



**City of Kingston  
Report to Council  
Report Number 25-252**

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**To:** Mayor and Members of Council  
**From:** Lanie Hurdle, Chief Administrative Officer  
**Resource Staff:** None  
**Date of Meeting:** October 21, 2025  
**Subject:** Quarterly Report: Tourism Kingston – Q3 2025

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**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 Q3 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*

October 21, 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.

October 21, 2025

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**Authorizing Signatures:**

p.p. ORIGINAL SIGNED BY CHIEF

ADMINISTRATIVE OFFICER

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**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
Jenna Morley, City Solicitor	Not required
Ian Semple, Commissioner, Transportation & Infrastructure Services	Not required

October 21, 2025

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**Options/Discussion:**

Exhibit A to this report provides an activity report from Tourism Kingston on results for Q3 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 – Q3 2025 Tourism Kingston Report to Council



– Tourism –  
**KINGSTON**

**Kingston**

**THIRD QUARTER  
REPORT 2025**

# Tourism Kingston quarterly report



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

**October 7, 2025**

**RE: Tourism Kingston Q3 2025 report**

Please find attached our summary report on the activities undertaken by Tourism Kingston for Q3: July through September 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 third-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 worked with its agency of record Alphabet Creative on the updated Kingston Culinary Strategy, to be released in Q4.

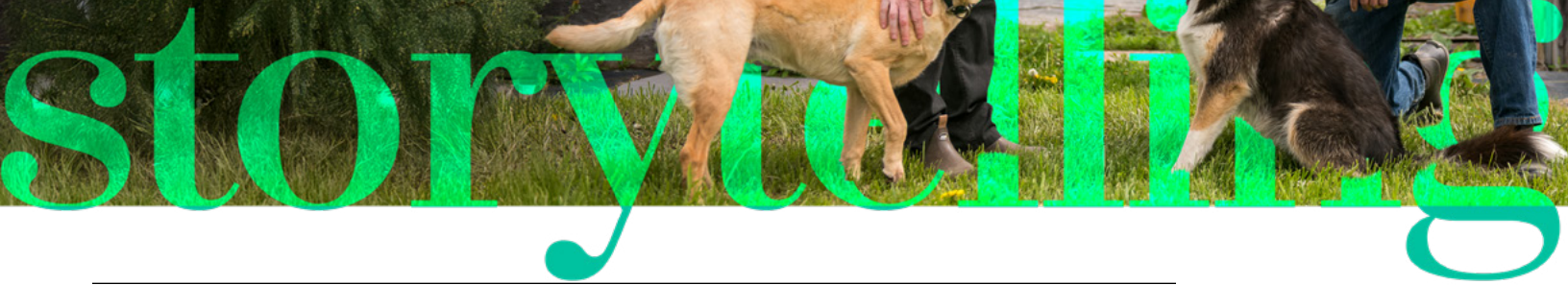
During Q3, our community engagement and consultation work continued through sector-wide meetings of the Sales, Destination Marketing, Attractions, Digital and Visual Creators, and Music Advisory committees.

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



This quarter, our brand campaign continued, showcasing Kingston summertime experiences and promoting overnight and multi-day stays. We also partnered with Destination Ontario and RTO 9 on a fall U.S. campaign, targeted to nearby drive markets. The \$100,000 campaign showcased historic and outdoor experiences, culinary, and cruising, linking ads to our dedicated U.S. landing page: <https://www.visitkingston.ca/usa> This spring, we added extensive U.S. traveller FAQs to this site to both address potential concerns about visiting Canada and for search engine optimization.

We have also partnered with Destination Ontario for a fall arts and culture campaign. The \$50,000 campaign features ads and stories promoting the campaign partners: Kingston 1000 Islands Cruises and Trolley Tours; Kingston Grand Theatre; Tett Centre for Creativity and Learning; and Isabel Bader Centre for the Performing Arts.

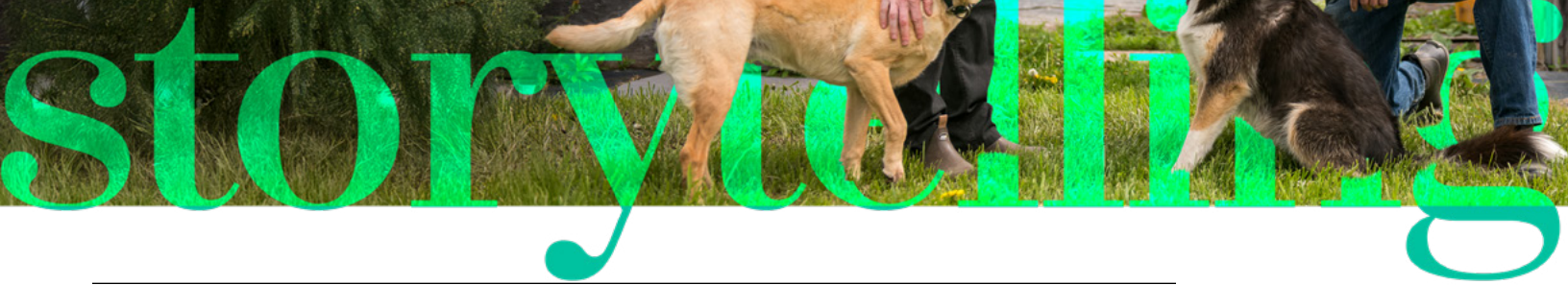
Our weddings and business events campaigns also continued in Q3. The weddings campaign promotes Kingston as a nearby destination wedding location, profiling Kingston's unique venues. The business events campaign is targeted to event planners and association professionals in Toronto, Ottawa, and Montreal, positioning the city has an ideal host for business and related events.

We are also working with our agency of record, Alphabet Creative, to enhance our insiders program, which sees local Kingstonians creating reels and TikTok videos for @VisitKingstonCA channels to profile some of their favourite businesses and experiences in Kingston. We are testing new approaches this fall to further integrate local, diverse voices across platforms and programs.

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. The first issue, which was released in July, covers summer/fall 2025. Beyond the physical magazine, which has been printed sustainably on FSC recycled paper in a short print run for local distribution, the content has been used on our website and for related campaigns, such as an advertorial with Edible magazine.

In September, Chief Marketing Officer Alison Migneault attended [GoMedia Canada Summit](#) in Jasper, Alberta. This by-invite media conference is presented by Destination Canada and aims to connect travel writers from around the world with Canadian stories. Alison had one-on-ones with 14 travel writers and garnered strong interest in Kingston from both Canadian writers and international writers from our travel trade target markets. The event also provided opportunities to further build our relationship with industry partners, including Destination Canada.

# MARKETING & COMMUNICATIONS



In total, our Q3 campaigns and tactics resulted in 114,002,961 advertising impressions, 688 M earned media impressions and 64 proactive earned media stories (213 total), 605,835 website sessions, and 86,515 referrals to partners. AI is having a significant impact on consumer trends, with more consumers using AI for research vs. Google or other search engines. This and other shifts to the timing of our media buys, has affected web traffic in Q3. Considering these shifts, we continue to optimize our digital targeting to reach highly engaged potential visitors and this is working – we are seeing significant increases in our engagement rate and time on site with both up more than 40% this quarter.

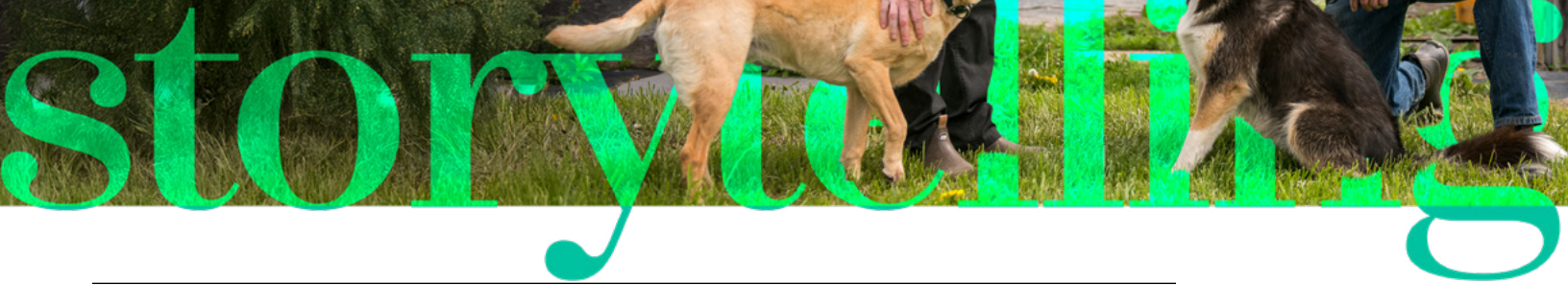
This quarter, the Marketing and Communications team has also been busy supporting Tourism Kingston sales portfolios, ensuring full integration of the Kingston brand and strong, consistent messaging at trade shows and other sector events:

- // Support of the CanSPEP conference hosted in Kingston in late June
- // Booth and trade show presence for the Canadian Meetings and Events Expo in August
- // Kingston presence and branded material for Student Youth Travel Association conference in August, supporting travel trade
- // 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, OFSAA 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

In the latter part of the quarter, we turned our attention to 2026 to develop the marketing and communications annual plan. This plan is a high-level strategy and roadmap for the year informed by the Integrated Destination Strategy; we then develop tactical plans for our paid, earned, and owned media activities. As part of this process, we are reviewing our analytics and visitor data, assessing what has worked well and what needs further refinement. We also consider travel trends and continue to review opportunities to reach U.S. travellers during this time of volatile U.S.-Canada relations.

The marketing and communications team secured two grants: \$55,000 from Experience Ontario in support of Kingstonlicious 2026 and \$25,500 from Francophone Community Grant program to support French-language music and culinary events.

# MARKETING & COMMUNICATIONS



## Industry engagement

Alison Migneault continues to meet regularly with the City Nation Place Advisory Group, connecting with place-brand colleagues from around the world. This quarter, she served as a jury member for their prestigious place brand awards and on July 20 she joined an online panel discussion with other jury members to share tips and tricks for submitting a strong application.

The Marketing and Communications team met with colleagues from across the sector, hosting the Creative (Digital and Visual Communications), Attractions, and the Destination Marketing committees in September.

## Recognition

The team and our agency of record, Alphabet Creative, was recognized with a Summit Creative Award (Silver) for Integrated Consumer Campaign for the Our city is your city campaign, which ran earlier in the year.

Our brand video, Maawanijitaadaa, come together in Kingston, was awarded a Cannes Corporate Media & TV Award (Silver Dolphin) in Cannes, France on September 25. This international validation of the Kingston brand is a testament to not only our in-house team and agency, but to the past two decades of strategic investment in place branding and the support of partners across the sector who championed the brand. The film was produced locally in collaboration with Untold Storytelling, Port William Sound, and local poet Armand Garnet Ruffo, and features Kingston residents.

## PACKAGES AND PARTNERSHIPS

**Estimated economic impact of partnerships in Q3: \$75,134**

### Earned media

In partnership with Destination Canada and Destination Ontario, we welcomed Canadian-Japanese recording artist Maynard Plant of MONKEY MAJIK to Kingston as part of Destination Canada's Osaka Expo presentation. This special feature highlights Kingston's rich history, vibrant music scene, and cultural significance, developed in collaboration with Ottawa Tourism and RTO 9. Japan remains a key market for Destination Canada and travel trade.

In mid-summer we hosted influencer Kevin Wagar of the Wandering Wagars for family-friendly travel in Kingston, including the new shipwrecks cruise from Kingston 1000 Islands Cruises, an Improbable Escapes outdoor escape room, and the Pumphouse Museum. Kevin and his family also travelled to the Bay of Quinte as part of a regional itinerary. We collaborated with the Bay of Quinte Regional Marketing Board and RTO 9 to host the Wandering Wagars.

# MARKETING & COMMUNICATIONS



We hosted Swiss journalist Daniel Bucher in partnership with Destination Ontario for a pan-Ontario article. [Radio-Canada Première](#) interviewed Angélica Mendieta-Sweet, Manager, Visitor Services, on Kingston's activities for visitors, highlighting heritage sites, family-friendly activities, and live music scene. The Toronto Star spotlighted Kingston in its [Ontario Road Trip](#) series, showcasing the city's historic sites, vintage shops, island cruising, and chef-approved favourites.

Ashley Bradshaw, Manager, Trade and Media, has been invited to be a judge for the Australian Society of Travel Writers Awards of Excellence. This is a new partnership opportunity made possible by our membership with Travel Media Association of Canada (TMAC). This is an excellent opportunity to raise the profile of Tourism Kingston internationally, as well as to make connections with Australian travel media.

Ashley identified speaking opportunities across Tourism Kingston's portfolios and has successfully confirmed 17 submissions year to date. In Q3, Tourism Kingston staff spoke at Destinations International Annual Conference, SYTA Conference, MPI The Event, and POP Montreal.

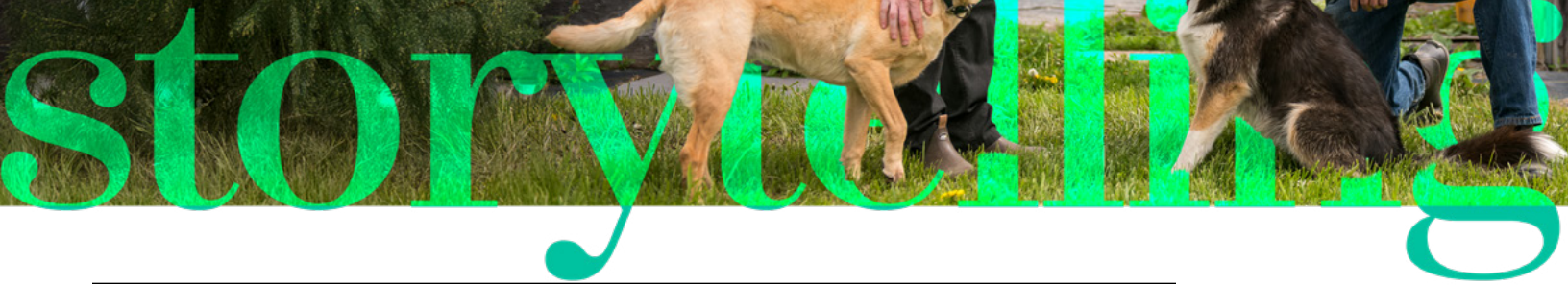
We continued to support Our City is Your City summer incentive offering a \$100 off hotel stays Sunday–Tuesday through August 31. This promotion aimed to bolster early weekday travel throughout the summer. Hotels reported the sale of 90 two-night packages and 29 three-night packages for a total of 267 room nights.

As part of a regional partnership promoting golf tourism, Kingston currently offers three packages with five hotels and two regional courses in partnership with Golf in Ontario. Q3 numbers from Golf in Ontario will be rolled into the Q4 report, as this partnership moves into the Sport & Wellness portfolio.

To position Kingston as a food tourism destination, we continued to work with local culinary partners while leveraging the city's connections to neighbouring destinations. Open Farm Days, in partnership with Frontenac and South Frontenac counties, ran September 5–7. This program's primary focus is to connect community through farming and food. We encouraged Kingston growers and producers to participate and facilitated a sold-out signature dining experience at the Donald Gordon Hotel, children's cooking classes at Cravin', and Kingston Food Tours in downtown Kingston.

In late summer, we began outreach to restaurant partners for Kingstonlicious 2026 to secure expressions of interest to host a signature event this winter. We continue to work with the Culinary Tourism Alliance to curate the signature events with the goal of adding variety of price points and experiences across the program. By the end of the quarter, we secured six signature events with Feast On® guest chefs from across the province who will join our selected restaurants. Signature events will be on sale in November and promoted for holiday gift-giving.

# MARKETING & COMMUNICATIONS



We continue to collaborate with both returning and seasonal attractions to support hotel packaging. Partners include Kingston Penitentiary and Fort Henry and their seasonal offerings and events like Open Farms. Packages are now available for booking on [visitkingston.ca](https://www.visitkingston.ca).

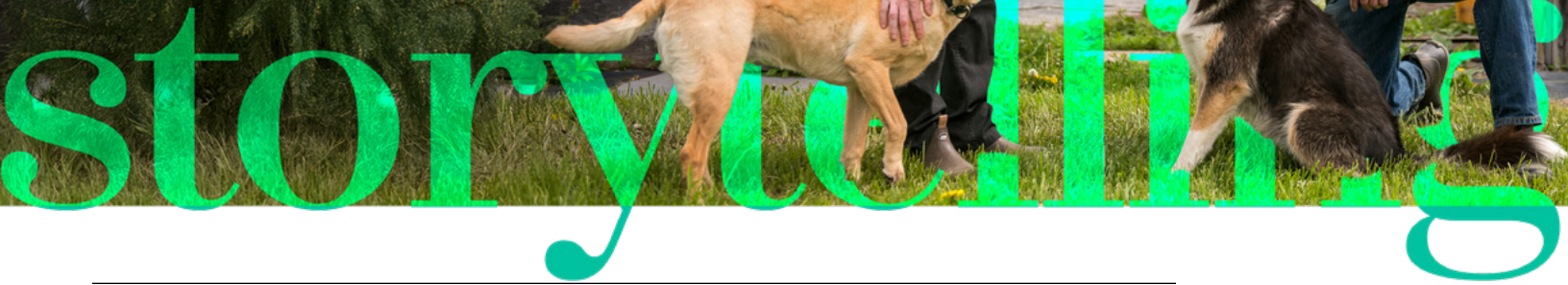
## **These activities supported our 2025 annual plan goals:**

- // Connect travellers and residents with Kingston.
- // Drive sales for local businesses, supporting the continued recovery of Kingston's tourism industry.
- // Leverage incentives, funding opportunities, and strategic campaigns and initiatives to extend reach.
- // Support the sales sectors with targeted communications strategies and tactics that reach their unique audiences.
- // Support the culinary tourism strategy and shoulder- and low-season tourism; further develop Kingstonlicious offerings; and partner on key culinary programs such as Open Farm Days.
- // Continue strategic sponsorships that align with the Integrated Destination Strategy and have the potential to drive overnight stays in the shoulder and low seasons.
- // Continue to augment Kingston imagery, using an inclusive approach that supports strategies and identified gaps.
- // Feature diverse voices through our influencer and media hosting program.
- // Collaborate with the Sales team to develop tradeshow and event experiences that lead with the Kingston brand.

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

- 10 – Develop/enhance enticing shoulder/winter tourism products.
- 15 – Create targeted, flexible campaigns in Ontario.
- 16 – Create flexible campaigns targeting key provincial markets.
- 17 – Create flexible campaigns targeting new markets.

# MARKETING & COMMUNICATIONS



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## Visitor & visitation insights

Our Destination Insights Dashboard brings together several data sources, allowing us to see recent visitor and visitation metrics and trends. Developed over the past few years, this dashboard is a crucial tool to help us understand how our marketing activities influence visitation; changes in visitor and visitation trends; and hotel and short-term rental occupancy rates.

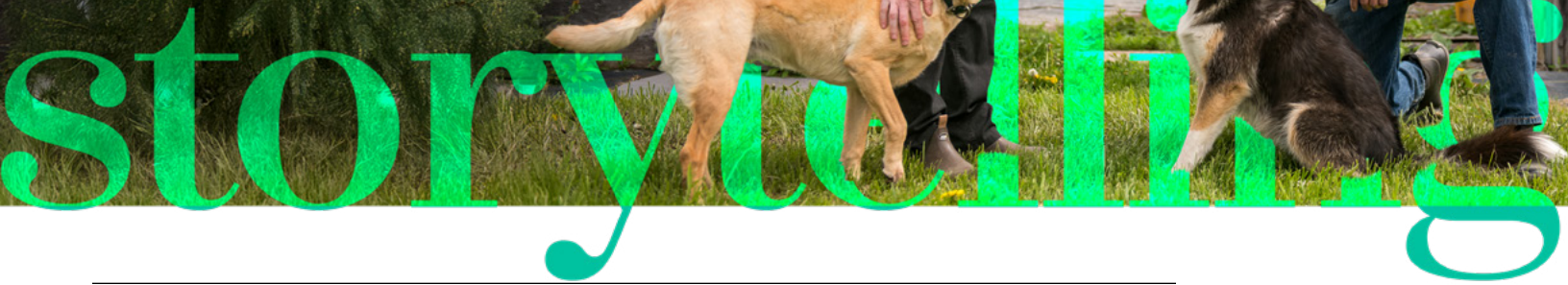
### We recently completed an assessment of visitation and direct visitor spending in Kingston in Q2:

- // April to June, Kingston hosted 688,000 visitors who spent \$130 M.
- // Visits increased 10.2% compared to Q2 2024.
- // Visitor spending increased 6.5% compared to Q2 2024.
- // Visits by origin market: 78% Ontario; 14% rest of Canada; 5% U.S.; 3% international
- // Visitor spending by origin market: \$82 M Ontario; \$20 M rest of Canada; \$14 M U.S., \$14 M international

### As we work through an assessment of Q3, here are some highlights. Kingston had a very strong summer season:

- // Occupancy in July was up 6% YoY; weekend occupancy was up 8.5%.
- // Occupancy in August was up 9.1% YoY; weekend occupancy was up 9.6%.
- // Average daily rate was up 5% YoY and revenue per available room was up approximately 10.5%.
- // Average distance travelled: 360 km.
- // Average length of stay: 21.4 hours.
- // Overnight stays: 47% of visits
- // Top origin markets: Ontario, rest of Canada, U.S.

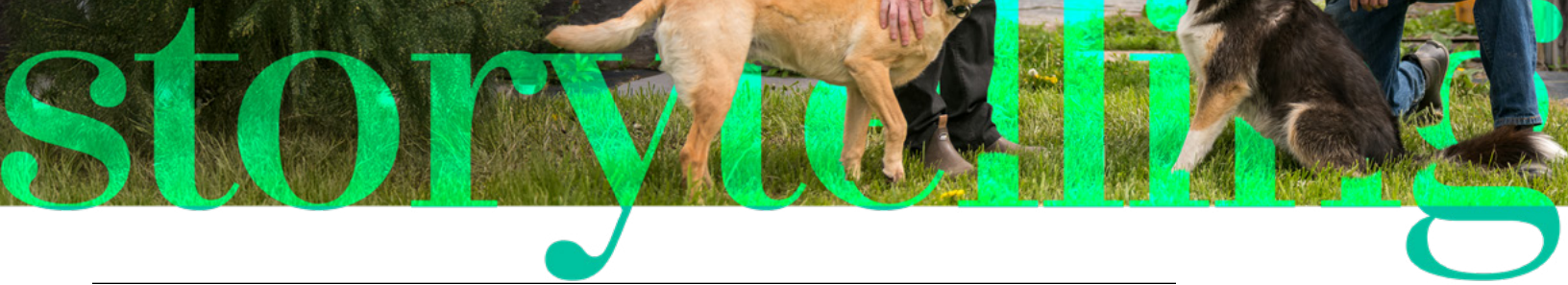
# MARKETING & COMMUNICATIONS



## 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	605,835		2,185,247	84%
Website pageviews	3,200,000	583,870	1,309,561	840,790		2,734,221	85%
Referrals to partners (web + phone)	375,000	60,613	82,847	86,515		229,975	61%
Advertising impressions	175,000,000	20,573,609	40,444,868	114,002,961		175,021,438	100%
Social media link clicks	525,000	133,901	201,863	110,223		445,987	85%
Social media engagements	1,175,000	212,587	1,437,181	345,916		1,995,684	170%
Social media impressions	37,250,000	6,873,370	14,314,884	10,880,943		32,069,197	86%
Total followers	133,000	129,540	133,957	136,931		136,931	103%
Proactive high-value earned media stories*	150	39	73	64		176	117%
Total media stories	650	164	180	213		557	86%
Total earned media impressions	2,100,000,000	986,778,883	590,304,667	687,799,143		2,264,882,693	108%

# MARKETING & COMMUNICATIONS



## 2025 annual goals

Packages	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
See + Do packages	45	4	28	37		69	153%
Eat + Drink packages	34	14	10	6		30	88%
Rest + Relax packages	15	1	4	4		9	60%
Family packages	20	5	10	7		22	110%
Package referrals to partners	46,269	6,881	9,891	9,447		26,219	57%
Minimum room nights *	836	400	667	267		1,334	160%
Estimated economic impact		\$60,330	\$1,709,740	\$75,134		\$1,845,204	

\*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	18	18		44	66%
Attendees	11,477	564	191	1,526		2,206	19%
Partners involved or impacted	231	58	70	90		218	94%

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



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## **Economic impact of sport & wellness initiatives in Q3: \$15,650,000**

This quarter, we welcomed Rob Lendrum as Manager, Sport Business Development & Communications. This expansion has allowed the team to dedicate resources toward developing an Esport strategy for Kingston, strengthening Kingston's position in this growing sector, and to improve communication channels with the local sport community through targeted outreach and engagement.

From July to September, Tourism Kingston supported 32 events across the city. This support included sport hosting funding, enhanced marketing efforts, curated visitor information, and welcome packages designed to increase visitor spend and maximize the economic impact of sport tourism.

Kingston hosted a wide range of sport events this quarter. On the water, Portsmouth Olympic Harbour welcomed multiple regattas through CORK and Sail Canada, including the return of Sail Canada's Youth Festival. This property is set to grow in Kingston over the coming years, reinforcing the city's role as a national hub for youth sailing. Tourism Kingston also supported Sail Canada partner WeCANFoiling in establishing summer operations at Portsmouth, positioning Kingston at the forefront of foiling, one of the fastest growing segments of sailing.

Soccer remained a strong draw this quarter with several major tournaments hosted across city fields, while baseball made headlines with the return of the Little League Canadian Championships, an eight-day event at Cricket Field. This national tournament was complemented by the launch of the first-ever Little League Girls Eastern Canadian Regional Championships, advancing opportunities for female athletes in youth sport and showcasing Kingston as an inclusive and innovative host.

The Kingston Triathlon returned in July, bringing together athletes and community members. In partnership with the Barriefield Residents Association and MultiSport Canada, Tourism Kingston facilitated proactive planning meetings, door-to-door flyer drops, email communication, and on-site support to ensure both participants and Barriefield residents enjoyed a positive event experience. This collaboration set a new standard for community engagement around major sport events.

# SPORT AND WELLNESS



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Accessibility in sport was also highlighted this quarter with the successful hosting of a sledge hockey tournament at the INVISTA Centre, reinforcing Kingston's commitment to inclusive sport experiences.

Kingston's reputation as a premier sport fishing destination continued to grow with the return of Baitfuel's Thousand Islands Open and the establishment of a new event, the Canada Bass CISA Kingston Open. These events attracted anglers from across the country, drew international attention through online livestream broadcasts, and strengthened partnerships with national fishing organizations. Both events provided opportunities for community engagement with public weigh-ins. The Baitfuel Thousand Islands Open also offered a free Learn to Fish program in partnership with the provincial Ministry of Natural Resources.

The Kingston Sport newsletter was established this quarter as a key communication tool for the local sport community. The September edition integrated Kingston branding and imagery while celebrating Kingston athletes, recent events, and funding opportunities, and spotlighting Richardson Stadium as a partner venue.

Engagement on the Esport file increased significantly this quarter. We hosted meetings with St. Lawrence College, Queen's University, the Ontario School Esport Association, and independent producers to inform the development of an Esport strategy for Kingston. These conversations explored event opportunities for 2026 and beyond, setting the stage for Kingston to establish itself as a recognized destination for competitive Esport.

# SPORT AND WELLNESS



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## **These activities supported our 2025 annual plan goals:**

- // Work with local organizations to support events and tournaments.
- // 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.
- // Improve channels for communicating with and about Kingston's sport community.
- // Collaborate with the Film & Media team on the development and implementation of a Kingston Esport strategy.

## **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



## 2025 annual goals

Sport and Wellness	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Tentative leads	120	17	31	30		78	65%
Definite leads	40	10	12	15		37	93%
Events supported	100	27	47	25		99	99%
Event attendees	85,000	39,380	25,592	21,450		86,422	102%
Room nights	60,000	17,793	20,000	16,650		54,443	91%
Estimated economic impact	\$40,000,000	\$10,767,270	\$17,724,564	\$15,650,000		\$44,141,834	110%

*Definite leads – future business booked*

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

# TRAVEL TRADE



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## **The estimated impact of travel trade in Q3: \$2,138,674**

### **Cruise development**

Kingston has been secured as a future port of call for Viking Cruise Lines' ship Octantis beginning in 2028, marking a significant milestone in our cruise growth strategy.

### **Motorcoach & connectivity**

Kingston welcomed 53 bus groups this quarter, continuing to see steady demand from the motorcoach sector.

A new shuttle service between Gananoque and Kingston, operated by Flixbus in partnership with the Town of Gananoque, launched on July 31 with four daily stops. This added connection provides new opportunities for group travellers and cruise passengers exploring the region. Our staff were proactive in initiating this expanded service.

### **FAM tours & educational engagement**

In July, we hosted a FAM tour for Frontier Travel, which is developing new Fly + Rail itineraries in Ontario for the U.K. market. The visit showcased Kingston's accessibility, experiences, and accommodation options for international travellers. In August, we welcomed Victory Cruise Lines for a dedicated FAM focused on shore excursion development.

We also hosted second-year tourism students from Champlain College. The group stayed overnight in Kingston and experienced a 1000 Islands cruise in Rockport, Haunted Walks, and Bellevue House. Work is also underway with EduTravel to host other student group tours in early 2026.

In late September, we hosted 13 representatives from Jonview Canada, the country's leading receptive tour operator, for a three-day FAM tour in Kingston. Their itinerary included visits to key attractions such as Kingston Penitentiary, Fort Henry, Kingston Trolley Tours, and The Haunted Walk. They also conducted site visits at several accommodations and experienced Kingston's culinary offerings.

These visits allow us to showcase Kingston directly to industry partners who connect the city with international travelers, supporting the growth of our tourism sector.

# TRAVEL TRADE



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## Conferences & trade shows

In August, we attended the Student & Youth Travel Association (SYTA) Annual Conference in Savannah, Georgia. Across four days, we held 62 meetings with tour operators.

### These activities supported our 2025 annual plan goals:

- // Host prospective domestic and international clients from primary markets.
- // Increase brand awareness and intensify the travel trade market.
- // Position Kingston as a key cruise hub.
- // Work with the City of Kingston on an efficient tour bus strategy.

### Travel Trade work this quarter aligned with the following IDS initiatives:

- 9 – Support the creation of flexible packages and itineraries.
- 18 – Support multi-channel visitor services program with a focus on operators.

# TRAVEL TRADE



## 2025 annual goals

Travel Trade	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Traces	1,600	308	320	305		933	58%
Definite leads	127	4	65	54		123	97%
Referrals to partners	500	45	192	35		272	54%
Cruise passengers	1,741	0	310	0		310	18%
Number of buses booked	125	2	62	53		117	94%
Estimated economic impact	\$4,439,935	\$75,041	\$3,089,688	\$2,138,674		\$5,303,403	119%

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



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## **Economic impact of business events in Q3: \$771,671**

July 9–11, we attended the Canadian Society of Association Executives Summer Summit in Waterloo. At this event, we had 19 prospects and six strong leads for future hosting opportunities.

August 12–13, we attended the Canadian Meetings & Events Expo in Toronto. This is the largest industry trade show in Canada. We had a strong "Team Kingston" presence with our partners from Delta Hotels by Marriott Kingston Waterfront & Diamond Hotels Management, Doubletree/Home2Suites by Hilton Kingston, Holiday Inn Kingston Waterfront, Kingston Marriott Hotel, and Queen's University Event Services. We also showcased the Kingston Food Recovery & Redistribution Program with participation from program partners Lionhearts and la Tablee des Chefs. We connected with nearly 100 prospects at the expo.

September 7–9, we attended theEVENT, the Canadian conference for Meeting Professionals International, in Fredericton. Business Events Specialist Ted Robinson was a panellist on the keynote session, "From waste to impact: addressing food insecurity through sustainable event practices." The event resulted in 11 prospects and five strong leads for future events in Kingston.

## **Events hosted in Q3**

- // Essilor Luxotica regional sales meeting
- // Friends for Life Bike Rally/Drag in the Park
- // KIN Canada National Convention
- // Global Affairs Canada Northeast US Legislators meeting
- // Canadian Safe Boating Council Symposium
- // New York/Ontario Shrine Association annual conference
- // Canadian Labour Congress Labour College of Canada summer school

# BUSINESS EVENTS



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## **New leads/proposals (future business)**

- // Regional Canada Pageants 2026
- // Ontario Professional Fire Fighters Association 2026 Conference
- // Pediatric Oncology Group of Ontario 2026 Symposium
- // Toronto Police Association Executive Meeting 2026
- // Ontario Municipal Administrators Association Board Meeting & CAO Connection 2026
- // Ontario Association of Committees of Adjustment Conference 2027
- // Police Association of Ontario AGM 2027
- // Feihe/Royal Canada Milk 2nd Annual Global Brain Development Science Summit 2025
- // Ontario Motor Coach Association Annual Golf Tournament 2026
- // Project Management Institute Ottawa Valley Chapter Symposium 2025
- // Canadian Robotics Council Symposium 2025 & Ingenuity Labs Robotics and AI Symposium
- // Bell Canada Technology Senior Leadership Team Meetings 2025
- // Canadian Association of Gift Planners Originals Course 2027
- // Ontario Modern Language Teachers Association Conference 2028
- // Ontario Principals Council Easter Regional Conference 2026
- // Ontario Municipal Human Resources Association Fall Conference 2027

# BUSINESS EVENTS



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## These activities supported our 2025 annual plan goals:

- // Promote Kingston as a year-round destination for business events and conferences.
- // 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.
- 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.

- // Folk Music Ontario 2026 Conference/Showcase (\$535,000)
- // Constellation Software Business Meetings 2025 (\$54,000)
- // Pregnancy Care Canada Conference 2027 (\$125,000)
- // Canadian Insurance Accountants Association Conference 2025 (\$205,000)
- // Police Association of Ontario Conference 2026 (\$225,000)
- // Ontario Motor Coach Association Marketplace 2027 (\$395,000)

# BUSINESS EVENTS



## 2025 annual goals

Business events	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Tentative leads	60	11	9	14		34	57%
Definite leads	49	3	11	11		25	51%
Events supported	50	3	26	9		38	76%
Contracted room nights	10,965	356	3,914	1,650		5,920	54%
Estimated economic impact	\$5,823,621	\$213,440	\$2,085,342	\$771,671		\$3,070,453	53%

# FILM & MEDIA



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## Estimated economic impact of film & media productions in Q3: \$5,798,983

### Productions

July 13–18, *The Greatest* from Amazon Prime Video shot in Kingston. This is a television series biopic of Mohammad Ali, produced in collaboration with Ali's estate. The production brought 120 cast and crew to the city and used 20+ locals as background performers.

September 16–19, *Ghost Hunters of the Grand River* returned to Kingston for Season 5. The paranormal ghost hunting team from Six Nations of the Grand River explore mysterious phenomena in iconic locations. The production team filmed at Fort Henry and onboard the S.S *Keewatin*.

September 12–14, digital series *Postcards from...* filmed in Kingston. The production used one local crew member in its five-person crew. The series, which focuses on accessibility and adventure, is hosted by Christa Couture, a writer, broadcaster, and disability advocate. The production highlighted Kingston's watersport and sailing opportunities, from a regatta race at Portsmouth Olympic Harbour to accessible water skiing.

July 23–October 31, Tom Green's *Funny Farm*, a new talk show for Bell Media, filmed on Green's local farm property. This production uses 12 crew, all local.

July 29–October 24, *The County*, an HGTV television series films in Prince Edward County. The docu-series features HGTV Canada star and designer Sarah Keenleyside, who uprooted her family from Toronto to Prince Edward County, Ontario to build her home and design business from scratch. This show uses 11 local and six non-local crew members.

### Small (one-day) productions

*Botanical Jungle* digital series for Bell Fibe filmed one episode in Brockville.

Proof-of-concept shoot for a cooking show pilot for Bell Media. This shoot used three local crew and one non-local crew member.  
Pilot episode for an antique hunter series.

Slaight Music video, one day using five local crew.

*Symphony of Light and Shadow*, an indie short film that filmed at Battery Park, Breakwater Park, and City Park.

BS Fuji for Japan Travel: a commercial hosted by Destination Canada that filmed in parks and around downtown.

# FILM & MEDIA



## Location tours

We took a team from Shaftesbury Productions to six locations over three days, and a team from Three Stars Productions to ten locations (waterfront sites and downtown restaurants) over two days. Three Stars, a restaurant romantic comedy is anticipated to start production in winter 2026. The film features Lesley Ann Warren (*Victor/Victoria*), Andrew Phung (*Kim's Convenience*), Humberly González (*Ginny and Georgia*), and Scott Thompson (*Kids in the Hall*). We took a Corey Palmer travel series production to six locations over two days, and did a digital scout package for Matt Code Productions, highlighting nine local locations. We also took local production company Branded 2 Film through Kingston Penitentiary on a location tour.

## Events

August 13, we held a workshop in Cornwall, "Getting involved in filming in the community," which was well received. This was our final regional workshop for the year.

September 5–8, at the Toronto International Film Festival, we had several meetings with producers and filmmakers exploring Kingston as a location for future productions. It was a highly successful trip that generated new project leads and strengthened Kingston's profile in the film industry. Follow-up scouting and location tours are scheduled throughout the remainder of the year, with filming anticipated to begin as early as spring 2026.

September 13, in collaboration with Queen's Film & Media, we held a Production Assistant Fundamentals workshop led by the Directors Guild of Canada's Ontario office. The workshop provided an overview of what it takes to start as a production assistant in film and television and how to join the union.

## These activities supported our 2025 annual plan goals:

- // Establish a continuous pipeline of productions.
- // Attract studio productions.
- // Expand the workshop series.
- // 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



## 2025 annual goals

Productions	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Tier 1 (over one week)	5	1	2	2		5	100%
Tier 2 (overnight to one week)	12	0	3	4		7	58%
Tier 3 (single day)	11	0	0	5		5	45%
Local productions (within 100 km)	16	0	2	3		5	31%
Non-local productions (>100 km travel)	10	1	3	8		12	120%
Estimated economic impact	\$2,000,000	\$991,616	\$2,535,468	\$5,798,983		\$9,326,067	466%

Workshops/events							
Events	15	10	5	3		17	113%
Participants	800	233	106	115		454	57%

Location tours							
Tours	20	7	4	9		20	100%

Location/production directory							
Location listings	100	12	6	45		63	63%
Vendor/crew listings	90	21	37	12		70	78%
Vendor/crew/talent hires on productions	200	102	70	31		203	102%

Economic impact source: Reel-Scout EI calculator

# MUSIC



# resonant

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## **Estimated economic impact of sponsored music events in Q3: \$22,740**

Our Youth Open Mic series returned this fall with fresh energy and a new season of programming. We kicked things off in August with a special showcase at the Memorial Centre Farmers' Market, where six of our regular performers each had the opportunity to deliver 30-minute sets to a supportive community audience. These extended performances highlighted the growth of returning participants, while our signature Open Mic format followed, giving space for new and first-time performers to share their talents.

The fall season has set a strong foundation for the months ahead, with a bilingual event, planned in partnership with Centre Culturel Frontenac planned for December. With new youth joining the program and returning performers eager to continue developing, the Youth Open Mic remains an important entry point for young musicians in Kingston to gain experience, build confidence, and connect with peers.

September 25–28, Music Officer Moira Demorest represented Kingston at POP Montreal, one of Canada's premier music and arts festivals. The cornerstone of Kingston's presence was the Spring Reverb Showcase at L'Hémisphère Gauche, where local artists The Codas, Forty Seven Teeth, and Kasador delivered high-energy performances. This showcase provided a valuable platform for Kingston talent to reach new audiences, while introducing industry leaders and peers to the strength of our city's music scene.

Beyond the showcase, Moira participated in POP Symposium programming, including the panel "Making Live Events Work," gaining insight into national trends and challenges facing live music presenters. She also attended the Music BC Mixer to explore cross-provincial showcase collaborations and held discussions with Music BC and Paper Bag Records to identify potential partnership opportunities. Participation in events like POP Montreal is an important step in amplifying Kingston's profile on the national stage. By creating opportunities for local artists, fostering professional connections, and strengthening partnerships, Kingston continues to establish itself as a city of music with reach and influence across the Canadian cultural landscape.

The sixth edition of the Slight Music Video Program is now underway. This initiative provides local film production companies with funding to produce music videos featuring Kingston's top musical talent, with a strong emphasis on supporting emerging artists. This year, the program drew more than 100 artist applications, underscoring the demand and visibility of this opportunity within the local music community. Work is currently in progress on the selected projects, which will premiere at the Kingston Canadian Film Festival in February 2026. This year, Kingston Film & Media is assisting production companies with location and talent scouting to ensure high-quality outcomes.

# MUSIC



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The Kingston Music Office is also continuing its partnership with students from St. Lawrence College's Digital Marketing Communications program. These students will provide musicians participating in the Slight Music Video Program with free marketing support and promotional guidance.

## **Support for community partners**

In July, the Kingston Music Office partnered with Pathways to Education, a local program dedicated to supporting youth and breaking the cycle of poverty through education, mentorship, and enrichment opportunities. Working with Kingston singing group Fiercely OK, we developed a music-focused workshop for Pathways students that blended team building, creativity, and fun. Students participated in collaborative singing exercises, explored different aspects of music, and engaged in conversations about the role music can play in building confidence, connection, and community.

July 24–August 17, The Kick & Push Festival brought theatre performances to venues across Kingston. The Kingston Music Office supported the festival by assisting with artist consultation for its launch events, as well as providing marketing and amplification before, during, and after the festival.

We supported the Kingston Arts Council with the promotion and rollout of its Artist Prosperity Project, a research initiative designed to better understand the economic realities and creative practices of artists in Kingston and region. A report will be published later this year, sharing key takeaways as well as the raw anonymized data. This report will be publicly available and can be used by artists and service organizations to inform their own advocacy and decision-making.

September 28, CFRC Radio hosted a full day of music programming at the Broom Factory, supported by the Kingston Music Office. The day began with a free workshop on sound tech basics, a free hands-on workshop led by Rob Bailey of Kingston SoundWorks. Tailored for young and emerging musicians, the session introduced participants to the fundamentals of live sound. Topics included soundboard operation, audio terminology, troubleshooting, stage communication, equipment management, and the key steps of set-up and sound checks. An afternoon concert highlighted the achievements of this year's residency program. Performances by Birdbone Theatre, Foster Shea & Sudac, and the Oscar Evans Group offered audiences a wide spectrum of

# MUSIC



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sound, from traditional Slavic influences to folk-pop and contemporary jazz. The concert not only celebrated the culmination of the residency but also showcased the diversity and talent within Kingston's music scene.

By sponsoring this event, the Kingston Music Office was proud to support opportunities for both learning and performance, bridging skill-building with live music presentation and reinforcing Kingston's position as a hub for emerging talent.

In advance of the Folk Music Ontario Conference taking place in Ottawa, October 15 to 19, the Kingston Music Office and the Ottawa Music Industry Coalition hosted a pre-conference virtual gathering for artists attending the event. Recognizing that national conferences and showcases can feel overwhelming, the session was designed to bring Kingston's folk artists together, provide guidance, and help them prepare to make the most of the experience.

## **Release Radar**

The Kingston Music Office continues to support local artists by promoting new music through our Release Radar initiative. Our Release Radar series featured 45 artists in Q3 (a 50% increase from Q2) and generated 7,834 impressions across 11 posts, expanding visibility for local talent and highlighting the growing reach of the initiative.

This quarter, Release Radar expanded its reach through new promotional strategies. In addition to ongoing plays at the Visitor Information Centre, the Broom Factory, and on CFRC Radio, the initiative now includes social media reels that highlight participating artists in engaging, shareable formats. We have also strengthened our partnership with CFRC by providing direct links to the national campus radio portal, giving Kingston musicians a clearer gateway to airplay on stations across Canada. This step ensures that local releases are not only celebrated within Kingston but also positioned for national exposure.

## **Makers Meetup**

This quarter's Makers Meetup hosted seven speakers who offered insights and inspiration from across Kingston's creative community. The event drew many new faces, a welcome sign of growing interest in the city's arts and music scene.

## **Kingston Music Advisory Committee**

In Q3, the Kingston Music Advisory Committee continued advancing priorities of the Kingston Music Strategy. The Fair Wage Working Group, launched earlier this year, has now met several times and is preparing to present its first draft policy recommendations to the

# MUSIC



# resonant

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full committee at the October meeting. This marks an important milestone in the development of a fair wage framework for municipal music engagements—an initiative that reflects the City’s commitment to equity and sustainable compensation in the cultural sector.

Over the summer, Music Officer Moira Demorest also met with a range of local venue operators to discuss challenges, opportunities, and ways the Music Office can provide meaningful support. These conversations built on the concerns identified in Q2 around venue health and sustainability. Feedback from venues is now informing the committee’s ongoing work, ensuring that advocacy efforts and program development are grounded in the real needs of Kingston’s live music spaces.

Together, the progress of the Fair Wage Working Group and the engagement with venues reflect a practical application of the committee’s role: strengthening dialogue with the community, addressing sector-wide challenges, and building a healthier, more equitable foundation for Kingston’s music economy.

**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 toolkits and promote resources for musicians and venues.
- // Create professional development and networking opportunities for local artists.
- // Provide support for local promoters, organizers, festivals, and venues.
- // Support creative industries growth through key education partners.

# MUSIC



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## **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.
- 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.
- 3.6 – Expand visibility and scope of YGK Music to better promote local musicians (i.e., create online artist profiles, partner with local community radio stations, include playlists on other websites and in more public spaces, and offer performance opportunities for featured musicians) and evaluate current selection criteria in terms of diversity goals.

# MUSIC



## 2025 annual goals

Live events	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Kingston facilitated roadshows	9	0	3	4		7	78%
Artists/bands impacted	20	0	4	4		8	40%
Workshops/professional development events	34	9	14	5		28	82%
Attendees at workshops/events	1,238	351	445	130		926	75%

Sponsored events							
Sponsored music events	15	4	5	2		11	73%
Attendees, sponsored events	11,499	2,218	6,500	150		8,868	77%
Artists/bands impacted	350	132	215	14		361	103%
Estimated economic impact of sponsored events	\$291,510	\$149,978	\$194,978	\$22,740		\$367,696	126%

Kingston Production Directory							
Music listings	50	33	5	1		39	78%

Economic impact source: TREIM

# VISITOR SERVICES



We greeted more than 50,000 visitors at the Visitor Information Centre (VIC) this quarter. Guests arrived from across Canada—particularly Ontario and Quebec—as well as from the U.S., Europe, and beyond, reinforcing Kingston’s reputation as both a regional hub and an international destination. Many Canadian visitors were travelling as part of cross-country tours, while several U.S. guests experienced Kingston for the first time.

The VIC continued to serve as a one-stop hub for attraction ticket sales, processing thousands of sales and surpassing our sales target of \$25K for the year.

The VIC hosted activations with the Museum of Health Care, Fort Henry, Murney Tower Museum, and the Great Lakes Museum. Activities included artefact displays, storytelling, and face painting to engage visitors with Kingston’s history and culture.

VIC staff provided visitor services and wayfinding support at Kingston’s signature summer events, including:

- // Kingston Pride
- // Drag in the Park
- // Canada Day celebrations
- // Princess Street Promenade
- // CORK sailing events
- // Kingston Radio Control Modellers Giant Scale Rally

To close out the quarter, the VIC hosted a Meet the Makers event on September 26 in partnership with Lionhearts, featuring four of our 2025 local makers. The event invited visitors and residents to connect directly with Kingston’s creative community, preview locally crafted products, and celebrate the artisans shaping the city’s authentic, local identity. The event was supported by the Music Office, which organized a local DJ and a pianist to provide musical entertainment. Learn more about the featured makers [online](#).

The Visitor Information Centre has received gold certification from Canada’s [GreenStep](#) Sustainable Tourism program. This certification is an important acknowledgement of the VIC’s sustainable tourism efforts including purchasing policies, guest engagement, and the promotion of eco-friendly programs.

# VISITOR SERVICES



## These activities supported our 2025 annual plan goals:

- // Expand retail offerings.
- // Grow the Visitor Information Centre (VIC) as a one-stop shop for tourism experiences.

## Visitor Services work this quarter supported the following IDS initiatives:

- 10 – Develop/enhance enticing shoulder and winter tourism products
- 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	50,000		73,663	53%
<b>Partner support</b>							
Tickets sold for partners	\$25,000	\$832	\$6,057	\$29,361		\$36,250	145%
<b>Revenue</b>							
Enhanced Profile Program	\$28,500	\$11,100	\$13,019	\$5,481		\$29,600	104%
Merchandise	\$77,000	\$6,847	\$28,079	\$29,138		\$64,064	83%

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# GUIDING DOCUMENTS

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



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Kingston's Integrated Destination Strategy 2022-2027



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Tourism Kingston 2025 Annual Plan



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Kingston Music Strategy



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Sport Tourism Strategic Framework



# TOURISM KINGSTON FINANCIAL SUMMARY

Third quarter, ending September 30, 2025

<b>Revenue</b>	<b>2025 Budget</b>	<b>Year to Date</b>	<b>Variance</b>	<b>% YTD</b>
Municipal Funding	\$ 1,619,676	\$ 1,214,757	\$ 404,919	75%
Municipal Other - Cultural Services SLA	\$ 148,500	\$ 148,500		100%
<b>Other Revenue</b>				
KAP Contribution	\$ 1,750,000	\$ 1,312,500	\$ 437,500	75%
KAP Contribution - Other	\$ 28,000	\$ 21,000	\$ 7,000	75%
MAT 35% - Film & Media	\$ 350,000	\$ 350,000		100%
MAT 65% - STR	\$ 70,000	\$ 47,886	\$ 22,114	68%
Francophone 2024 – 2025	\$ 22,700	\$ 22,500		99%
Experience Ontario 2024 – 2025	\$ 30,000	\$ 30,000		100%
Experience Ontario 2025 – 2026		\$ 38,500		
VIC Sales & Commissions:				
Resale	\$ 77,000	\$ 75,170	\$ 1,830	98%
Ticket sales & other revenue	\$ 25,000	\$ 25,000		100%
Brochure racking	\$ 28,500	\$ 28,500		100%
Music Revenue	\$ 53,500	\$ 52,960	\$ 540	99%
Film Revenue	\$ 18,500	\$ 18,500		100%
Canadian Media Fund 2025		30,420		
Ontario Creates Grant 2025		4,500		
Business Events Revenue	\$ 7,500	\$ 7,500		100%
Travel Trade Revenue	\$ 3,000	\$ 3,000		100%
Sport & Wellness Revenue	\$ 5,000	\$ 5,000		100%
Ontario Sport Hosting Grant 2025		\$ 138,600		
Marketing Revenue	\$ 80,000	\$ 80,000		100%
Partnership Revenue	\$ 40,000	\$ 30,000	\$ 10,000	75%
Other Funding	\$ 312,020	\$ 277,235	\$ 34,785	89%
<b>Total Revenue</b>	<b>\$ 4,668,896</b>	<b>\$ 3,962,028</b>	<b>\$ 918,688</b>	<b>86%</b>
<b>Expenditures</b>				
Wages & Benefits	\$ 1,828,166	\$ 1,415,685	\$ 412,481	77%
Other Administrative Expenses	\$ 300,000	\$ 308,810	\$ -8,810	103%
Reserve	\$ 50,000	\$ 37,500	\$ 12,500	75%
Software Maintenance	\$ 65,000	\$ 61,859	\$ 3,141	95%
<b>Project Expenses</b>				
Marketing Digital Content Media Relations	\$ 1,728,065	\$ 1,273,220	\$ 454,845	74%
Partnerships	\$ 40,000	\$ 39,876	\$ 124	100%
Francophone Community Grant 2024 – 2025	\$ 22,700	\$ 22,700		100%
Experience Ontario 2024 – 2025	\$ 30,000	\$ 30,000		100%
Business Events	\$ 95,000	\$ 70,389	\$ 24,611	74%
Travel Trade	\$ 95,000	\$ 70,166	\$ 24,834	74%
Sport & Wellness	\$ 135,465	\$ 71,585	\$ 63,880	53%
Ontario Sport Hosting Grant 2025		\$ 138,600		
Film	\$ 56,000	\$ 29,726	\$ 26,274	53%
Producer Accelerator Program 2025		\$ 19,958		
Music	\$ 53,500	\$ 27,365	\$ 26,135	51%
Visitor Services	\$ 98,530	\$ 80,613	\$ 17,917	82%
COGS	\$ 71,470	\$ 29,082	\$ 42,388	41%
<b>Total Expenditures</b>	<b>\$ 4,668,896</b>	<b>\$ 3,698,053</b>	<b>\$ 1,057,931</b>	<b>79%</b>
<b>Surplus/(Deficit)</b>		<b>\$ 263,975</b>		



Tourism Kingston  
177 Wellington Street, Suite 200  
Kingston, Ontario  
K7L 3E3

– *Tourism* –  
**KINGSTON**



# digital report

## KINGSTON

### Overview - July 2025

The big picture of our advertising landscape this month



Web Sessions\*

158.1K

↓ -45.4%



Total Leads\*

32.8K

↓ -34.6%

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



11,217,489

↓ -17.2%

Total Impressions



70,192

↑ 26.5%

Total Engagements



160,293

↓ -29.3%

Total Clicks

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

Jul 1, 2025 - Jul 31, 2025

## Website

### English website:

- The website sessions and total users decreased by ~45%, due to the drop in traffic generated by Brand Campaign on Google Ads and organic traffic. Specifically:

+ Traffic generated by Brand Campaign on Google Ads: caused by the >30% YoY decline in investment and the restructuring that put heavier weight on quality (measured by engagement rate on site). Detailed explanation and solutions can be found under Google Ads' insight section.

+ Organic traffic: We're seeing a general decline in organic traffic across industries, driven by AI changes to search (like Search Generative Experience—SGE) and evolving user behaviour. A key shift is the rise of “zero-click” searches, where AI-generated answers dominate the top of SERPs, reducing the need to click through—especially for informational content.

++ In our case, according to Google Search Console—measuring our performance on Google Search, impressions increased by 18% over the past 6 months (Google Search Console), but clicks rose only 6%. This gap partially reflected the AI-overview impact—visibility remains strong, but traffic doesn't convert at the same rate.

++ To date, content that answers transactional or high-intent searches can help us avoid being dominated by AI overviews, because the SGE mostly affects low-intent, informational content.

++ Moreover, location-specific landing pages are still an important part of strengthening local SEO and clear intent searches.

++ Last but not least, adapting to change is key to riding the AI wave. Diversifying traffic sources—through channels like social and email—is essential to reducing our reliance on SEO.

- Our return users jumped by >35%, standing at 12.6%.

- We saw outbound traffic (leads) drop by 38%, mainly because of the 37% and 22% YoY decreases of our two key lead drivers—Organic and Paid Search.

+ Generally speaking, the new website look and structure potentially changed the web behaviours of returning users and the rates of outbound traffic we typically saw in the past.

### French website:

- French sessions declined by 16% MoM\* and 34% YoY\*\*.

\*In June 2025, we had traffic coming from our Canadian Campaign and the partnership with Destination Ontario.

\*\*In July 2024, we had traffic coming from the partnership with Destination Ontario.

## Paid Digital

In July 2025, we had the Brand Campaign, a small portion of Canadian Campaign, Business Events Campaign, and Wedding Campaigns live on various channels, including but not limited to Google, Meta, TikTok, and other partners.

### **Meta (FB/IG):**

#### Boosted Posts:

2.56% CTR (-19%) | \$0.17 CPC (+10%) | \$4.34 CPM (-10%)

- The CPM improved by 10%, resulting in an overall drop in CTR of 19%.

- Our CPC, on the other hand, increased by 10%, resulting in an overall CTR drop of 19%

- Looking at English content, "25 Things in July" delivered the best performance, generating the most clicks (>2.3K clicks).

- With French content, "25 Things to do in Summer" outperformed others with a CTR of 2.99%.

#### Brand Campaign 2025:

1.82% CTR (-7%) | \$0.31 CPC (-3%) | \$5.57 CPM (-10%)

- We saw a strong month with drops in both CPC and CPM, resulting in the pickup in impressions and clicks.

- The diversity of assets, along with the alignment between content and targeting, contributed significantly in the improvement in performance. A month of refreshing assets, CPCs across all prospecting audience segments dropped by at least 6%, with that of Entertainment-focused group decreasing by 22%.

- The Museum, Art, and Culture carousel delivered the most cost-efficient performance with a CPC of \$0.26.

- The Rest and Relax asset, a part of the Canadian Campaign, saw the highest CTR of 2.39%.

#### Weddings Campaign:

6.86% CTR (-3.5%) | \$0.17 CPC (-%) | \$11.8 CPM (-3%)

- In July, the campaign delivered 94K impressions and 6.5K clicks.

- Due to the spike in costs and narrow audience size, we paused the remarketing campaign and allocated its remaining budget to the prospecting campaign.

- The majority of budget was allocated to the video asset by the algorithm, delivering an impressive CTR at 7% with a stable CPC of \$0.17.

Jul 1, 2025 - Jul 31, 2025

**Google**Demand Gen | Brand Campaign:

1.19% CTR (-30%) | \$0.12 CPC (-2%) | \$1.62 CPM (-30%)

- July was a solid month with both CPC and CPM decreasing, resulting in 43% and 2% increases in impressions and clicks respectively.

- The in-market/affinity segment outperformed others, generating 4M impressions (+84% MoM) and 42K clicks (+5% MoM).

- The lookalike audience segment built based on our website traffic continued to improve with a 22% decline in CPC and 50% in CPM.

- Compared with video assets, static images were favoured by algorithm, consuming more of the budget, and recording higher results.

- Looking at web traffic from Demand Gen ads that we saw on GA4:

+ This year, we focused on more clearly segmenting prospecting and remarketing audiences so that we can control the audience overlap, ultimately ensuring we reach new users while continuously re-engaging with existing audiences.

+ Moreover, within our prospecting audiences, alongside Google's rebuilt in-market and affinity audiences (which target users by interests and demographics), we also incorporated lookalike audiences built from our own seed lists. These two changes were our key improvement over last year's strategy, enabling us to target more relevant users with greater precision.

+ As a result, we saw the engagement rate (ER) on site of traffic driven by the campaign jump by 202% YoY, standing at a 34.8% ER in July. Such indicated that our audiences were more relevant and better engaging with our content than before.

+ That said, this approach came with increased costs compared with last year. While the CPM of prospecting group remained stable YoY, the CPM of retargeting segment was double that of prospecting, resulting in fewer overall impressions and link clicks YoY.

**Recommendation:**

- To balance the quantity and quality of traffic generated by the campaign, we recommend easing the hard line currently drawn between prospecting and remarketing. Even though this shift will increase the audience overlap between prospecting and remarketing and provide less audience data compared with the current strategy, the change is a strategic move to enhance our engagement rate on site without significantly compromising traffic volume.

Performance Max | Brand Campaign:

3.59% CTR (+237%) | \$0.4 CPC (+120%)

- Overall, the campaign generated 127K impressions and 4.5K clicks.

- As the CPC spiked significantly, we have shifted the conversion goal into "page views" and removed the "outbound traffic". This aligns better with the goal and structure of our landing page (/together).

- Odessa ON pulled the majority of impressions and clicks, while Cornwall ON saw the most cost-efficient CPC of \$0.18.

- Looking at conversion, we saw:

+ Best headline: "Kingston: your any day getaway"

+ Best description: "Our food's local. Your table's ready. See how our city is your city with up to \$150 on us."

+ Best long headline: "Tour Canada's oldest penitentiary and cruise the 1000 Islands in Kingston"

Demand Gen | Weddings Campaign:

3.32% CTR (+63%) | \$0.4 CPC (+137%) | \$13.16 CPM (+287%)

- Seeing a similar trend with PMax | Brand Campaign, our CPC and CPM jumped drastically, caused by a mix of seasonality, conversion goal (partially optimized outbound traffic along with page views), and new website (link redirection that affected the conversion measurement).

- To mitigate the cost increases, we have:

+ Shifted the campaign goal to page views.

+ Removed the remarketing component since the audience size was narrow.

+ Re-setup the conversion goals, updated the landing page links to avoid link redirection for precise measurement.

- Overall, the campaign recorded 316K impressions and 10.5K clicks.

- Video and static images saw a relatively comparable results, with video assets recorded slightly better performance (CTR: 3.69% vs 2.83% respectively).

Jul 1, 2025 - Jul 31, 2025

## TikTok

### Brand Campaign 2025:

0.68% CTR (+6%) | \$0.39 CPC (-23%) | \$2.6 CPM (-18%).

- In July, we had the Spring/Summer brand campaign video, Canadian Campaign's brand video running as ads on TikTok. Also, we boosted "Seymour's Self Date", "Improbable Escape", "Summer Wardrobe", "To do in July".
- In June, we recorded 836K impressions and 5.6K clicks.
- Food & Drink segment delivered the highest results in both impressions and clicks.
- "Seymour's Self Date" delivered the best performance in overall with a CTR of 0.71%.

## Paid Search

- Outbound referrals increased by 25% MoM, reflecting strong gains in engagement and conversions.
- Buskers Rendezvous was the top-performing campaign outside of Things to Do, generating ~11% of all referrals.
- Paid search continues to drive high intent traffic, with 53% of visitors clicking through to an operator or hotelier.

## Email

New subscribers: 357

CONSUMER

Avg. open rate: -9% (33.75%) | Avg. CTR: +1% (27.48%) | Total unsub: +150% (25)

MEMBER

Avg. open rate: -42% (52%) | Avg. CTR: +1.2K% (66.47%) | Total unsub: -% (1)

# Consumption (English domain)

Is our English content marketing working?

Jul 1, 2025 - Jul 31, 2025

## Glossary of Terms

### Sessions

# of times your site was visited.

### Users

# of people who visited your site.

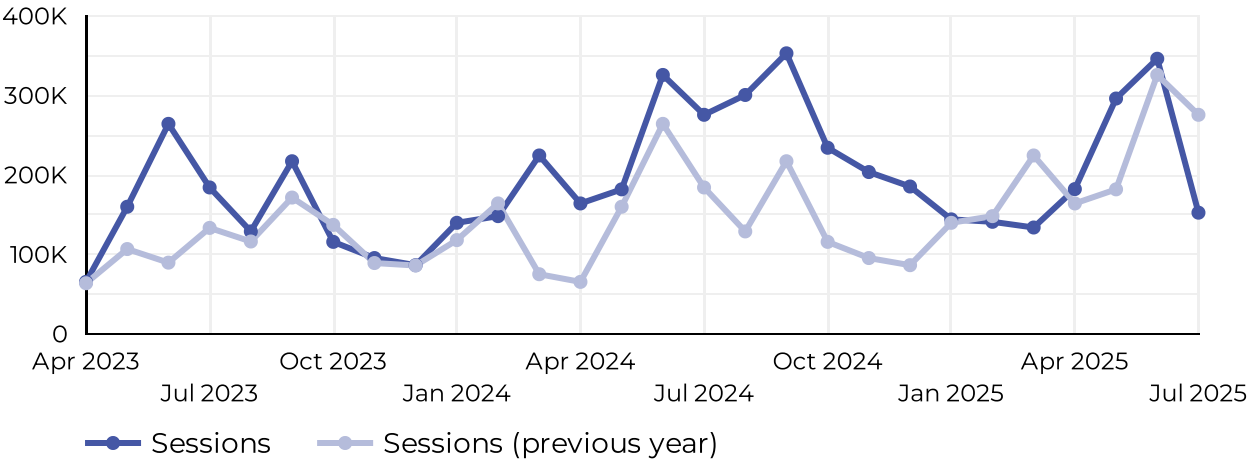
### Page Views


# 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  
 **152.6K**  
 ↓ -45.7%

Users  
 **126.9K**  
 ↓ -44.5%

Page Views  
 **243.7K**  
 ↓ -33.4%

## Retention

Are users coming back and consuming our content?



**12.6**



% Return Visitors



## Lead Generation (English domain)

Are users converting online?

### Operators

### Hotels

 <b>27,044</b> ↓ -40.4% <b>Web Referrals</b>	 <b>51</b> ↓ -56.4% <b>Clicks to Call</b>
--	---

 <b>3,551</b> ↓ -16.5% <b>Web Referrals</b>	 <b>213</b> ↑ 121.9% <b>Clicks to Call</b>
---	--

# Consumption (English domain)

How is our audience using our site?

Users  
126.9K

Jul 1, 2025 - Jul 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.

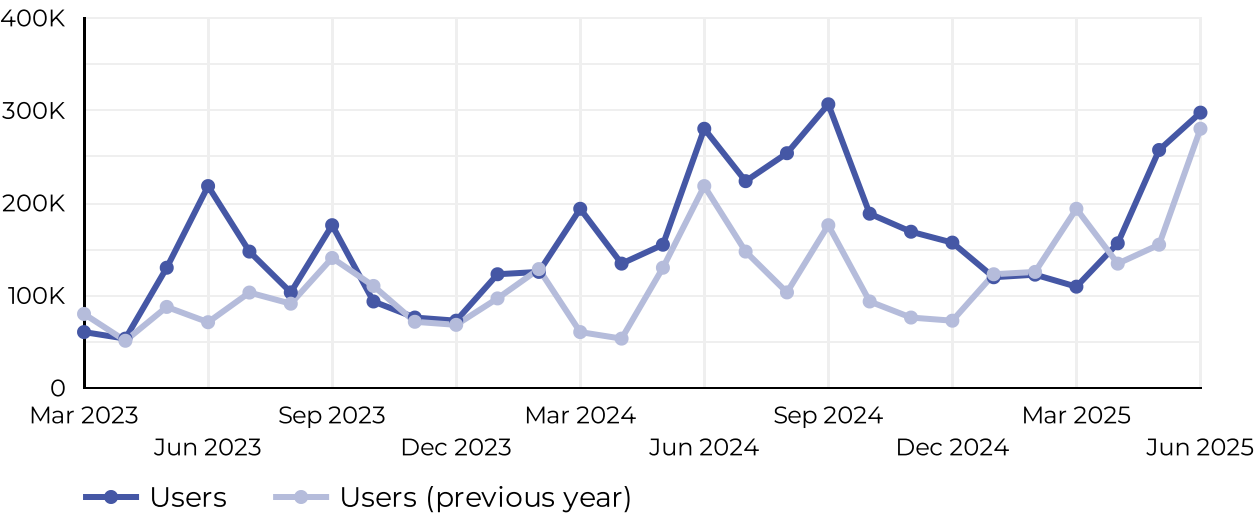
### Engagements


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






00:00:36

↑ 73.9%

Avg. Engagement per Session



1.6

↑ 22.6%

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



1,662,087

↓ -2.6%


Impressions



61,985

↑ 17.0%

Engagements



30,821

↑ 14.1%

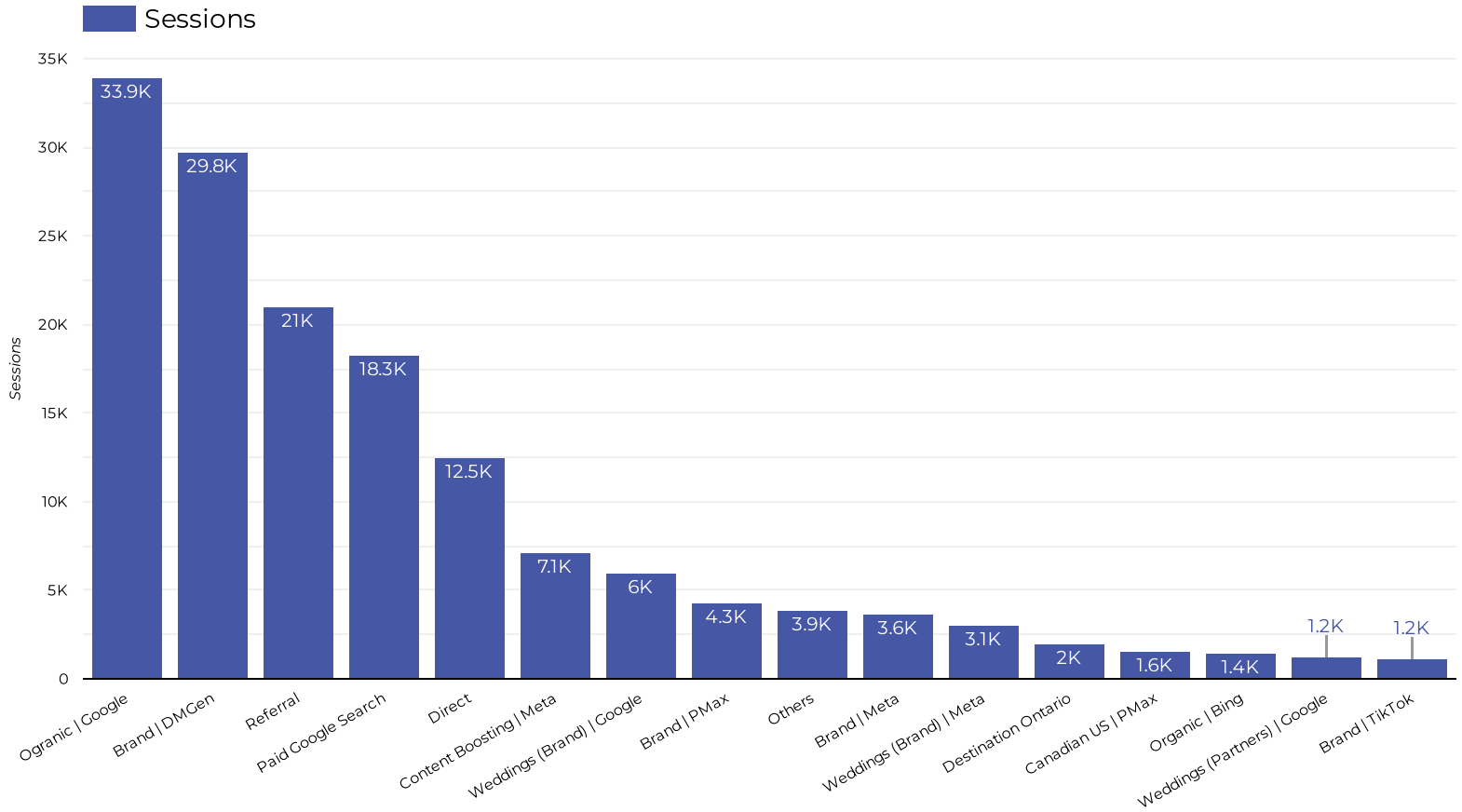
Clicks

\*totals for organic and paid Facebook, Instagram, Twitter

Jul 1, 2025 - Jul 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	31,422
2. Kingston	24,891
3. Montreal	14,736
4. Ottawa	10,542
5. (not set)	4,919
6. Brampton	4,473
7. Mississauga	3,472
8. Hamilton	1,759
9. Markham	1,666
10. Vaughan	1,582

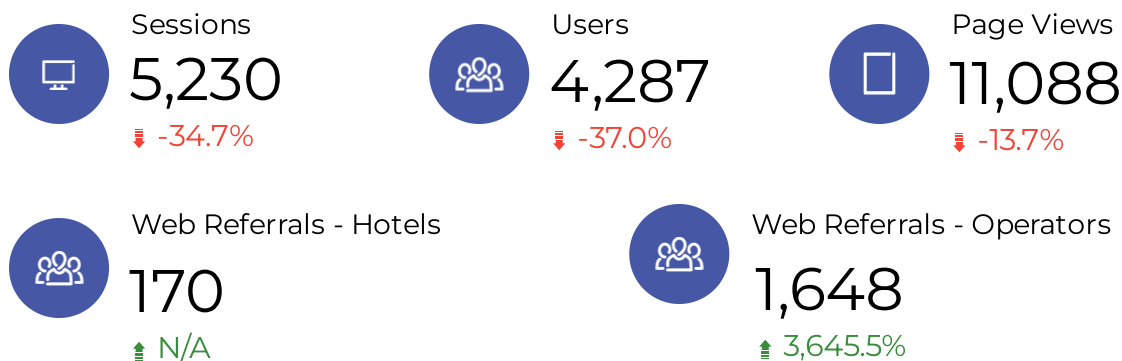
### Most Visited Pages

Page title	Sessions
1. Visit Kingston   Together	40,538
2. Visit Kingston   25 things to do in July in Kingston	21,604
3. Visit Kingston   Business events	10,365
4. Visit Kingston   Visit Kingston – Fresh Made Daily	9,495
5. Visit Kingston   Weddings	9,340
6. Visit Kingston   Visitor Survey	8,036
7. Visit Kingston   Fresh made daily	6,700
8. Visit Kingston   Packages	5,811
9. Visit Kingston   Events	5,446
10. Visit Kingston   25 things to do in downtown Kingston this summer	3,882

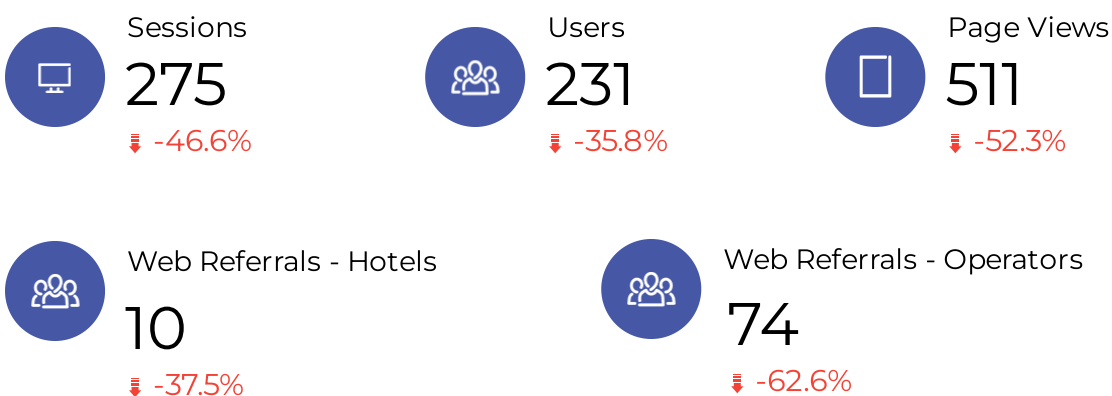
# French and Chinese Domains

Website metrics from each of our French and Chinese domains

## French\*



## Chinese\*



\*The comparison is year over year

# TikTok\*\*

Metrics from VisitKingston's TikTok account for the month



\*\*The comparison is month over month

Jul 1, 2025 - Jul 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.

Jul 1, 2025 - Jul 31, 2025

# Email Marketing

An overview of email campaigns this month


 **363**  
New Subscribers

## Consumer Newsletter


Email's Subject: Kingston, Ontario in August


 **6,900**  
Total Deliveries

 **2,329**  
Total Opens

 **640**  
Total Clicks

 **25**  
Total Unsubscribes

 **33.75%**  
Average Open Rate

 **27.48%**  
Average CTR

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


## Member Newsletter


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


 **657**  
Total Deliveries

 **343**  
Total Opens

 **228**  
Total Clicks

 **1**  
Total Unsubscribes

 **52.21%**  
Average Open Rate

 **66.47%**  
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

Jul 1, 2025 - Jul 31, 2025 ▼

A snapshot of our Meta ads in market this month

## English Boosted Content

Ad Names	Impressions	Link clicks ▼	CTR	CPC	CPM
TK (062425)   Boosted Post   Traffic   25 Things July	92,392	2,342	2.53%	\$0.12	\$3.11
TK (062025)   Boosted Post   Traffic   25 Things Summer	80,690	2,000	2.48%	\$0.18	\$4.56
TK (071025)   Boosted Post   Traffic   Museums and Attractio...	44,339	913	2.06%	\$0.16	\$3.33
TK (062625)   Boosted Post   Traffic   Top Patios	20,042	856	4.27%	\$0.10	\$4.34
TK (072125)   Boosted Post   Traffic   25 Things in August	27,278	738	2.71%	\$0.17	\$4.48
TK (071625)   Boosted Post   Traffic   Local Stores	29,545	585	1.98%	\$0.19	\$3.74
TK (062025)   Boosted Post   Traffic   Rainbow Register	22,021	536	2.43%	\$0.25	\$6.07
TK (071425)   Boosted Post   Traffic   Josh Maveety	21,843	478	2.19%	\$0.23	\$5.06
TK (072125)   Boosted Post   Traffic   Cork	16,070	400	2.49%	\$0.16	\$3.97
TK (072825)   Boosted Post   Traffic   Nolan Hubbard	4,658	131	2.81%	\$0.23	\$6.51
<b>Grand total</b>	<b>358,878</b>	<b>8,979</b>	<b>2.50%</b>	<b>\$0.16</b>	<b>\$4.07</b>

## French Boosted Content

Ad set name	Impressions	Link clicks	CTR ▼	CPC	CPM
TK (072125)   Boosted Post   Traffic   25 Chose a Aout	11,953	408	3.41%	\$0.15	\$5.20
TK (062025)   Boosted Post   Traffic   25 Chose A Faire en Ete	39,389	1,177	2.99%	\$0.21	\$6.21
TK (062425)   Boosted Post   Traffic   25 Chose a Faire en Jul	29,724	705	2.37%	\$0.20	\$4.78
<b>Grand total</b>	<b>81,066</b>	<b>2,290</b>	<b>2.82%</b>	<b>\$0.20</b>	<b>\$5.54</b>

# Paid Digital | Brand Campaign 2025

Jul 1, 2025 - Jul 31, 2025 ▼

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

## Google

Campaign	Impressions	Clicks ▼	CTR
Brand (2025)   DMGen	4,956,399	55,691	1.12%
Brand (2025)   PMax	127,202	4,564	3.59%
<b>Grand total</b>	<b>5,083,601</b>	<b>60,255</b>	<b>1.19%</b>

## Meta

Campaign name	Impressions	Clicks	CTR ▼
TK (2025)   Brand Campaign   Prospecting   Traffic	537,295	9,967	1.86%
TK (2025)   Brand Campaign   RMKT   LPVs	48,985	732	1.49%
<b>Grand total</b>	<b>586,280</b>	<b>10,699</b>	<b>1.82%</b>

## TikTok

Ad group name	Impressions ▼	Clicks	CTR
Brand (2025)   Food & Drink	291,799	1,924	0.66%
Brand (2025)   Travellers/Leisure	290,347	1,921	0.66%
Brand (2025)   Entertainment	254,708	1,806	0.71%
<b>Grand total</b>	<b>836,854</b>	<b>5,651</b>	<b>0.68%</b>

## Narcity

Campaigns	Impressions ▼	Clicks	CTR
Mini Article #2   MTL Blog	351,289	2,247	0.64%
<b>Grand total</b>	<b>351,289</b>	<b>2,247</b>	<b>0.64%</b>

*\*This campaign was launched on July 24, 2025 and the paid amplification was running from the launch day till July 31, 2025.*

Jul 1, 2025 - Jul 31, 2025 ▾

## Paid Digital | Business Events

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

### Google

Campaign	Impressions	Clicks ▾	CTR
TK (2024/25)   Business Event   DMGen	1,131,194	14,812	1.31%
<b>Grand total</b>	<b>1,131,194</b>	<b>14,812</b>	<b>1.31%</b>

### Meta

Campaign name	Impressions	Clicks	CTR ▾
TK (2024/25)   Business Events	49,014	1,489	3.04%
<b>Grand total</b>	<b>49,014</b>	<b>1,489</b>	<b>3.04%</b>

### LinkedIn

Campaign group name	Impressions ▾	Clicks	CTR
TK (2025)   Business Events	121,687	576	0.47%
<b>Grand total</b>	<b>121,687</b>	<b>576</b>	<b>0.47%</b>

## Paid Digital | Weddings

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

### Google

Campaign	Impressions	Clicks ▾	CTR
TK (2025)   Weddings   DMGen	316,163	10,510	3.32%
TK (2025)   Weddings   Display   Partners   Secret Garden Inn	209,709	861	0.41%
<b>Grand total</b>	<b>525,872</b>	<b>11,371</b>	<b>2.16%</b>

### Meta

Campaign name	Impressions	Clicks	CTR ▾
TK (2025)   Weddings   Brand   Prospecting	89,712	6,375	7.11%
TK (2025)   Weddings   Partners   Prospecting	29,456	833	2.83%
TK (2025)   Weddings   Brand   RMKT	5,195	134	2.58%
<b>Grand total</b>	<b>124,363</b>	<b>7,342</b>	<b>5.90%</b>

Jul 1, 2025 - Jul 31, 2025 ▾

# Lead Generation

A snapshot of our digital lead generation

## Top Outbound Clicks (Website Referrals to Partners and Community)

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

# Paid Digital

A snapshot of our digital ads in market this month

## Google Search - Search Warrant

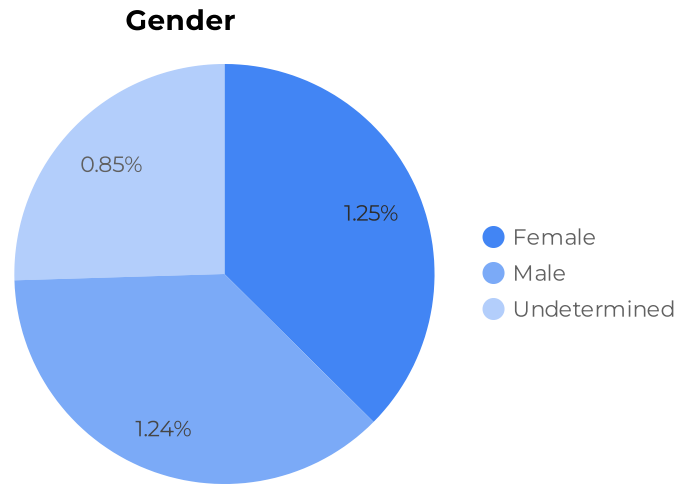
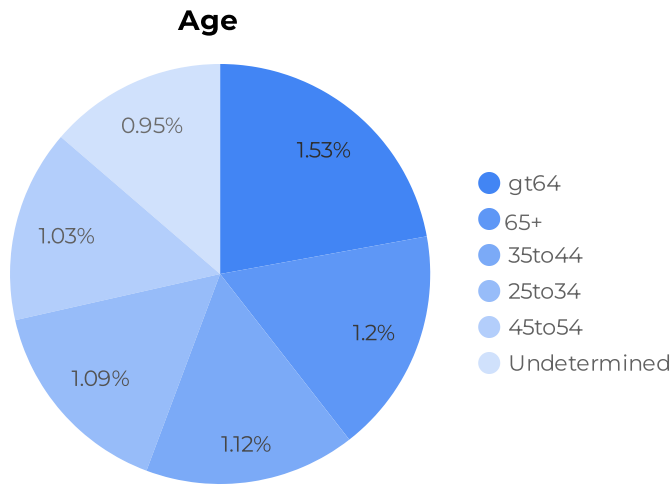
Session campaign	Impressions ▾	Clicks	CTR	Views
KA:25 Things to do in July	41,760	11,379	27.25%	17,123
KA:25 July Events: Rockin' the Square	9,977	1,256	12.59%	1,674
KA:25 General Stay/Discover - Kingston	9,473	802	8.47%	2,515
KA:25 July Events: Kingston Pen Tours	7,632	1,597	20.93%	1,597
KA:25 July Events: Buskers Rendezvous	6,215	1,995	32.10%	2,258
KA:25 July Events: Fort Henry Annual Tattoo	5,581	888	15.91%	987
KA:25 Things to do in August	5,261	1,109	21.08%	1,541
<b>Grand total</b>	<b>88,739</b>	<b>19,520</b>	<b>22.00%</b>	<b>28,566</b>

# Website Audience

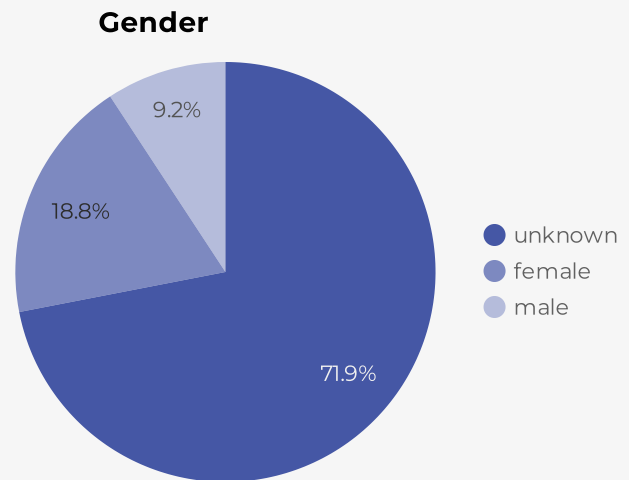
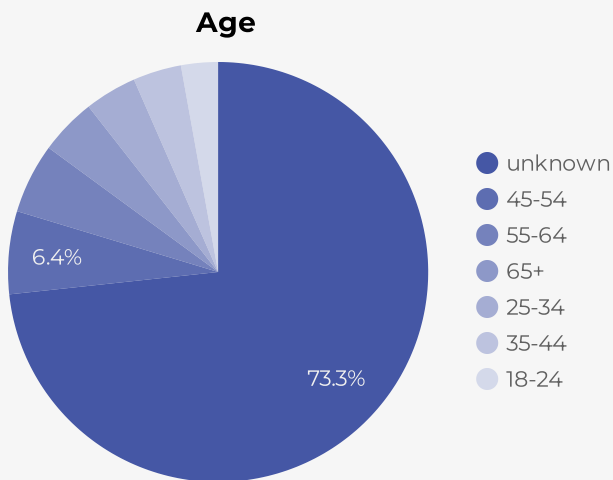
Jul 1, 2025 - Jul 31, 2025

A snapshot of the audience visiting our website

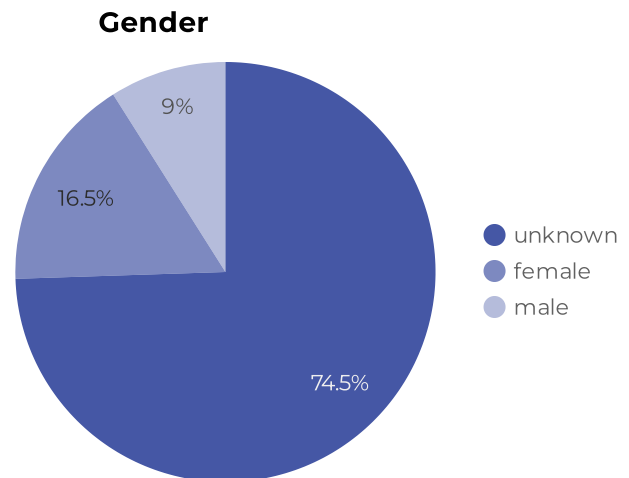
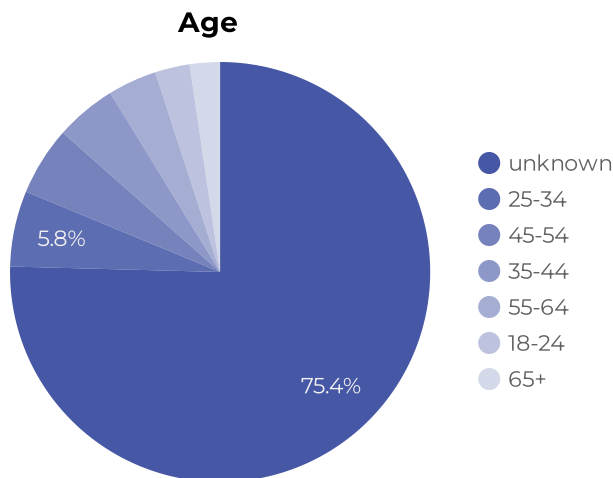
## Click-through Rate by Audience on Google Ads



## Hotel Leads by Audience



## Operator Leads by Audience



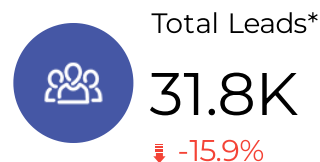
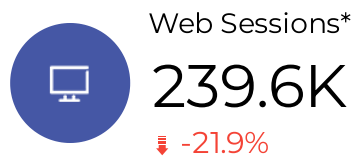


# digital report

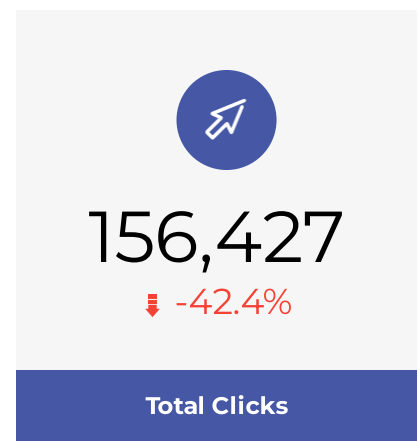
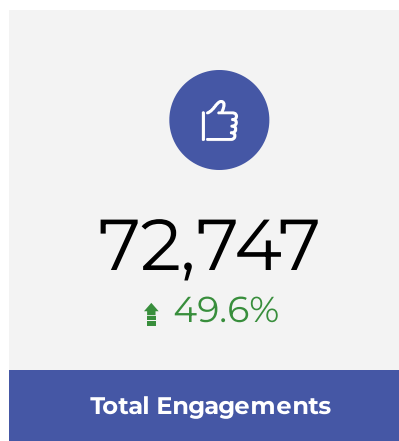
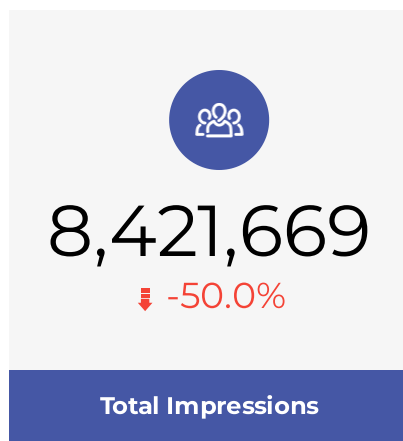
## KINGSTON

### Overview - August 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

Aug 1, 2025 - Aug 31, 2025

**General Notes:**

- We're navigating a volatile time where content consumption and online behaviour are shifting rapidly due to AI integration, combined with increased competition in the advertising space after years of decline and recovery. This has influenced our key results, particularly website sessions generated by Google Ads (historically a primary traffic driver) and organic traffic. For more details on the organic traffic changes, please refer to the July Monthly Report.
- In response to these changes, we've refined our overall strategy for the long term.
  - + First, we've moved away from campaign types focused solely on maximizing reach and adopted a more balanced approach that considers both the quantity and quality of site traffic. Further details of this adjustment are provided in the Google Ads section.
  - + Second, as mentioned in previous reports, we've expanded beyond in-market and affinity audiences by building lookalike segments using our first-party data. This approach leverages the AI capabilities of platforms like Meta and Google to extend our reach to highly relevant audiences. While these segments typically come at a higher cost, they allow for more precise targeting and stronger relevance.
- Even though these engagement-focused strategies—combined with overall market fluctuations—have increased CPC and CPM, we've seen noticeable improvements in site engagement metrics, including a 42% uplift in average engagement per session.
- That being said, while key results have dipped in recent months, the impact has been significantly mitigated—for example, we have reduced Google ads' CPM by 70% (from over \$20 to \$3) in the past month. We are closely monitoring campaigns and continuously optimizing along the way.

**Website**English website:

- Both website sessions and total users dropped by 20%. This was caused by the discrepancy in investment level on Google ads (by 32%) and the market drastic fluctuation of advertising platforms (mainly on Google Ads).
- We saw the engagement metrics on site improved significantly, with the avg. engagement per session picking up by 42%, the engagement rate on site jumped by 80% YoY, and pages/session slightly improved by 2.5%.
- The referrals to operators and hotels dropped YoY, mainly attributed to the decline of organic traffic.

French website:

- French sessions declined by 18% MoM and 24% YoY, mainly due to a drop in organic traffic.

**Email**

New subscribers: 363

CONSUMER

Avg. open rate: +115% (73%) | Avg. CTR: -55% (12%) | Total unsub: +68% (42)

MEMBER

Avg. open rate: +51% (79%) | Avg. CTR: +150.4% (166%) | Total unsub: -% (1)

**Paid Digital**

August 2025 was an intentionally lower-investment month, as our overall strategy focuses on shoulder seasons rather than peak summer time (July-August). We had Brand Campaign, Business Events Campaign, and Wedding Campaign live on Meta, Google, and TikTok.

**Meta (FB/IG):**Boosted Posts:

2.82% CTR (+10%) | \$0.17 CPC (-%) | \$4.91 CPM (+13%)

- The CPM increased by 13%, resulting in 20% drop in total impressions.
- "25 Things in August" delivered the most clicks, but "Three Kingston ice cream spots" outperformed others with \$0.05 CPC and 8.35% CTR.
- With French content, "25 Things in August" delivered the best performance with 3.70% CTR and \$0.16 CPC.

Brand Campaign 2025:

1.99% CTR (+9.24%) | \$0.28 CPC (-7%) | \$5.66 CPM (+1.6%)

- The overall performance remained stable MoM with a slight drop in CPC and 10% pick up in CTR.
- The animated See & Do asset delivered the most clicks at a CTR of 2.94%, but its CPM was the highest (>\$10).
- We will refresh the asset mix, replacing the current ones with Fall assets in early September.

Weddings Campaign:

6.61% CTR (-7%) | \$0.17 CPC (-%) | \$11.4 CPM (-4%)

- In August, the campaign delivered 103K impressions and 6.8K clicks.
- The segment of lookalike audience based on our website traffic generated the most clicks at the lowest CPC (\$0.14), and saw the highest CTR (8.64%).

Aug 1, 2025 - Aug 31, 2025

**Google**Demand Gen | Brand Campaign:

2.12% CTR (+79%) | \$0.16 CPC (+19%) | \$3.31 CPM (+155%)

- August was a challenging month, marked by sharp fluctuations in both CPC and CPM. Overall CPM rose by 112%, driven largely by YouTube—one of our primary ad placements—where CPM increased by 150%.

- Since we didn't implement any changes in campaign setup during July-early August, we believe the increasing costs were heavily driven by the external competition.

- As noted earlier, we recommend pausing the Performance Max campaign. This campaign type is designed to focus on audiences in the mid-to-lower stages of the marketing funnel—making it more expensive to run, particularly in today's highly competitive environment.

- Overall, the campaign delivered 2.9M impressions and 61K link clicks.

- The majority of results—both impressions and clicks—came from static images within our image/video asset mix.

**Recommendation:**

- To mitigate the cost increase, we recommend removing Gmail and Discover out of our ad placements, given that the CPM of these two spiked up by 88% and 163% respectively. In the meantime, Youtube despite being the most expensive placement last month, we will have to keep this placement as it is indispensable to our campaign.

- We recommend allocating the remaining budget to Demand Gen campaign, and dividing it into two sub-campaigns targeting both Southeastern and Southwestern Ontario, similar to our approach in the Canadian Campaign.

+ The Southeastern campaign—hereinafter the K-South Campaign—will cover our existing key markets starting from Kingston, extending south of the 401 corridor, and ending at Montréal.

+ The Southwestern campaign—hereinafter the K-West Campaign—will cover our existing key markets west of Kingston toward Toronto, as well as new markets including London, Kitchener, Brantford, Hamilton, Guelph, and Burlington.

Demand Gen | Weddings Campaign:

2.60% CTR (-22%) | \$0.3 CPC (-21%) | \$8.15 CPM (-38%)

- After fluctuated period in July, the campaign became more stable after we optimized the campaign and refined placements.

- Overall, audiences in this vertical were becoming more expensive compared with last year, as CPM of the in-market/affinity segment in August was 759% YoY.

+ Generally speaking, CPM is the indication of competition and algorithm fluctuation (externally), and landing page and asset quality (internally).

+ While external factors remain outside of our control, it's important that we continue to review and optimize the elements we can influence. This includes reassessing the audience journey on landing pages to ensure alignment with how people are currently searching for information — a behaviour that has evolved significantly since last year with the rapid integration of AI in search engines.

+ In addition, refreshing the look and feel of our creative assets could help strengthen performance. Our current concepts and videos have served us well, but exploring updated variations could provide a valuable boost by keeping the content fresh and engaging.

Demand Gen | Business Events Campaign:

1.13% CTR (-14%) | \$0.13 CPC (+66%) | \$1.51 CPM (+43%)

- Seeing the same trend with other campaigns with CPMs spiked up >100% during the first 2 weeks of August, the overall CPM in August saw a huge increase. However, the CPM saw some improvement towards the end of August, dropping back to our regular threshold.

- In August, the campaign delivered 720K impressions and 8K clicks.

- The Custom Segment, where we targeted based on search inquiries and relevant websites, delivered the most results with 588K impressions and 5.5 clicks.

**TikTok**Brand Campaign 2025:

0.81% CTR (+19%) | \$0.34 CPC (-12%) | \$2.8 CPM (+7%).

- In August, we had the Spring/Summer brand campaign video, Canadian Campaign's brand video running as ads on TikTok. Also, we boosted "To do in August".

- Overall, we recorded 779K impressions and 6K clicks.

- Travelling segment delivered the most clicks (2.4K clicks) even though it generated the least impressions (221K impressions).

**Paid Search**

- Outbound referrals grew +1% MoM.

- Kingston Trolley Tour was our top performer, contributing ~12% of all referrals (outside general Things to Do).

- 44% of paid search visitors clicked through to an operator or hotelier.

- Cost per conversion improved ~7%, from \$0.90 in July to \$0.84 in August.

- Overall, performance remained strong with solid engagement and continued efficiency gains. With schools closed and families planning vacations/getaways, July and August marked an important travel period. We successfully sustained conversion levels from July into August, while also reducing cost per conversion by ~7% (\$0.84 vs. \$0.90).

## Consumption (English domain)

Is our English content marketing working?

Aug 1, 2025 - Aug 31, 2025

### Glossary of Terms

**Sessions**

# of times your site was visited.

**Users**

# of people who visited your site.

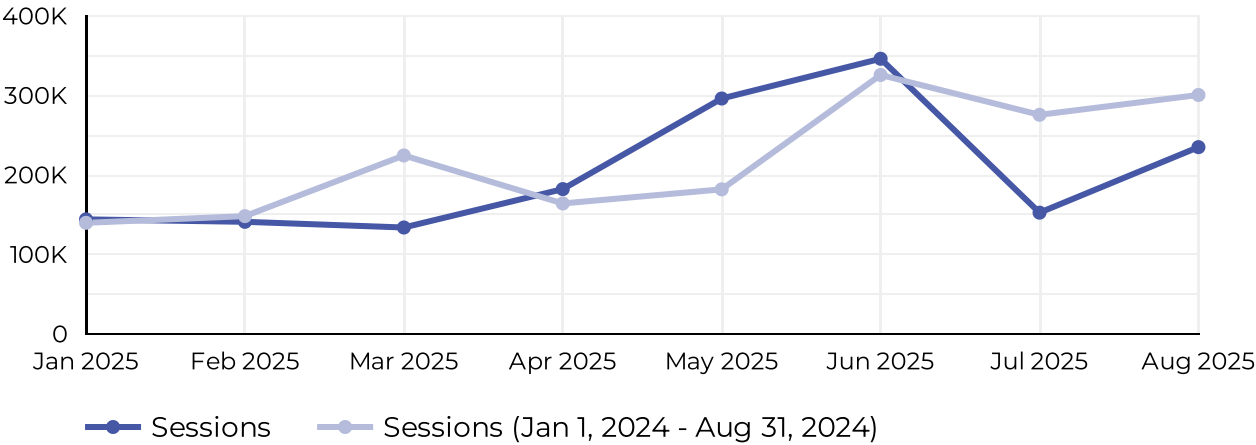
**Page Views**

# 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  
**235.0K**  
 ↓ -21.8%

Users  
**199.1K**  
 ↓ -21.6%

Page Views  
**310.3K**  
 ↓ -19.9%

## Retention

Are users coming back and consuming our content?



**7**

% Return Visitors

## Lead Generation (English domain)

Are users converting online?

### Operators

### Hotels

<b>26,721</b> ↓ -18.9% <b>Web Referrals</b>	<b>59</b> ↓ -33.0% <b>Clicks to Call</b>
---	--

<b>3,026</b> ↓ -31.6% <b>Web Referrals</b>	<b>171</b> ↑ 80.0% <b>Clicks to Call</b>
--	--

# Consumption (English domain)

How is our audience using our site?

Users  
199.1K

Aug 1, 2025 - Aug 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.

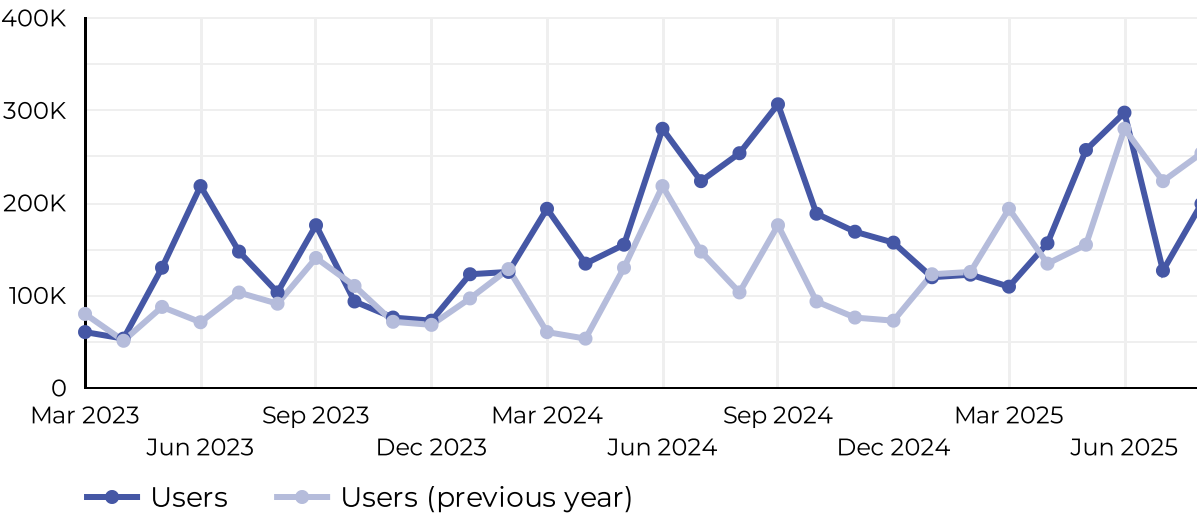
### Engagements


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





**00:00:24**  
↑ 42.2%

**Avg. Engagement per Session**




**1.32**  
↑ 2.5%

**Pages/Sessions**

## Social Media


An overview of activity on our social media channels

 **27,934**  
Instagram Followers

 **67,902**  
Facebook Page Follow


 **8,945**  
X Followers

 **3,498**  
TikTok Followers




**1,617,284**  
↑ 13.9%

**Impressions**



**63,871**  
↑ 37.1%

**Engagements**



**30,016**  
↑ 30.7%

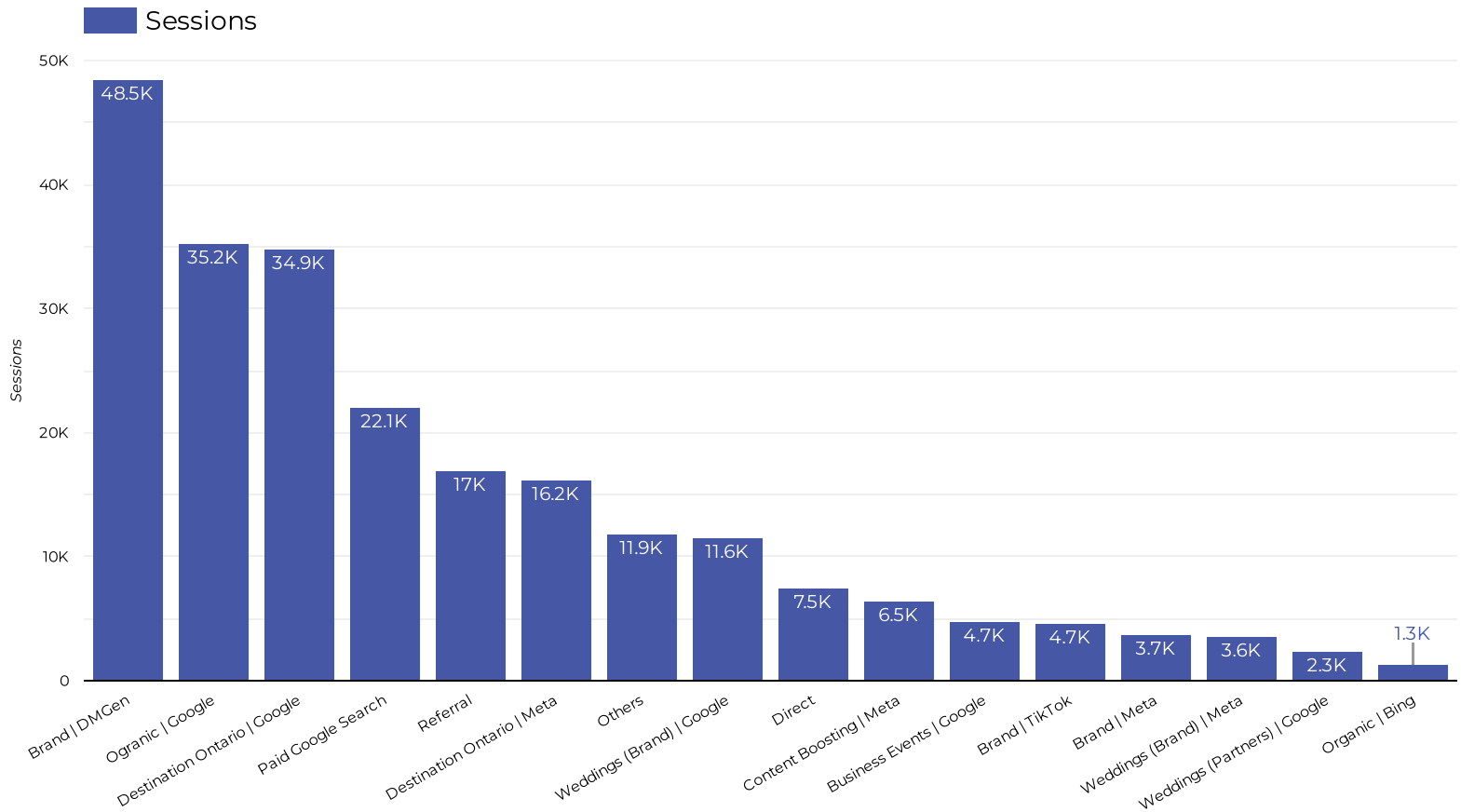
**Clicks**

\*totals for organic and paid Facebook, Instagram, Twitter

Aug 1, 2025 - Aug 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	37,091
2. Kingston	26,069
3. Montreal	23,275
4. Ottawa	12,363
5. Buffalo	8,082
6. Syracuse	5,771
7. Rochester	5,200
8. Cheektowaga	4,109
9. Brampton	3,336
10. Mississauga	3,267

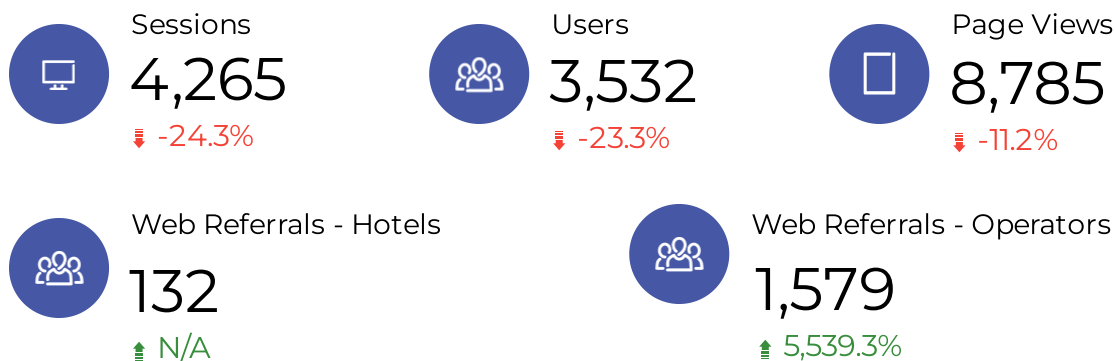
### Most Visited Pages

Page title	Sessions
1. Visit Kingston   Together	57,159
2. Visit Kingston   USA	47,296
3. Visit Kingston   25 things to do in Kingston this August	26,466
4. Visit Kingston   Weddings	15,296
5. Visit Kingston   Visit Kingston – Fresh Made Daily	10,818
6. Visit Kingston   Visitor Survey	7,444
7. Visit Kingston   Business events	6,778
8. Visit Kingston   Events	5,456
9. Visit Kingston   Fresh made daily	5,340
10. Visit Kingston   Packages	5,037

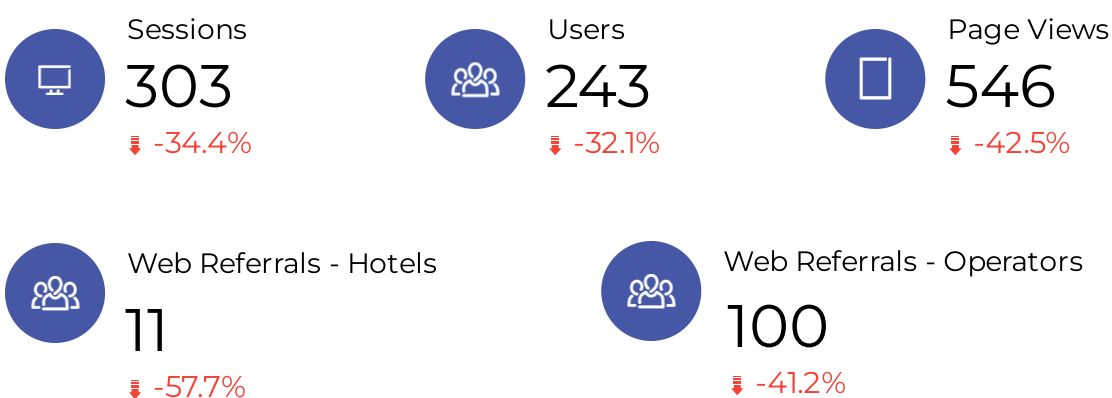
# French and Chinese Domains

Website metrics from each of our French and Chinese domains

## French\*



## Chinese\*



\*The comparison is year over year

# TikTok\*\*

Metrics from VisitKingston's TikTok account for the month



\*\*The comparison is month over month

Aug 1, 2025 - Aug 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.

Aug 1, 2025 - Aug 31, 2025

# Email Marketing

An overview of email campaigns this month


 **363**  
New Subscribers


## Consumer Newsletter


Email's Subject: Kingston, Ontario in August

 **7,190**  
Total Deliveries

 **5,225**  
Total Opens

 **640**  
Total Clicks

 **42**  
Total Unsubscribes

 **72.67%**  
Average Open Rate

 **12.25%**  
Average CTR

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

## Member Newsletter


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


 **382**  
Total Deliveries

 **301**  
Total Opens

 **501**  
Total Clicks

 **1**  
Total Unsubscribes

 **78.80%**  
Average Open Rate

 **166.45%**  
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

Aug 1, 2025 - Aug 31, 2025 ▾

A snapshot of our Meta ads in market this month

## English Boosted Content

Ad Names	Impressions	Link clicks ▾	CTR	CPC	CPM
TK (072125)   Boosted Post   Traffic   25 Things in August	54,206	1,385	2.56%	\$0.18	\$4.55
TK (080525)   Boosted Post   Traffic   Ice Cream	14,895	1,244	8.35%	\$0.05	\$4.36
TK (080525)   Boosted Post   Traffic   Bakery Ovens	26,829	919	3.43%	\$0.16	\$5.49
TK (081925)   Boosted Post   Traffic   25 Things September	24,628	697	2.83%	\$0.17	\$4.68
TK (080325)   Boosted Post   Traffic   Fishing	27,744	648	2.34%	\$0.15	\$3.55
TK (082025)   Boosted Post   Traffic   Stephanie Beauregard	19,961	546	2.74%	\$0.20	\$5.54
TK (081425)   Boosted Post   Traffic   Wine and Cheese	39,929	528	1.32%	\$0.28	\$3.69
TK (082725)   Boosted Post   Traffic   Antique Shopping	8,396	467	5.56%	\$0.09	\$5.19
TK (081125)   Boosted Post   Traffic   Patchwork Gardens	22,839	433	1.90%	\$0.26	\$4.84
TK (081925)   Boosted Post   Traffic   Visitor Info Centre	22,796	428	1.88%	\$0.26	\$4.85
TK (072825)   Boosted Post   Traffic   Nolan Hubbard	10,273	302	2.94%	\$0.27	\$7.81
TK (062025)   Boosted Post   Traffic   25 Things Summer	8,228	292	3.55%	\$0.19	\$6.71
TK (072125)   Boosted Post   Traffic   Cork	11,358	231	2.03%	\$0.20	\$4.11
TK (082625)   Boosted Post   Traffic   Wellness Exp.	8,816	204	2.31%	\$0.27	\$6.19
<b>Grand total</b>	<b>300,898</b>	<b>8,324</b>	<b>2.77%</b>	<b>\$0.17</b>	<b>\$4.76</b>

## French Boosted Content

Ad set name	Impressions	Link clicks	CTR ▾	CPC	CPM
TK (072125)   Boosted Post   Traffic   25 Chose a Aout	20,720	766	3.70%	\$0.16	\$5.90
TK (062025)   Boosted Post   Traffic   25 Chose A Faire en Ete	4,137	148	3.58%	\$0.24	\$8.57
TK (081925)   Boosted Post   Traffic   25 Chose a Fair en Sep	9,460	205	2.17%	\$0.28	\$6.02
<b>Grand total</b>	<b>34,317</b>	<b>1,119</b>	<b>3.26%</b>	<b>\$0.19</b>	<b>\$6.25</b>

# Paid Digital | Brand Campaign 2025

Aug 1, 2025 - Aug 31, 2025 ▾

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

## Google

Campaign	Impressions	Clicks ▾	CTR
Brand (2025)   DMGen   K-South	1,177,172	31,986	2.72%
Brand (2025)   DMGen   K-West	1,738,462	29,474	1.7%
Brand (2025)   PMax	25,844	925	3.58%
<b>Grand total</b>	<b>2,941,478</b>	<b>62,385</b>	<b>2.12%</b>

## Meta

Campaign name	Impressions	Clicks	CTR ▾
TK (2025)   Brand Campaign   RMKT   LPVs	59,095	1,241	2.10%
TK (2025)   Brand Campaign   Prospecting   Traffic	492,267	9,750	1.98%
<b>Grand total</b>	<b>551,362</b>	<b>10,991</b>	<b>1.99%</b>

## TikTok

Ad group name	Impressions ▾	Clicks	CTR
Brand (2025)   Food & Drink	279,119	1,897	0.68%
Brand (2025)   Entertainment	278,257	1,891	0.68%
Brand (2025)   Travellers/Leisure	221,624	2,496	1.13%
<b>Grand total</b>	<b>779,000</b>	<b>6,284</b>	<b>0.81%</b>

Aug 1, 2025 - Aug 31, 2025 ▾

## Paid Digital | Business Events

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

### Google

Campaign	Impressions	Clicks ▾	CTR
TK (2024/25)   Business Event   DMGen	720,305	8,130	1.13%
<b>Grand total</b>	<b>720,305</b>	<b>8,130</b>	<b>1.13%</b>

### Meta

Campaign name	Impressions	Clicks	CTR ▾
TK (2024/25)   Business Events	48,684	1,280	2.63%
<b>Grand total</b>	<b>48,684</b>	<b>1,280</b>	<b>2.63%</b>

### LinkedIn

Campaign group name	Impressions ▾	Clicks	CTR
TK (2025)   Business Events	72,869	292	0.4%
<b>Grand total</b>	<b>72,869</b>	<b>292</b>	<b>0.4%</b>

## Paid Digital | Weddings

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

### Google

Campaign	Impressions	Clicks ▾	CTR
TK (2025)   Weddings   DMGen	626,217	16,298	2.6%
TK (2025)   Weddings   Display   Partners   1000 Islands Cruise	462,065	2,684	0.58%
TK (2025)   Weddings   Partners   Queen's U	115,710	537	0.46%
<b>Grand total</b>	<b>1,203,992</b>	<b>19,519</b>	<b>1.62%</b>

### Meta

Campaign name	Impressions	Clicks	CTR ▾
TK (2025)   Weddings   Brand   Prospecting	103,006	6,812	6.61%
TK (2025)   Weddings   Partners   Prospecting	48,474	1,275	2.63%
<b>Grand total</b>	<b>151,480</b>	<b>8,087</b>	<b>5.34%</b>

Aug 1, 2025 - Aug 31, 2025 ▾

# Lead Generation

A snapshot of our digital lead generation

## Top Outbound Clicks (Website Referrals to Partners and Community)

Event Action	Total Clicks ▾
<a href="https://www.kingstontrolley.ca/">https://www.kingstontrolley.ca/</a>	1,757
<a href="https://allevents.in/kingston/poker-runs-americas-1000-islands-can...">https://allevents.in/kingston/poker-runs-americas-1000-islands-can...</a>	1,049
<a href="https://www.1000islandscruises.ca/sightseeing/">https://www.1000islandscruises.ca/sightseeing/</a>	918
<a href="https://www.kingstonpentour.com/visit/admissions/">https://www.kingstonpentour.com/visit/admissions/</a>	849
<a href="https://greatlakesmuseum.ca/experience/exhibits-and-galleries/see-...">https://greatlakesmuseum.ca/experience/exhibits-and-galleries/see-...</a>	787
<a href="https://www.forthenry.com/event/sunset-ceremony/">https://www.forthenry.com/event/sunset-ceremony/</a>	699
<a href="https://downtownkingston.ca/blogs/upcoming-events/live365">https://downtownkingston.ca/blogs/upcoming-events/live365</a>	652
<a href="https://www.kingstonpentour.com/to-do/tours/">https://www.kingstonpentour.com/to-do/tours/</a>	601
<a href="https://downtownkingston.ca/blogs/upcoming-events/princess-str...">https://downtownkingston.ca/blogs/upcoming-events/princess-str...</a>	560
<a href="https://www.kingstonfoodtours.ca/tours/">https://www.kingstonfoodtours.ca/tours/</a>	393

# Paid Digital

A snapshot of our digital ads in market this month

## Google Search - Search Warrant

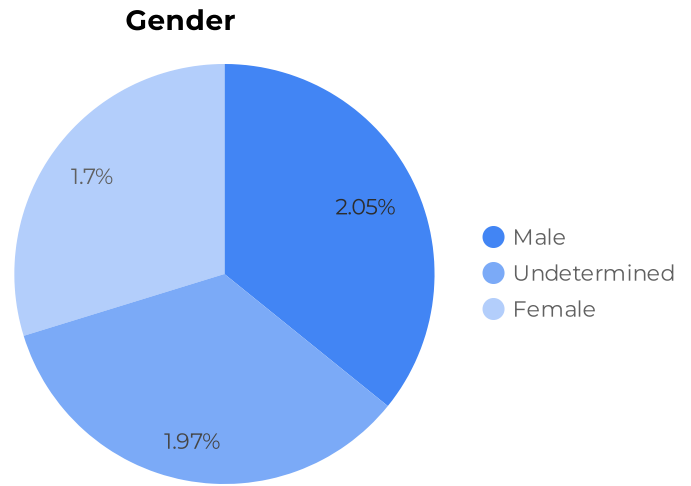
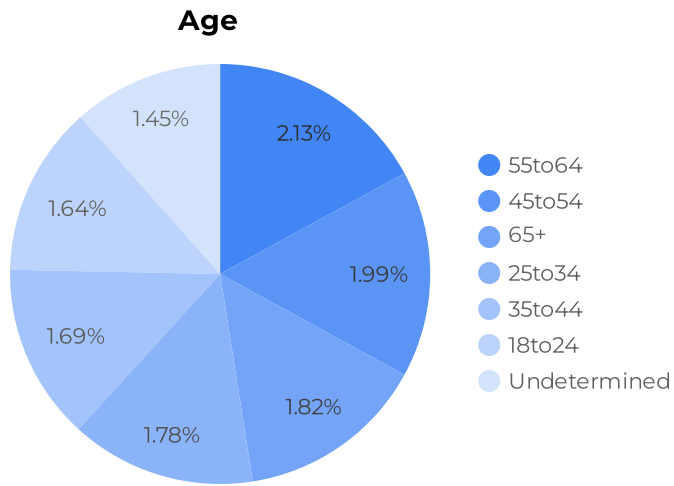
Session campaign	Impressions ▾	Clicks	CTR	Views
KA:25 Things to do in August	71,601	17,337	24.21%	24,797
KA:25 August Events: Kingston Trolley Tour	12,058	2,429	20.14%	2,948
KA:25 August Events: Sunset Ceremony	6,955	1,314	18.89%	1,475
KA:25 General Stay/Discover - Kingston	6,134	445	7.25%	1,229
KA:25 Explore Kingston	5,010	333	6.65%	14
KA:25 August Events: Summer Music Series	4,616	657	14.23%	827
KA:25 August Events: S.S. Keewatin	4,286	824	19.23%	915
<b>Grand total</b>	<b>111,760</b>	<b>23,877</b>	<b>21.36%</b>	<b>33,060</b>

# Website Audience

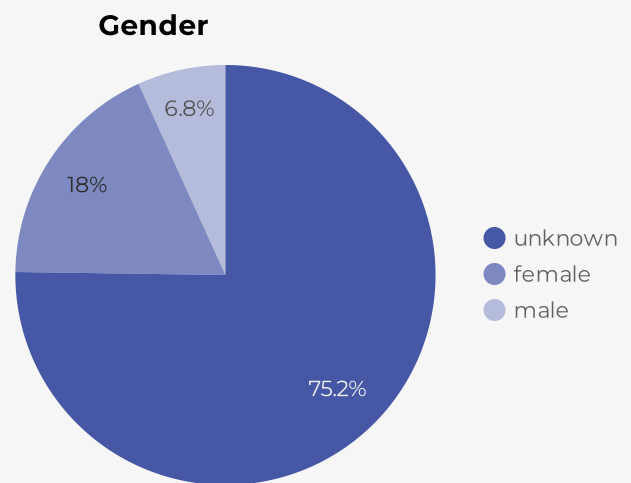
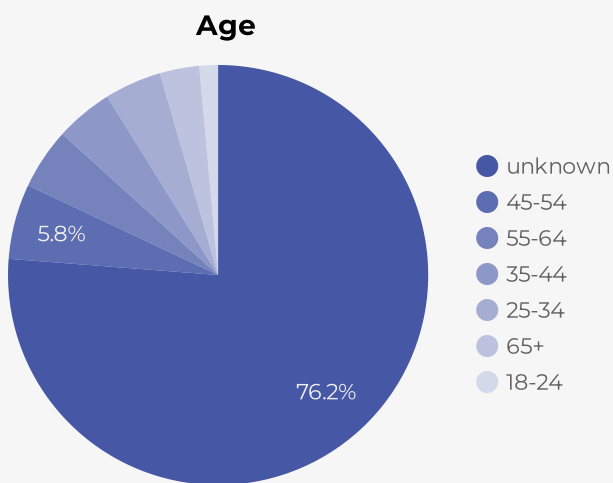
Aug 1, 2025 - Aug 31, 2025

A snapshot of the audience visiting our website

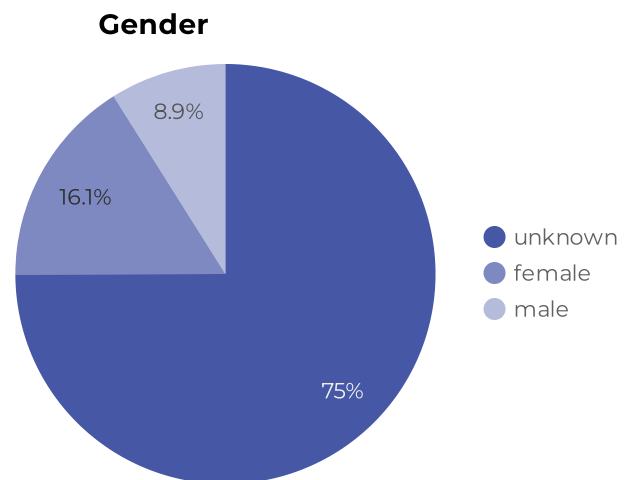
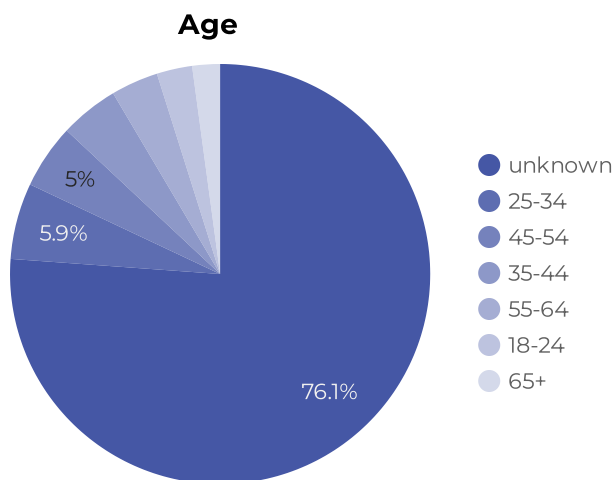
## Click-through Rate by Audience on Google Ads



## Hotel Leads by Audience



## Operator Leads by Audience



— *Tourism* —  
**KINGSTON**

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**End of Month Report**

Submitted by **tartanbond**

# July by the numbers

	2025 Total	July
Stories	434	90
Impressions	2,071,307,857	494,255,550
Direct	124/434	12/90

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



# Key Activities

- Shared Q3 Plan
- Finalized details for Danny Kronstrom's visit [October 10-13]
- Shared influencer contract with Kevin Wagar of *The Wandering Wagars*
- Shared information on potential visit for Sabrina Pirillo (Freelance)
- Distributed Rainbow Registered Businesses Pitch
  - Received interest from Samuel Larochelle (Freelance: Fugues) for a visit
  - Danny Kronstrom (Gay Voyageur) updated the Kingston LGBTQ+ guide to include Rainbow Registered businesses (July 29)
  - Secured coverage in Travel Market Report (publish date TBD)
- Water Experiences pitch
  - Secured TK media opportunity on Liz Fleming's radio show, *Liz Flemings Travels*, to discuss summer Kingston activities
  - Warm leads: Continued conversations with Ron Johnson (Streets of Toronto) and James Ross (Freelance: Cruise & Travel Lifestyles)



# Key Activities

---

- Weddings Campaign
  - Reached out to influencer agencies to source potential influencers for social content campaign
- Vetted media and provided feedback for GoMedia appointments
- Conferences:
  - Sports Exchange Congress contact shared that 2026 submissions will likely open Oct/Nov 2025
  - Reached out to Destinations International to enquire opening date for 2026 submissions



# Select highlights

## Bel âge

Bel Age

Impressions: 125,221 UVM

[LINK HERE](#)

ENG translation: A university town like the capital of Massachusetts, Kingston is an excellent option for those looking to combine city life with nature. Halfway between Montreal and Toronto, the former capital of Canada (from 1841 to 1843) lies at the confluence of the St. Lawrence River, the Rideau Canal, and Lake Ontario.

Worth a visit for its many restaurants, forty museums, waterway bike path, and cruises to discover the Thousand Islands. A ferry can also take us to Wolfe Island, for a different perspective on the city.

Urban strolls are just as enjoyable. To see the most beautiful Victorian homes, a stroll through Old Sydenham is a must. Also worth exploring during the summer season: Ontario's oldest market, located behind City Hall.

## 5 idées pour passer les vacances au pays

ENG translation: 5 ideas for spending your holidays in the country

À la recherche de solutions de rechange aux destinations américaines pour les prochaines vacances? Voici justement quelques suggestions pour (re)tomber amoureux du Canada!

ENG translation: Looking for alternatives to American destinations for your next vacation? Here are some suggestions for falling in love with Canada (again)!

### 3. Kingston plutôt que Boston

Ville universitaire comme la capitale du Massachusetts, Kingston constitue une excellente option pour les personnes qui cherchent à combiner ville et nature. À mi-chemin entre Montréal et Toronto, l'ancienne capitale du Canada (de 1841 à 1843) se trouve au confluent du fleuve Saint-Laurent, du canal Rideau et du lac Ontario.

À voir pour ses nombreux restaurants, sa quarantaine de musées, sa piste cyclable le long des cours d'eau et les croisières pour découvrir les Mille-Îles. Un traversier peut aussi nous emmener sur Wolfe Island, histoire d'avoir un autre point de vue sur la ville.

Les promenades urbaines sont tout aussi agréables. Pour voir les plus belles demeures victoriennes, une balade dans le vieux Sydenham est un must. Aussi à découvrir pendant la saison estivale : le plus vieux marché de l'Ontario, qui se trouve derrière l'hôtel de ville.

## WHAT WILL SURPRISE YOU ABOUT THIS YOUNG-AT-HEART UNIVERSITY TOWN

# Select highlights



**Pink Ticket Travel**  
Impressions: 13,553 UVM

[LINK HERE](#)

If you want to get a sense of how welcoming and inclusive a small Canadian city can be, drop by Kingston's **The Spire Arts and Community Hub** (82 Sydenham St., Kingston). Located in a 19th-century church, it hosts everything from opera nights to improv camps and even Janis Joplin and Elvis Presley tributes.

"When you walk in, it is very hard to not understand that this is a friendly and welcoming space," says Sam MacLeod, general manager of The Spire, which is located inside Sydenham Street United Church. "The signs are all over the place."

MacLeod says that about 12 years ago, the congregation was down to about 60 parishioners—about 1,000 people would attend Sunday mass in its heyday. To keep it alive, they decided to open the church's doors to community events and concerts.

### WHERE TO EAT AND DRINK

**Beers for Queers.** Although Kingston has no permanent LGBTQ2s+ bar, these social conveners organize events pretty much weekly at various establishments. Check the Facebook page to see what's on during your visit; Saturdays at **Monte's** (200 Ontario St., Kingston) are pretty reliable.

**Kingston LGBTQ on Reddit.** Check out this local subreddit for events and discussions for and about Kingston's queer community.

**The Everly Restaurant & Lounge** (Unit 103, 171 Wellington St., Kingston). Amid splendid mid-century décor, the kitchen serves a rotating menu of classic dishes made using locally sourced ingredients. Nice for cocktails and wine, too.

# Select highlights



Gay Voyageur  
Impressions: 13,406 UVM

[LINK HERE](#)

## Kingston, Ontario: An LGBTQ+ destination where inclusivity is more than just a rainbow flag

Discover a gay-friendly Canadian destination unlike any other city.

### A proudly evolving LGBTQ+ scene



Kingston's LGBTQ+ scene is n't the most boisterous or exuberant. And yet, it's precisely this human, warm, and respectful approach that appeals to queer visitors. Here, there's no attempt to impose an artificial rainbow image. On the contrary, inclusion is lived in the details of everyday life: in a coffee shop that asks your pronouns before even serving you your latte, in a museum where queer history is an integral part of the narrative, or in a game store where evenings are designed to make everyone feel at home, regardless of their identity.

Kingston celebrates diversity in its own way, discreetly but purposefully, far from the big, flashy events. That's not to say the city doesn't know how to party. The annual Kingston Pride festival attracts a diverse, curious, and welcoming crowd each year, ready to march, dance, and campaign, all in a friendly, intergenerational atmosphere. Thematic events are also regularly offered: drag nights, queer film screenings, public readings, and educational workshops. The LGBTQ+ scene here is organic, rooted in community life.

"In Kingston, they don't ask you to fit into a box. They just extend a hand. And sometimes, that's all you need." – *Gay Traveler*.

# Upcoming Activities

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- Draft and distribute Kingston's Storied Buildings pitch
- Continue conversations with warm leads to secure FAM visits through Q3
- Align on content creator option for Weddings campaign

— *Tourism* —  
**KINGSTON**

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**End of Month Report**

Submitted by **tartanbond**

# August by the numbers

	2025 Total	August
Stories	502	68
Impressions	2,161,872,998	90,565,141
Direct	159/502	35/68

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



# Key Activities

- Distributed Storied Buildings Pitch
- Confirmed visit details for Samuel Larochelle (Freelance: Fugues) for a visit [October 10-13]
- Confirmed tentative dates for Sabrina Pirillo's (Freelance) visit [October 24-26]
- Facilitated Toronto Star's request for Kingston roadtrip article
- Conferences and events:
  - Shared activation ideas for TMAC 2026 lunch
  - Shared feedback on confirmed GoMedia appointments
- Weddings campaign:
  - Sourced and vetted potential influencers for campaign: Tyler McGregor, Helen Cai, Brendan Carpenter, Kassondra Shiu, Mimi Lacroix
- Shared Jennifer Weatherhead-Harrington's interest in a social collaboration and began discussions on campaign deliverables



# Select highlights

**TORONTO STAR**

Toronto Star

Impressions: 4,065,291 UVM

[LINK HERE](#)

## Historic sites, vintage shops and island cruising: What to do in Kingston — including chef-approved picks

Kingston, Ont., is a city that wears its history proudly in every weathered stone wall, while also exuding the youthful spirit of a university town. About a three-hour drive from Toronto, this was once (briefly) Canada's capital, and a sense of the past endures in its 19th-century limestone architecture, its numerous national historic sites and even its literary connections; legends like Robertson Davies and Margaret Atwood found inspiration here.

The city can boast about having Ontario's oldest farmers' market (Kingston Public Market), the province's oldest brew pub (Kingston Brewing) and, most notoriously, Canada's oldest max-security prison (Kingston Penitentiary, now a tourist draw). At the same time, there's a sense of newness — the city buzzes with a vibrant restaurant scene, summer events and live music. And if you want to escape the bustle, head to the waterfront, where you can soak up summer while watching sailboats skimming past the shore, or embark on a scenic cruise to the neighbouring Thousand Islands region.

Here are just a few highlights for your next trip to [Kingston](#):



Pan Chanco Bakery & Café is a European-style bakery, café and gourmet goods shop downtown.

# Select highlights

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## le journal de montréal

Le Journal de Montreal  
Impressions: 3,320,952 UVM

[LINK HERE](#)

Note: Also seen in [Le Journal de Quebec](#) (2,079,942 UVM)

## Visiter Kingston: sites historiques, restos et balades au bord de l'eau

ENG translation: Visit Kingston: Historic Sites, Restaurants, and Waterfront Walks

Nichée à la jonction du canal Rideau, du fleuve Saint-Laurent et du lac Ontario, la première capitale du Canada vaut davantage qu'une simple escale. On s'y attarde pour sa scène culinaire dynamique surprenante, son histoire liée à son emplacement stratégique au bord de l'eau et pour y admirer de magnifiques bâtiments qui subsistent, de l'ère victorienne, notamment.

• À lire aussi: [\[PHOTOS\] Remontez le temps à bord d'un navire luxueux, le S.S. Keewatin, à Kingston](#)

On constate d'ailleurs d'emblée combien le patrimoine architectural est riche par l'imposant City Hall qui surplombe le parc de la Confédération, sis entre le centre-ville et le lac Ontario.

ENG translation: Nestled at the junction of the Rideau Canal, the St. Lawrence River, and Lake Ontario, Canada's first capital is worth more than just a stopover. It's worth stopping here for its surprisingly vibrant culinary scene, its history tied to its strategic waterfront location, and to admire magnificent surviving buildings, particularly from the Victorian era.

• Also read: [\[PHOTOS\] Step back in time aboard a luxury ship, the SS Keewatin, in Kingston](#)

We immediately see how rich the architectural heritage is, thanks to the imposing City Hall which overlooks Confederation Park, located between the city center and Lake Ontario.

# Select highlights

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**Travel Market Report**  
**Impressions: 88,980 UVM**

[LINK HERE](#)

## Kingston: A Safe Haven for 2SLGBTQI+ Travellers

"Inclusivity in Kingston isn't seasonal. It's foundational," Noelle Piche (she/her), Travel and Tourism Development Specialist at Tourism Kingston told Travel Market Report Canada.

"With more than 15 Rainbow Registered businesses, including hotels, tour-ready attractions, and cultural landmarks, Kingston offers group and independent travellers alike a safe, welcoming experience year-round. Travel trade professionals will find a destination that not only celebrates Pride in June, but embraces diversity every day through curated itineraries, accessible programming, and a community-wide commitment to representation and belonging."

In addition to hosting its own annual Pride every June, Kingston, Ontario is a queer-friendly city offering an inclusive and welcoming environment all-year-round, inviting travellers to experience its rich heritage, diverse culture and broad entertainment scenes.

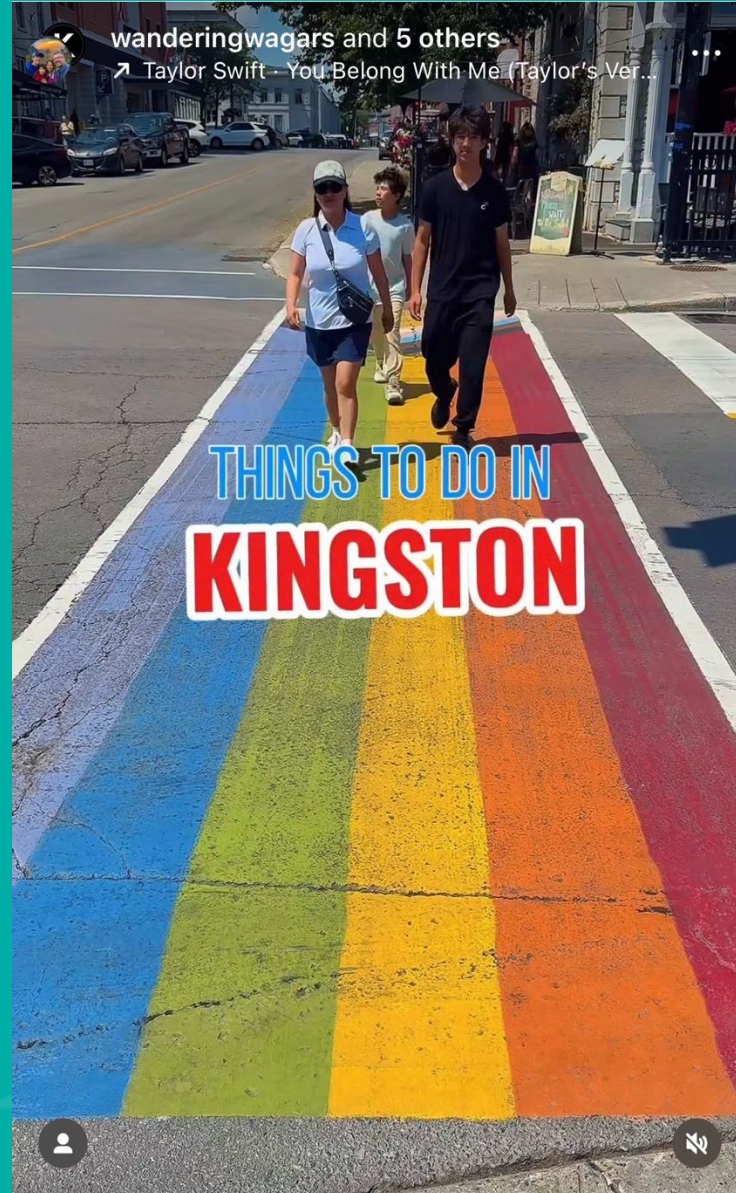
For a full list of Rainbow Registered businesses in Kingston and to learn more, visit <https://www.visitkingston.ca/plan-your-trip/rainbow-registered-businesses/>

# Select highlights



**Influencer: Kevin Wagar**  
**Instagram: @wanderingwagars**  
10.7k followers

Blog post impressions: 11,068 UVM



## About Kingston, Ontario



So why are we drawn to Kingston? Well, this city has a lot going on. It's not just about that personal connection through Christina's studies. There's a lot more to this city than most people realize, and that's why it's one of our favorite places to visit in Ontario.

Kingston is steeped in history. Its nickname, "the Limestone City," comes from the wealth of gorgeous 19th-century buildings that line the streets of its historic core. Buildings from Canada's past that have stood the test of time and still stand proudly today. The city sits at the meeting point of Lake Ontario, the Rideau Canal/Cataragui River, and the mighty St. Lawrence River. That location made it a key military outpost in early Canada, protecting its shores from American invasion.

For families, Kingston is a city that blends education with adventure. Our kind of place. It's compact, walkable downtown makes it easy to explore the city's wealth of boutique shops, historic sites, and fantastic restaurants. It's not just a launching pad for great adventures; it's an adventure in and of itself. After all, this was Canada's very first capital, before that torch was passed on to Ottawa. And its lively waterfront is one of the most active and enjoyable places to be in Ontario during the summer.

# Upcoming Activities

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- Draft and distribute Spooky Season pitch
- Build itineraries in Travefy for upcoming visits:
  - Samuel Larochelle [October 10-11]
  - Danny Kronstrom [October 10-13]
  - Sabrina Pirillo [October 24-26] \*Once these tentative dates confirmed
- Continue conversations with warm leads to secure FAM visits through Q3