
Non-local productions (>100 km travel)	10	1	3			4	40%
Estimated economic impact	\$2,000,000	\$991,616	\$2,535,468			\$3,527,084	176%
Workshops/events							
Events	15	10	5			14	93%
Participants	800	233	106			339	42%
Location tours							
Tours	20	7	4			11	55%
Location/production directory							
Location listings	100	12	6			18	18%
Vendor/crew listings	90	21	37			58	64%
Vendor/crew/talent hires on productions	200	102	70				0%

Economic impact source: Reel-Scout EI calculator



Estimated economic impact of sponsored music events in Q2: \$194,978

While the Kingston Music Office contributes expertise and musical connections to a variety of events in Kingston and area (which are outlined in this report), estimated economic impact can only be calculated on directly sponsored events.

Sales and professional development events

May 21–22, Music Officer Moira Demorest attended the Canada After Dark forum, part of Ottawa’s inaugural Capital Music Week. As a guest speaker on a panel discussion about mid-sized music cities in Canada alongside Hamilton, Mississauga, Ottawa, and London’s Music Offices, Moira shared insights on how communities like Kingston can thrive as dynamic music hubs. The event brought together local and national leaders to explore strategies for supporting music ecosystems across the country. Kingston band The Wilderness was nominated for Best Album of the Year during the Capital Music Awards. The production of the band’s album was produced in Ottawa, qualifying The Wilderness for this Ottawa award.

Moira attended Lawnya Vawnya Festival in St. John’s. Now in its 15th year, [Lawnya Vawnya](#) showcases the independent music and arts community. This year’s edition featured concerts, networking events, panels, merchandise exhibitions, film screenings, and workshops. Moira moderated the “Producing Music Videos” panel, contributing to a national conversation on the intersection of music and visual storytelling. During the festival’s programming, the Music Office networked with artists, attended concerts, workshops and showcases, and networked with various visiting delegates which included label representatives (Mint Records), advocacy offices (Music NL, Music PEI), and festival programmers.

Moira also met with the Venture For Canada Fellows during their “Meet the Community: Uncovering Insights for the Community Impact Challenge” event at City Hall.

This quarter, the Music Office supported four opportunities for local artists to showcase their talents as a part of a Kingston roadshow. In partnership with local promoter Flying V Productions’ Emerging Artist Series, three local bands participated in a Kingston showcase, showcasing for Toronto’s music industry including festival organizers, award producers (Polaris Prize), and booking agents (Feldman Agency). This showcase resulted in positive feedback and mentorship for the artists, two successful headlining bookings, and continued conversations for artist representation and management support. A second roadshow was also facilitated in partnership with Ottawa Music Industry Coalition (OMIC), with lunch hour programming slots at Capital Music Week and the Canada After Dark Forum at the National Arts Centre. All Ontario Music Offices participated in this opportunity for a local showcase. Artists were provided networking opportunities, passes within the Capital Music Week’s programming, as well as opportunity to perform for visiting industry, organizers, and cultural programmers.



Youth Open Jam

April 12, the Kingston Music Office hosted its second Youth Open Jam in partnership with Roswell Rehearsals, Kingston's premier rehearsal space. This free event welcomed a mix of returning participants and new faces, with nine young musicians taking part. The jam also welcomed a new host and mentor: Paul Barton, a local music teacher.

Youth Open Mic

Our monthly Youth Open Mic series wrapped this quarter, with events hosted at venues across Kingston. Almost 30 youth participants signed up to perform throughout Q2. One participant shared, "If you're a young musician in Kingston, you should absolutely, positively, 100% sign up for the Youth Open Mic. I had lots of fun participating, and I was able to develop my skills as a performer and make amazing connections with great people that I wouldn't have been able to make otherwise."

In addition to showcasing performers, we launched a Youth Open Mic volunteer team. This dedicated group helped with event setup and flow, and we're excited to continue growing the team in the fall. The impact of the series has extended beyond the events themselves. Two current Youth Open Mic performers have launched their own recurring open mic events in Kingston, inspired by their involvement in our program.

We were proud to support and sponsor a number of music festivals and cultural events, including the HomeGrown YGK Live Music Festival, which raised over \$15,000 for Joe's M.I.L.L., Kingston's musical instrument lending library. Our support included promotional strategy, production and volunteer coordination, and ongoing marketing. The festival involved 147 musical acts and attracted more than 1,500 attendees. Notably, the youth stage reached a "sold-out" capacity—an exciting indicator of growth among under-19 audiences, which we see as a promising avenue for the festival's sustainability and long-term development.

We also provided promotional support and hospitality and logistical support for Kiwanis Music Festival, welcoming adjudicators and elevating the festival's public presence.

MUSIC



Support for local partners

This year's Spring Reverb festival, held May 29 to June 1, featured a strong slate of nine free industry events co-presented by the Kingston Music Office. We led and presented music industry workshops and panels, all barrier-free and accessible to emerging and professional musicians. We successfully integrated visiting artists into these sessions and hosted delegates from both the London Music Office and Creative Industries Ontario North. From panels on Canadian music law and business planning to hands-on workshops on DIY merch and digital marketing, these sessions offered valuable insights for artists, managers, and music workers. Over the course of the weekend, we welcomed more than 130 participants across five venues. As a part of Spring Reverb, our quarterly Makers Meetup event acted as a kick-off for the festival. The event had over 60 attendees and was a successful evening full of networking and connection.

In partnership with Skeleton Park Arts Festival, we co-produced two free community music workshops, in addition to assisting with festival-wide promotion, registration, and volunteer recruitment.

In May, we partnered with Kingston Literacy & Skills on "The Colores," a musical presentation by Columbian-Canadian artist Fabian Arciniegas. The Music Office supported the initiative through venue coordination, promotional support, artist and production logistics, and on-site staffing. The event drew 200 attendees.

Working with the Business Events portfolio, we provided curatorial support and event guidance for CANSPep conference organizers. This conference employed three artists/bands and one local sound production company for their entertainment events.

Finally, the Music Office provided coordination and marketing support to the Festival of Live Digital Art (FOLDA), YGK Beer Fest, and Juvenis Festival. We also provided promotional and curatorial support to the Kingston Climate Summit, Black Dog Tavern, Holiday Inn, and Frontenac Club.

Slaight Music Video Program

We concluded the 2024–2025 cycle of the Slaight Music Video Program with a final presentation by St. Lawrence College marketing students, showcasing custom promotional plans for each participating artist. The Music Office provided ongoing support, feedback, and coordination throughout, underscoring our commitment to cross-sector creative collaboration.

MUSIC



Applications for the fifth annual Slight Music Video Program opened in Q2. This initiative provides funding and support to local film production companies to create original music videos that spotlight Kingston's vibrant music scene, with a focus on emerging artists. By bridging the city's film and music communities, the program offers selected musicians professionally produced music videos, set to premiere at the 2026 Kingston Canadian Film Festival. This year saw record interest in the program, with 20 production companies and over 60 musicians applying. The Kingston Music Office, in collaboration with the Kingston Canadian Film Festival, is currently reviewing applications and narrowing the production companies to a top ten. These selected teams will then choose an artist to collaborate with, with production expected to begin mid-summer.

Release Radar

To support local artists, we've been highlighting new releases through our "Release Radar" initiative. This quarter, we promoted 23 local artists across our platforms. Currently the playlist is showcased at the Visitor Information Centre and on CFRC Radio.

Recently, CFRC was recognized nationally for its outstanding contributions to Kingston's music scene at the National Community Radio Awards Gala, earning the Local Talent Development Award from the National Community Radio Association. The Music Office provided a letter of support for this award, highlighting CFRC's dedicated work in amplifying local voices and supporting musicians and artists.

Kingston Music Advisory Committee

In Q2, the Kingston Music Advisory Committee convened to strengthen its connection to the local music community, share updates on the Music Office's activities, and provide a forum for discussion around sector needs. A key milestone was the launch of the committee's first working group, dedicated to researching and developing a fair wage policy for municipal music engagements, a supporting action of the Kingston Music Strategy (2.5). The group held its inaugural meeting in Q2 and will continue work in Q3, aiming to present a finalized report and draft policy recommendations by Q4. This initiative aligns with broader municipal goals of equity and fair compensation in the cultural sector.

Venue health remains a point of concern. Venues are cultural assets and essential infrastructure for the music economy, yet many operate with thin margins, limited ownership, and little access to public support. We are currently developing a venue roundtable to offer networking, advocacy, and resource-sharing, informed by successful models in Quebec and insights from the Canadian Live Music Association. We are monitoring the implications of Ontario's newly passed Bill 10. The legislation, which introduces potential criminal liability for landlords related to on-premises drug possession, raises significant concerns for venue operators, including

MUSIC



resonant

increased insurance costs and lease uncertainty. In collaboration with the Canadian Live Music Association, we are encouraging Kingston venues to provide feedback and will continue to advocate for sector protections as legislative impacts unfold.

These activities supported our 2025 annual plan goals:

- // Strengthen music-friendly infrastructure.
- // Expand outreach and talent investment by assisting emerging artists with professional tour support.
- // Develop tool kits and promote resources for musicians and venues.
- // Create professional development and networking opportunities for local artists.
- // Support activation and development of spaces for musical experiences.
- // Provide support for local promoters, organizers, festivals, and venues.
- // Support creative industries growth through key education partners.

Music work this quarter supported the following IDS initiatives:

- 4 – Develop a creative industries tourism plan.
- 14 – Leverage under-utilized assets.

Our work this quarter addressed the following Kingston Music Strategy goals:

- 1.2 – Support community and industry efforts to create and activate music spaces, hubs, and incubators where artists can gain access to resources and support.
- 1.8 - Explore partnerships with the Union of Professional Musicians to create professional venue standards guidelines.

MUSIC



resonant

-
- 2.1 – Develop new programming and performance opportunities that promote local musicians and access to music in neighbourhoods across Kingston.
 - 2.3 – Partner with local experts, community organizations, and post-secondary institutions to expand reach of city-sponsored residency programs for both musicians and music industry workers, develop barrier-free workshops, programming, and tool kits, and resources on building a career in music.
 - 2.4 – Work with community partners to deliver an annual music industry conference to facilitate professional development, capacity building, and networking opportunities.
 - 2.5 – Create a city-wide campaign to promote the City of Kingston’s ongoing commitment to paying artists fair wages, with the intent of garnering public support for fair payment standards.
 - 2.7 – Enhance awareness of grant funding opportunities available (locally, provincially, and federally) to local musicians.
 - 2.8 – Identify collaborative opportunities between City of Kingston and local schools to provide Kingston youth access to early career supports and services.
 - 3.5 – Facilitate networking opportunities for local musicians (music and other creatives) through further investment in existing programs (Bandwidth, Slight Music Video Program) and collaborate with partners to create new initiatives.

MUSIC



2025 annual goals

Live events	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Kingston facilitated roadshows	9	0	3			3	33%
Artists/bands impacted	20	0	4			4	20%
Workshops/professional development events	34	9	14			23	68%
Attendees at workshops/events	1,238	351	445			796	64%

Sponsored events							
Sponsored music events	15	4	5			9	60%
Attendees, sponsored events	11,499	2,218	6,500			8,718	76%
Artists/bands impacted	350	132	215			347	99%
Estimated economic impact of sponsored events	\$291,510	\$149,978	\$194,978			\$344,956	118%

Kingston Production Directory							
Music listings	50	33	5			33	76%

Economic impact source: TREIM

VISITOR SERVICES



Q2 visitor insights

We track data on visitors to Kingston as a whole. These insights are based on Azira mobile data, part of our Destination Insights Dashboard. These data showed that:

- // 98.8% visitors to Kingston were from Canada.
- // 0.8% of visitors were from the U.S.
- // 0.2% of visitors were non-U.S. international.
- // 45% of visitors stayed overnight.
- // Canadian visitors travelled an average of 732 km.
- // American visitors travelled an average of 1,191 km.
- // Non-U.S. international visitors travelled an average of 9,467 km.
- // 77% of all travellers were repeat visitors to Kingston.

Credit card data suggests Kingston has welcomed a larger portion of U.S. visitors than mobile data shows, with Ontario, the U.S., and Quebec as Kingston's top three markets January–May based on spending. Spending by U.S. visitors is up 40% over last year. Each quarter we incorporate multiple data sources into our visitation and visitor spend estimates.

Visitor engagement

At the Visitor Information Centre, we welcomed 16,076 visitors this quarter, based on internal tracking. From interactions with selected guests, we learned that they came from predominantly Ontario and Quebec and as far away as Texas and Arizona, Germany, China, and Mexico.

Activities

In April, we wrapped up our time hosting St. Lawrence College student Dona Sabu as part of her placement. During her time with us, Dona made meaningful contributions by reviewing our Enhanced Profile Program across the entire sector.

VISITOR SERVICES



This quarter saw the successful launch of our 2025 makers program, welcoming eight new local artisans and expanding our support for Kingston's creative economy.

We also delivered several activations, starting with a highly successful event at the Ottawa REDBLACKS game, where we connected with over 150 guests. Our booth featured an escape room experience and prize giveaways. Our pop-up at the Kingston Pride Parade was another highlight, offering face painting, temporary tattoos, and T-shirt decorating. We also collaborated with Travel Trade colleagues to welcome the *Pearl Mist* to Kingston. We hosted a pop-up activation in partnership with the Military Communications and Electronics Museum, creating a hands-on opportunity for visitors to engage with Kingston's military heritage in a fun and accessible way.

We began discussions with Murney Tower to help celebrate their 100th anniversary this year. Plans are underway for a special story time event at the Visitor Information Centre to mark the occasion and share this historic milestone with families and the broader community.

Partnerships

Before the quarter ended, we were pleased to welcome two new businesses to our Enhanced Profile Program: WHIT Kingston and Lake Boat Tours in Loughborough Lake.

We continue to expand our brochure distribution efforts, with Kingston Penitentiary emerging as our busiest location—requiring restocking twice a week to meet visitor demand. This highlights both the strong interest in local experiences and the value of maintaining high-traffic racking sites. This quarter, we added our branded brochure racks to the Great Lakes Museum and to the Endaayaan–Tkanónsote Residence at Queen's University.

Our ticket sales for community partners ramped up this quarter. At the Visitor Information Centre, we sell tickets for Fort Henry and Kingston Pen Tours, Kingston Food Tours, Kingston Destination Group, *S.S. Keewatin* tours, and The Haunted Walk.

VISITOR SERVICES



Sustainability initiatives

June 4–5, Tourism Kingston had a booth at the Kingston Climate Summit to connect with participants and to share information on sustainable tourism. Marketing materials focused on five ways local businesses and organizations can be part of the sustainable tourism movement:

- // WELCOME: Rainbow Registered
- // TRAVEL: Ontario By Bike certification
- // STAY: Green Key certification
- // FARM TO TABLE: Feast On certification
- // FOOD SECURITY: Lionhearts Food Reclamation & Redistribution

We ordered a bike repair station to be installed at the Visitor Information Centre in Q3 to establish the VIC as a bicycle-friendly hub by Ontario By Bike. We have also surveyed downtown Kingston to update our information on bike racks. We added more than 100 bike racks to our mapping system. We worked with Ontario by Bike to support downtown Kingston's application as a bicycle-friendly Business Area and to become a Destination Partner.

We participated in a lunch and learn session hosted by Lionhearts, which encouraged accommodations partners to support and join their mission. We onboarded two new partners after this event and began discussions with a third.

These activities supported our 2025 annual plan goals:

- // Expand retail offerings.
- // Improve data collection.
- // Grow the Visitor Information Centre (VIC) as a one-stop shop for tourism experiences.
- // Champion sustainable practices.

Visitor Services work this quarter supported the following IDS initiatives:

13 – Create a sustainable tourism development plan.

VISITOR SERVICES



2025 annual goals

Visitors	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Number of interactions	140,000	3,373	16,083			19,456	14%
Partner support							
Tickets sold for partners	\$25,000	\$832	\$6,057			\$6,889	28%
Revenue							
Enhanced Profile Program	\$28,500	\$11,100	\$13,019			\$24,119	85%
Merchandise	\$77,000	\$6,847	\$28,079			\$34,926	45%

GUIDING DOCUMENTS

Work each quarter is measured against a number of guiding documents, including:



Kingston's Integrated Destination Strategy 2022-2027



Tourism Kingston 2025 Annual Plan



Kingston Music Strategy



Sport Tourism Strategic Framework



TOURISM KINGSTON FINANCIAL SUMMARY

Second quarter, ending June 30, 2025

Revenue	2025 Budget	Year to Date	Variance	% YTD
Municipal Funding	\$ 1,619,676	\$ 809,838	\$ 809,838	50%
Municipal Other - Cultural Services SLA	\$ 148,500	\$ 148,500		100%
Other Revenue				
KAP Contribution	\$ 1,750,000	\$ 875,000	\$ 875,000	50%
KAP Contribution - Other	\$ 28,000	\$ 14,000	\$ 14,000	50%
MAT 35% - Film & Media	\$ 350,000	\$ 350,000		100%
MAT 65% - STR	\$ 70,000	\$ 15,598	\$ 54,402	22%
Francophone 2024 - 2025	\$ 22,700	\$ 16,500	\$ 6,200	73%
Experience Ontario 2024 - 2025	\$ 30,000	\$ 13,500	\$ 16,500	45%
VIC Sales & Commissions:				
Resale	\$ 77,000	\$ 34,926	\$ 42,074	45%
Ticket sales & other revenue	\$ 25,000	\$ 6,889	\$ 18,111	28%
Brochure racking	\$ 28,500	\$ 24,119	\$ 4,381	85%
Music Revenue	\$ 53,500	\$ 52,960	\$ 540	99%
Film Revenue	\$ 18,500	\$ 18,500		100%
Business Events Revenue	\$ 7,500	\$ 3,625	\$ 3,875	48%
Travel Trade Revenue	\$ 3,000	\$ 3,000		100%
Sport & Wellness Revenue	\$ 5,000	\$ 5,000		100%
Marketing Revenue	\$ 80,000	\$ 80,000		100%
Partnership Revenue	\$ 40,000	\$ 20,000	\$ 20,000	50%
Other Funding	\$ 312,020	\$ 308,315	\$ 3,705	99%
Total Revenue	\$ 4,668,896	\$ 2,800,270	\$ 1,868,626	60%
Expenditures				
Wages & Benefits	\$ 1,828,166	\$ 904,822	\$ 923,344	49%
Other Administrative Expenses	\$ 300,000	\$ 168,512	\$ 131,488	56%
Reserve	\$ 50,000	\$ 25,000	\$ 25,000	50%
Software Maintenance	\$ 65,000	\$ 19,375	\$ 45,625	30%
Project Expenses				
Marketing Digital Content Media Relations	\$ 1,728,065	\$ 978,149	\$ 749,916	57%
Partnerships	\$ 40,000	\$ 19,710	\$ 20,290	49%
Francophone Community Grant 2024 - 2025	\$ 22,700	\$ 22,700	0	100%
Experience Ontario 2024 - 2025	\$ 30,000	\$ 30,000		100%
Business Events	\$ 95,000	\$ 36,060	\$ 58,940	38%
Travel Trade	\$ 95,000	\$ 38,465	\$ 56,535	40%
Sport & Wellness	\$ 135,465	\$ 60,111	\$ 75,354	44%
Film	\$ 56,000	\$ 37,349	\$ 18,651	67%
Music	\$ 53,500	\$ 31,046	\$ 22,454	58%
Visitor Services	\$ 98,530	\$ 52,367	\$ 46,163	53%
COGS	\$ 71,470	\$ 6,941	\$ 64,529	10%
Total Expenditures	\$ 4,668,896	\$ 2,423,667	\$ 2,173,760	52%
Surplus/(Deficit)	-	\$ 376,604		



Tourism Kingston
177 Wellington Street, Suite 200
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– *Tourism* –
KINGSTON

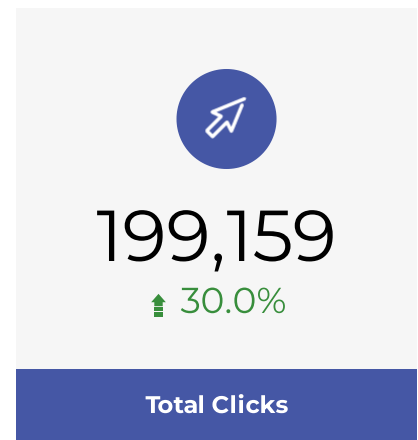
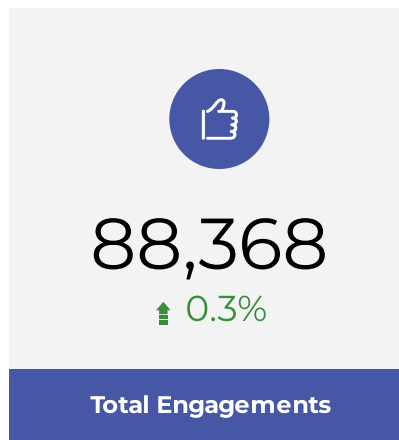
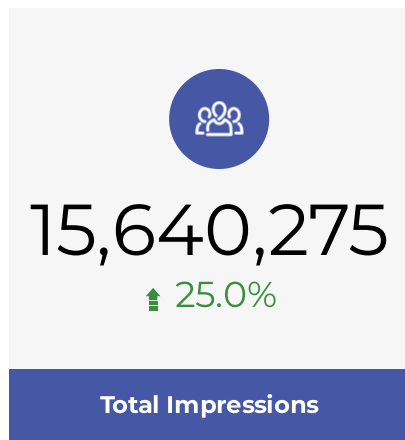
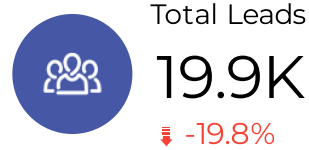
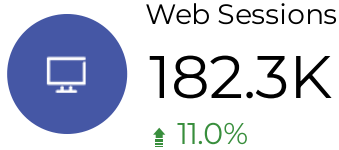


digital report

KINGSTON

Overview - April 2025

The big picture of our digital activity this month



Impressions, Engagements, and Clicks include all digital activity

Apr 1, 2025 - Apr 30, 2025

Website

- We had a strong push in April with the launch of the Q2 Brand Campaign in the beginning of the month, followed by Business Events 2025, and Canadian Campaign. As a result, we saw a 36% and 11% increases in website session YoY and MoM respectively.
- As we updated the French brand campaign landing page and launched corresponding French-language ads as part of the Canadian Campaign, the total sessions of French ads saw a 1.6K% jump YoY in just 2 weeks of the campaign launch. Total users and page views also experienced the similar trends with 1.7K% and 1.2K% increases YoY.
 - + We also launched a Quebec campaign with Destination Ontario in mid-April, which also contributed to the increased traffic to the French landing page.
- The total number of leads, including outbound clicks and call clicks to operators and hotels, decreased by 19% YoY. The high volume of leads last year was largely driven by the Solar Eclipse event, which contributed to the higher numbers, resulting in the decline we've seen this year.

Paid Digital

In April 2025, we had the Brand Campaign, Canadian Campaign, and Business Events Campaign live on various channels, including but not limited to Google, Meta, TikTok, and Pelmorex.

*Full monthly performance of our Brand Campaign is detailed on page 10.

*Full monthly performance of Business Events 2025 is detailed on Page 11.

*The Canadian Campaign launched in phases, from April 1-15th. Full monthly performance of the campaign is detailed on Page 12.

Meta (FB/IG):Boosted Posts:

2.02% CTR (-26%) | \$0.19 CPC (+25%) | \$3.88 CPM (-8.05%)

- We saw an overall dip in boosted content stats, mainly due to the drop of English content's link clicks.
 - + Such drop was primarily attributed to content types in April which focused on general listicles such as Local Arts or Local Foods. In addition, March saw many events like Maple Madness, Kingstonlicious, and included March Break. Content boosting maintained a strong performance with a jump in CTR and drops in costs.
- With English content, we saw the same trend with previous months with the "25 Things to Do" of the month outperforming others, driving the majority of impressions (76K) and link clicks (1.7K).
- With French campaign, "25 Things to do in April" recorded a CTR of 2.04%.

Brand Campaign 2025:

2.44% CTR (+18%) | \$0.31 CPC (-4%) | \$7.56 CPM (+13%)

- Brand Campaign on Meta saw a strong month with a 30% increase in link clicks and 11% increase in impressions, totalling 10.2K clicks out of 419K impressions.
- The CPM increased by 13% but it was unavoidable because of the competition. Internally, we have Canadian Campaign using a similar targeting strategy which also fueled the advertising market.
- Within the prospecting campaign, Spa/Leisure was the top performer, generating the highest impressions (62.9K) and link clicks (8.9K) at the most cost-effective CPM (the lowest—\$4.80) and CPC (\$0.27).
- The vertical 15-second Spring video outperformed others, pulling the most impressions and clicks.
- The new assets for Spring component, including themed animated banners and partner carousel, were launched on April 30th.
- The "25 Things To Do in May" saw the highest CTR at 4% and the most cost-efficient CPC (\$0.13).

Canadian Campaign 2025 | English:

1.11% CTR | \$0.53 CPC | \$5.94 CPM

- Our English campaign, targeting Toronto, Ottawa, Southeastern Ontario and Southwestern Ontario, delivered an average CTR of 1.11%. Generally speaking, short-termed campaigns (under 3 months in duration) tend to see a lower CTR compared with the long run ones, mainly due to the shorter timespan in which the campaign has to "learn", and the high reach (rapid increase in impressions).
- Among all of our Anglophone regions, our familiar markets, including Ottawa and regions along the 401 corridor, showed the most engagements with an ER of 21.4% (higher than the average of 20.6%).
- The "See & Do" and "Rest and Relax" assets consumed the majority of investment, generating CTRs at 0.96% and 1.13% respectively.
- The campaign video (15-sec) delivered the highest CTR at 1.50%.

Recommendation:

- To increase the reach of Food Tours creative, we might consider moving it to Brand Campaign, as long as we can consolidate the creative quantities to no more than 5.

Canadian Campaign 2025 | French:

- Our French campaign, targeting Montréal and its surrounding, as well as Francophone Ottawa, saw a decent CTR at 1.51%.
- On the creative perspective, the French campaign mirrored the English one, with "See & Do" dominating the investment and performance, while "Eat & Drink" received the least.
- The family-demographic segment delivered the best results (impressions and link clicks) (CTR: 1.49%). However, all segments delivered comparable CTRs (1.39%-1.62%).

Apr 1, 2025 - Apr 30, 2025

Meta (FB/IG) (continued):Business Events 2025:

2.81% CTR | \$0.44 CPC | \$12.25 CPM

- Leveraging the success of last year's campaign, we replicated the campaign structure, segmenting our target audiences into "Professional Planners" (as their profession) and "General Job Title" (those whose event planning was a part of their job responsibility, such as HR Generalist).
- So far, the campaign has delivered 3.3K link clicks out of 119K impressions (CTR: 2.81%).
- Our media mix included static image and video, which we believe is a great balance between reach and conversion, using the results of last year's campaign.

GoogleDemand Gen | Brand Campaign:

2% CTR (+61%) | \$0.13 CPC (+4%) | \$2.62 CPM (+68%)

- While the total impressions dropped by 11%, mainly because of the increased CPM due to a highly competitive period, our total clicks picked up by 43%, boosting our CTR to 2% last month.
- Overall, the campaign has generated 2.4M impressions and 48K clicks.
- Our Leisure-interest segment pulled the majority of impressions and link clicks last month, seeing a 581% and 881% improvement MoM. Eventually, the segment recorded a CTR of 2.82%.
- Best headline: "Kingston: a world away down the road " (CTR: 1.60%).
- Best description: "Views. Vibes. Adventures. A world away down the road in Kingston. View trip packages." (CTR: 1.67%).

Recommendations:

- As we continued to see the pickup in costs regardless of multiple optimization approaches, we looked into the campaign setup, restructured and refined how we targeted the audiences. Specifically:
 - + We consolidated the interest- and demographic-based audiences by merging in-market and affinity groups with custom audiences (keywords), sending foundational signals to Google define our ideal personas at the highest level.
 - + We ran a retargeting campaign to ensure we stay top-of-mind of our current audiences.
 - + We added a lookalike audience based on our website traffic to build up our audience personas at a more detailed level.
- We recommend running this structure for the next 2 months to further determine our next steps.

Performance Max | Canadian Campaign:

1.02% CTR | \$0.14 CPC | \$1.39 CPM

- Overall, PMax was our key traffic driver of not only the Canadian Campaign but all of our ads, totalling 5.9M impressions and 60.6K clicks in April (CTR: 1.02%).
 - Our familiar markets, including Ottawa and regions along 401 corridor, recorded the highest CTR (1.44%) among all markets. However, their CPM and CPC were higher compared with other markets.
 - The New Markets* performed the best overall with the lowest CPC (\$0.12) and CPM (\$1.12).
 - Within New Markets, Hamilton recorded the highest impressions (438K) but London delivered the majority of clicks (4.3K).
 - Downtown Toronto and the surrounding (~10 miles from The Toronto Islands) pulled the majority of impressions and clicks (1.6M and 16K respectively). That was partially thanks to the largest investment share of Toronto markets compared with others.
 - Best headline: "Share it together in Kingston", "The Canadian way in Kingston", and "Historic. Hip. Kingston."
- *New Markets refer to urban cities in SouthWestern Ontario, including but not limited to London, Hamilton, and Kitchener, where we recently expanded our reach in the Canadian Campaign.*

**Performance Max as a part of the Brand Campaign launched on May 1, 2025. Its first report will be included in next month's report.

Demand Gen | Business Events 2025:

1.22% CTR | \$0.09 CPC | \$1.10 CPM

- The campaign last month recorded 10.6K clicks out of 872K impressions.
- As with our strategy for Meta ads, we replicated the same audience segments from last year, including "Industry Professional", "Industry Association" (users and lookalike users who visited entities in the same industry), and "Business Event Queries" (users who searched for relevant keywords).
- The "Industry Professional" group outperformed others, delivering the highest CTR at 1.25%.

Recommendations:

- We recommend using the newsletter list for Business Events as the seed list to build and test a lookalike audience segment.

TikTok

Apr 1, 2025 - Apr 30, 2025

Brand Campaign 2025:

0.57% CTR (-3%) | \$0.37 CPC (-3%) | \$2.09 CPM (-22%).

- Last month, we had the ads of Spring video run on TikTok. Also, we boosted "The Screening Room" and "Tett Centre", "Otter Creek Kitchen", "Patriam", and "Pedal Works".

- We saw a strong month as both impressions and link clicks increased significantly by 40% and 35%, attributed to the increase in investment and new content frequency.

- "Otter Creek Kitchen" delivered the highest performance with most clicks (2.4K) and at the highest CTR (0.59%). This video also consumed the most investment, stating that Food and Drink content was one of the favourite types of the platform's algorithm.

- The organic 'Screening Room' video was removed by TikTok for community guidelines violation without a clear reason. As other creators were faced similar issues, we recommend handling this on a case-by-case basis.

+ Given the video's strong performance in paid ads, it seems best to shift focus and proceed.

+ We're confident the removal isn't due to sound copyright, as such violations typically involve sound removal or strikes, not the full video removal. It's more likely related to a specific flagged detail in the video

Paid Search

- 1000 Islands Cruises was our top performing event campaign, generating over 18% of all outbound referrals in April.

- The CTR on our ads was mostly steady at ~24% MoM, however there was a decline in overall outbound referral volume of 31%, mainly due to the high converting campaigns running in March related to Mark Break in April.

- In April, 55% of all paid search ad visitors resulted in an outbound referral to a hotelier or operator. While down MoM for seasonality reasons, it was a 19% improvement to conversion rate YoY.

Email

New subscribers: 61

CONSUMER

Avg. open rate: +4% (28.12%) | Avg. CTR: -6% (28.7%) | Total unsub: -22% (7)

MEMBER

Avg. open rate: -17% (55.03%) | Avg. CTR: -78% (32.44%) | Total unsub: +100% (2)

Apr 1, 2025 - Apr 30, 2025

Consumption

Is our content marketing working?

Glossary of Terms

Sessions

of times your site was visited.

Users

of people who visited your site.

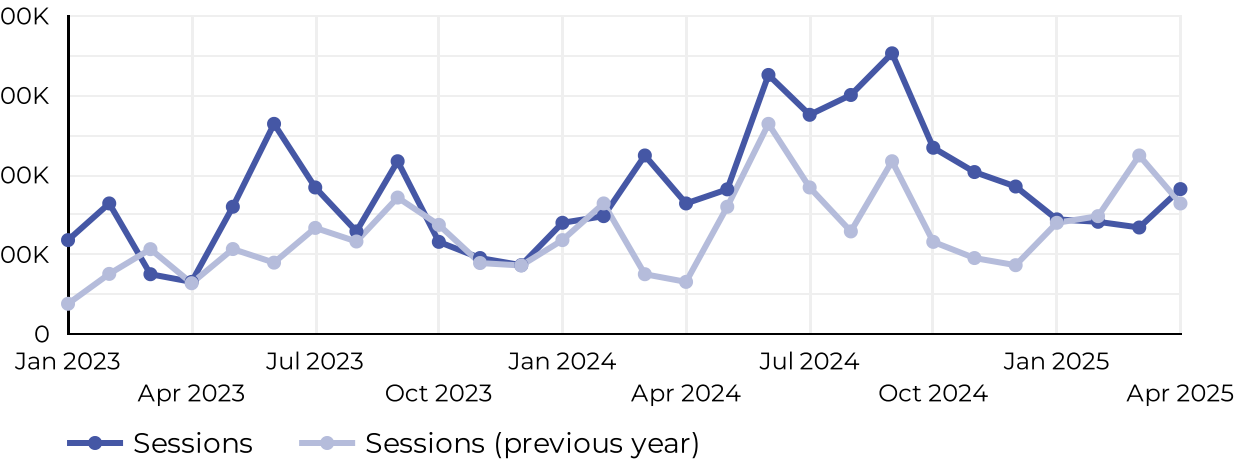
Page Views

of pages that have been viewed on your site.

% Return Visitors

% of user who have visited your site more than once.

* All percent change is Year Over Year



Sessions
182.3K
↑ 11.0%

Users
156.4K
↑ 16.3%

Page Views
235.5K
↑ 4.7%

Retention

Are users coming back and consuming our content?



7.4

% Return Visitors

Lead Generation

Are users converting online?

Operators

Hotels

<p>0.05 ↓ -30.5%</p> <p>Web Referrals</p>	<p>0 ↓ -71.4%</p> <p>Clicks to Call</p>
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<p>2,310 ↓ -25.2%</p> <p>Web Referrals*</p>	<p>71 ↓ -47.0%</p> <p>Clicks to Call</p>
---	--

*Overall lead generation is lower YoY because the total solar eclipse took place in Kingston on April 8th, 2024. The first week of April last year saw an uptick in lead generation with last-minute bookings prior to the eclipse.

Consumption

How is our audience using our site?

Users
156,426

Apr 1, 2025 - Apr 30, 2025

Glossary of Terms

Users

of people who visited your site.

Avg. Engagement per Session

Average length of time that the website was in focus in the browser.

Avg. Time on Site

Average time spent on site during one session.

Pages/Sessions

Average # of pages viewed per session.

Avg. Time on Page

Average time spent on a single page.

Impressions

The number of times your content was served to users on Twitter & Facebook.

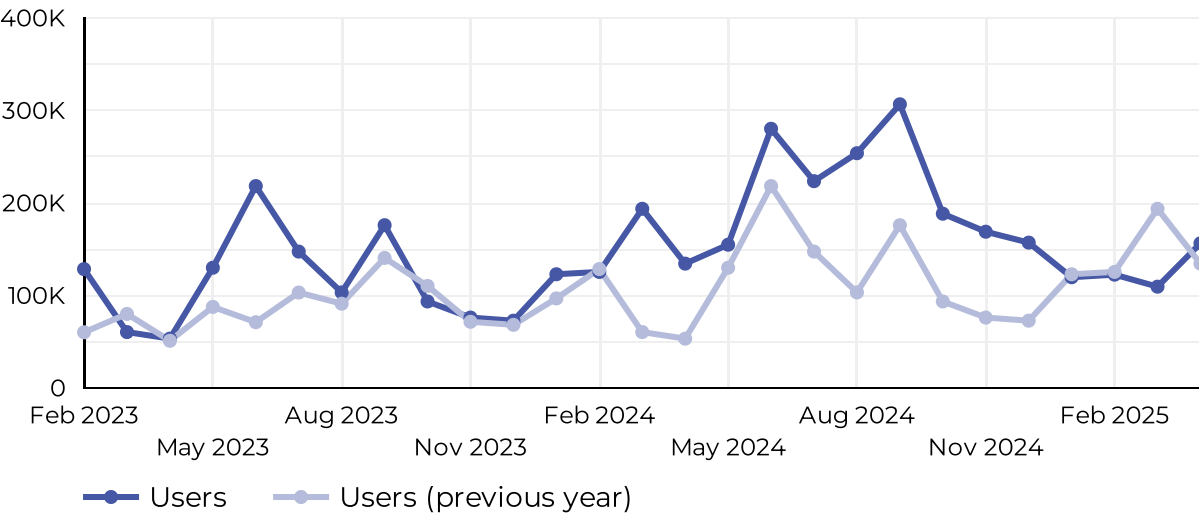
Engagements


The total number of engagements across Twitter, Facebook, and Instagram.

Link Clicks

The number of clicks on links within your content on Twitter & Facebook.


* All percent change is Year Over Year





00:00:18
↓ -36.2%

Avg. Engagement per Session



1.29
↓ -5.7%

Pages/Sessions

Social Media

An overview of activity on our social media channels



26,770
Instagram Followers



65,025
Facebook Page Likes




67,415
Facebook Page Follow



8,981
X Followers




3,115
TikTok Followers




2,499,989
↓ -14.8%

Impressions



77,889
↓ -8.9%

Engagements



35,611
↓ -1.6%

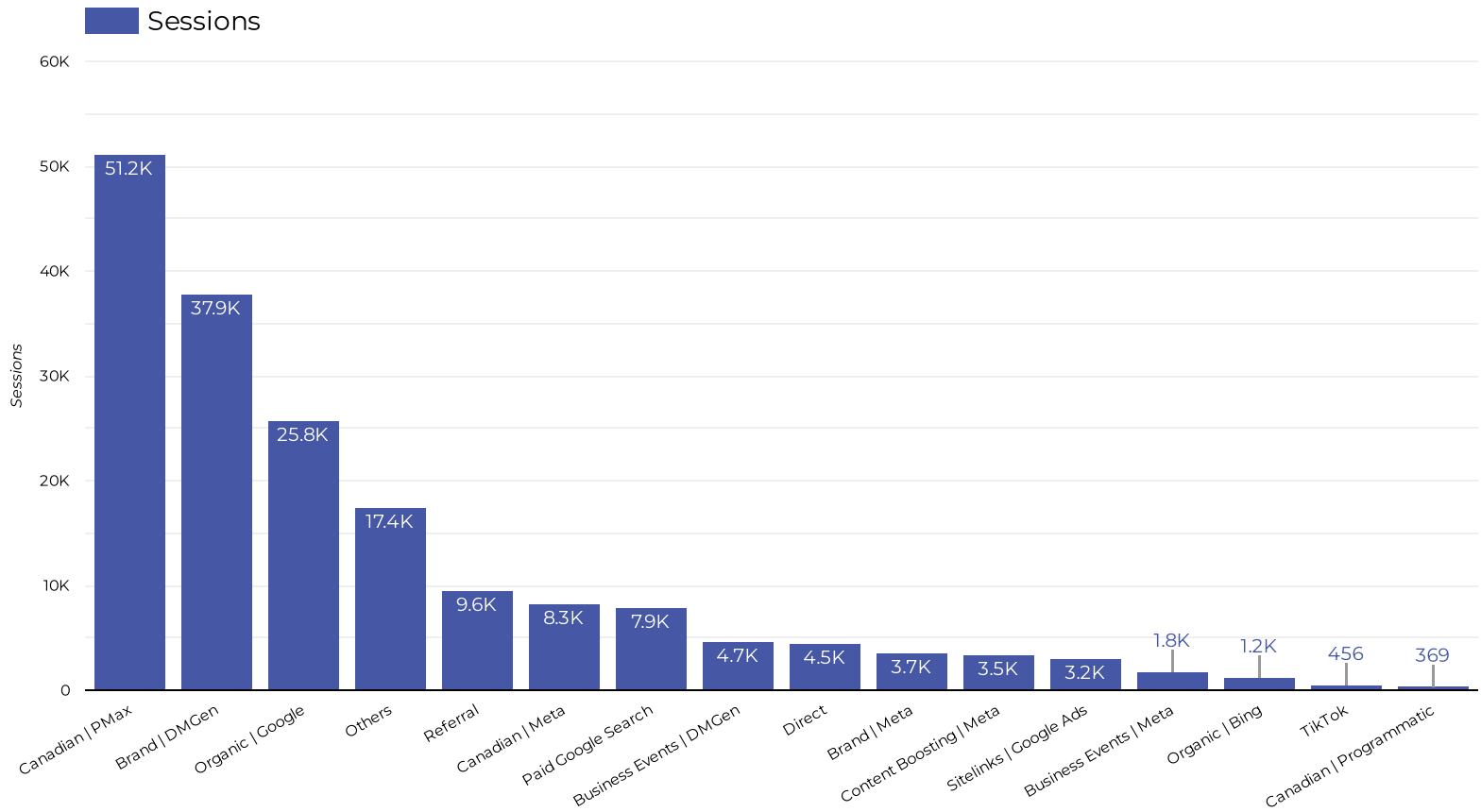
Clicks

*totals for organic and paid Facebook, Instagram, Twitter

Apr 1, 2025 - Apr 30, 2025

Website Metrics

Where is our audience coming from and what are they consuming?



*Others include but not limited to traffic generated by newsletter, and traffic that couldn't be classified by Google Analytics 4.

Website Metrics - Top 10

Traffic by City

City	Sessions
1. Toronto	34,112
2. Kingston	18,934
3. Montreal	12,076
4. Ottawa	10,672
5. (not set)	10,011
6. Brampton	4,388
7. Mississauga	4,098
8. Hamilton	3,238
9. London	2,482
10. Vaughan	2,342

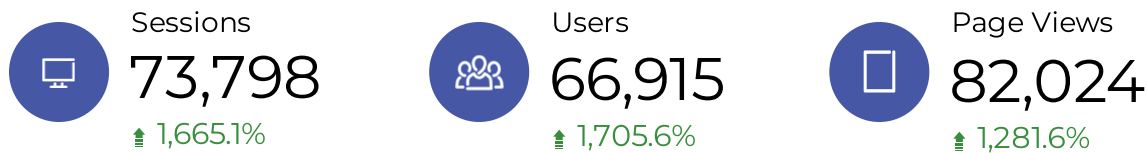
Most Visited Pages

Page title	Sessions
1. Come Together in Kingston – Visit Kingston	116,179
2. 25 things to do in Kingston this April – Visit Kingston	11,324
3. Meet in Kingston – Visit Kingston	9,576
4. Visit Kingston – Fresh Made Daily	6,673
5. Visitor Survey – Visit Kingston	5,261
6. Top Attractions – Visit Kingston	3,462
7. Visit Kingston Events Events in K-Town	2,988
8. Our History Your Present – Visit Kingston	1,901
9. 25 things to do in Kingston this May – Visit Kingston	1,575
10. Kingston Penitentiary: Explore Canada's Historic Prison in Kingston – Visit K...	1,351

French and Chinese Sites

Website metrics from each of our French and Chinese sites

French

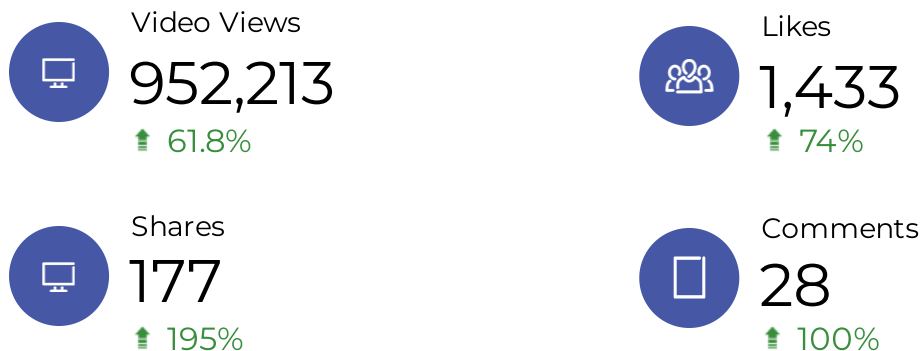


Chinese



TikTok

Metrics from VisitKingston's TikTok account for the month



Apr 1, 2025 - Apr 30, 2025

Glossary of Terms

Sessions

of times your site was visited.

Users

of people who visited your site.

Page Views

of pages that have been viewed on your site.

Video Views

The number of times viewers watched your videos in the selected date range.

Likes

The number of likes your videos received in the selected date range.

Comments

The number of comments your videos received in the selected date range.

**comparison is year over year*

Apr 1, 2025 - Apr 30, 2025

Email Marketing


An overview of email campaigns this month

 **61**
New Subscribers


Consumer Newsletter

 **6,405**
Total Deliveries

 **1,801**
Total Opens

 **517**
Total Clicks

 **7**
Total Unsubscribes

 **28.12%**
Average Open Rate

 **28.71%**
Average CTR


Benchmarks: Open Rate - 24% | CTR - 12%

Member Newsletter

 **1,014**
Total Deliveries

 **558**
Total Opens

 **181**
Total Clicks

 **2**
Total Unsubscribes

 **55.03%**
Average Open Rate

 **32.44%**
Average CTR

Glossary of Terms

Deliveries

Number of successful emails sent.

Unique Opens

of people who opened your emails.

Open Rate

Opens divided by deliveries.

Clicks

of clicks that were taken on your email.

CTR

Clicks divided by unique opens.

Paid Digital | Content Boosting

Apr 1, 2025 - Apr 30, 2025 ▾

A snapshot of our Meta ads in market this month

English Boosted Content

Ad Names	Impressions	Link clicks ▾	CTR	CPC	CPM
TK (032125) Boosted Post Traffic 25 Things in April	76,708	1,758	2.29%	\$0.14	\$3.24
TK (040425) Boosted Post Traffic Local Food & Drink	27,673	763	2.76%	\$0.19	\$5.12
TK (042425) Boosted Post Traffic HomeGrown	18,124	539	2.97%	\$0.16	\$4.81
TK (032825) Boosted Post Traffic Sandy Han	22,042	538	2.44%	\$0.19	\$4.63
TK (042525) Boosted Post Traffic 25 Things in May	24,925	525	2.11%	\$0.14	\$2.89
TK (042125) Boosted Post Traffic Local Arts	41,503	380	0.92%	\$0.43	\$3.91
TK (032825) Boosted Post Traffic Local Food	14,492	196	1.35%	\$0.39	\$5.34
TK (032125) Boosted Post Traffic Housing Essential	9,560	175	1.83%	\$0.24	\$4.34
TK (042225) Boosted Post Traffic Local Beverages	13,061	171	1.31%	\$0.37	\$4.91
Grand total	248,088	5,045	2.03%	\$0.20	\$4.02

French Boosted Content

Ad set name	Impressions	Link clicks	CTR ▾	CPC	CPM
TK (032825) Boosted Post Traffic FR 25 chose a fair en avril	46,922	957	2.04%	\$0.16	\$3.28
TK (042525) Boosted Post Traffic FR 25 Chose a fair en mai	11,006	184	1.67%	\$0.20	\$3.30
Grand total	57,928	1,141	1.97%	\$0.17	\$3.28

Paid Digital | Brand Campaign 2025

Apr 1, 2025 - Apr 30, 2025 ▾

A snapshot of the Brand Campaign 2025's paid ads for the month



Impressions
4,068,750



Link Clicks
64,932

Google

Campaign	Impressions	Clicks ▾	CTR
Brand (2025) DMGen	2,432,116	48,618	2%
Grand total	2,432,116	48,618	2%

Meta

Campaign name	Impressions	Clicks	CTR ▾
TK (2025) Brand Campaign Prospecting Traffic	363,412	8,905	2.45%
TK (2025) Brand Campaign RMKT LPVs	55,506	1,321	2.38%
Grand total	418,918	10,226	2.44%

TikTok

Campaign name	Impressions ▾	Clicks	CTR
TK (2025) Brand Campaign Traffic (Clicks)	1,035,803	5,855	0.57%
Grand total	1,035,803	5,855	0.57%

Other Partners (Partner | Ad Format)

Media	Impressions ▾	Clicks	CTR
Pelmorex Display	101,191	131	0.13%
Narcity Display	80,722	102	0.13%
Grand total	181,913	233	0.13%

Paid Digital | Business Events

Apr 1, 2025 - Apr 30, 2025 ▾

A snapshot of the Brand Campaign 2025's paid ads for the month



Impressions
1,173,644



Link Clicks
14,198

Google

Campaign	Impressions	Clicks ▾	CTR
TK (2024/25) Business Event DMGen	872,720	10,624	1.22%
Grand total	872,720	10,624	1.22%

Meta

Campaign name	Impressions	Clicks	CTR ▾
TK (2024/25) Business Events	119,011	3,341	2.81%
Grand total	119,011	3,341	2.81%

LinkedIn

Media	Impressions ▾	Clicks	CTR
Pelmorex Display	101,191	131	0.13%
Narcity Display	80,722	102	0.13%
Grand total	181,913	233	0.13%

Paid Digital | Canadian Campaign 2025

Apr 1, 2025 - Apr 30, 2025 ▾

A snapshot of the Canadian Campaign 2025's paid ads for the month



Impressions
7,959,850



Link Clicks
74,522

English Campaign

Campaigns	Impressions	Clicks ▾	CTR
Google Performance Max EN	5,935,873	60,656	1.02%
Meta EN	770,550	8,354	1.08%
Postmedia EN	323,234	1,032	0.32%
Globe and Mail EN	91,105	185	0.20%
Cross-Network Programmatic EN Remarketing	204,602	159	0.08%
Cross-Network Programmatic EN Prospecting	104,036	122	0.12%
Corus EN	133,621	86	0.06%
Pattison EN	-	-	-
Grand total	7,563,021	70,594	2.89%

*The performance report for Pattison was not available at the time of preparing April's report. The statistics for both April and May will be included in the May report

French Campaign

Campaigns	Impressions	Clicks ▾	CTR
Meta FR	248,516	3,749	1.51%
Pelmorex FR	66,413	99	0.15%
Cross-Network Programmatic FR Prospecting	81,900	80	0.10%
Grand total	396,829	3,928	1.76%

Lead Generation

Apr 1, 2025 - Apr 30, 2025 ▾

A snapshot of our digital lead generation

Top Outbound Clicks (Website Referrals to Partners and Community)

Event Action	Total Clicks ▾
https://www.1000islandscruises.ca/reserve-2025/	794
https://www.1000islandscruises.ca/	666
https://www.kingstonpumphouse.ca/Exhibitions/DinosaursAmong...	439
https://www.kingstonrolley.ca/	384
https://www.zeffy.com/en-CA/ticketing/egg-stream-easter-fun-at-t...	357
https://www.1000islandscruises.ca/reserve/	344
https://www.tettcentre.org/kingston-botanical-market	340
https://www.kingstonpumphouse.ca/visit	281
https://www.kingstongrand.ca/events/just-for-laughs-road-show-3	279
https://www.stokedsaunaco.com/	265

Paid Digital

A snapshot of our digital ads in market this month

Google Search - Search Warrant

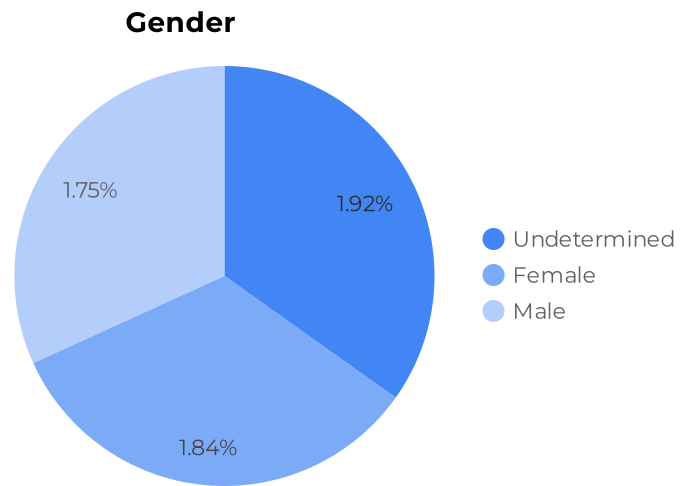
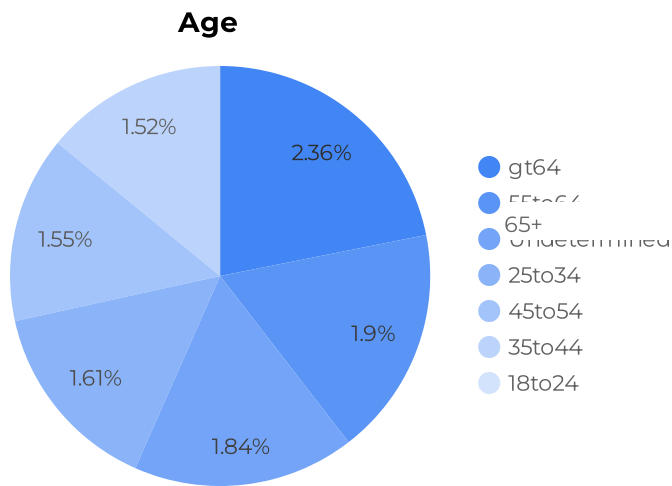
Session campaign	Impressions ▾	Clicks	CTR	Views
KA:25 Things to do in April	20,555	5,580	27.15%	9,390
KA:25 April Events: Kingston Trolley Tour	6,592	894	13.56%	1,576
KA:25 April Events: 1000 Islands Cruises	5,832	1,449	24.85%	1,809
KA:25 General Stay/Discover - Kingston	2,610	280	10.73%	780
KA:25 April Events: Memorial Centre Farmers' Market	287	48	16.72%	65
KA:25 April Events: Kingston Food Tours	246	74	30.08%	95
KA:25 April Events: Dinosaurs Among Us	213	69	32.39%	71
Grand total	36,335	8,394	23.10%	13,832

Website Audience

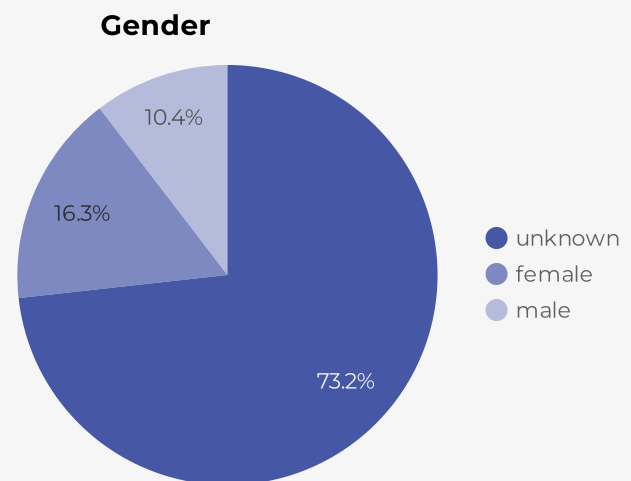
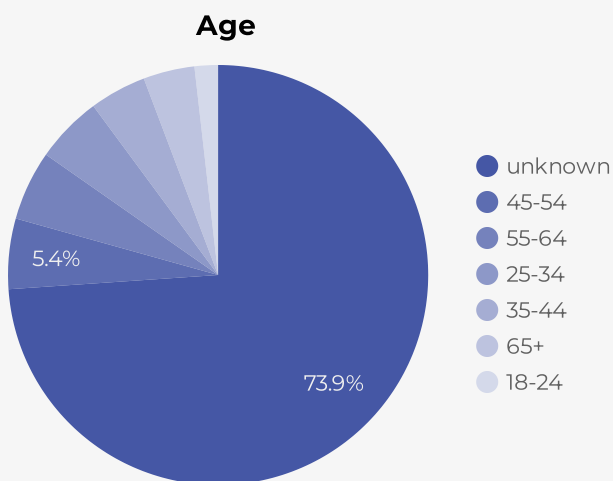
Apr 1, 2025 - Apr 30, 2025

A snapshot of the audience visiting our website

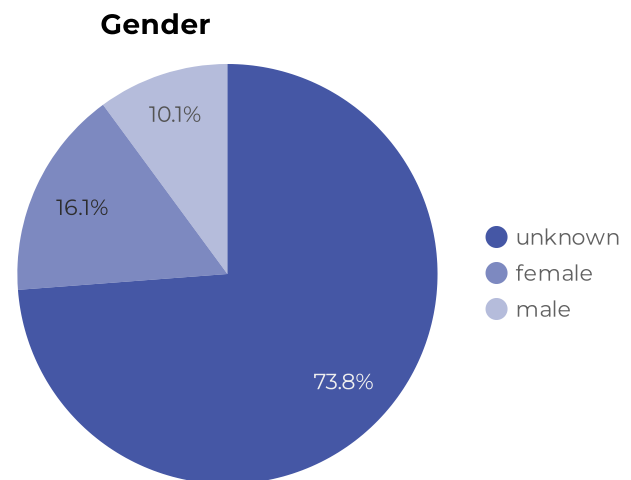
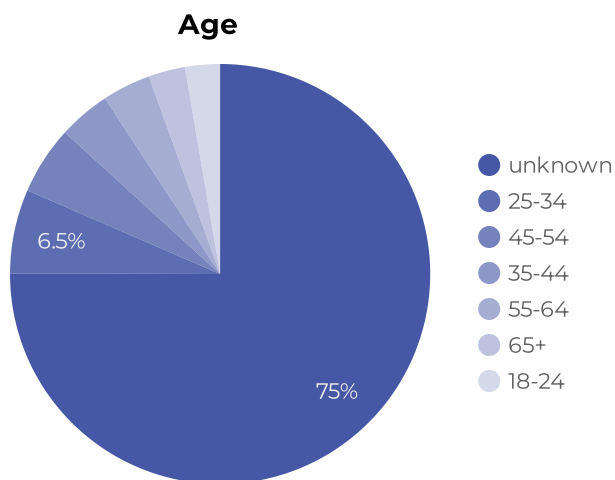
Click-through Rate by Audience on Google Ads



Hotel Leads by Audience



Operator Leads by Audience





digital report

KINGSTON

Overview - May 2025

The big picture of our digital activity this month



Web Sessions
296.2K
↑ 62.8%



Total Leads
27.8K
↑ 9.8%



40,694,904
↑ 141.9%

Total Impressions



127,134
↑ 92.9%

Total Engagements



376,828
↑ 134.9%

Total Clicks

Impressions, Engagements, and Clicks include all digital activity

May 1, 2025 - May 31, 2025 ▾

May is one of our primary focus months for advertising, where we allocate the most investment to capitalize on peak travel planning time. As a result, we had robust performance last month, driven by the continuous growth of the Canadian Campaign in Canada (hereinafter Canadian Campaign (CA)), the launch of the Canadian Campaign in the U.S. (hereinafter Canadian Campaign (US)), the Brand Campaign, and the Business Events Campaign.

Website

- The website sessions increased by 63% YoY, and the total users rose by 66% YoY.
- On the French landing page with French ads live as part of the Canadian Campaign (CA), the total sessions and users spiked by >700% MoM.
- The total leads, including outbound clicks and calls to operators and hotels, increased by 9.8% YoY, mainly in hotel website referrals. This could indicate a shift in user behavior toward hotel websites, either for initial research or online booking.

Paid Digital

In May 2025, we had the Brand Campaign, Canadian Campaign, and Business Events Campaign live on various channels, including but not limited to Google, Meta, TikTok, and Pelmorex.

**Full monthly performance of our Brand Campaign is detailed on page 10.*

**Full monthly performance of Business Events 2025 is detailed on Page 11.*

**Full monthly performance of Canadian Campaign (CA) is detailed on Page 12.*

** The Canadian Campaign US was launched in phases, with final assets going live on May 29th. Its May performance since launch is detailed on Page 12.*

Meta (FB/IG):

Boosted Posts:

2.09% CTR (+4%) | \$0.16 CPC (-16%) | \$3.38 CPM (-13%)

- May was a strong month with notable drops in costs and increases in both impressions and link clicks. The improvement was primarily driven by the diversity in content, showcasing different aspects of life in Kingston, including dining experiences, character stories, and activities.
- Looking at English content, "Athletes of Kingston: Arthur and Brittany Laramie" delivered the best overall performance, with the lowest CPC and the highest CTR of 9.81%. This was mainly attributed to the influence of the guests featured in the post.
- With French content, despite a spike in CPC, the click count saw a slight 3% increase, achieving a CTR of 1.53%.

Brand Campaign 2025:

1.98% CTR (-19%) | \$0.29 CPC (-7%) | \$5.69 CPM (-25%)

- Although the overall CTR saw a nearly 20% dip, both impressions and link clicks increased by 40% and 11%, respectively.
- With a drop in both CPC and CPM, May was a strong month overall, especially considering we entered a highly competitive period in the tourism industry.
- The Spa/Leisure segment delivered the best performance, with the lowest CPC and highest CTR.
- The 30-second video outperformed others in terms of cost-efficiency, achieving the lowest CPC, while the 15-second video led in terms of conversion performance, with the highest CTR.
- The "25 Things to Do in May" campaign concluded with a strong CTR of 4.16%.

Recommendations:

- Given the significant overlap between our audience segments, we will be consolidating them and exploring additional opportunities to leverage Meta's AI targeting next month.

Canadian Campaign CA | English:

1.28% CTR (+15.24%) | \$0.55 CPC (+2.5%) | \$7.02 CPM (+18%).

- Overall, the campaign delivered over 2M impressions and nearly 36K link clicks last month.
- Our key markets, including Southeastern Ontario and Ottawa, performed the best in terms of reach and conversion, achieving the lowest CPM and CPC.
- Toronto was the most expensive market, with the highest CPM at >\$9. This was expected due to the large size and high competition. However, Toronto delivered a higher CTR compared to the new markets in Southwestern Ontario (1.67% vs. 1.15%).
- The majority of the investment was allocated to the campaign video by Meta's algorithm. While it had the highest CPC and CPM, this asset delivered the highest CTR at 1.71%.
- The "Food Tours" asset saw the lowest performance, generating the fewest impressions and link clicks, mainly because it didn't receive as much investment compared to other assets.

Recommendation:

- We will audit the performance of assets in each audience segment across all markets next month. Our goal is to pause low-performing creatives and reallocate resources and budgets to high-performing assets in the final month of the campaign.

May 1, 2025 - May 31, 2025

Meta (FB/IG) (continued):Canadian Campaign (CA) | French:

2.68% CTR (+78%) | \$0.34 CPC (-21%) | \$9.14 CPM (-40%)

- Our French campaign has consistently shown strong potential in the Francophone markets, with impressive growth in conversions (traffic to site) despite higher audience costs (increased CPM).
- Mirroring the same trend as the English campaign, the brand video was the top performer, largely due to the algorithm's favor. This asset also delivered an impressive CTR of 2.93%, the highest in the Canadian Campaign (CA).
- The "Eat & Drink" asset did not perform as well, generating the lowest results in both impressions and link clicks, likely due to its lower investment allocation compared to other assets.

Recommendation:

- Similarly with the Canadian Campaign (CA) | English, we will audit the assets and remove low performers.

Canadian Campaign (US):

3.04% CTR | \$0.44 CPC | \$13.48 CPM

- The US campaign was launched on May 29th and ran for 3 days in May. Since it's too early to draw detailed insights, performance will be fully covered in next month's report.
- During the report period, the campaign generated 80K impressions and 2.4K clicks.

Business Events 2025:

3.06% CTR (+9%) | \$0.46 CPC (+5%) | \$13.98 CPM (+14%)

- Overall, the impressions and clicks saw decent improvement by 10% and 20%, respectively.
- Similar to last year, the video outperformed the static image, with a CTR almost three times higher than the latter, though its CPM was almost three times more expensive. However, maintaining a diverse media mix is essential for optimal overall performance.

Recommendation:

- We will explore more opportunities to leverage Meta's AI targeting capabilities, including testing lookalike audiences.

GoogleDemand Gen | Brand Campaign:

1.39% CTR (-31%) | \$0.1 CPC (-5%) | \$1.72 CPM (-34%)

- A month after implementing the new campaign structure, we saw significant improvements in cost efficiency, with CPM and CPC decreasing by over 30% and 5%, respectively.
- Aligned with the downward trend in costs, our impressions and link clicks increased by 53% and 6%, respectively. However, due to the rapid growth in impressions, our CTR decreased despite the rise in both impressions and clicks.
- While Google's algorithm allocated the majority of the investment to affinity audiences (targeted based on interests and demographics), all of our targeting segments delivered relatively comparable results, with CPCs ranging between \$0.12 and \$0.13.
- In the Affinity segment, Family-focused audiences outperformed others in the perspective of CPC. Traveller interests delivered the highest CTRs overall.
- Remarketing audiences costed the most with the highest CPM at >\$2. Meanwhile, the prospecting segments' CPMs were around \$1.55.

Performance Max | Brand Campaign:

1.22% CTR | \$0.14 CPC | \$1.73 CPM

- Our Performance Max campaign, as a part of Brand Q2-Q4, was launch early this May.
- Overall, the campaign generated 12.8K clicks out of 1M impressions.
- The majority of search queries that led to conversions were brand-related, indicating that users already had an intention to search for Kingston-related topics. While our goal is to capture these lower-funnel audiences, we will test different keyword strategies at the same time to encourage the algorithm to move beyond these 'low-hanging fruit' queries.

Recommendation:

- Since Performance Max leverages the search themes we provide to find audiences, it's highly recommended to collaborate with the Search campaign. Specifically, we can use negative keywords from the Search campaign to filter out irrelevant search queries that may not be identified in Performance Max, as it provides limited user data compared to Search.

Demand Gen | Business Events 2025:

1.22% CTR | \$0.09 CPC | \$1.10 CPM

- The campaign last month recorded 10.6K clicks out of 872K impressions.
- As with our strategy for Meta ads, we replicated the same audience segments from last year, including "Industry Professional", "Industry Association" (users and lookalike users who visited entities in the same industry), and "Business Event Queries" (users who searched for relevant keywords).
- The "Industry Professional" group outperformed others, delivering the highest CTR at 1.25%.

Recommendations:

- We recommend using the newsletter list for Business Events as the seed list to build and test a lookalike audience segment.

May 1, 2025 - May 31, 2025

Google (continued):Performance Max | Canadian Campaign (CA):

0.73% CTR (-29%) | \$0.11 CPC (-18%) | \$0.82 CPM (-40%).

- The total impressions spiked by >220% and total clicks jumped by >130% MoM, making this campaign the top traffic driver of our entire website.
- We saw a similar trend with last month, in which Ottawa and regions along 401 corridor delivered the highest CTR but at higher costs compared with other regions.
- Within GTA, downtown Toronto pulled the most clicks, followed by Brampton. Brampton also recorded the highest CTR at 0.93%.
- Within our new markets, Niagara Falls regions pulled the most results (impressions and clicks) at the highest CTR at 0.7%, followed by London (ON).
- Best headline: "Historic. Hip. Kingston."
- Best long headline: "Tour Canada's oldest penitentiary and cruise the 1000 Islands in Kingston".
- Best descriptions: "The Fort. The Pen. Canada's first capital. Our history in your present. Visit Kingston." and "Tour it. Taste it. Treasure it. Share it together in Kingston with \$100 on us."

**New markets refer to urban cities in SouthWestern Ontario, including but not limited to London, Hamilton, and Kitchener, where we recently expanded our reach in the Canadian Campaign.*

Performance Max | Canadian Campaign (US):

0.77% CTR | \$0.19 CPC | \$1.48 CPM

- The US campaign was launched during the last week of May, totalling 3m impressions and 24K clicks so far.
- By location, Syracuse, NY achieved the highest impression share within the group of areas close to Kingston, while Detroit led the performance within the group of areas further from Kingston.
- Horizontal images outperformed square and vertical ones on the conversion standpoint.
- Best headline: "Small city. Big culture." and "Historic. Hip. Kingston".
- Best long headline: "Tour Canada's oldest penitentiary and cruise the 1000 Islands in Kingston".
- Best descriptions: "Visit Kingston: small city feel, big Canadian heart."

TikTokBrand Campaign 2025:

0.57% CTR (-3%) | \$0.37 CPC (-3%) | \$2.09 CPM (-22%).

- Last month, we had the Spring brand campaign video running as an ad on TikTok.. Also, we boosted "Otter Creek Kitchen", "Patriam", "Pedal Works", "25 Things in May", "Plant-based Restaurants", "Kebab44", "Live Music", and "Center Market".
- We saw slight increases in CPC and CPM MoM, resulting in a 10% drop in impressions and a 4% drop in clicks.
- Last month recorded >1K profile visits—a 400% increase MoM. We also gained 46 more followers from paid ads.

Recommendation:

- As TikTok finally allowed advertisers to use their profile identity to promote standalone ads (not content boosting), we will switch from custom identity to our main profile, ultimately to increase the profile engagements.
- As the rule of thumb, we highly recommend running 3 to 5 ads concurrently to allow the budget to optimize the best.

Paid Search

- While overall ad spend increased by 20% from April as we head into peak travel season, we saw an increase in outbound referrals of 37% MoM.
- Overall visitors from paid search was up by 58% MoM.
- In May, 49% of all paid search visitors resulted in an outbound referral to an operator.
- Our top performing event campaign was the Great Canadian Cheese Festival, which generated over 15% of all outbound referrals in May

Email

New subscribers: 284

CONSUMER

Avg. open rate: +25% (35.27%) | Avg. CTR: -27% (21.07%) | Total unsub: -100% (14)

MEMBER

Avg. open rate: +103% (112.6%) | Avg. CTR: -90% (3.4%) | Total unsub: -100% (1)

Consumption

Is our content marketing working?

May 1, 2025 - May 31, 2025

Glossary of Terms

Sessions

of times your site was visited.

Users

of people who visited your site.

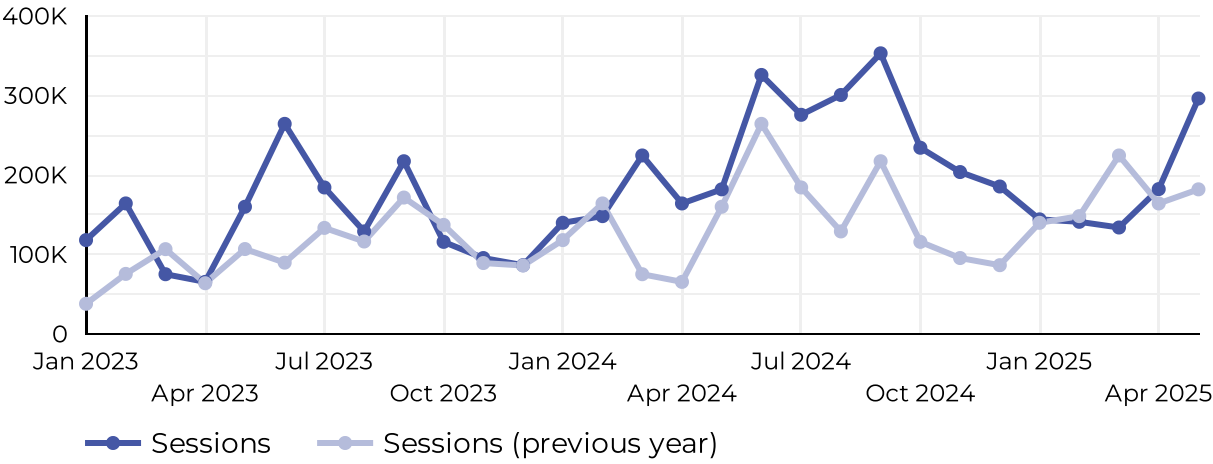
Page Views

of pages that have been viewed on your site.

% Return Visitors

% of user who have visited your site more than once.

* All percent change is Year Over Year



Sessions
296.2K
 ↑ 62.8%

Users
257.3K
 ↑ 66.1%

Page Views
395.3K
 ↑ 53.1%

Retention

Are users coming back and consuming our content?



8.6

% Return Visitors

Lead Generation

Are users converting online?

Operators

Hotels

<p>24,142 ↑ 6.0%</p> <p>Web Referrals</p>	<p>58 ↓ -22.7%</p> <p>Clicks to Call</p>
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<p>3,529 ↑ 55.6%</p> <p>Web Referrals*</p>	<p>87 ↓ -58.2%</p> <p>Clicks to Call</p>
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Consumption

How is our audience using our site?

Users **257.3K**

May 1, 2025 - May 31, 2025

Glossary of Terms

Users

of people who visited your site.

Avg. Engagement per Session

Average length of time that the website was in focus in the browser.

Avg. Time on Site

Average time spent on site during one session.

Pages/Sessions

Average # of pages viewed per session.

Avg. Time on Page

Average time spent on a single page.

Impressions

The number of times your content was served to users on Twitter & Facebook.

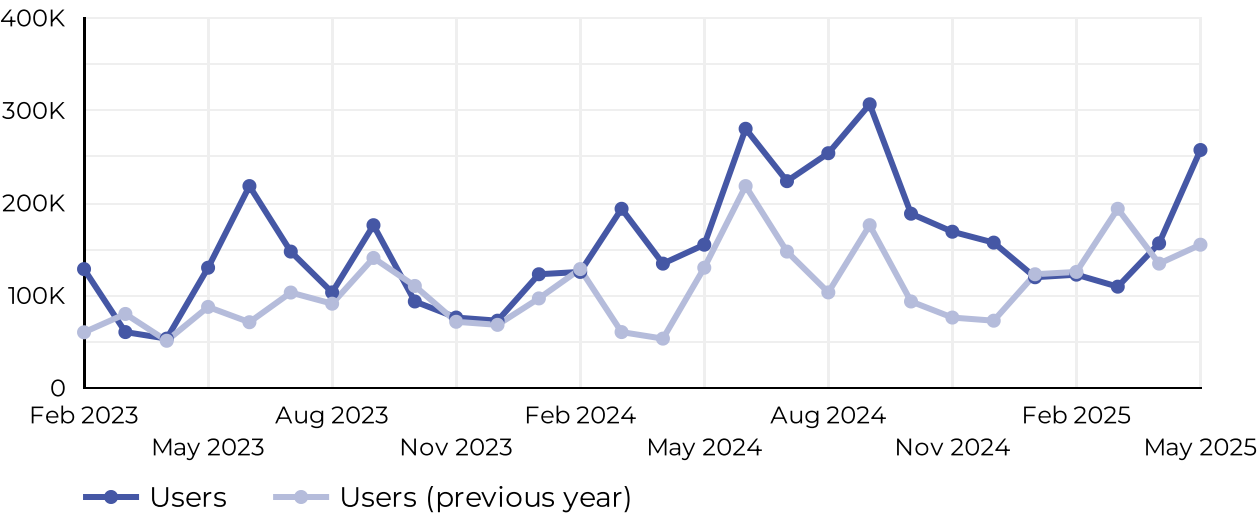
Engagements


The total number of engagements across Twitter, Facebook, and Instagram.

Link Clicks

The number of clicks on links within your content on Twitter & Facebook.


* All percent change is Year Over Year





00:00:16
↓ -23.9%

Avg. Engagement per Session



1.33
↓ -6.0%

Pages/Sessions

Social Media

An overview of activity on our social media channels



27,104
Instagram Followers



65,025
Facebook Page Likes




67,625
Facebook Page Follow



8,957
X Followers




3,115
TikTok Followers




2,966,627
↑ 21.3%

Impressions



115,856
↑ 86.0%

Engagements



58,229
↑ 138.9%

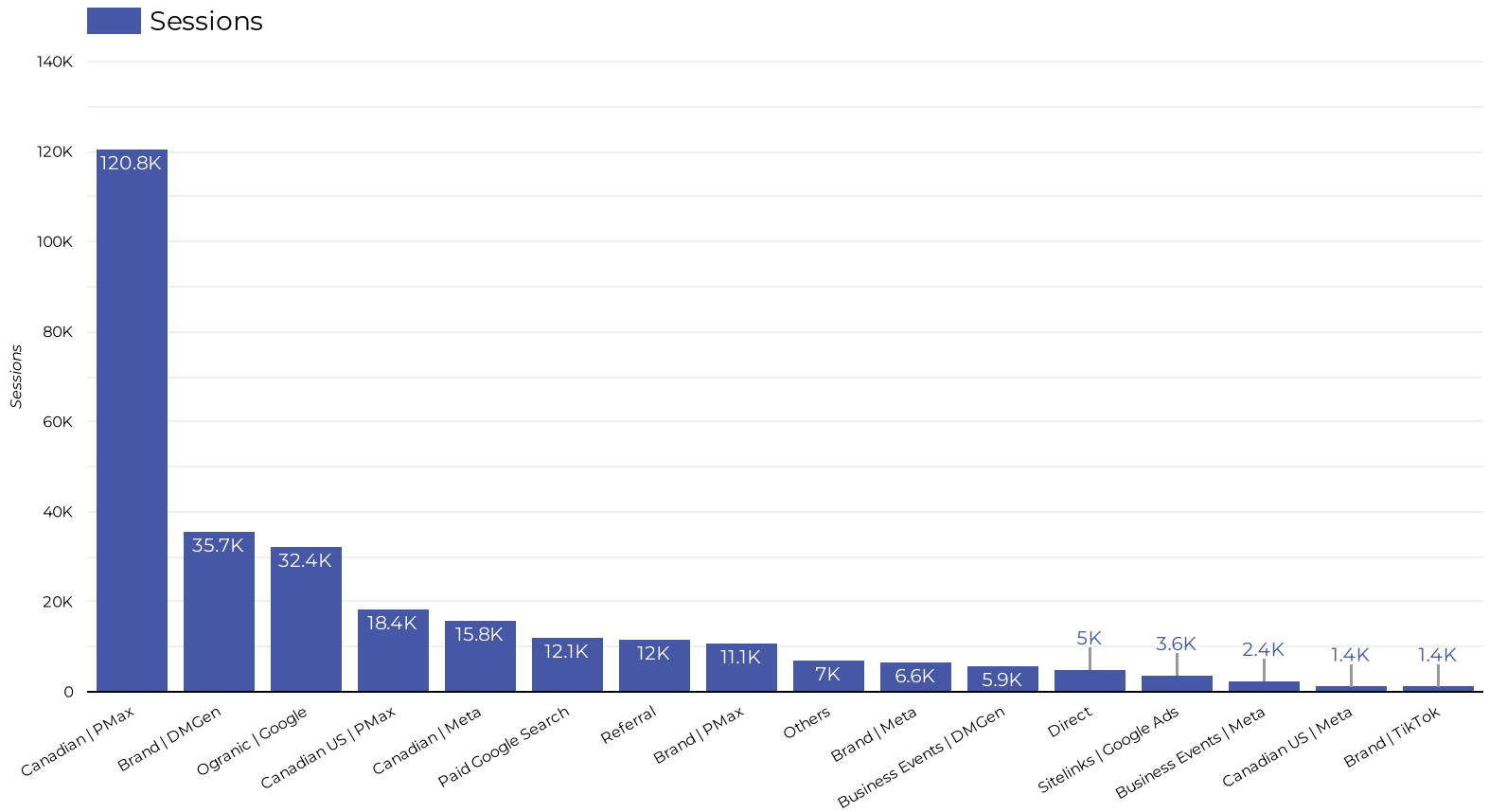
Clicks

*totals for organic and paid Facebook, Instagram, Twitter

May 1, 2025 - May 31, 2025

Website Metrics

Where is our audience coming from and what are they consuming?



*Others include but not limited to traffic generated by newsletter, and traffic that couldn't be classified by Google Analytics 4.

Website Metrics - Top 10

Traffic by City

City	Sessions
1. Toronto	60,460
2. Kingston	25,458
3. Ottawa	18,111
4. (not set)	15,685
5. Montreal	12,377
6. Brampton	6,467
7. Mississauga	6,378
8. Hamilton	6,295
9. London	4,642
10. Vaughan	3,468

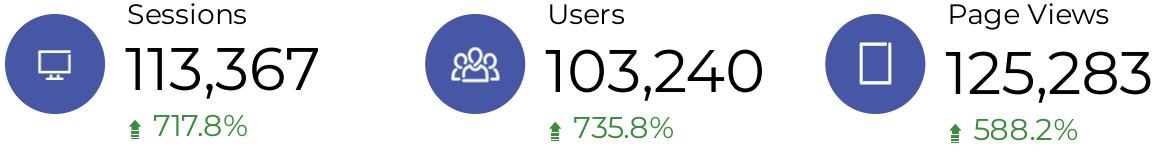
Most Visited Pages

Page title	Sessions
1. Come Together in Kingston – Visit Kingston	184,557
2. USA – Visit Kingston	20,452
3. 25 things to do in Kingston this May – Visit Kingston	16,997
4. Meet in Kingston – Visit Kingston	12,245
5. Visit Kingston – Fresh Made Daily	7,723
6. Our History Your Present – Visit Kingston	7,550
7. Our Moments Your Memories – Visit Kingston	6,377
8. Visitor Survey – Visit Kingston	5,847
9. Visit Kingston Events Events in K-Town	4,264
10. Top Attractions – Visit Kingston	4,127

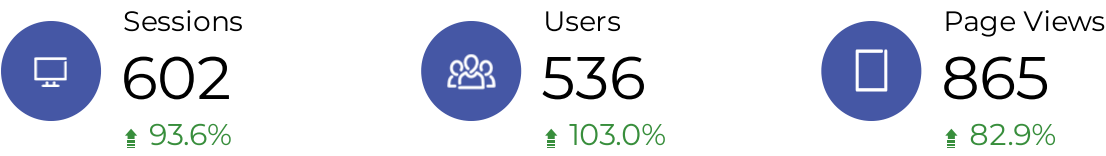
French and Chinese Sites

Website metrics from each of our French and Chinese sites

French

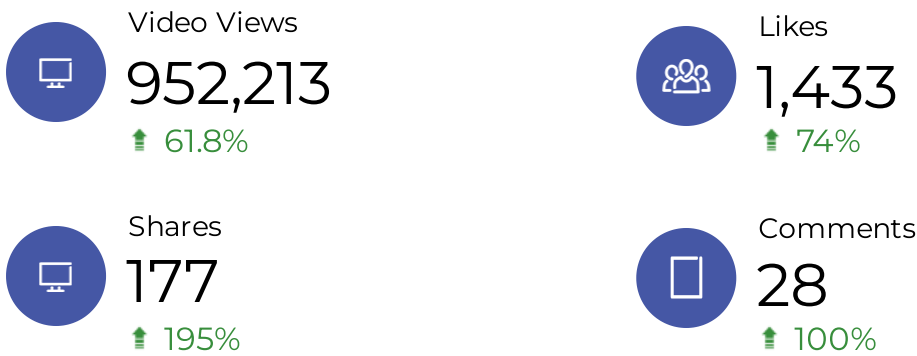


Chinese



TikTok

Metrics from VisitKingston's TikTok account for the month



May 1, 2025 - May 31, 2025

Glossary of Terms

Sessions

of times your site was visited.

Users

of people who visited your site.

Page Views

of pages that have been viewed on your site.

Video Views

The number of times viewers watched your videos in the selected date range.

Likes

The number of likes your videos received in the selected date range.

Comments

The number of comments your videos received in the selected date range.

**comparison is year over year*

May 1, 2025 - May 31, 2025

Email Marketing


An overview of email campaigns this month

 **284**
New Subscribers


Consumer Newsletter

 **6,390**
Total Deliveries

 **2,254**
Total Opens

 **475**
Total Clicks

 **14**
Total Unsubscribes

 **35.27%**
Average Open Rate

 **21.07%**
Average CTR

Benchmarks: Open Rate - 24% | CTR - 12%


Member Newsletter


 **389**
Total Deliveries

 **438**
Total Opens

 **15**
Total Clicks

 **1**
Total Unsubscribes

 **112.60%**
Average Open Rate

 **3.42%**
Average CTR

Glossary of Terms

Deliveries

Number of successful emails sent.

Unique Opens

of people who opened your emails.

Open Rate

Opens divided by deliveries.

Clicks

of clicks that were taken on your email.

CTR

Clicks divided by unique opens.

Paid Digital | Content Boosting

May 1, 2025 - May 31, 2025 ▾

A snapshot of our Meta ads in market this month

English Boosted Content

Ad Names	Impressions	Link clicks ▾	CTR	CPC	CPM
TK (042525) Boosted Post Traffic 25 Things in May	116,805	1,451	1.24%	\$0.20	\$2.54
TK (052325) Boosted Post Traffic June Festivals	22,980	1,158	5.04%	\$0.06	\$3.16
TK (052125) Boosted Post Traffic 25 Things in June	27,672	1,103	3.99%	\$0.11	\$4.31
TK (052225) Boosted Post Traffic Spring Reverb	29,288	762	2.60%	\$0.19	\$5.03
TK (052725) Boosted Post Traffic Laramie	5,932	582	9.81%	\$0.05	\$5.02
TK (051425) Boosted Post Traffic Mocktail May	34,324	421	1.23%	\$0.35	\$4.30
TK (042225) Boosted Post Traffic Local Beverages	17,375	179	1.03%	\$0.43	\$4.46
TK (053025) Boosted Post Traffic Clothing Stores	2,881	150	5.21%	\$0.12	\$6.21
TK (042425) Boosted Post Traffic HomeGrown	4,210	143	3.40%	\$0.16	\$5.55
Grand total	264,815	5,978	2.26%	\$0.16	\$3.57

French Boosted Content

Ad set name	Impressions	Link clicks	CTR ▾	CPC	CPM
TK (052125) Boosted Post Traffic FR 25 Chose a fair en juin	15,543	551	3.55%	\$0.11	\$3.91
TK (042525) Boosted Post Traffic FR 25 Chose a fair en mai	61,100	622	1.02%	\$0.24	\$2.42
Grand total	76,643	1,173	1.53%	\$0.18	\$2.72

Paid Digital | Brand Campaign 2025

May 1, 2025 - May 31, 2025 ▾

A snapshot of the Brand Campaign 2025's paid ads for the month



Impressions
7,034,045



Link Clicks
82,280

Google

Campaign	Impressions	Clicks ▾	CTR
Brand (2025) DMGen	3,722,157	51,590	1.39%
Brand (2025) PMax	1,057,865	12,883	1.22%
Grand total	4,780,022	64,473	1.35%

Meta

Campaign name	Impressions	Clicks	CTR ▾
TK (2025) Brand Campaign Prospecting Traffic	482,970	9,919	2.05%
TK (2025) Brand Campaign RMKT LPVs	96,713	1,534	1.59%
Grand total	579,683	11,453	1.98%

TikTok

Campaign name	Impressions ▾	Clicks	CTR
TK (2025) Brand Campaign Traffic (Clicks)	933,773	5,604	0.6%
Grand total	933,773	5,604	0.6%

Pelmorex

Placements	Impressions ▾	Clicks	CTR
Programmatic	265,398	572	0.22%
Linear TV	-	-	-
Grand total	265,398	572	0.22%

*The performance report for Linear TV component of Pelmorex was not available at the time of preparing May's report. The statistics for both May and June will be included in the June report.

Narcity

Campaigns	Impressions ▾	Clicks	CTR
Programmatic	200,769	178	0.09%
Grand total	200,769	178	0.09%

Stingray

Campaign	Impresions ▾
HOT 89.9 Radio Ads	274,400
Grand total	274,400

*Mass media like radio and linear TV ads were estimation provided by vendors.

May 1, 2025 - May 31, 2025 ▾

Paid Digital | Business Events

A snapshot of the Brand Campaign 2025's paid ads for the month



Impressions
1,343,413



Link Clicks
19,147

Google

Campaign	Impressions	Clicks ▾	CTR
TK (2024/25) Business Event DMGen	1,130,565	14,592	1.29%
Grand total	1,130,565	14,592	1.29%

Meta

Campaign name	Impressions	Clicks	CTR ▾
TK (2024/25) Business Events	133,707	4,091	3.06%
Grand total	133,707	4,091	3.06%

LinkedIn

Campaign group name	Impressions ▾	Clicks	CTR
TK (2025) Business Events	75,531	251	0.33%
Grand total	75,531	251	0.33%

Ignite

Placement ▾	Sent	Open	Open Rate	Link Clicks	CTR
Newsletter	13,225	3,610	27.3%	214	5.93%
Grand total	13,225	3,610	27.3%	214	5.93%

May 1, 2025 - May 31, 2025 ▾

Paid Digital | Canadian Campaign 2025

A snapshot of the Canadian Campaign 2025's paid ads for the month



Impressions
33,547,052



Link Clicks
257,239

English Campaign

Campaigns	Impressions	Clicks ▾	CTR
Google Performance Max	19,406,569	142,269	0.73%
Google Performance Max EN	5,935,873	60,656	1.02%
Meta	1,834,862	23,572	1.28%
Meta EN	770,550	8,354	1.08%
Globe and Mail	1,205,306	2,516	0.21%
Postmedia	453,436	1,129	0.25%
Postmedia EN	323,234	1,032	0.32%
Cross-Network Programmatic Prospecting	419,364	517	0.12%
Grand total	31,780,250	241,780	6.50%

French Campaign

Campaigns	Impressions	Clicks ▾	CTR
Meta	366,338	9,833	2.68%
Meta FR	248,516	3,749	1.51%
Pelmorex	581,170	1,397	0.24%
Grand total	1,766,802	15,459	4.75%

Paid Digital | Canadian Campaign U.S.

A snapshot of the paid ads of the Canadian Campaign U.S. for the month



Impressions
3,408,920



Link Clicks
27,303

Campaigns	Impressions	Clicks ▾	CTR
Google Performance Max	3,167,563	24,393	0.77%
Meta	80,133	2,463	3.07%
TikTok	65,567	364	0.56%
Cross-Network Programmatic	95,657	83	0.09%
Grand total	3,408,920	27,303	1.12%

Lead Generation

May 1, 2025 - May 31, 2025 ▾

A snapshot of our digital lead generation

Top Outbound Clicks (Website Referrals to Partners and Community)

Event Action	Total Clicks ▾
https://www.1000islandscruises.ca/reserve-2025/	794
https://www.1000islandscruises.ca/	666
https://www.kingstonpumphouse.ca/Exhibitions/DinosaursAmong...	439
https://www.kingstonrolley.ca/	384
https://www.zeffy.com/en-CA/ticketing/egg-stream-easter-fun-at-t...	357
https://www.1000islandscruises.ca/reserve/	344
https://www.tettcentre.org/kingston-botanical-market	340
https://www.kingstonpumphouse.ca/visit	281
https://www.kingstongrand.ca/events/just-for-laughs-road-show-3	279
https://www.stokedsaunaco.com/	265

Paid Digital

A snapshot of our digital ads in market this month

Google Search - Search Warrant

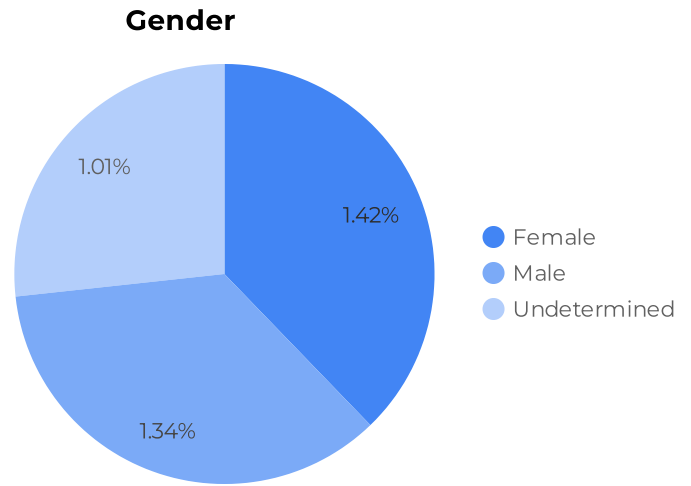
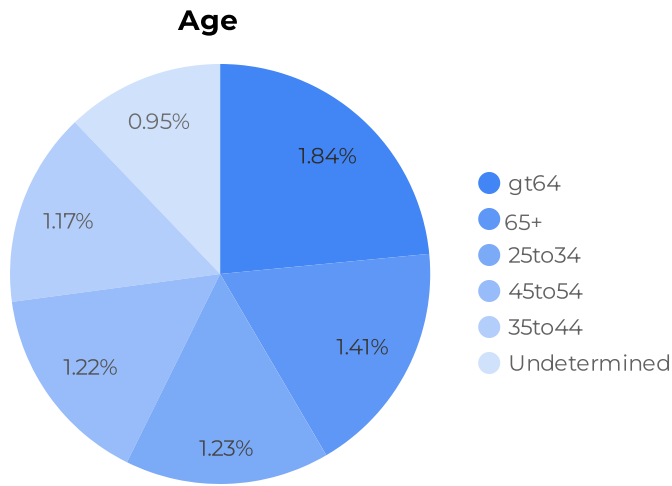
Session campaign	Impressions ▾	Clicks	CTR	Views
KA:25 Things to do in May	37,266	9,221	24.74%	14,722
KA:25 May Events: K-Pass	14,055	1,092	7.77%	1,528
KA:25 May Events: Great Canadian Cheese Festival	6,377	1,666	26.13%	1,803
KA:25 General Stay/Discover - Kingston	3,654	304	8.32%	711
KA:25 May Events: Fort Henry	1,869	277	14.82%	389
KA:25 May Events: Spring Reverb	1,704	234	13.73%	243
KA:25 May Events: S.S. Keewatin	1,654	299	18.08%	329
Grand total	66,579	13,093	19.67%	19,843

Website Audience

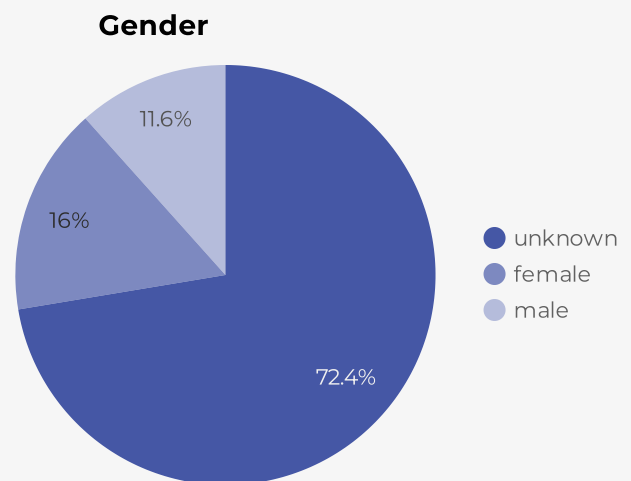
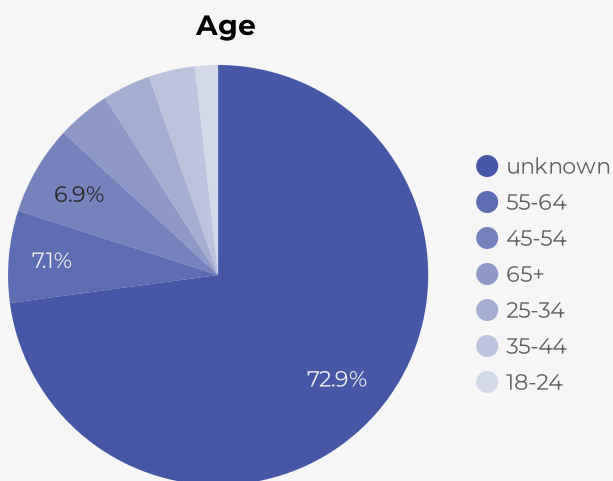
May 1, 2025 - May 31, 2025

A snapshot of the audience visiting our website

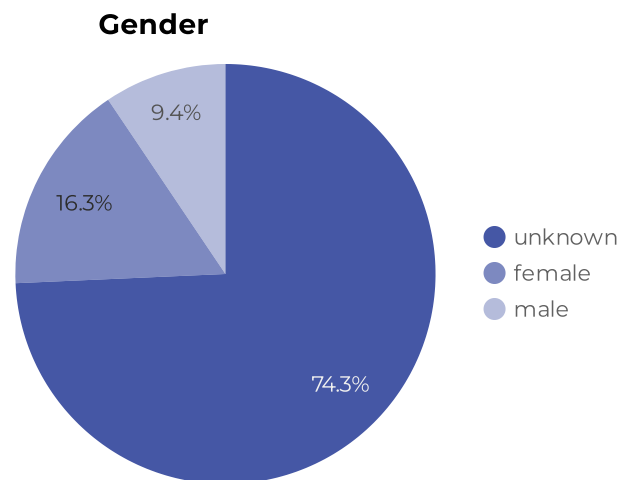
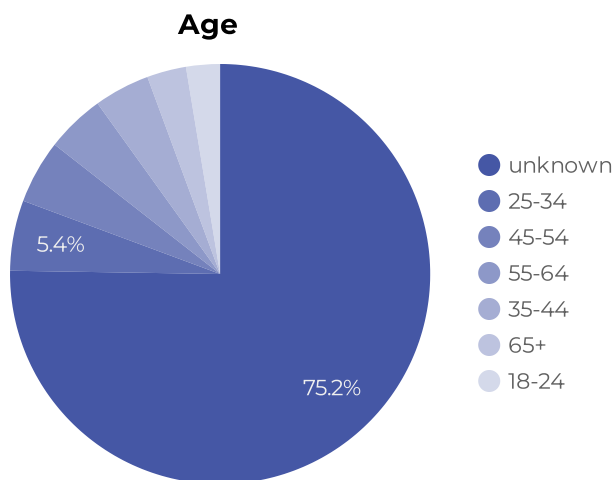
Click-through Rate by Audience on Google Ads



Hotel Leads by Audience



Operator Leads by Audience



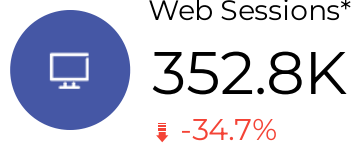


digital report

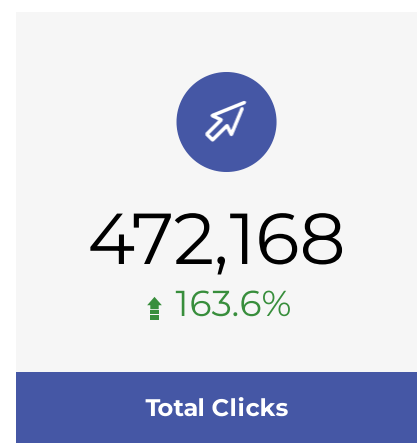
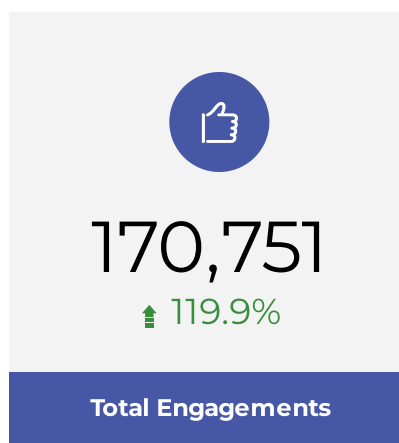
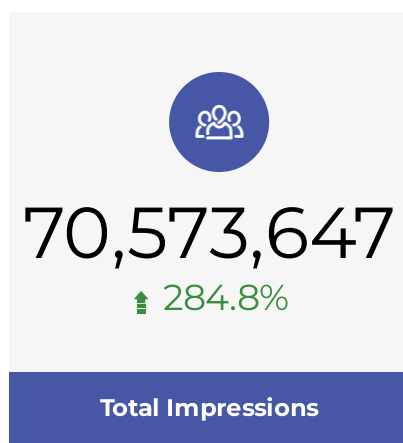
KINGSTON

Overview - June 2025

The big picture of our advertising landscape this month



Website Sessions and Total Leads include all three websites: English, French, and Chinese



Impressions, Engagements, and Clicks include all digital and traditional advertising

Jun 1, 2025 - Jun 30, 2025

As the beginning of summer, June by nature is one of the most competitive month of the year in which we focused our media investment in, in addition to our shoulder seasons (May and September). This June, as we sprinted to wrap up the Canadian Campaign (CA) and (US), continued to thrive with the Brand Campaign and Business Events, along with launching the Wedding Campaign, we reached the highest peak in advertising impressions within the past 6 months, achieving more than 61M impressions across media touch points, both digital and traditional ones.

Website

English website:

- Both website sessions and total users saw a 6% increase YoY, knowing that in the same period last year, we were partnering with Destination Ontario (DO)*, which contributed to an increase in website traffic.
 - + From a leads standpoint, we saw an 18% drop YoY, mainly due to the declines in referrals to operators.
 - + That being said, since the total leads saw a 5% growth MoM, we believe the yearly decrease was mainly because of the long-lasting impact of last year's performance, especially the partnership with Destination Ontario.
 - + From the perspective of both Brand Campaign and both Canadian Campaigns, they focused on awareness and actions within our internal sites, rather than outbound traffic.
- However, it's worth noticing that both website referral and calls to hotels increased by 25% and 52% MoM respectively, indicating the growing interests in overnight trips that might tie with the \$100+ package offer.

French website:

- French session saw a significant decline (>95%) YoY also because of the impact of last year's partnership with DO*.
 - + The DO partnership made up 90% of traffic to French sites in June 2024.
- *Tourism Kingston ran a campaign with DO again in spring 2025, but it did not run through any part of June.*

Paid Digital

In June 2025, we had the Brand Campaign, Canadian Campaign, Business Events Campaign, and Wedding Campaigns live on various channels, including but not limited to Google, Meta, TikTok, and other partners. Please note that:

- The stats, including but not limited to website, advertising, and others, are from all campaigns run in June 2025 (as listed above).
- The monthly performance of the Canadian Campaign, both CA and US, is detailed on Page 11. The full campaign report will be included in a separate campaign report.
- The monthly performance of the Business Events 2025 is detailed on Page 12. We will follow up with the campaign insights and performance to date for the campaign in its mid-campaign report.

Meta (FB/IG):

Boosted Posts:

3.16% CTR (+51%) | \$0.15 CPC (-5%) | \$4.84 CPM (+43%)

- The CPM saw a huge increase of >40%, mainly due to these posts going live at the beginning of a highly competitive season, early summer.
- Our CPC, on the other hand, improved by 5%.
- As the combination of great content last month in both quantity and quality (proven by lower CPC MoM), and the increase of CPM, our CTR spiked up by >50%, achieving over 3% this month.
- Looking at English content, "June festivals" delivered the best performance in both reach and conversion standpoint, obtaining the lowest CPC and CPM, along with the highest CTR (4.59%).
- With French content, "25 Things to do in Summer" and that of in July recorded relatively comparable performance with CPCs averaging \$0.26.

Brand Campaign 2025:

1.96% CTR (-1%) | \$0.32 CPC (+10%) | \$6.17 CPM (+9%)

- Despite the 10% increase MoM, due to seasonality, our CPC saw a 25% dip YoY.
- The CPC of our remarketing group was almost double that of our prospecting group. We believe that was due to brand saturation since we had four campaigns running concurrently last month. The completion of the Canadian Campaign will improve exposure frequency next month.
- After considering the relevance of targeting segment, we have replaced the Family-focused group by Lookalike one based on our website traffic. Our goal is to minimize the overlap between segments and leverage the Meta's AI ability to find relevant audiences.
 - + We recommend observing the new Lookalike segment for at least two months to determine the next step.
- Within our prospecting group, Spa/Leisure-interest segment delivered the best performance, achieving the highest CTR (1.92%) at the lowest cost (CPC: \$0.29).
- We refreshed our brand suite with summer assets around mid-June. To date, the summer carousel that featured Museums, Arts & Culture dominated the investments and drove the most clicks.

Recommendations:

- Given the relevance and resonance of the assets of the Canadian Campaign, we will layer them into our Brand Campaign and optimize them along the way.

Jun 1, 2025 - Jun 30, 2025

Meta (FB/IG) (continued):Weddings Campaign:

7.11% CTR | \$0.17 CPC | \$12 CPM

- The Wedding Campaign, launched in early June, hit the ground running with a strong overall CTR of 7.11%, in which the prospecting campaign's CTR recorded 7.35% and the remarketing's one was almost at 5%.
- Building on the momentum of last year's learning, the targeting structure of the prospecting campaign remained unchanged so far compared with last year. Meanwhile, we believed a remarketing campaign is necessary to avoid over exposure.
- To date, the campaign has achieved 4.8K link clicks out of 67K impressions.

GoogleDemand Gen | Brand Campaign:

1.87% CTR (+35%) | \$0.13 CPC (+5%) | \$2.45 CPM (+42%)

- Undergoing the same circumstance with Meta ads, in which both internal and external competitions were high, our CPM spiked up by >40%, but the CPC only slightly increased by 5%.
 - + Due to seasonality and the Canadian Campaign last month, we recommend continuing to observe the performance before making any changes.
- Overall, our remarketing segment delivered a better performance compared with prospecting one.
- The majority of conversion actions were landing page views (~98%), which was our main goal, especially considering that the landing page (/together) was designed for inbound traffic (keeping traffic within the same domain).
- Additionally, we saw a 2% rate of outbound traffic to operators and hoteliers, exceeding our expectation.
- Similarly with Meta, we refreshed the assets of Google's campaigns mid-June, keeping the diversity of our media mix to include both images and videos in multiple ratios. Such practice ensured us to maximize all placements of Google's inventories.
- Static images, to date, were more dominant compared with video assets, for a larger portion of the investment and results (both impressions and link clicks).
- While the CPC of static images and videos are relatively similar (at \$0.13), the CPM of videos was almost 3 times higher than static images.

Performance Max | Brand Campaign:

1.06% CTR (-13%) | \$0.18 CPC (+28%)

- Overall, the campaign generated 9K clicks out of 939K impressions.
- Toronto pulled the majority of impressions and clicks, mainly because of the large size in nature that dominated the investment.
- Looking at conversion, we saw:
 - + Best headline: "Plan your Kingston getaway".
 - + Best description: "Views. Vibes. Adventures. A world away just down the road in Kingston. View trip packages."
 - + Best long headline: "Waterfront views, elegant inns, and endless charm: down the road in Kingston"

Recommendation:

- We continued to exclude keywords related to our brand (such as "Visit Kingston" and "Kingston Tourism") to force the algorithm to move beyond the low-hanging fruits.
- Based on the learning of the Canadian Campaign, we will add more inquiries related to "senior tours", "weekend getaway", etc. to the search theme, given that these inquiries drove significant traffic in the Canadian Campaign.

Demand Gen | Weddings Campaign:

2.04% CTR | \$0.17 CPC

- The campaign recorded 753K impressions and 15K clicks last month.
- With the same approach as Meta ads, we kept last year's prospecting campaign structure, and added remarketing and lookalike audience segments.
- As this was the campaign's first month, we didn't generate much remarketing traffic as this segment needs more time to build up. Meanwhile, the in-market/affinity segment, which relies on interests and demographic details to target, delivered the majority of impressions and link clicks.
- The lookalike audience group, which was built based on website traffic, delivered >2K link clicks at a CTR of 2.5%.

Jun 1, 2025 - Jun 30, 2025

TikTok**Brand Campaign 2025:**

0.64% CTR (+6%) | \$0.48 CPC (+23%) | \$3 CPM (+32%).

- Last month, we had the Spring brand campaign video running as an ad on TikTok. Also, we boosted "Memorial Centre Market", "Visitor Food Spots", "To do in June".
- Overall, the brand anthem delivered a decent performance when looking at reach,, with more cost-efficient CPM compared to post boosting.
- Meanwhile, boosted posts converted better with a lower CPC, mainly attributed to the content, which was more action-driven.
- We have added the Canadian Campaign's brand video to the campaign, replacing the Spring/Summer video. This approach was to refresh the brand's look and feel, while maintaining the quantities of ads running at the same time to ensure efficiency.

Recommendation:

- We recommend testing the segment of Food and Drink-interests, gradually expanding our targeting to relevant groups.

Paid Search

- MoM our total outbound referrals were up by 26%
- Outside of the general Things to Do campaign, Shipwreck Cruise was our top campaign, generating ~12% of all referrals.
- In June, almost 54% of all paid search visitors resulted in an outbound referral to an operator or hotelier. This is up from 49% in May

Email

New subscribers: 357

CONSUMER

Avg. open rate: +5% (37.06%) | Avg. CTR: +29% (27.18%) | Total unsub: -29% (10)

MEMBER

Avg. open rate: -20% (90.16%) | Avg. CTR: +52% (5.17%) | Total unsub: -100% (0)

Jun 1, 2025 - Jun 30, 2025

Consumption (English domain)

Is our English content marketing working?

Glossary of Terms

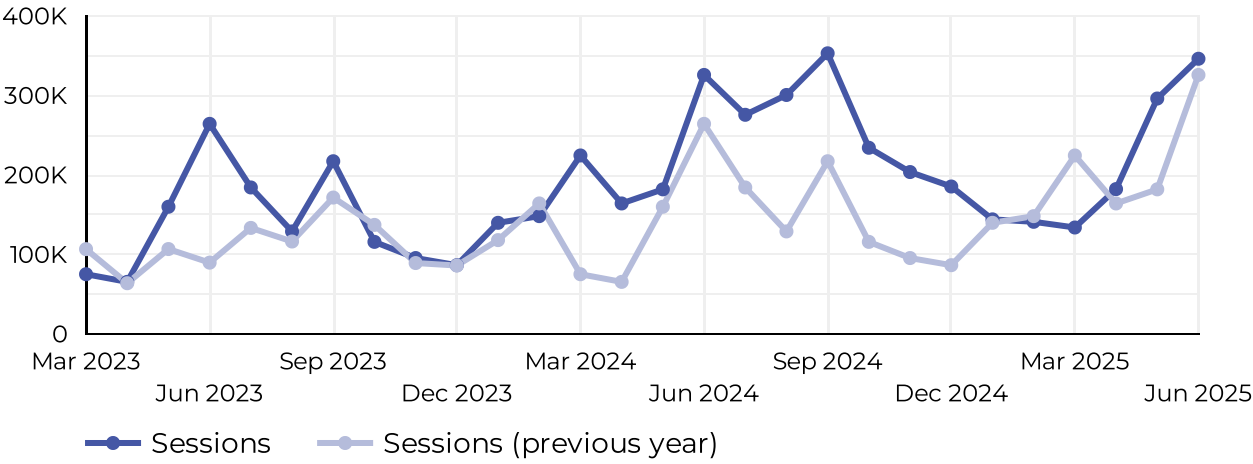
Sessions
of times your site was visited.

Users
of people who visited your site.

Page Views
of pages that have been viewed on your site.

% Return Visitors
% of user who have visited your site more than once.

* All percent change is Year Over Year



Sessions
346.2K
↑ 6.3%

Users
297.7K
↑ 6.2%

Page Views
460.9K
↑ 10.7%

Retention

Are users coming back and consuming our content?



8.8
% Return Visitors



Lead Generation (English domain)

Are users converting online?

Operators

Hotels

 25,260 ↓ -22.4% Web Referrals	 58 ↓ -24.7% Clicks to Call
--	---

 3,777 ↑ 25.1% Web Referrals	 117 ↑ 51.9% Clicks to Call
--	---

Consumption (English domain)

How is our audience using our site?

Users
297.7K

Jun 1, 2025 - Jun 30, 2025

Glossary of Terms

Users

of people who visited your site.

Avg. Engagement per Session

Average length of time that the website was in focus in the browser.

Avg. Time on Site

Average time spent on site during one session.

Pages/Sessions

Average # of pages viewed per session.

Avg. Time on Page

Average time spent on a single page.

Impressions

The number of times your content was served to users on Twitter & Facebook.

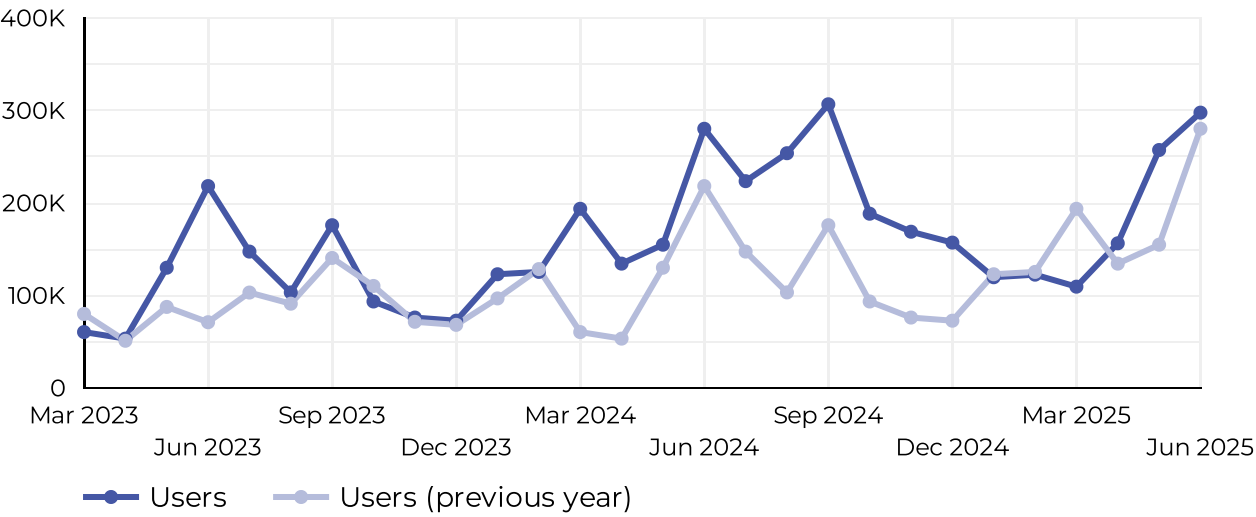
Engagements


The total number of engagements across Twitter, Facebook, and Instagram.

Link Clicks

The number of clicks on links within your content on Twitter & Facebook.


* All percent change is Year Over Year





00:00:15
↑ 4.7%

Avg. Engagement per Session



1.33
↑ 4.2%


Pages/Sessions

Social Media


An overview of activity on our social media channels




27,434
Instagram Followers




65,329
Facebook Page Likes




67,755
Facebook Page Follow



8,961
X Followers




3,352
TikTok Followers




4,496,882
↑ 102.2%

Impressions



156,016
↑ 111.6%

Engagements



79,649
↑ 191.9%

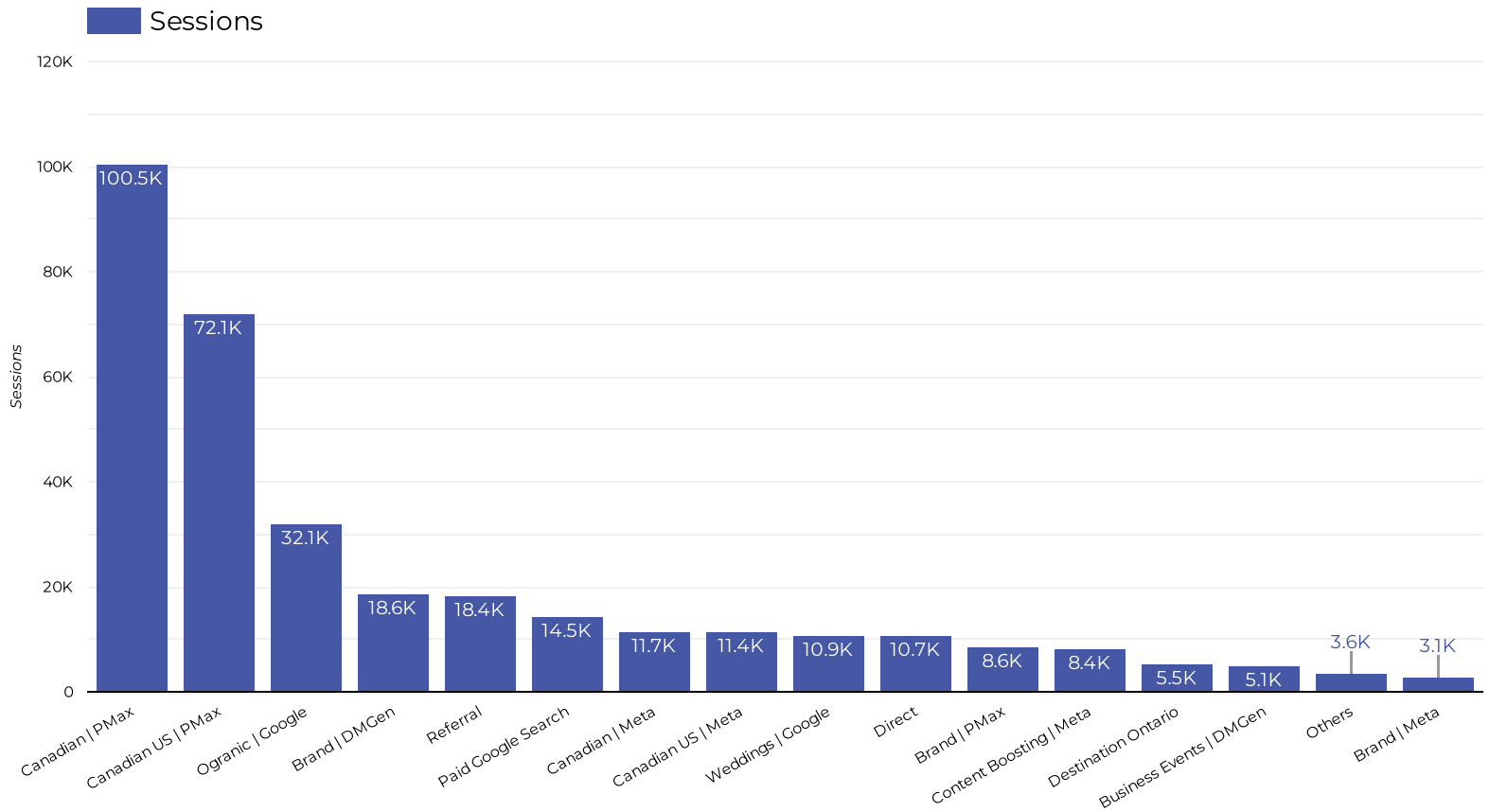
Clicks

*totals for organic and paid Facebook, Instagram, Twitter

Jun 1, 2025 - Jun 30, 2025

Website Metrics

Where is our audience coming from and what are they consuming?



*Others include but not limited to traffic generated by newsletter, and traffic that couldn't be classified by Google Analytics 4.

Website Metrics - Top 10

Traffic by City

City	Sessions
1. Toronto	64,226
2. Kingston	28,168
3. (not set)	18,858
4. Ottawa	16,711
5. Montreal	13,099
6. Brampton	6,615
7. Mississauga	5,954
8. Hamilton	5,117
9. Philadelphia	4,737
10. Detroit	4,511

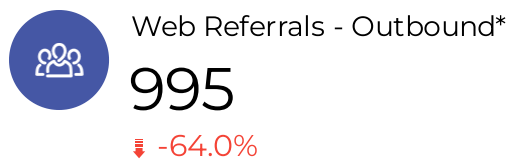
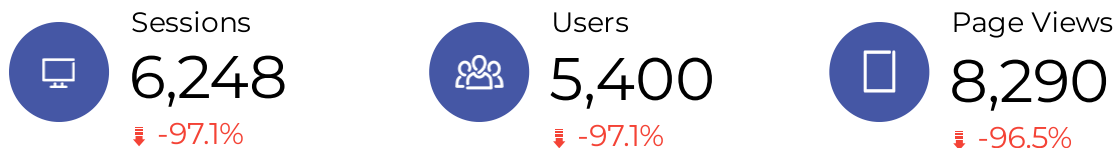
Most Visited Pages

Page title	Sessions
1. Come Together in Kingston – Visit Kingston	98,281
2. USA – Visit Kingston	58,997
3. Visit Kingston Together	47,112
4. Visit Kingston USA	27,801
5. 25 things to do in Kingston this June – Visit Kingston	11,597
6. Visit Kingston 25 things to do in Kingston this June	7,274
7. Visit Kingston Weddings	7,115
8. Meet in Kingston – Visit Kingston	6,316
9. Our History Your Present – Visit Kingston	6,018
10. Weddings – Visit Kingston	5,719

French and Chinese Domains

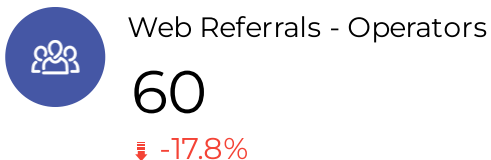
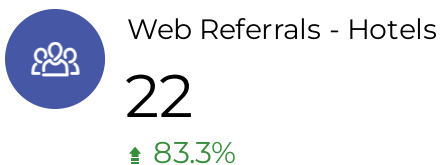
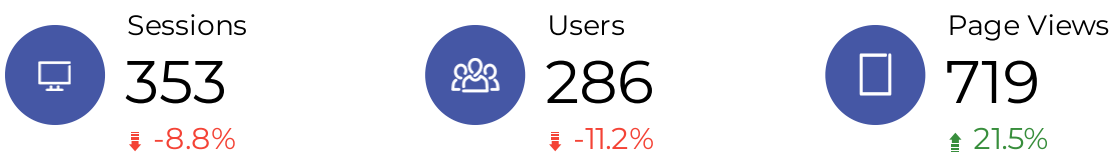
Website metrics from each of our French and Chinese domains

French



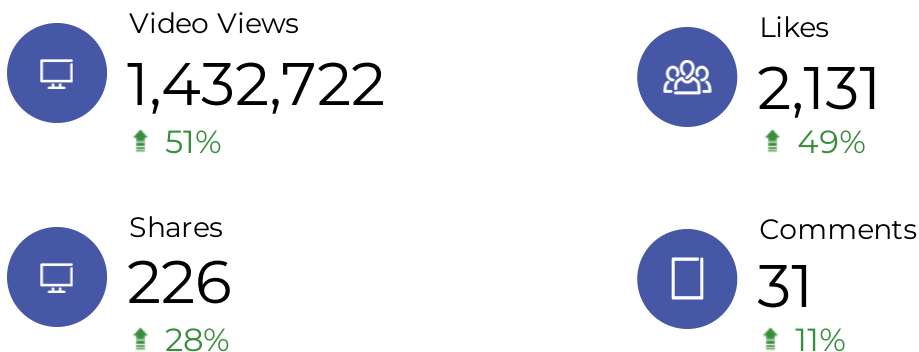
*The referrals traffic to website and/or call to operators and hotels were pushed live early July 2025 and will need time to populate. In the meantime, Web Referrals (Outbound) will be an lead alternative, indicating traffic that went to external sites from our French domain.

Chinese



TikTok

Metrics from VisitKingston's TikTok account for the month



Jun 1, 2025 - Jun 30, 2025

Glossary of Terms

Sessions

of times your site was visited.

Users

of people who visited your site.

Page Views

of pages that have been viewed on your site.

Video Views

The number of times viewers watched your videos in the selected date range.

Likes

The number of likes your videos received in the selected date range.

Comments

The number of comments your videos received in the selected date range.

**comparison is year over year*

Jun 1, 2025 - Jun 30, 2025

Email Marketing

An overview of email campaigns this month

 **357**
New Subscribers

Consumer Newsletter


Email's Subject: Kingston, Ontario in July

 **6,462**
Total Deliveries

 **2,395**
Total Opens

 **651**
Total Clicks

 **10**
Total Unsubscribes

 **37.06%**
Average Open Rate

 **27.18%**
Average CTR

Benchmarks: Open Rate - 24% | CTR - 12%

Member Newsletter

Email's Subject: Tourism Kingston updates: Sales and the Visitor Information Centre

 **386**
Total Deliveries

 **348**
Total Opens

 **18**
Total Clicks

 **0**
Total Unsubscribes

 **90.16%**
Average Open Rate

 **5.17%**
Average CTR

Glossary of Terms

Deliveries

Number of successful emails sent.

Unique Opens

of people who opened your emails.

Open Rate

Opens divided by deliveries.

Clicks

of clicks that were taken on your email.

CTR

Clicks divided by unique opens.

Paid Digital | Content Boosting

Jun 1, 2025 - Jun 30, 2025 ▾

A snapshot of our Meta ads in market this month

English Boosted Content

Ad Names	Impressions	Link clicks ▾	CTR	CPC	CPM
TK (052125) Boosted Post Traffic 25 Things in June	57,402	1,878	3.27%	\$0.13	\$4.35
TK (052325) Boosted Post Traffic June Festivals	30,426	1,396	4.59%	\$0.08	\$3.67
TK (062025) Boosted Post Traffic 25 Things Summer	28,025	833	2.97%	\$0.16	\$4.64
TK (060425) Boosted Post Traffic Amy Cuthbert	22,316	825	3.70%	\$0.13	\$4.95
TK (053025) Boosted Post Traffic Clothing Stores	22,903	817	3.57%	\$0.16	\$5.66
TK (052725) Boosted Post Traffic Laramie	14,607	764	5.23%	\$0.11	\$5.54
TK (062525) Boosted Post Traffic Artfest	17,840	735	4.12%	\$0.10	\$4.13
TK (062425) Boosted Post Traffic 25 Things July	20,586	724	3.52%	\$0.11	\$3.97
TK (061225) Boosted Post Traffic 19 Century Restaura...	33,707	716	2.12%	\$0.21	\$4.37
TK (061025) Boosted Post Traffic Canada's Day	32,391	708	2.19%	\$0.26	\$5.69
TK (060225) Boosted Post Traffic Kingston Pride	23,807	666	2.80%	\$0.22	\$6.19
TK (062025) Boosted Post Traffic 25 Chose A Faire en...	13,436	337	2.51%	\$0.26	\$6.59
TK (060625) Boosted Post Traffic Father's Day	21,695	294	1.36%	\$0.38	\$5.10
TK (062025) Boosted Post Traffic Rainbow Register	8,431	254	3.01%	\$0.20	\$6.03
TK (062625) Boosted Post Traffic Top Patios	4,763	214	4.49%	\$0.11	\$4.93
TK (062425) Boosted Post Traffic 25 Chose a Faire en ...	6,973	154	2.21%	\$0.27	\$6.03
Grand total	359,308	11,315	3.15%	\$0.16	\$4.90

French Boosted Content

Ad set name	Impressions	Link clicks	CTR ▾	CPC	CPM
TK (052125) Boosted Post Traffic FR 25 Chose a fair en juin	29,970	991	3.31%	\$0.12	\$4.12
Grand total	29,970	991	3.31%	\$0.12	\$4.12

Paid Digital | Weddings

A snapshot of the Wedding Campaign 2025's digital ads for the month

Google

Campaign	Impressions	Clicks ▾	CTR
TK (2024/25) Weddings DMGen	752,972	15,328	2.04%
TK (2025) Weddings Display Partners Secret Garden Inn	545,364	2,371	0.43%
Grand total	1,298,336	17,699	1.36%

Meta

Campaign name	Impressions	Clicks	CTR ▾
TK (2025) Weddings Brand Prospecting	60,917	4,476	7.35%
TK (2025) Weddings Brand RMKT	6,637	325	4.90%
TK (2024/25) Weddings Partners Prospecting Traffic Secret Garden Inn	22,164	765	3.45%
Grand total	89,718	5,566	6.20%

Paid Digital | Brand Campaign 2025

Jun 1, 2025 - Jun 30, 2025 ▾

A snapshot of the Brand Campaign 2025's digital ads for the month

Google

Campaign	Impressions	Clicks ▾	CTR
Brand (2025) DMGen	2,618,927	48,971	1.87%
Brand (2025) PMax	939,504	9,999	1.06%
Grand total	3,558,431	58,970	1.66%

Meta

Campaign name	Impressions	Clicks	CTR ▾
TK (2025) Brand Campaign Prospecting Traffic	460,776	9,033	1.96%
TK (2025) Brand Campaign RMKT LPVs	58,355	1,129	1.93%
Grand total	519,131	10,162	1.96%

TikTok

Ad group name	Impressions ▾	Clicks	CTR
Brand (2025) Travellers/Leisure	319,313	1,996	0.63%
Brand (2025) Entertainment	309,726	2,022	0.65%
Brand (2025) Food & Drink	79,542	491	0.62%
Grand total	708,581	4,509	0.64%

Pelmorex*

Placements	Impressions ▾	Clicks	CTR
Linear TV	1,428,700	-	-
Programmatic	73,329	169	0.23%
Grand total	1,502,029	169	0.23%

Narcity

Campaigns	Impressions ▾	Clicks	CTR
Mini Article #1 Narcity Ottawa	342,011	2,984	0.87%
Programmatic	51,846	57	0.11%
Grand total	393,857	3,041	0.98%

Paid Digital | Canadian Campaign CA

Jun 1, 2025 - Jun 30, 2025

A snapshot of the paid ads of the Canadian Campaign CA's for the month



Impressions
32,775,455



Link Clicks
153,114

English Campaign

Campaigns	Impressions	Clicks	CTR
Google Performance Max*	16,568,657	122,718	0.74%
Meta	1,843,242	18,673	1.01%
Postmedia	120,085	932	0.78%
Pattison**	9,568,047	801	0.36%
Cross-Network Programmatic Prospecting	645,007	558	0.23%
Cross-Network Programmatic Remarketing	354,899	281	0.08%
Corus	223,934	279	0.12%
Globe and Mail	102,167	238	0.23%
Bell Media (CTV Channels)	2,474,100	-	-
Grand total	31,900,138	144,480	0.44%

*Google ads were run until the first week of July to fully spend the budget. Stats indicated in the report included both June and July's ones.

**The CTR of Pattison was calculated based on the performance of mobile component only.

French Campaign

Campaigns	Impressions	Clicks	CTR
Meta	305,519	8,058	2.64%
Cross-Network Programmatic Prospecting	569,798	576	0.10%
Grand total	875,317	8,634	2.74%

Paid Digital | Canadian Campaign U.S.

A snapshot of the paid ads of the Canadian Campaign U.S. for the month



Impressions
14,244,107



Link Clicks
111,027

Campaigns	Impressions	Clicks	CTR
Google Performance Max	12,070,314	85,314	0.71%
Meta	793,695	21,519	2.71%
TikTok	570,303	3,777	0.66%
Cross-Network Programmatic	809,795	417	0.05%
Grand total	14,244,107	111,027	1.03%

Jun 1, 2025 - Jun 30, 2025 ▾

Paid Digital | Business Events

A snapshot of the Brand Campaign 2025's paid ads for the month



Impressions
1,276,536



Link Clicks
17,347

Google

Campaign	Impressions	Clicks ▾	CTR
TK (2024/25) Business Event DMGen	1,087,601	13,259	1.22%
Grand total	1,087,601	13,259	1.22%

Meta

Campaign name	Impressions	Clicks	CTR ▾
TK (2024/25) Business Events	142,765	3,893	2.73%
Grand total	142,765	3,893	2.73%

LinkedIn

Campaign group name	Impressions ▾	Clicks	CTR
TK (2025) Business Events	46,170	195	0.42%
Grand total	46,170	195	0.42%

Jun 1, 2025 - Jun 30, 2025 ▾

Lead Generation

A snapshot of our digital lead generation

Top Outbound Clicks (Website Referrals to Partners and Community)

Event Action	Total Clicks ▾
https://downtownkingston.ca/blogs/things-to-do/monthly-events-...	1,799
https://www.1000islandscruises.ca/sightseeing/shipwreckcruise/	1,219
https://greatlakesmuseum.ca/buy-tickets/	891
https://www.forthenry.com/event/beerfest/	878
https://www.kingstonpentour.com/visit/admissions/	582
https://www.1000islandscruises.ca/reserve/	547
https://www.kingstonpride.ca/	509
https://artfestkingston.ca/	459
https://www.kingstonfoodtours.ca/	435
https://www.forthenry.com/event/cannonball-crush/	409

Paid Digital

A snapshot of our digital ads in market this month

Google Search - Search Warrant

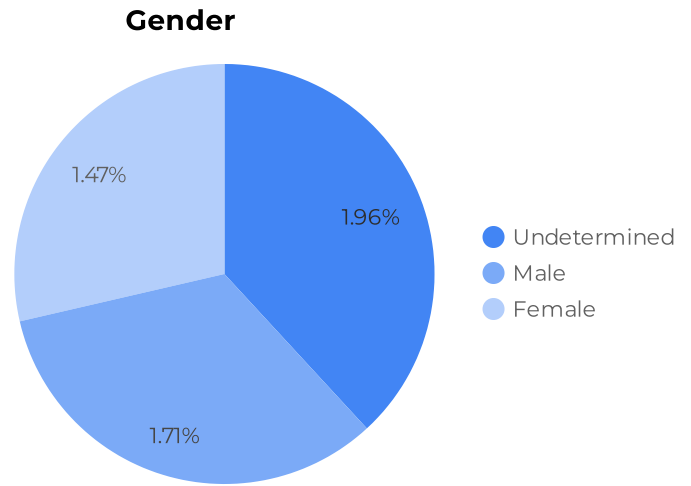
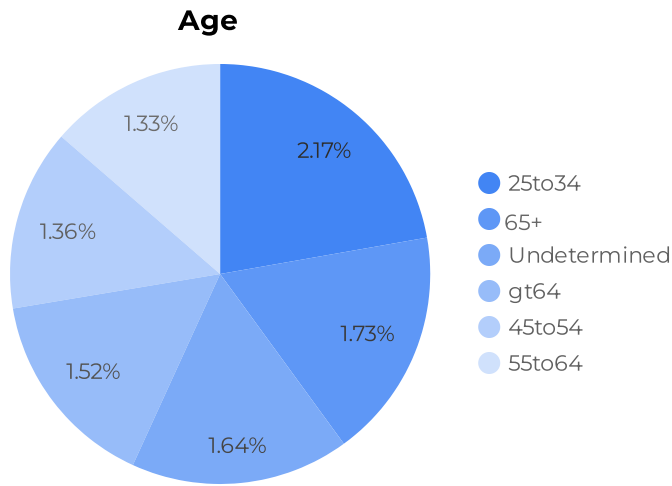
Session campaign	Impressions ▾	Clicks	CTR	Views
KA:25 Things to do in June	39,432	9,755	24.74%	15,018
KA:25 June Events: New Shipwreck Cruise	17,760	2,147	12.09%	2,489
KA:25 General Stay/Discover - Kingston	6,945	625	9.00%	1,467
KA:25 June Events: Princess Street Promenade	5,665	1,006	17.76%	1,189
KA:25 June Events: YGK Craft Beer Fest	4,233	1,266	29.91%	1,308
KA:25 June Events: S.S. Keewatin	2,097	438	20.89%	450
KA:25 June Events: Bellevue House	832	87	10.46%	116
Grand total	76,964	15,324	19.91%	22,220

Website Audience

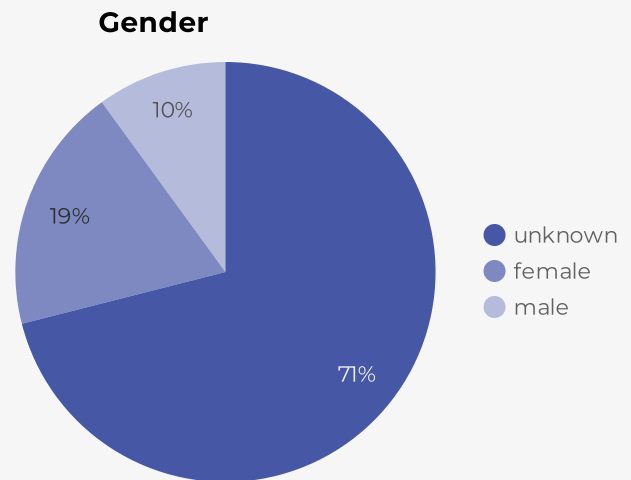
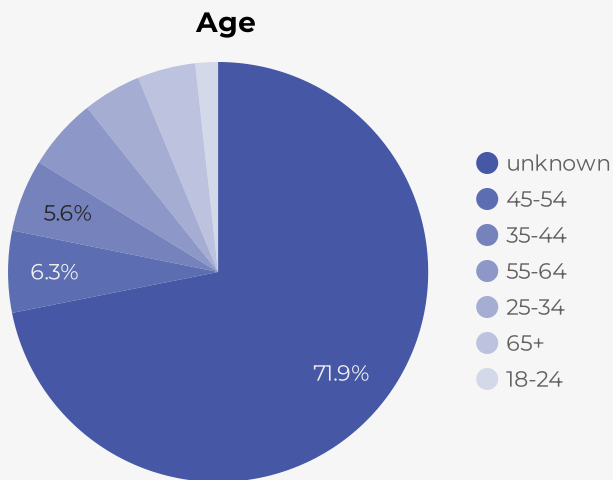
Jun 1, 2025 - Jun 30, 2025

A snapshot of the audience visiting our website

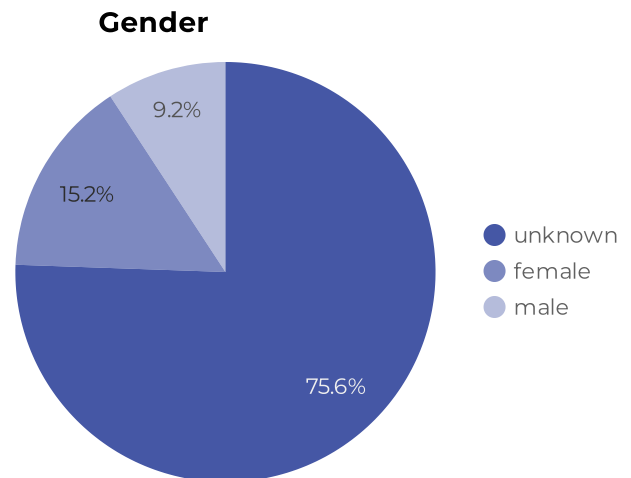
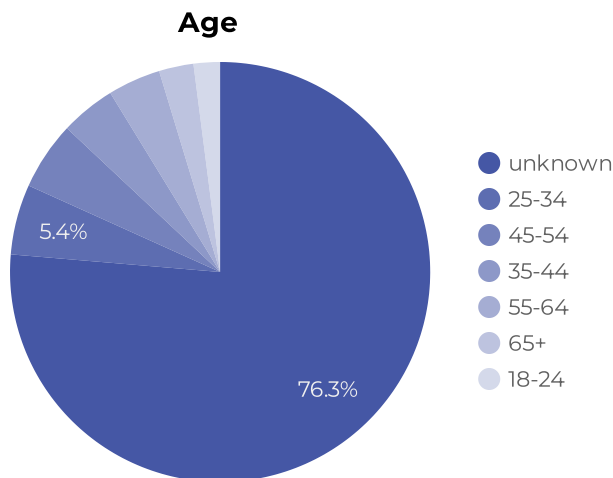
Click-through Rate by Audience on Google Ads



Hotel Leads by Audience



Operator Leads by Audience



— *Tourism* —
KINGSTON

End of Month Report

Submitted by [tartanbond](#)

April by the numbers

	2025 Total	April
Stories	197	33
Impressions	1,052,135,530	65,356,647
Direct	48/197	9/33

[CLICK HERE](#) to view full coverage report



Key Activities

- Distributed pitches for Historic, Cultural and Inclusive angles
- Vetted media for individual trips from TMAC list
- Coordinated individual press trip for Marie-Eve Blanchard [Le Journal de Quebec & Le Journal de Montreal] (May 11-14)
- Provided Canadian media recommendations for Cross-border FAM (Dates TBD)
- Conferences:
 - Shared details on submission requirements and application interface for MPI and PCMA
 - Vetted additional media for RVC and shared media beats



Select highlights



Kingston Business Journal
Impressions: 91,916 UVM

[LINK HERE](#)

Kingston Pen should remain tourist attraction, official argues

Following its closure, the Pen was made available for tours, first operated by the United Way of Kingston, Frontenac, Lennox & Addington, and later operated by the St. Lawrence Parks Commission, an Ontario crown agency. The Pen has also been used for the filming of movies and television shows such as “Mayor of Kingstown” and “Star Trek: Discovery.”

It’s for those reasons that Tourism Kingston CEO Megan Knott said the Pen should stay as it is.

“The film and TV sector employs many different people and there’s no question those workers need affordable housing,” she said. “Having said that, there should be opportunities to discuss and look at many different places for housing that are not on a historic site of this significance. The federal government has the opportunity to look at

other locations that make a lot more sense for housing.”

Knott said 2025 has already seen one production shot at the Pen and that there are two upcoming this spring. She noted the past year was slower as the industry caught up to the 2023 Writers Guild of America strike.

The productions not only create jobs but also bring workers to town, resulting in hotel stays, local spending on catering and materials, and other spinoffs. Those activities are expected to continue while PSPC’s public consultation process is ongoing.

Then, there’s the Pen itself as a tourist attraction. “Anchor attractions like the Pen are our ‘product’ and we need more of them, not less,” she said.

In an update to city council, Tourism Kingston said the Pen has attracted 605,000 visitors and generated \$54 million since it became a tourist attraction.

PSPC has not indicated when a decision will be made on the future of the former jail.

Select highlights

saintlo

Saintlo

Impressions: 68,600 UVM

[LINK HERE](#)

what to do in ontario with kids on a budget?

Hop on and off in Kingston

Kingston, known as the 'Limestone City', is conveniently located between Toronto and Ottawa and packed with affordable indoor and outdoor activities. We loved the Hop-On Hop-Off **Kingston Trolley Tour** as it's a great way to learn about the city. The cute red trolley makes nine stops including historic old town and friendly guides share interesting facts. We hopped off at Queen's University and walked around the stunning campus (totally free) admiring pretty limestone buildings. Save money with an all-inclusive **K-Pass** that includes the Trolley Tour, restaurant deals, admission to museums and attractions, and a 1000 Islands Cruise. My son and I set sail on the **Discovery Cruise** departing from Crawford Wharf and the narrated tour is a fun way to learn about nearby sights while watching the rolling waves. Summer is meant for gelato, so grab a cone from **Mio Gelato** and walk along the shore. Stop for a photo with "I" in Kingston sign next to antique Engine 1095, a cool locomotive train in Confederation Park. The park hosts free summer concerts and movies.



© Destination Ontario



© Destination Ontario



© Destination Ontario

Select highlights



CAA Magazine
Impressions: 337,258 UVM

[LINK HERE](#)



Kingston, Ont.

Be sure to visit the city of Kingston. Many of its historic settings are also popular filming locations: notably Kingston Pen, Fort Henry, City Hall and Queen's University. These and other locations have served as the backdrop to such productions as *Mayor of Kingstown*, *Murdoch Mysteries*, *Alias Grace* and *Star Trek: Discovery*.



Kingston's Fort Henry has been used as a filming location for several projects, including the TV series *Alias Grace*. |

PHOTO: COURTESY OF DESTINATION ONTARIO

Upcoming Activities

- Host TMAC Ontario Chapter Media FAM (May 7-8)
- Host Marie-Eve Blanchard (May 11-14)
- Continue vetting media for individual trips from TMAC list
- Provide US media recommendations for Cross-border FAM (Dates TBD)

— *Tourism* —
KINGSTON

End of Month Report

Submitted by [tartanbond](#)

May by the numbers

	2025 Total	May
Stories	293	96
Impressions	1,281,208,944	229,073,414
Direct	98/293	50/96

[CLICK HERE](#) to view full coverage report



Key Activities

- Hosted TMAC Ontario Chapter Media FAM (May 7-8)
- Finalized itinerary and hosted Marie-Eve Blanchard [Le Journal de Quebec & Le Journal de Montreal] (May 11-14)
- Provided US media recommendations for Cross-border FAM (Dates TBD)
- Conferences:
 - Vetted additional media for RVC and categorized based on tiers
- Vetted media for individual trips from TMAC list
- Conducted follow-ups and shared media recap for Historic, Cultural and Inclusive pitches
 - Shared trip interest from Brian Webb (The HomoCulture), Danny Kronstrom (Gay Voyageur), Dean Lisk (Pink Ticket Travel)
 - Arranged media interview with Sam McLeod and Dean Lisk (Pink Ticket Travel)
- Created pitch for Water Experiences
- Shared opportunity for Destination Canada's Winter 2025/26 Global MRPR Story Package



Select highlights



Elle Quebec

Impressions: 84,053 UVM

[LINK HERE](#)

7 destinations canadiennes de rêve à visiter cet été pour remplacer les États-Unis

ENG translation: 7 Dream Canadian Destinations to Visit This Summer to Replace the United States

KINGSTON PLUTÔT QUE BOSTON

Pour une escapade urbaine qui offre aussi des possibilités d'excursion en pleine nature, Kingston, en Ontario, est une bonne option. Comme Boston, Kingston est une ville universitaire. Il est possible de s'y rendre en train depuis Montréal. Une fois sur place, un taxi peut nous emmener au centre-ville en moins de 15 minutes. Il est facile de se balader ensuite au rythme de ses pas ou de prendre un traversier pour aller flâner sur l'île Wolfe. Autant pour les curieux que pour les gourmands, Kingston Food Tour propose de «goûter» la ville dans différents restaurants et cafés. À voir absolument : le vieux Sydenham pour ses splendides demeures victoriennes. Pour y dormir, on opte pour The Hochelaga Inn. Dans une ancienne banque, le Frontenac Club Inn est également une belle option, tout comme le Holiday Inn Kingston Waterfront, au bord de l'eau. Des croisières permettent également de découvrir les Mille-Îles. Une bonne adresse zéro déchet : Miss Bao près de l'université Queen. On aime aussi le café Juniper, au bord du lac.

ENG translation: Kingston rather than Boston

For a city break that also offers opportunities for nature excursions, Kingston, Ontario, is a good option. Like Boston, Kingston is a university town. It's possible to get there by train from Montreal. Once there, a taxi can take us downtown in less than 15 minutes. It's easy to stroll at your own pace or take a ferry to Wolfe Island. For both the curious and the foodies, the Kingston Food Tour offers a "taste" of the city in different restaurants and cafes. A must-see: Old Sydenham for its splendid Victorian homes. For the night, we opt for The Hochelaga Inn. In a former bank, the Frontenac Club Inn is also a good option, as is the Holiday Inn Kingston Waterfront, on the waterfront. Cruises also allow you to discover the Thousand Islands. A good zero-waste address: Miss Bao near Queen's University. We also like the Juniper café, on the edge of the lake.

Select highlights



CTV

Broadcast: 14,242,475

Note: The Social aired across 18 CTV stations

Impressions: 1,313,558 UVM

[LINK HERE](#)



Select highlights

InsideHalton.com

InsideHalton.com

Impressions: 798,720 UVM

Note: This article was syndicated to 17 outlets, bringing the total syndicated reach to 2,313,277 UVM

[LINK HERE](#)

'Hippest' city in Canada is also home to country's largest cheese event

Kingston is home to historic sites, museums, Ontario's oldest public market and is described as having "Canada's hippest live music scene" by its local tourism authority.

Don't believe [Tourism Kingston's](#) statement about the city's hipness? Try taking it up with the legions of Tragically Hip fans from the area.

Now, this centuries-old city and Canada's first capital can boast the return of another top Canadian attraction, the Great Canadian Cheese Festival, back after a seven-year hiatus.

Upcoming Activities

- Distribute Water Experiences pitch
- Continue exploring opportunities for summer FAMs based on media interest from Inclusive pitch
- Develop Q3 plan

— *Tourism* —
KINGSTON

End of Month Report

Submitted by [tartanbond](#)

June by the numbers

	2025 Total	June
Stories	344	51
Impressions	1,872,362,611	295,874,606
Direct	112/344	14/51

[CLICK HERE](#) to view full coverage report



Key Activities

- Distributed Water Experiences pitch
 - Warm leads: Managed conversations with Ron Johnson (Streets of Toronto) and James Ross (Freelancer, Cruise & Travel Lifestyles)
- Continued exploring opportunities for summer FAMs based on media interest from Inclusive pitch
- Held brainstorming session for Q3 focuses and developed plan
- Conferences:
 - Followed up with CMEE representative for panel opportunity updates



Select highlights

LEDEVOIR

Le Devoir

Impressions: 2,282,178 UVM

[LINK HERE](#)

Cinq raisons de visiter Kingston, en Ontario

ENG translation: Five reasons to visit Kingston, Ontario

Kingston a le charme discret des personnages secondaires. Si tout le monde semble avoir une opinion sur Toronto, la ville natale de The Tragically Hip passe souvent sous le radar. Pourtant, il suffit de flâner dans Old Sydenham pour découvrir une histoire insoupçonnée ou de longer le lac Ontario pour voir se révéler la finesse de ses traits. Parfaite escale lors d'une escapade ontarienne — elle se trouve à mi-chemin entre Montréal et la Ville Reine —, Kingston a suffisamment de personnalité pour tenir le premier rôle d'une virée estivale.

1. Elle a été la première capitale du Canada

Fondée en 1673, la plus vieille ville de l'Ontario se trouve sur le territoire des Premières Nations nommé Katarokwi. Au confluent des Grands Lacs et du fleuve Saint-Laurent, Kingston a été la première capitale du Canada, de 1841 à 1843. Voilà qui explique l'opulence de son hôtel de ville de style néoclassique, imaginé en 1843 par l'architecte George Browne. Sa proximité des États-Unis et son emplacement au bord de l'eau ont amené le Parlement du Canada-Uni à transporter ses pénates à Montréal. La signature en 1842 du traité Webster-Ashburton n'ayant satisfait aucune des deux parties, les tensions étaient toujours palpables... Désigné lieu historique national en 1961, le bâtiment combine toujours ses fonctions premières d'hôtel de ville et de marché public. Dès les beaux jours du mois d'avril, le plus ancien marché de l'Ontario s'anime les mardis, jeudis et samedis, et ce, jusqu'en novembre.

ENG translation:

Kingston has the quiet charm of a supporting character. While everyone seems to have an opinion on Toronto, the hometown of The Tragically Hip often flies under the radar. Yet, a stroll through Old Sydenham reveals an unsuspected history, or a stroll along Lake Ontario reveals its subtle features. A perfect stopover on an Ontario getaway—it's located halfway between Montreal and the Queen City—Kingston has enough personality to be the star of a summer getaway.

Select highlights

NARCITY

Narcity

Impressions: 2,371,063 UVM

[LINK HERE](#)

This lakefront Ontario gem with charming streets is better than a trip to the US, locals say

Kingston is a beautiful, historic city perched on the shores of Lake Ontario. Known as "Limestone City," the destination is brimming with old-world limestone architecture that will transport you back in time.

According to the City of Kingston, it was settled by Europeans in the 17th century and even became Canada's First Capital in 1841, adding to the region's deep historical roots and significance.

Select highlights



AUBURN LANE

Auburn Lane

Impressions: 15,065 UVM

[LINK HERE](#)

OUT OF TOWN DOG-FRIENDLY PATIO FINDS

Northside Espresso is Kingston's institution for decadent brunches and top-quality coffees. They're in the process of moving, but the OG spot did allow for dogs to join. Let's hope the new space follows suit.

Of course, the legendary **Chez Piggy** is also dog-friendly on the patio. **Kingston** is very welcoming to poochies in general. Most hotels have packages, Tucker vouches for the **Delta on the Waterfront**. **Black Dog Tavern**, **Union Kitchen + Cocktails** are also of a visit.

Select highlights

JourneyWoman™

Journey Woman
Impressions: 15,582 UVM

[LINK HERE](#)

Embracing the Feminine Side of Kingston, Ontario, the First Capital of Canada

by Kathy Buckworth | Jun 7, 2025



The women of Kingston continue to invite and inspire visitors

by Kathy Buckworth

Kingston's history is full of the accomplishments and contributions made by strong, powerful women. A city steeped in political and wartime history, Kingston owes a debt of gratitude to the many women who have played an important role in the establishment of, and the continuing development of, this first capital of Canada.

With a population just shy of 150,000, Kingston, Ontario, is situated at the start of the St. Lawrence River, which eventually flows out to the Atlantic Ocean. It's a city visited not only for its historical significance in the development of Canada as a country, but also for the many attractions which its unique waterfront provides.

With a staggering **46 hotels within the city limits**, Kingston is well prepared to take advantage of travellers from all over the world. Typically, visitors will **drive to Kingston** or **fly into the Ottawa airport**, with just an hour's drive ahead of them. While the city is full of historical buildings, they are all dwarfed by the city hall, which was once the seat of Canadian government when Kingston held the title of the capital of Canada for two years.

Select highlights

St. Marys Independent

St. Marys Independent
Impressions: 6,000 UVM
 Also syndicated

[LINK HERE](#)

OH, THE PLACES WE'LL GO: Stepping back in time on the last Edwardian passenger liner



PAUL KNOWLES
Independent Columnist

There is no question the most important event in the 50-year history of Kingston's Great Lakes Museum happened just last year. That's when the first visitors were able to board the luxury Great Lakes steam liner, the S.S. Keewatin, for a tour of this unique vessel.

Visits to the museum almost quadrupled last year compared to the previous season, and with the museum — and the Keewatin — now open for this 2025 season, those numbers will probably grow even more.

The Great Lakes Museum itself, located in the Kingston Dry Dock National Historic Site, was founded in 1975 by a group of local divers. The waters of the St. Lawrence River around Kingston are home to dozens of shipwrecks and the divers created a space to display finds they had brought home from their

dives. The Kingston shipyards, once a bustling place of business, had closed down in 1968 and the historic buildings — from the 19th century and the periods of World War I and World War II — were sitting empty. So, the Government of Canada agreed to lease the property to the founders of the new museum for \$1 a year. The attraction now known as the Great Lakes Museum was born.

Manager and curator Doug Cowie told me the location was ideal and things progressed well for a number of years. Kingston had been an important port, both for dry dock repairs and for shipbuilding. "They built 12 corvettes here in World War II," Cowie explained.

But it all came close to ending in 2016. The Canadian government decided to sell the facility. A developer bought the property, the Museum's holdings were moved into storage, though a small, storefront facility continued to operate.

Cowie admits those were bleak years, but the development proposal faltered and a benefactor bought the property in 2019 and donated it to the museum. They now have a permanent home right back where they started, and it gets better every year thanks to a team of

volunteer engineers who are continually rehabilitating the mechanisms that date back to the 19th century.

And then came the best news of all. The owners of the last remaining Edwardian passenger liner in the world agreed to give her to the Great Lakes Museum. The dock area was enlarged to hold the 300-passenger vessel.

This is a special ship — the only one of her kind left in the world — and she is remarkably well preserved because she spent her life in fresh water.

Today, visitors to the museum can take any of several tours offered aboard the Keewatin. To board the ship is to step back in time, and the museum staff and volunteers have gone full out to enhance that experience. A sign in the Museum acknowledges 102,473 volunteer hours contributed since Keewatin's arrival in Kingston.

The Keewatin was built in Glasgow, Scotland, and arrived in its Canadian home — Port McNicoll on Georgian Bay — in 1907. It was owned by the Canadian Pacific Railway and passengers who made the two-and-a-half-day voyage to Port Arthur (now Thunder Bay) typically came by train from Toronto, and continued by train to points west of the Great Lakes.

But for their two-and-a-

half days aboard the Keewatin, they were assured of first-class travel.

I was guided around the Keewatin by collection and programs coordinator Daniel Rose. Rose had some fun with the idea of "first class," admitting every stateroom was, indeed, first class, but there were "firster class" staterooms and six "firtest class" rooms, which cost twice the price but included that very rare amenity, a private bathroom.

The Keewatin has four decks, two for cargo and two for passengers. Today, many of the staterooms on both decks are fully furnished and authentically decorated to match the periods in which the Keewatin sailed.

And that timeframe saw huge changes in Canadian society; her last passenger voyage was in 1965. She continued to carry cargo for two years and then was to be sold for scrap,

but was saved from demolition by an American entrepreneur who opened a museum in Michigan. The ship eventually came back to her home port, Port McNicoll, in 2012. Her voyages finally reached their end when the Keewatin arrived in Kingston in late 2023.

The ship indeed has all the accoutrements of a luxury liner. From the dining room, where guests dressed for dinner, to the bell service



(PHOTOS BY PAUL KNOWLES)

The last remaining Edwardian passenger liner in the world, now receiving visitors in Kingston.

that brought eager young boys to answer guests' every need, to the ladies' lounge, to the grand piano in mid-ship, it is all here.

The museum offers three ways to visit the ship from the Engine Room Experience (Adults are \$25, less for kids and seniors) to the Essential Experience (Adults are \$31.50) to the Passenger Premium Experience (Adults are \$41.50). Those prices also include admission to the museum with its galleries, mechanical rooms and a gallery dedi-

cated to the Keewatin, especially good for visitors for whom the not-all-accessible ship tour could be a challenge.

For more information about the Great Lakes Museum and its unique and spectacular ship, visit greatlakesmuseum.ca. Paul Knowles is an author and travel writer, and past president of the Travel Media Association of Canada. To contact Paul about travel, his books, or speaking engagements, email knowles@golden.net.



The luxurious dining room features chairs bolted to the floor to keep diners in place in high seas.



The piano lounge in mid-ship.

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Upcoming Activities

- Finalize Q3 plan
- Align on deliverables with Wandering with the Wagars for July visit and secure contract
- Continue conversations with warm leads to secure FAM visits in Q3