



**City of Kingston
Report to Council
Report Number 24-213**

To: Mayor and Members of Council
From: Lanie Hurdle, Chief Administrative Officer
Resource Staff: None
Date of Meeting: August 13, 2024
Subject: Quarterly Report: Tourism Kingston – Q2 2024

Council Strategic Plan Alignment:

Theme: Regulatory & compliance

Goal: See above

Executive Summary:

In accordance with the Service Level Agreement entered into between the City of Kingston and Tourism Kingston ([Report Number 21-006](#)), the attached report (Exhibit A) provides detailed reporting on Q2 2024 for Tourism Kingston. Section 2.0 “Transparency, Reporting and Accountability” of the Service Level Agreement indicates “Tourism Kingston will be accountable to the Council of the City of Kingston in the performance of the activities and services provided in accordance with the provisions of this Agreement and/or as determined in the approved annual operating budget.” Specific direction to Tourism Kingston on reporting is included in Section 2.3 which reads in part:

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

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

August 13, 2024

Page 2 of 4

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

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

Recommendation:

This report is for information only.

August 13, 2024

Page 3 of 4

Authorizing Signatures:

p.p. ORIGINAL SIGNED BY CHIEF

ADMINISTRATIVE OFFICER

**Lanie Hurdle, Chief
Administrative Officer**

Consultation with the following Members of the Corporate Management Team:

Paige Agnew, Commissioner, Growth & Development Services	Not required
Jennifer Campbell, Commissioner, Community Services	Not required
Neil Carbone, Commissioner, Corporate Services	Not required
David Fell, President & CEO, Utilities Kingston	Not required
Peter Huigenbos, Commissioner, Major Projects & Strategic Initiatives	Not required
Brad Joyce, Commissioner, Infrastructure, Transportation & Emergency Services	Not required
Desirée Kennedy, Chief Financial Officer & City Treasurer	Not required

August 13, 2024

Page 4 of 4

Options/Discussion:

Exhibit A to this report provides an activity report from Tourism Kingston on results for Q2 2024.

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

Exhibits Attached:

Exhibit A – Q2 2024 Tourism Kingston Report to Council

SECOND QUARTER REPORT 2024

Kingston



Tourism Kingston quarterly report



Attn: Lanie Hurdle
Chief Administrative Officer
City of Kingston
216 Ontario Street
Kingston, ON K7L2Z3

July 23, 2024

RE: Tourism Kingston Q2 2024 report

Please find attached our summary report on the activities undertaken by Tourism Kingston for Q2: April through June 2024.

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

We are pleased to deliver our second-quarter activity measures within each of the seven portfolios. This quarter reflects a continued effort to see maximum economic impact within the City of Kingston.

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



The Marketing and Communications team wrapped up a comprehensive campaign for the total solar eclipse in Q2. With funding from the Ontario Cultural Attractions Fund, we launched a campaign for the total solar eclipse in mid-February. We targeted Ottawa and Toronto, two of our primary markets not in the path of totality. We also created a webpage dedicated to the eclipse, which showcased all there was to see, do, and experience in Kingston to encourage multi-day stays in the city. Starting last fall, we proactively pitched the solar eclipse to media outlets to secure coverage for Kingston. To welcome visitors to Kingston for the eclipse on April 8, we installed pole pennants, banners, transit bus advertisements, and other pageantry in the downtown core and at hotels. These pole pennants were later updated with new imagery and installed on Sir John A. Macdonald Blvd.

This campaign performed exceptionally well with 20 million advertising impressions; 258,000 ad link clicks; and 203,000 website sessions. We also secured 293 media stories through our proactive efforts, resulting in 470 million earned media impressions.

Between April 3–10, Kingston saw 74,000+ visitors, with 37,000+ arriving on April 7 and 8 for the eclipse. Forty-six per cent of visitors stayed overnight. Most visitors came from Ontario, but we also saw visitors from across Canada, the U.S., and international origins. Based on visitor estimates, the province's Tourism Regional Economic Impact Model (TREIM) was used to calculate the estimated economic impact of the total solar eclipse and related programming. In total, Kingston saw a \$25.8 million economic impact from the solar eclipse. Str (hotel room nights), AirDNA (short-term rental room nights), Near Mobile, and Stats Can data was used to calculate visitation.

As spring arrived, we shifted our brand campaign to all things spring, promoting Kingston breweries, culinary, and spring experiences, bringing summer attractions and experiences into the campaign in May. We also celebrated Tourism Awareness Week in April. During Tourism Awareness Week each year, we raise awareness of the importance and impact of tourism and celebrate the people who make our sector and community great. For this year's campaign, we asked tourism partners to nominate people who embody the best of Kingston tourism. We then showcased seven Kingstonians, from hotel front-line staff to local festival organizers, through our social media. We also highlighted the roles of different sectors (Travel Trade, Business Events, Sport and Wellness, Film & Media, Music, Visitor Services, and Marketing) in the local tourism industry, including print ads in *The Kingston Whig-Standard*.

We partnered with Destination Ontario on two early summer campaigns: New York State drive markets (in partnership with Kingston Destination Group) and a French-language Quebec campaign (in partnership with St. Lawrence Parks Commission). Both campaigns have dedicated landing pages to serve **American** and **French** audiences. Both campaigns finished at the end of June. In total, Q2 saw 63,348,167 advertising impressions and 676,882 website sessions, sending 85,821 referrals to Kingston tourism businesses.

MARKETING & COMMUNICATIONS



At the start of Q2, we launched our newly redesigned and refreshed bilingual [events calendar](#). This project was supported by Francophone Community Grant Program funding, which allowed us to make the calendar available on our French-language site, [visitekingston.ca](#). The new events calendar was designed with the user experience on mobile top of mind.

In June, we attended the Travel Media Association of Canada media marketplace and conference. We met with 24 journalists and influencers with the goal of raising awareness about Kingston and securing media FAMs and coverage for the city. We were also a gold sponsor of the event and presented an interactive wellness break game in partnership with Improbable Escapes. This game, "The Limestone Seekers Society," showcased Kingston's history, attractions, inns, waterfront, and festivals as participants endeavoured to crack the Kingston code, all the while learning about Kingston's unique history, heritage, and attractions.

Our earned media for this quarter aligned with our paid efforts with a focus on historic Kingston, pairing the heritage, history, and architecture of Kingston with the city's dynamic cultural life to inspire multi-day visits. In May, we hosted Sonya Davidson, journalist for Toronto Guardian, as part of a historic Kingston itinerary. The goal of this trip was to promote existing historic attractions as well as two new openings this spring. Partners included the Great Lakes Museum, home of the S.S. Keewatin, and Bellevue House. In June, we hosted influencer [Kirsten Wendlandt](#) with a similar itinerary and engaged VIA Rail to promote service between Montreal and Kingston, highlighting sustainable travel to the city. We also partnered with Destination Ontario for a multi-day itinerary in collaboration with Visit The County to host U.S.-based influencers Bobo & ChiChi.

Staff chaired or participated in the destination marketing committee, digital and visual communicators committee, attractions committee, and solar eclipse working group meetings.

MARKETING & COMMUNICATIONS



These activities supported our 2024 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
- // Undertake a review and refresh of the events calendar to enhance the user experience
- // Support product development and programming around the solar eclipse in 2024; lead branding and marketing of the event to drive shoulder-season visitation
- // Celebrate tourism's impact and the importance of the industry to our community

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

- 7 – Expand adoption of Kingston's brand
- 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
- 20 – Create and animate downtown pedestrian-only zones

MARKETING & COMMUNICATIONS



2024 annual goals

Marketing and Communications	2024 goal	Q1	Q2	2024 result	% goal actual
Website sessions	2,000,000	512,738	676,882	1,189,620	59%
Website pageviews	2,500,000	670,211	899,648	1,569,859	63%
Referrals to partners (web + phone)	315,000	92,353	85,821	178,174	57%
Advertising impressions	110,000,000	32,933,373	63,348,167	96,281,540	88%
Social media link clicks	400,000	127,284	106,432	233,716	58%
Social media engagements	1,200,000	247,880	535,273	783,153	65%
Social media impressions	35,000,000	10,333,803	8,352,572	18,686,375	53%
Total followers	127,000	123,522	125,011	125,011	98%
Proactive high-value earned media stories*	425	76	307	383	90%
Total media stories	750	348	847	1,195	85%
Total earned media impressions	1,700,000,000	765,458,067	733,536,398	1,498,994,465	88%

* Each earned media story may appear in multiple syndicated media outlets.

2024 goals were increased since the Q1 report to accommodate the increase in activity due to the solar eclipse in Q2.

PARTNERSHIPS



Estimated economic impact of special projects in Q2: \$10,443

In early Q2, staff held the final of a series of stakeholder meetings ahead of the April 8 solar eclipse. These meetings, which started in 2023, confirmed 45 partner activities, including free, ticketed, and one-off events. In addition, some seasonal businesses and attractions opened early for the eclipse, including Ahoy Rentals, Fort Henry, and Kingston Pen. Based on the visitor traffic at the fort and penitentiary on the eclipse weekend, St. Lawrence Parks Commission kept both locations open during the weekends through the rest of April.

The wedding campaign launched in May: it is in market through December to showcase Kingston as an ideal destination for weddings. The target demographic for this campaign aligns with our leisure markets of Toronto, Ottawa, and Montreal. The [weddings microsite](#) showcases wedding services and venues; it receives almost 120,000 visits annually. Free listings are available on the site, as well as additional promotions on the website and social media for paying partners at three levels: basic, enhanced, and premium. Six partners participate in paid tiers, and more than 30 businesses from wedding services, fashion, and health and beauty participate in free listings.

Ahead of Tourism Awareness Week, we worked with attraction and experience partners to create or share promotions and incentives tailored to frontline hospitality workers. Frontline workers are often the first point of contact for visitors and residents, with firsthand knowledge of attractions and experiences. Ten partners supported this incentive with continued outreach throughout the season.

We have been working with new and returning signature attractions to support hotel packaging. Kingston Pen and Fort Henry are two of the attractions that will partner with hotels this summer with packages available on [visitkingston.ca](#). We created 20 packages with nine attractions or organizations and made 8,373 referrals to partners.

PARTNERSHIPS



We partnered with Rainbow Registered accredited accommodation partners to support Pride in June. Two hotels curated packages that included a donation to support Kingston Pride and Trellis HIV Community Care, respectively, to support the 2SLGBTQIA+ community in Kingston. Tourism Kingston is also proud to be a lead sponsor for Kingston Pride.

Additionally, 18 packages remain available year-round. These packages align with our marketing and earned media strategies with a focus on culinary, wellness, and family.

Planning for Open Farm Days 2024 in partnership with Frontenac County, South Frontenac, and the City of Kingston continued through this quarter in preparation for a six-week seasonal program in late Q3. This program's primary focus is to connect community through farming and food. Through our facilitation, one accommodation partner will create a new signature dining experience tied to overnight visitation.

We held monthly meetings with the Culinary Tourism Alliance to host an upcoming Feast On signature experience scheduled for September 28 at MacKinnon Brothers Brewing in partnership with Kingston Accommodation Partners and RTO 9. This program will support up to eight restaurants and beverage partners from the RTO 9 region. It will include Stay and Play packages designed to support a hub-and-spoke model: stay in Kingston and play in the surrounding communities.

External events attended:

- // Taste of Place Summit in Montreal
- // Travel Media Association of Canada (TMAC) in St. John's
- // Murney Tower Museum 100th anniversary planning committee
- // Feast On culinary event planning sessions
- // Open Farm Days 2024 planning sessions
- // TMAC planning sessions with committee organizers and Destination Ontario

PARTNERSHIPS



These activities supported our 2024 annual plan goals:

- // Create destination packaging
- // Grow destination partnerships
- // Grow partnerships that support EDII
- // Develop engaging multi-month destination activations
- // Effectively promote packages to both visitors and partners
- // Grow partner engagement

Partnerships and packaging work this quarter supported the following IDS initiatives:

- 9 – Support creation of flexible packages and itineraries
- 10 – Develop/enhance enticing shoulder/winter tourism products
- 11 – Enhance culinary tourism in Kingston
- 17 – Create targeted, flexible campaigns targeting new markets

PARTNERSHIPS



2024 annual goals

Packaging*	2024 goal	Q1	Q2	2024 result	% goal actual
See + Do packages	45	1	12	13	29%
Eat + Drink packages	45	18	2	20	44%
Rest + Relax packages	20	0	2	2	10%
Family packages	20	4	4	8	40%
Package referrals to partners	40,000	16,890	8,373	25,263	63%
Minimum room nights	700	514	55	569	81%
Estimated economic impact		\$1,600,000	\$10,443	\$1,610,443	

Special projects	2024 goal	Q1	Q2	2024 result	% goal actual
Facilitated events or activations	70	12	45	57	81%
Attendees, facilitated events or activations	12,000	345	10,033	10,378	86%
Partners involved or impacted	220	65	81	146	66%

Economic impact source: Rove Destination Insights Dashboard. Direct spend based on average daily rate and room night data for Visa program

2024 goal numbers have been updated to reflect increased activity due to the solar eclipse. The estimated economic impact for Q1 special projects has been updated to accurately reflect Kingstonlicious. Q2 numbers reflect partners and events supported through the eclipse working group; attendance and economic impact reflect Tourism Kingston-presented eclipse programming and packaging, i.e., visitor attendance at the VIC and the 360 dome. Economic impact for the community as a whole was \$25.8 million.

SPORT AND WELLNESS



Estimated economic impact of Sport & Wellness in Q2: \$1,440,334

The connections made at Sport Events Congress in Q1 continued to show value in Q2. We met with national sport organizations including Quadball Canada, Wheelchair Rugby Canada, and Swimming Canada to explore 2025 and 2026 hosting opportunities.

We're actively engaging with national sport organizations, seeking introductions to their provincial sport organization's leads for Ontario. We have received positive feedback from this endeavour, as organizations recognize Kingston's ideal geographic position and size for hosting provincial-level competitions. Even small regional or provincial sporting events have significant economic impact on the city: for every athlete in attendance, there may also be family members travelling to Kingston with them, as well as coaches and officials. These introductions are informing strategy in Q3 and Q4 and into 2025 resource planning as we develop a sales strategy to target those mid-size provincial championship events including youth, adult, and OFSAA (secondary school) competitions. Planning is underway to host an event in 2025 that would welcome provincial sport organization representatives to Kingston to tour facilities, accommodations, and attractions, while fostering professional development and industry collaboration to discuss the provincial sport system, its gaps, and future opportunities.

We represented Kingston at the first national Youth Sport Summit, hosted at Brock University. There, we participated in facilitated discussions and focus groups specifically designed to develop a partnership framework that benefits youth sport organizations and drives broader sport participation. We connected with sport leaders from other communities, specifically exploring infrastructure opportunities and grants for multi-use community sport spaces.

Working with the Marketing and Communications team, we relaunched the "Athletes of Kingston" feature series, which interviews local athletes who have gone on to represent Kingston, and in many cases, Canada, at notable events or levels of competition. In Q2, we showcased basketball player [Aaliyah Edwards](#), the highest drafted Canadian player in WNBA history, who went sixth overall in the 2024 draft. Aaliyah is on the basketball roster for Team Canada at the 2024 Olympic Games. Our second story featured [Justyne Bennett](#), a young athlete who is making a name for herself in the sport of para ice hockey (sledge hockey). This spring, Justyne made her national debut as one of three goaltenders for the Women's Para Hockey Canada team. Our stories were able to showcase these elite athletes getting their starts in sport in Kingston: Aaliyah with Kingston Impact Basketball and Justyne with the Greater Kingston Girls Hockey Association Ice Wolves. Engaging with Justyne has been additionally fruitful, as this has led to the creation of a new para ice hockey tournament for Kingston, which will utilize otherwise empty ice time at the INVISTA Centre in Q3 2024. This will be the first tournament of its kind in Kingston, inviting teams and individual athletes from across Ontario, Quebec, and New York State and engaging the region's para ice hockey community.

SPORT AND WELLNESS



We completed economic impact reporting for Queen's University to wrap up its 2023 and 2024 U SPORTS events and met with Queen's on a new collective strategy to bid on business to attract more sporting events to Kingston and to fill current openings in field, court, and accommodation availability.

As we continue to explore the impact that Tourism Kingston can have on the local sport community, we added a page to the Sport Tourism section of the [Visit Kingston](#) website to promote volunteer and work opportunities in the local sport community. We also are launching a monthly Kingston sport newsletter, which will roll out in Q3, to share notable updates, development opportunities, grants, and more, while providing the opportunity to raise the profile of existing events and sport leaders in our community.

Following through on the recommendations of the [Sport Tourism Strategic Framework](#), we held meetings with the City of Kingston, sport organizations, and individual community members about sport facility and infrastructure needs and prospective partnerships to fill gaps in community demand (soccer and basketball, specifically).

We collaborated with the Kingston Area Secondary School Athletic Association (KASSAA), local high schools, Queen's University, and St. Lawrence College to prospect and bid on OFSAA provincial events for Q4 2024, 2025, and 2026 – significant tournaments that bring business to Kingston during weekdays and in shoulder seasons. As a result, we have already secured AAA Boys Volleyball for Q4 2024, AAA Boys Basketball for Q1 2025, and AA/AAA Boys and Girls Soccer for Q2 2025. The bid for 2025 and 2026 OFSAA Football has been submitted for consideration. Tourism Kingston is helping to facilitate these events by connecting organizers with hotel partners, creating a curated sponsorship package to help the organizing committee seek local corporate support, coordinating a welcome reception for athletes, and providing incentive funding to help reduce costs associated with hosting the event. One of our goals is to encourage high school area sport leaders to see value in hosting OFSAA events and to support the tournament execution.

We attended community meetings and AGMs for local sport organizations, proposing new tournaments and expansion in 2025 and 2026 that would bring business to Kingston, benefit the community, the organization, and local families in reducing travel for competitive sport. A highlight of these efforts was collaborating with the Greater Kingston Girls Hockey Association and agreeing on a competitive girls' hockey tournament launch for 2025.

Staff participated in the sales committee this quarter.

SPORT AND WELLNESS



We supported new and returning events with incentive funding, marketing support, and consulting services, most notably:

// **Football Canada – Flag Nationals**

- 550 athletes
- 750+ spectators – including out-of-town visitors and local school groups invited to watch
- 1,100 room nights at Queen’s residences

This successful event was secured for 2025. We also continued conversations with Football Ontario and Football Canada about future events (2026 Provincials, 2025 Tackle Nationals, 2026 and 2027 OFSAA).

// **Ontario Basketball Association – U17 and U19 Girls Ontario Cup**

- 650 athletes

We collaborated with OBA to cover the cost of room nights for out-of-town officials. There is the opportunity to bring the event back in 2025, in addition to more Ontario Basketball Association League games: proposals are in progress.

// **Canadian Volkssport Walking Festival**

- 387 participants from six Canadian provinces, 26 American states, and a handful of attendees from Norway, England, and Brazil

We worked with KAP and the event organizers to navigate challenges associated with hotel renovations and displaced attendees. We designed and distributed custom maps of downtown Kingston for event participants, encouraging visitor spend outside of festival activities and highlighting businesses that were offering special hours or deals for participants.

SPORT AND WELLNESS



// Kingston & the Islands Duplicate Bridge Tournament

- 200 participants

Tourism Kingston sponsored an evening reception to encourage another night stay; this was successful in driving extended bookings. This event will return to Kingston in 2026.

These activities supported our 2024 annual plan goals:

- // Work with local organizations to support off-season events and tournaments
- // Prospect sport-adjacent events to Kingston in collaboration with Business Events
- // Proactively build our business in the sport tourism industry through networking, business-to-business, and educational opportunities
- // Create wellness experiences and itineraries

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



2024 annual goals

Sport and Wellness	2024 goal	Q1	Q2	2024 result	% goal actual
Number of traces	2,000	408	695	1,103	55%
Number of bids prospected	50	22	14	36	72%
Number of bids submitted	20	4	10	14	70%
Number of bids won	10	3	5	8	80%
Number of events hosted	70	15	30	45	64%
Room nights	40,000	18,140	16,223	34,363	86%
Event attendees	38,000	32,604	26,270	58,874	155%
Estimated economic impact		\$1,475,376	\$1,440,334	\$2,915,710	

All numbers are based on date traces/leads began

Bids prospected - potential events

Bid submitted include both led and supported bids; not all bids require a formal bid proposal.

Economic impact source: Sport Tourism Canada's STEAM calculator

TRAVEL TRADE



Estimated economic impact of Travel Trade in Q2: \$1,876,030

In addition to our work on the solar eclipse working groups, we worked closely with Queen's University and St. Lawrence Parks Commission on an eclipse ambassador training event at Fort Henry Great Hall. Eclipse ambassadors included hotel frontline staff, other tourism partners, and community volunteers.

We also worked with Short Trips, a Toronto-based tour operator, to bring two bus groups from Toronto into Kingston for the eclipse event at Fort Henry. Short Trips is now making regular visits to Kingston as a result of their positive experience in April. We continue to work with them to include S.S. Keewatin as a new product in their itineraries.

This quarter, we took part in Rendezvous Canada (RVC), where we met with more than 100 tour operators. RVC is Destination Canada's signature annual event, bringing together international travel buyers with Canadian tourism businesses and destinations. Throughout the event, we captured updated contact information from tour operators and industry partners. Our follow-ups included personalized sample itineraries and travel assistance for Concord Tours, Short Trips, and Onward Group Travel Services. We also sent a digital summer travel guide for groups to all attendees at RVC.

We regularly host familiarization tours, called FAM tours, for tour operators and travel agents to provide training and first-hand experience of the many incredible places to go and things to do in Kingston. The objective is to encourage the development of more Kingston itineraries for travellers in our target markets, and to equip our partners with the information they need to effectively sell Kingston. In Q2, we hosted six FAM tours:

- // Tourism Awareness Week FAM, April 15
- // Concord Tours FAM, May 1–2
- // Jonview + Naar Italy, May 13–14
- // TUI France, May 20
- // Destination Ontario + Tundra Voyages, June 17–19
- // Jonview + TUI, June 20

TRAVEL TRADE



The ROI for a successful FAM tour can range from \$24,000 to \$56,000 per scheduled tour, depending on variables such as length of stay and number of guests per group. For example, the Concord FAM tour has yielded two upcoming trips, each with an estimated economic impact of \$24,000.

Kingston welcomed the inaugural visit of the cruise ship *Pearl Mist* on May 21–22. *Pearl Mist* holds 210 guests and 70 crew members. This visit had an estimated economic impact of \$84,000 for the community. We held a welcome ceremony at Crawford Wharf, complete with bagpiper and Kingston's Town Crier, as well as a commemorative plaque given to the ship's captain. Once ashore, passengers, who came from across North America, were able to explore and shop downtown. Local band Dead Root Revival went on board to entertain passengers during their stay. Ollin, a local Indigenous drum circle, performed dockside for crew and passengers as they tendered back out to the ship en route to their next port of call. *Pearl Mist* will return to Kingston in October.

Tour bus traffic increased in Q2: We continued our work with the City of Kingston to provide dedicated tour bus parking along King Street just west of Clarence. With complementary marketing to tour bus companies and their drivers, this system minimizes incidents of tour buses idling downtown. And with colourful benches and branded welcome flags, this parking area also provides bus passengers a comfortable location for disembarking and re-entry.

Staff chaired or co-chaired the cruise committee and solar eclipse working group meetings and participated in the sales committee.

These activities supported our 2024 annual plan goals to:

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

Travel Trade work this quarter supported 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



2024 annual goals

Travel Trade	2024 goal	Q1	Q2	2024 result	% goal actual
Number of traces	600	181	484	665	111%
Definite leads	75	6	52	58	77%
Referrals	450	141	80	221	49%
Cruise passengers	1,300	330	0	330	25%
Number of buses booked	75	4	50	54	72%
Estimated economic impact		\$248,968	\$1,876,030	\$2,124,998	

Numbers for the Pearl Mist visit are reflected in Q1 in this chart, due to reporting timing in CRM software. Starting in Q3, cruise numbers will be reported in the quarter in which they occur.

Traces - contact with clients and prospects

Definite leads - potential business that has turned into booked business

Referrals - provision of local partner information to clients

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

BUSINESS EVENTS



Estimated economic impact of Business Events in Q2: \$1,656,627

The 2024 Business Events campaign is now in market, promoting Kingston as an ideal destination for small meetings and business events. The goal of the campaign is to generate new leads from event planners in the GTA, Ottawa, and Montreal markets and to support sales efforts pre- and post-events when connecting with event planners.

In May, we hosted our first “travelling FAM” at the VIA Rail Station Business Lounge in Ottawa. We showcased all that Kingston has to offer as a business events destination to 40 Ottawa-based meeting planners. For this event, we also involved four accommodation partners and three attractions/maker partners. The gathering started with Kingston and VIA Rail presentations, followed by a Kingston-themed “cinq-à-sept” style reception.

We attended the national conference for the Canadian Society of Professional Event Planners (CanSPEP) in Victoria June 25–28, meeting with many of the 120 independent planners there from across Canada. On the second last day of the conference, it was announced that Kingston will host the 2025 CanSPEP National Conference. This is a tremendous coup, as Kingston won out over Ottawa, Gatineau, Edmonton, Mississauga, and other prospective cities.

We continued our work with Lionhearts to roll out the food reclamation program, which will collect and redistribute left-over food from all large Kingston events in which Tourism Kingston is involved.

Staff participated in the sales committee, as well as a conference centre meeting to discuss technical specifications to include in the project RFP. Tourism Kingston’s CEO will also sit on the review committee this fall for conference centre proposals.

These activities supported our 2024 annual plan goals:

- // Target specific business events sectors
- // Prioritize sustainability in business planning
- // Conduct spring and fall sales missions to Toronto, Montreal, and Ottawa
- // Promote opportunities for tourism partners to join Tourism Kingston at 2024 trade shows

Business Events activities this quarter supported the following IDS initiatives:

- 13 – Create a sustainable tourism development plan
- 19 – Launch conference centre development

BUSINESS EVENTS



Q2 events hosted in Kingston as a direct result of Business Events bids and outreach:

Event	Dates	Attendees	Room nights
Therapeutic Gastroenterology Trainee Programme	April 5–6	24	48
Northeast Shrine Association Spring Planning Conference	April 18–20	50	150
OMERS One-Day Member Symposium	April 25	-	Meeting space only
Canadian Society of Association Executives Board/ Staff Retreat	May 1–2	16	26
Venture for Canada Training Camp	May 12–June 5	70	735
Venture for Canada Alumni Summit	May 24–25	100	200
Camerise Group Meeting	May 25	12	12
BGC Canada (Boys & Girls Clubs) National Conference	May 27–31	250	1,000
Ontario Ministry of Labour Leaders Forum	May 29–30	100	200
WPBS Public Television board meeting	June 2	20	20
PBR Kingston Classic	June 2-4	30	73
Retraite en Action Club de Vélo Part 1	June 9–15	60	420
COSIRES Conference	June 16–20	45	90
Eclipsys Solutions team meeting	June 16–17	45	90
Retraite en Action Club de Vélo Part 2	June 16–22	60	420
Vespa Club of Canada's VESPA DAYS	June 20–22	100	300
Feed Ontario Conference 2024	June 23–25	140	450

BUSINESS EVENTS



2024 annual goals

Business Events	2024 goal	Q1	Q2	2024 result	% goal actual
Number of traces	1,000	351	425	776	78%
Tentative leads	30	13	12	25	83%
Definite leads	40	2	17	19	48%
Contracted room nights	9,000	3,523	2,407	5,930	66%
Estimated economic impact		\$1,505,093	\$1,656,627	\$3,161,720	

All numbers are based on date traces/leads began

Traces - contact with clients and prospects

Tentative leads - prospect converts to a business opportunity for the partners to respond to

Definite leads - booked business

Economic impact reflects room nights and indirect spend for delegates

Economic impact source: Destinations International Event Impact Calculator

Estimated economic impact number for Q1 has been updated since the Q1 report, due to recent improvements in the CRM software.

FILM & MEDIA



Estimated economic impact of Film & Media in Q2: \$761,280

Location tours

We had a busy quarter for location tours, with visits from major American studios and streaming platforms and top Canadian broadcasters to small, independent film producers and even immersive media production houses interested in bringing new media art installations to locations such as Kingston Penitentiary. Location tours this quarter included:

- // *Gen V* (Amazon Prime/Sony Pictures TV series)
- // *Star Trek: Starfleet Academy* (Paramount TV series)
- // Corus Entertainment
- // *Harbourfront* (feature film)
- // *The Haunted* (feature film)
- // Smithsonian Channel
- // Three visits from independent producers in Toronto

Two of these tours resulted in production shoots in this quarter: *Harbourfront* and *The Haunted*, each of which was in Kingston for two days.

We added 64 new locations to the locations database, part of the online Kingston Production Directory.

Productions

Q2 saw a number of new film and television productions in Kingston and the surrounding regions encompassing a variety of genres, both scripted and unscripted. *De-Influencer 2*, a horror-comedy sequel to a popular independent film, shot in Kingston, Cornwall, and the SDG counties this quarter. *Love At Frost Sight* is a romantic comedy from Netflix that filmed in Brockville with the support of the Kingston Film & Media team. Both are Tier 1 productions and *De-Influencer 2* is the latest film to be produced entirely end-to-end in the region. The Film & Media team also supported five more Tier 2 productions this quarter, all of which resulted from previous location tours:

- // *Amazing Race Canada* (four days of production)
- // Commercial (two days of production)
- // CBC's *Ghosting* (two days of production)
- // *Ghost Hunters of the Grand River* (three days of production)
- // Zargara Productions untitled film (four days of production)

FILM & MEDIA



Workshops and events

Intimacy Coordinator workshop – An on-set intimacy coordinator is responsible for ensuring that the privacy and dignity of actors are protected, acting as an advocate for them. Mattea Kennedy, a SAG-AFTRA certified intimacy coordinator, discussed aspects of consent and chain of communication; the coordinator’s role through pre-production, production, and post-production; and the training and certification needed for this role.

RTO 9 production workshop – This workshop was designed for municipal organizations in South Eastern Ontario to learn about the intricacies of hosting film and TV productions, as well as the support available from Kingston Film & Media. The goal is to facilitate new productions in Kingston and surrounding communities. A [recording of the workshop](#) is now available.

Locations workshop – This workshop helped local business and property owners understand how they can make their properties available to productions as filming locations, and the associated considerations.

Show & Tell: A Filmmakers’ Open Mic – Eight local filmmakers showcased recent work on the big screen at The Screening Room in front of a live audience. They were then interviewed about their processes and artistic intentions. This event offered a very positive, non-competitive environment with a great turnout of 51 audience members.

The Spring Makers Meetup – This event at the Broom Factory brought together 40 artists and creators to discuss current and upcoming projects and form new collaborations.

We added 34 new vendor/cast/crew listings to the Kingston Production Directory this quarter.

Industry events

Film & Media staff attended three key industry events to promote Kingston as a production destination:

In April, we attended NAB Show, the largest TV and streaming market in the world, hosted by the National Association of Broadcasters at the Las Vegas Convention Center. We had more than 45 one-on-one meetings with representatives from Disney, Paramount, Netflix, and many others to highlight Kingston’s many unique locales and services available for the production industry.

In May, we attended the OverActive Media eSports event in Toronto. This served as a learning opportunity as we are developing a Kingston eSports strategy. We also connected with several major event organizers who will be visiting Kingston for FAM tours in the next quarter with an eye toward hosting events here in the next year.

In June, we participated in an Ontario Creates FAM tour in Toronto. Ten production executives from major Hollywood and U.K.-based studios, including Lionsgate, A24, and Amazon, were in attendance. Several leads were generated from this event: we intend to welcome a number of production teams to Kingston for location scouts in the coming months.

FILM & MEDIA



Staff participated in meetings of the Cinema Society of Kingston; the Ontario Creates municipal roundtable (with film commissioners from across the province); and the Canadian Film and Television Commissions.

These activities supported our 2024 annual plan goals:

- // Expand activities and share expertise as the film office for South Eastern Ontario, supported by RTO 9
- // Roll out a new workshop training series
- // Promote locations beyond Kingston Penitentiary for big-budget studio productions to increase pipeline and diversify the style and genres of productions we welcome to Kingston
- // Attract eSports and other interactive media productions
- // Leverage key industry events to promote Kingston as a premier global production hub

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

- 4 – Develop a creative industries tourism plan
- 8 – Address immediate labour bottlenecks
- 14 – Leverage underutilized assets

FILM & MEDIA



2024 annual goals

Productions	2024 goal	Q1	Q2	2024 result	% goal actual
Tier 1 (over one week)	4	1	2	3	75%
Tier 2 (overnight to one week)	10	5	7	12	120%
Tier 3 (single day)	10	0	0	0	0%
Local productions (within 100 km)	12	6	3	9	75%
Non-local productions (>100 km travel)	12	0	6	6	50%
Estimated economic impact		\$229,150	\$761,280	\$990,430	
Workshops/events					
Events	15	9	5	14	93%
Participants	800	620	133	753	94%
Location tours					
Tours	20	2	9	11	55%
Participants	200	15	38	53	27%
Kingston Production Directory					
Location listings	100	12	64	76	76%
Vendor/crew listings	100	19	34	53	53%

Economic impact sources: Producers' reporting and Film & Television EI calculator



Estimated economic impact of sponsored music events in Q2: \$69,638

The Kingston Music Officer made significant strides in furthering the [Kingston Music Strategy](#) (KMS). We reviewed the community applications for the Kingston Music Advisory Committee and selected 15 committee members, with representation from musicians, industry experts, and community advocates. We held our inaugural meeting this quarter and have planned bimonthly meetings through 2024. This is a supporting action of the Kingston Music Strategy (KMS 3.1 – Amplify connection and visibility).

The Music Office facilitated and developed 15 industry-related workshops and professional development events this quarter in alignment with the KMS Pillar 2 – Empower & invest in talent. Highlights include:

You & the music industry with Tara Shannon – Geared towards emerging and established artists

Youth Open Mic – Targeted to emerging artists under 18, providing professional mentorship and performance opportunities

Spring Reverb Festival – We co-presented 10 industry panels on crucial topics such as music law, DIY touring, and the future of AI in music, offering free access to professional development resources for Kingston musicians (KMS 2.4, 2.8)

Also this quarter the Kingston Music Office organized several artist showcases, including a solar eclipse event at the Visitor Information Centre featuring local DJs Mat Almeida, Alex/A Lazy DJ, and Taylor. We provided programming consultancy for YGK BeerFest at Fort Henry in June, showcasing local talents such as Alex Mundy and Kasador. We also provided sponsorship and partnership to events such as Juvenis Youth Festival, Cantabile Concert's Considering Matthew Shepard concert, and Musiikki Merch Market, including marketing support, in-kind donations of space, and curation assistance. This aligns with supporting KMS action 3:5 – Facilitate networking opportunities for local musicians.

To assist artists, the Kingston Music Office launched a new Instagram channel, which has grown to 539 followers in just two months. Our regular newsletter also continues to grow with increased engagement. Additionally, we introduced "Release Radar," a survey for local musicians to inform us of upcoming releases, which we will promote on our Instagram channel. Website updates are ongoing and set to be released in early Q3. This aligns with supporting KMS action 4.3 – Create a public-facing webpage with updates on the Music Office's activities, programs, and impact.

During Q2, the Kingston Music Officer attended the London City of Music Conference as a panelist and case study presenter, highlighting the Broom Factory project and Kingston music initiatives. She also represented Kingston at Canadian Music Week (CMW) in Toronto, participating in the Music Cities Symposium and fostering new connections that hold promise for future music events for Kingston. Kingston was short-listed for Music City of the Year at the Canadian Live Music Association Industry Awards during CMW.



Staff participated in the St. Lawrence College Music & Digital Media Programming Advisory Committee, plus meetings of the Music Cities network (with music officers from Toronto, London, Guelph, Hamilton, Mississauga, and Ottawa.)

Finally, Kingston Music Office completed the quarter with "In the Key of Kingston," a public art project featuring local emerging trans artist and activist Hill Werth, celebrating Kingston Pride Month with a new painting and piano.

Events attended

- // London City of Music Conference (delegate and panelist)
- // Canadian Music Week, Toronto (delegate, Music Cities Symposium)
- // Capital Music Awards, Ottawa (guest)

Events sponsored and economic impact

Musikki Merch Market	50 attendees	nine artists	-
Spring Reverb Music Festival	2,970 attendees	75 artists paid	30 volunteers
Cantabile Choirs concerts	350 attendees	15 artists paid	100 participants
Juvenis Festival events	150 attendees	20 artists	10 volunteers

// Estimated economic impact of sponsored events: **\$69,638**

These activities supported our 2024 annual plan goals:

- // Strengthen music-friendly infrastructure
- // Create professional development and networking opportunities for local artists
- // Support activation and development of spaces for musical experiences
- // Provide support for local promoters, organizers, festivals, and venues
- // Increase connections and visibility in the community to support creative industries growth

Music work this quarter supported the following IDS initiatives:

- 4 – Develop a creative industries tourism plan
- 10 – Develop/enhance enticing shoulder and winter tourism products
- 23 – Activate the waterfront

MUSIC



2024 annual goals

Live events	2024 goal	Q1	Q2	2024 result	% goal actual
Kingston facilitated roadshows	8	1	1	2	25%
Artists/bands impacted	25	3	2	5	20%
Workshops/professional development events	20	5	15	20	100%
Attendees at workshops/events	750	240	490	730	97%

Sponsored events					
Sponsored music events	25	4	5	9	36%
Attendees - sponsored events	15,000	1,325	6,200	7,525	50%
Artists/bands impacted	600	49	239	288	48%
Estimated economic impact of sponsored events		\$67,490	\$69,638	\$137,128	

Kingston Production Directory					
Music listings	25	5	15	20	80%

Economic impact source: TREIM

VISITOR SERVICES



We welcomed just under 43,000 visitors to the Visitor Information Centre.

Q2 visitor insights:

- // 50.69% of visitors came from Ontario.
- // 9.82% of visitors came from Quebec.
- // 1.6% of visitors came from the U.S.
- // 25.34% came from outside North America.
- // Visitors travelled an average of 394 km.
- // 47.3% of visitors stayed overnight.
- // 25.9 hours was the average length of stay.

Visitor counts are from installed door counters at the Visitor Information Centre. Visitor insights are based on Near mobile data, part of our Destination Insights Dashboard.

Q2 started off strong, with increased traffic for the April 8 solar eclipse. We saw record numbers of sales, which included eclipse glasses and merchandise.

For the summer season at the Visitor Information Centre, we hired 10 bilingual summer staff. We also continued our partnership with Destination Ontario, which enabled us to hire one destination ambassador. This ambassador works closely with summer staff at the Visitor Information Centre, and assists visitors in the community at major attractions and events.

The launch of the new English and French event calendars this quarter helped our staff to quickly find and recommend ideas for visitors seeking family, food & drink, live music, museums & attractions, arts & culture, film & media, nature & outdoor, or sport & wellness activities.

We continued recruiting for our Enhanced Profile Program, which enables tourism partners to market their businesses in a variety of ways. By the end of the quarter, 31 partners had joined or renewed their annual commitment to the program, with another four due to renew later in the year.

As seasonal attractions opened in April and May, we sold tickets at the Visitor Information Centre for the following tourism partners: Kingston Trolley Tours, Kingston 1000 Islands Cruises, The Haunted Walk, Fort Henry, Kingston Pen Tours, Kingston Food Tours, and – new for 2024 – S.S. *Keewatin* guided tours and Blue World Marine Adventures kayak experiences.

VISITOR SERVICES



This quarter, we refreshed our summer merchandise offerings. Working with local artists and suppliers, we created new T-shirts, posters, and other items. We also added to our makers corner with two local authors (including an Indigenous writer) and two other local artisans.

In June, we supported Drag in the Park and the Kingston Pride community fair. We highlighted our Pride merchandise for sale all month and donated 25 per cent of the proceeds to Kingston Pride. We also participated in the first Princess Promenade of the season, hosted by Downtown Kingston.

Staff participated in the attractions committee, sales committee, and solar eclipse working group this quarter.

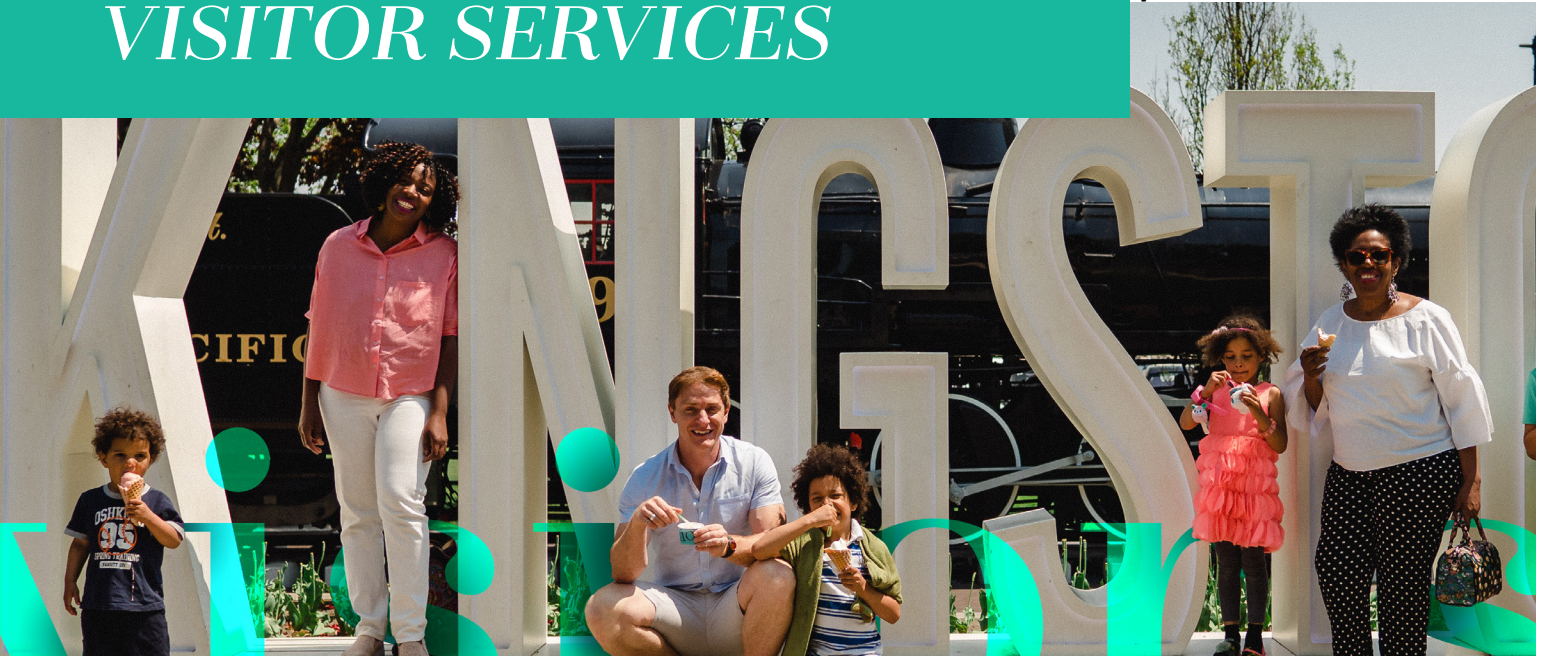
These activities supported our 2024 annual plan goals:

- // Develop a strong and diverse seasonal staff team
- // Increase retail offerings at the Visitor Information Centre
- // Increase attraction ticket sales
- // Promote the benefits of the Enhanced Profile Program to tourism partners
- // Improve visitor data collection
- // Community outreach

Visitor Services work this quarter supported the following IDS initiatives:

- 10 – Develop/enhance enticing shoulder/winter tourism products
- 13 – Create a sustainable tourism development plan

VISITOR SERVICES



2024 annual goals

Visitors	2024 goal	Q1	Q2	2024 result	% goal actual
Number of interactions	60,000	9,197	42,998	52,195	87%
Tickets sold for partners	2024 goal	Q1	Q2	2024 result	% goal actual
	3,375	0	2,100	2,100	62%
Revenue	2024 goal	Q1	Q2	2024 result	% goal actual
Enhanced Profile Program	\$26,300	\$7,722	\$17,876	\$25,598	97%
Merchandise	\$65,000	\$108,881	\$50,333	\$159,214	245%

Increased visitor traffic and merchandise sales in both Q1 and Q2 were due to the solar eclipse on April 8.

GUIDING DOCUMENTS

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



Kingston's Integrated Destination Strategy 2022-2027



Tourism Kingston 2024 Annual Plan



Kingston Music Strategy



Sport Tourism Strategic Framework



FINANCIAL SUMMARY: YEAR TO DATE

Revenue	Total Budget	YTD Actuals	Variance	% Spent
Municipal Funding	\$ 1,587,918	\$ 793,959	\$ 793,959	50%
Municipal Other - Cultural Services SLA	\$ 150,000	\$ 150,000		100%
Other Revenue				
KAP Contribution	\$ 1,600,000	\$ 800,000	\$ 800,000	50%
KAP Contribution - Other	\$ 28,000	\$ 13,138	\$ 14,862	47%
MAT 35% - Film and Media	\$ 350,000	\$ 350,000		100%
MAT 65% - STR	\$ 60,000	\$ 13,897	\$ 46,103	23%
MAT 35% - Film Incentive		\$ 40,000	\$ (40,000)	0%
Francophone 2023 - 2024	\$ 22,980	\$ 16,980	\$ 6,000	74%
Experience Ontario	\$ 26,142	\$ 21,600	\$ 4,542	83%
VIC Sales & Commissions:				
Resale	\$ 65,000	\$ 46,445	\$ 18,555	71%
Ticket sales & other revenue	\$ 28,500	\$ 7,811	\$ 20,689	27%
Brochure racking	\$ 26,300	\$ 22,591	\$ 3,709	86%
Solar Eclipse		\$ 106,585	\$ (106,585)	0%
Music Revenue	\$ 50,000	\$ 50,000		100%
Film Revenue	\$ 70,000	\$ (14,500)	\$ 84,500	-21%
Business Events Revenue	\$ 5,500	\$ 3,295	\$ 2,205	60%
Travel Trade Revenue	\$ 2,550	\$ 2,459	\$ 91	96%
Sport & Wellness Revenue	\$ 2,000	\$ 40,772	\$ (38,772)	2039%
Marketing Revenue	\$ 75,000	\$ 147,087	\$ (72,087)	196%
Partnership Revenue	\$ 40,000	\$ 20,000	\$ 20,000	50%
Other Funding	\$ 249,382	\$ 707,590	\$ (458,208)	284%
Total Revenue	\$ 4,439,272	\$ 3,339,709	\$ 1,206,148	75%
Expenditures				
Wages & Benefits	\$ 1,789,000	\$ 822,643	\$ 966,357	46%
Other Administrative Expenses	\$ 250,000	\$ 183,963	\$ 66,037	74%
Reserve	\$ 50,000	\$ 25,000	\$ 25,000	50%
Software Maintenance	\$ 64,000	\$ 47,075	\$ 16,925	74%
Project Expenses				
Marketing Digital Content Media Relations	\$ 1,650,000	\$ 987,165	\$ 662,835	60%
Special Projects		\$ 443,477	\$ (443,477)	0%
Partnerships	\$ 40,000	\$ 30,000	\$ 10,000	75%
Francophone Community Grant 2023 - 2024	\$ 22,980	\$ 22,980		100%
Experience Ontario	\$ 26,142	\$ 27,677	\$ (1,535)	106%
Business Events	\$ 78,000	\$ 49,605	\$ 28,395	64%
Travel Trade	\$ 72,000	\$ 46,583	\$ 25,417	65%
Sport & Wellness	\$ 105,150	\$ 79,935	\$ 25,215	76%
Film	\$ 112,000	\$ 35,573	\$ 76,427	32%
MAT 35% - Film Incentive		\$ 40,000	\$ (40,000)	0%
Music	\$ 50,000	\$ 26,470	\$ 23,530	53%
Visitor Services	\$ 130,000	\$ 99,341	\$ 30,659	76%
Solar Eclipse		\$ 46,431	\$ (46,431)	0%
Total Expenditures	\$ 4,439,272	\$ 3,013,918	\$ 1,425,354	68%
Surplus/(Deficit)	-	\$ 325,791	\$ (219,206)	68%

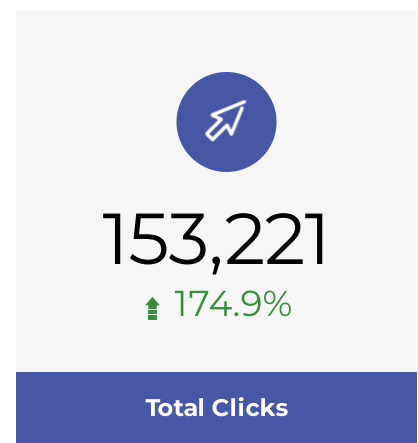
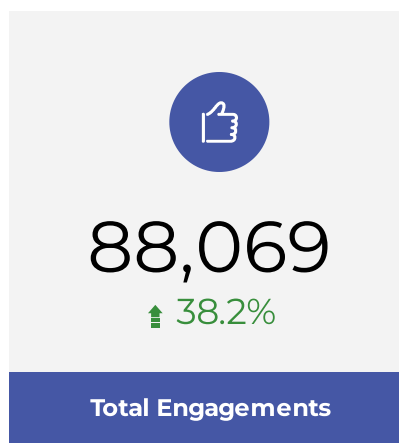
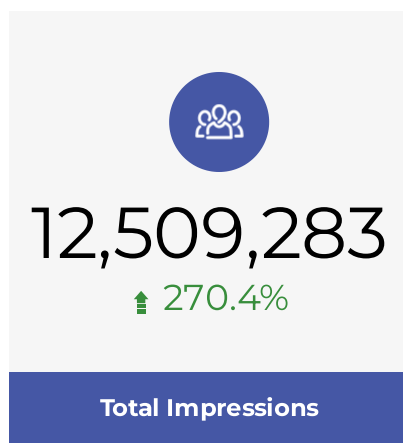
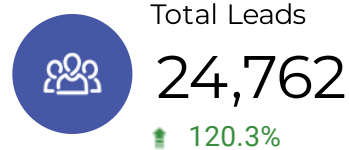
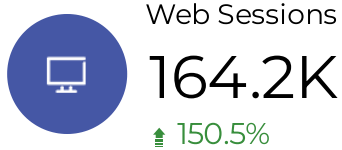


digital report

KINGSTON

Overview - April 2024

The big picture of our digital activity this month



Impressions, Engagements, and Clicks include all digital activity

Apr 1, 2024 - Apr 30, 2024

Website

- Web sessions increased 150% YoY in April, and decreased 27% MoM, generating 164k sessions.
- With the eclipse campaign in-market we were generating roughly 10-14k sessions per day, peaking at 14 on April 7th. on April 9th we saw an 80% decrease in sessions, dropping to 2800. Sessions begin to jump up again on April 22nd, hovering around 5.5k by EoM.
- Our return visitors rate increased by 58% from 6% to 9.5% MoM.
- The newsletter saw stable open rates with CTRs shifting slightly.
- Lead generation conversions continue to see strong growth MoM.

Paid Digital

We rolled out brand campaign assets with several vendors in April, launching on the Toronto Sun, Escapism & Foodism and CP24 and including Meta, Google and StackAdapt.

Meta (FB/IG):Boosted Posts:

1.91% CTR (+7%) | \$0.20 CPC (-13%) | \$3.80 CPM (-7%)

- Impressions increased by 61% and link clicks increased by 73%, without solar posts in-market impressions remained flat MoM, but clicks still saw a 23% increase.
- "25 things to do" continues to deliver the highest clicks and CTRs at 4.49% for EN and 2.64% for FR.
- "Elm Cafe" delivered the next highest clicks and CTR at 2.47%.

Brand Campaign:

2.94% CTR (+36%) | \$0.27 CPC (-34%) | \$7.89 CPM (-10%)

- The CTRs saw improvements in April delivering a 25% YoY increase, while CPCs saw a 34% MoM decrease, but remained stable YoY.
- Clicks increased across all audience segments, but we see the strongest growth from the "Travellers" and "Food & Drink" audiences, which is likely attributed to the time of year.
- We decided to pause the remarketing campaign to focus efforts on speaking to new audiences and lower overall costs. As a result, we saw greater efficiency in the campaign across all key metrics.
- Page & Post Engagers consistently delivered the strongest CTRs within the remarketing campaign
- Creative performance:
 - The carousel Q2 delivered a 3.37% CTR and a \$0.20 CPC.
 - "Wellness" delivered the 2nd strongest CTR at 2.9% and a \$0.47 CPC.
 - "25 things (Spring)" delivered a 1.2% CTR and a \$0.54 CPC.

Solar Eclipse Campaign:

1.41% CTR (+15%) | \$0.28 CPC (-39%) | \$3.91 CPM (-30%)

- "Families" & "Nature" Interest audiences delivered the highest CTRs within the prospecting campaign at 1.68%.
- The remarketing campaign (page engagers) generated the most clicks with the highest CTR at 2.49%.
- The "Carousel" creative is our top-performing ad with a 1.79% CTR and \$0.24 CPC
- The "Merch" ad is the lowest-performing ad with a 0.34% CTR.

StackAdapt:Brand Campaign:

1.53% CTR (-10%) | \$0.44 CPC (+10%) | \$6.81 CPM (-)

- Our CTRs decreased slightly MoM, but we see clicks & impressions trending upwards after the Solar Eclipse campaign ended.
- The campaign generated 329K impressions and 5K clicks.
- Travel is the top-performing audience segment in April (1.9% CTR), with Spa interests delivering the next best CTR at 1.8%.
- The "Brand" banners are driving the highest CTR at 2.19%, and a \$0.31 CPC.
- The 300x600 and 300x350 banners deliver the highest CTRs.

Solar Eclipse:

0.24% CTR (+14%) | \$2.43 CPC (-13%) | \$5.83 CPM (-)

- The campaign performed well in the week leading up to the eclipse, generating 722K impressions and 2,569 clicks.
- The top-performing audience segments are Budget travel/Family travel, followed by Science interested users. Science and Nature interests are a new segment that would be relevant to test within the brand campaign.
- The countdown banners delivered the highest CTR at 0.47%.
- The 300x600 and 300x350 banners deliver the highest CTRs.

Recommendation:

- Test running a "Nature/Outdoor Enthusiasts" audience segment within the brand campaign.

Apr 1, 2024 - Apr 30, 2024

EmailCONSUMER

Avg. open rate: +6% (41.37%)

Avg. CTR: -16% (14.10%)

Total unsub: +30% (26)

MEMBER

Avg. open rate: -3% (39.89%)

Avg. CTR: +83% (6.34%)

Total unsub: -% (0)

Google:Demand-Gen:

Solar Eclipse:

1.44% CTR | \$0.09 CPC | \$1.30 CPM

- This was our first time running a Demand-Gen campaign for Tourism Kingston, which is great for maximizing reach as they provide access to Google's most visual, entertaining channels (YouTube, Discover and Gmail).

- The Entertainment and Leisure audience segments delivered the highest CTRs at 1.75%

- The description with the highest CTR (2.5%) is *"For one of the best views in Canada: witness the April 8 total solar eclipse in Kingston."*

- The headline with the highest CTR (2.3%) is *"Total solar eclipse events."*

- Square images delivered the highest CTRs and clicks.

Recommendation:

- We recommend testing a demand-gen campaign within the brand campaign if the display campaign performance does not improve over the next month.

Display:

Brand:

0.51% CTR | \$0.16 CPC | \$0.81 CPM

- The brand campaign launched after the Solar Eclipse campaign ended, and delivered a strong 0.51% CTR within the first month.

- The "Families" audience segment delivered the strong CTR at 0.65% while the "Leisure" interest segment delivered the lowest CTR at 0.36%

- The "Entertainment" segment delivered the second highest CTR at 0.49%

- Headlines and descriptions that specify the season (e.g.; Spring) delivered higher performance.

- Display campaigns don't provide granular details into the performance of each asset, and we may be better off converting the campaign to a Demand-Gen campaign depending on whether or not we can lower our costs further.

Performance Max:

0.61% CTR | \$0.09 CPC | \$0.57 CPM

- We also started implementing Performance Max campaigns in April, which allows advertisers to access all of Google's ad inventory (YouTube, Display, Search, Discover, Gmail, and Maps), and complements search campaigns to help convert customers.

- The "Families" and "Leisure" audience segments delivered the highest CTRs at 1.17%, while the "Entertainment" segment delivered the lowest CTR (0.51%)

- Our top audience segments outside of our current targeting are International travellers and users looking for vacation rentals, and this could be an additional segment worth including.

Recommendation:

- Test including "vacation rentals" segment if audience performance trends upwards MoM.

YouTube:

2.46% CTR | \$0.11 CPV | \$0.13 CPC | \$3.18 CPM

- The campaign is delivering a very strong 2.46% CTR and cost-efficient \$0.11 CPV. Historically we drive a \$0.10 CPV, which we are on track to achieve by May, and further decrease throughout the year.

- The Food & Drink delivered the highest CTR at 2.87%, followed by "Entertainment" at 2.25%.

- The "Leisure" segment delivered the lowest CTR at 1.9%

- ~50% of users drop off after watching 25% of the video. "Families" and "Leisure" see lower retention with 32-46% of users dropping off after 25% of the 45s ad. We'll continue to monitor this audience and will remove any underperforming segments within the overall audience group.

Paid Search

- The Solar Eclipse campaign was our top performing event (even with only 7 days in April), generating over 23% (930) of all web referrals in April

- Trolley tours generated 10% (404) of all web referrals

- Of the 4,036 referrals seen in April, 4,024 were web referrals, 8 were calls to hoteliers, and 3 were calls to operators

- In April, 46% of all web visits from ads resulted in a web/phone referral to a hotel or operator, down slightly from 49% in March

Apr 1, 2024 - Apr 30, 2024

Consumption

Is our content marketing working?

Glossary of Terms

Sessions

of times your site was visited.

Users

of people who visited your site.

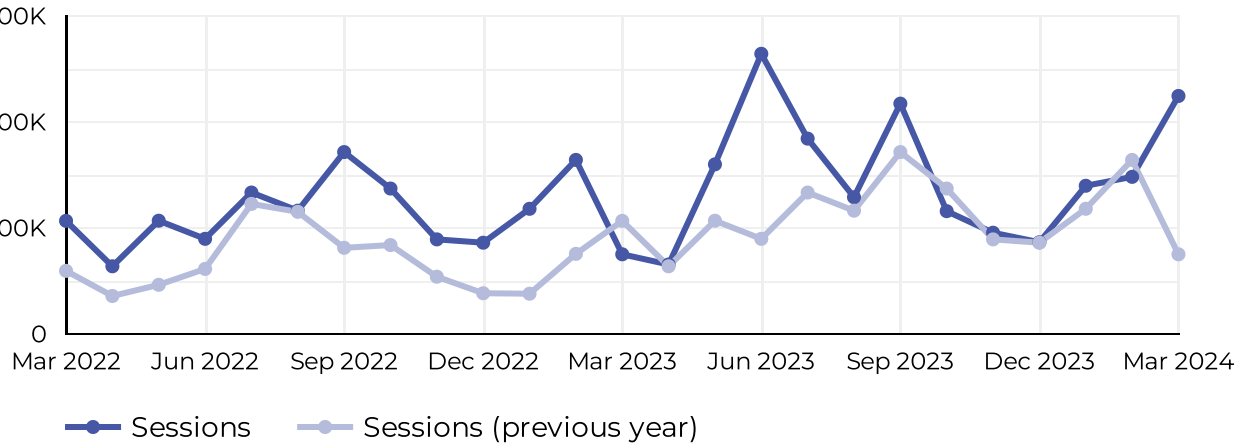
Page Views

of pages that have been viewed on your site.

% Return Visitors

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

* All percent change is Year Over Year



Sessions
164.2K
 ↑ 150.5%

Users
134.5K
 ↑ 151.9%

Page Views
225.0K
 ↑ 151.33%

Retention

Are users coming back and consuming our content?



9.5

% Return Visitors

Lead Generation

Are users converting online?

Operators

Hotels

<p>21,363 ↑ 100%</p> <p>Web Referrals</p>	<p>178 ↑ 74.5%</p> <p>Clicks to Call</p>
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<p>3,087 ↑ 576.97%</p> <p>Web Referrals*</p>	<p>134 ↑ 2580%</p> <p>Clicks to Call</p>
--	--

*Migration of Google Analytics took place in May. This review found that many hotel referrals are being captured as operator referrals, which has likely affected the breakdown of referrals in this report. This will be corrected going forward.

Consumption

How is our audience using our site?

Users
134,450

Apr 1, 2024 - Apr 30, 2024

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.

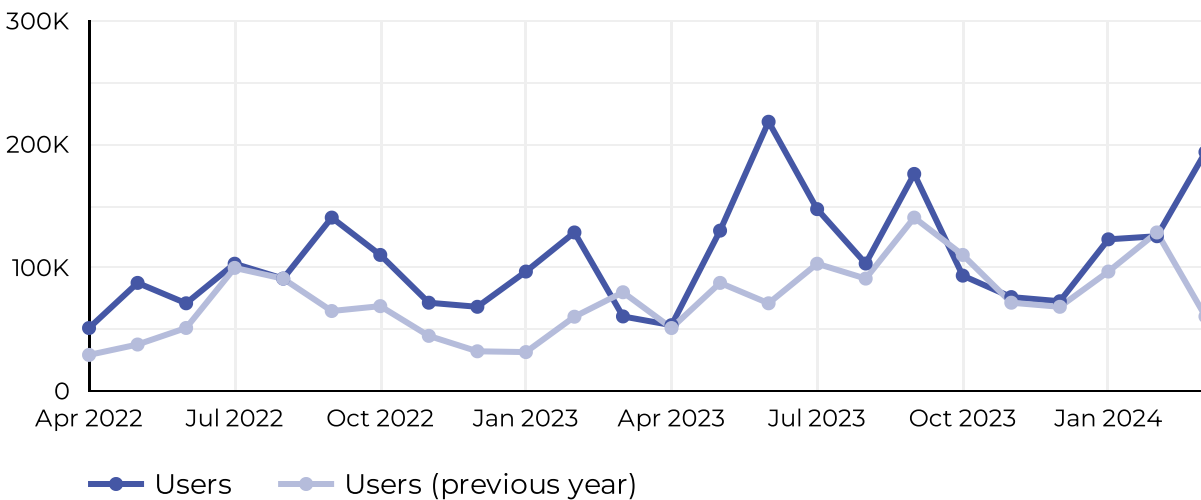
Engagements


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





00:00:28

Avg. Engagement per Session



1.37

Pages/Sessions

Social Media

An overview of activity on our social media channels



24,179
Instagram Followers



64,527
Facebook Page Likes




69,133
Facebook Page Follow



9,001
X Followers




2,792
TikTok Followers




2,933,475
↑ 119.2%

Impressions



85,454
↑ 55.4%

Engagements



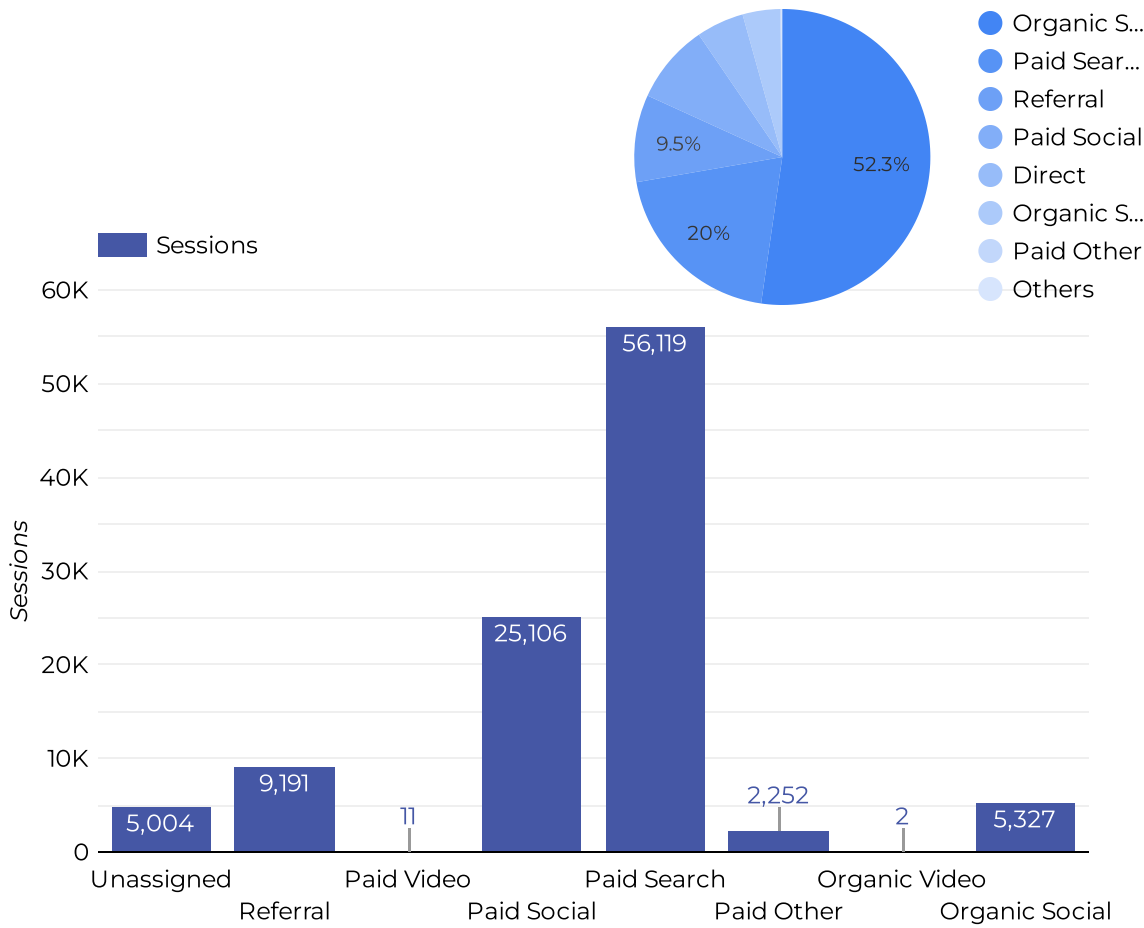
36,198
↑ 64.4%

Clicks

*totals for organic and paid Facebook, Instagram, Twitter

Website Metrics

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



Apr 1, 2024 - Apr 30, 2024

Glossary of Terms

Unassigned

Untagged sources.

Organic Search

Visitors referred by an unpaid search engine listing.

Organic Social

Visitors from organic social posts.

Paid Search

Visitors from paid search ads.

Direct

Visitors who visited the site by typing the URL directly into their browser or from bookmarks, untagged links within emails or documents.

Referral

Visitors referred by links on other websites.

Display

Visitors from display advertising.

Website Metrics - Top 10

Traffic by City

Rank	City	Sessions
1.	Toronto	34,744
2.	Kingston	28,261
3.	Montreal	12,307
4.	(not set)	8,643
5.	Ottawa	8,277
6.	Brampton	3,027
7.	Mississauga	3,027
8.	Hamilton	1,736
9.	Markham	1,467
10.	Vaughan	1,428

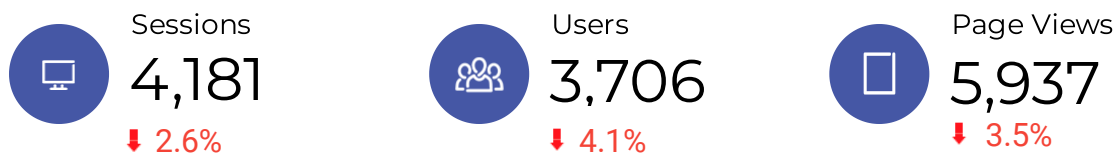
Most Visited Pages

Rank	Landing page	Sessions
1.	/eclipse2024	62,659
2.	/together	28,521
3.	/25-things-to-do-in-kingston-in-april	7,535
4.	/your-guide-to-the-total-solar-eclipse..	5,561
5.	(not set)	4,848
6.	/visitor-survey	4,016
7.	/	3,983
8.	/see-do/top-attractions	3,084
9.	/eye-safety-during-the-total-solar-ecli..	1,781
10.	/events-calendar	1,645

French and Chinese Sites

Website metrics from each of our French and Chinese sites

French

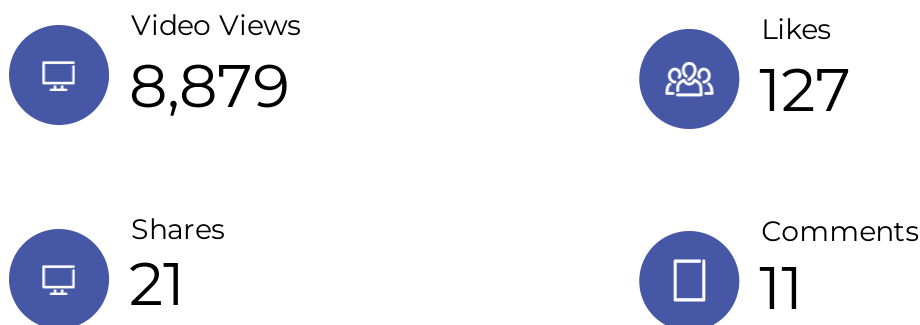


Chinese



TikTok

Metrics from VisitKingston's TikTok account for the month



Apr 1, 2024 - Apr 30, 2024

Glossary of Terms

Sessions

of times your site was visited.

Users

of people who visited your site.

Page Views

of pages that have been viewed on your site.

Video Views

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

Likes

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

Comments

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

**comparison is year over year*

Apr 1, 2024 - Apr 30, 2024

Email Marketing

An overview of email campaigns this month

Consumer Newsletter



9,134

Total Deliveries



3,779

Total Unique Opens



533

Total Clicks



26

Total Unsubscribes



41.37%

Average Open Rate



14.10%

Average CTR

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

Member Newsletter



356

Total Deliveries



142

Total Unique Opens



9

Total Clicks



0

Total Unsubscribes



39.89%

Average Open Rate



6.34%

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.

Apr 1, 2024 - Apr 30, 2024

Paid Digital | Content Boosting

A snapshot of our Meta ads in market this month

English Boosted Content

Ad Names	Impressions	Link clicks	CTR	CPC	CPM
TK (0409) Boosted Post Engagement Solar Eclipse ...	192,535	16	0.01%	\$33.19	\$2.76
TK (0401) Boosted Post Traffic Solar Eclipse Tour Gu...	189,121	2,883	1.52%	\$0.25	\$3.74
TK (0326) Boosted Post Traffic 25 things in April	91,652	1,719	1.88%	\$0.17	\$3.17
TK (0403) Boosted Post Traffic Solar Eclipse Eye Saf...	47,175	1,093	2.32%	\$0.16	\$3.75
TK (0418) Boosted Post Traffic Elm Cafe	44,844	1,104	2.46%	\$0.15	\$3.70
TK (0402) Boosted Post Traffic Celestial Menus	42,161	590	1.40%	\$0.30	\$4.20
TK (0426) Boosted Post Traffic 25 things in May	21,850	975	4.46%	\$0.05	\$2.43
TK (0412) Boosted Post Traffic Aaliyah Edwards	17,825	283	1.59%	\$0.19	\$3.06
Grand total	647,163	8,663	1.34%	\$0.25	\$3.33

French Boosted Content

Ad set name	Impressions	Link clicks	CTR	CPC	CPM
TK (0426) Boosted Posts Traffic FR 25 chose a faire ...	19,535	516	2.64%	\$0.10	\$2.67
TK (0326) Boosted Posts Traffic FR 25 choses a faire ...	119,115	2,170	1.82%	\$0.27	\$4.85
Grand total	138,650	2,686	1.94%	\$0.23	\$4.54

Paid Digital | Solar Eclipse Campaign

A snapshot of our digital ads in market this month

Meta

Campaign name	Impressions	Link clicks	CTR	CPC	CPM
TK (2024) Solar Eclipse Prospecting Traffic	827,120	13,342	1.61%	\$0.22	\$3.53
TK (2024) Solar Eclipse RMKT LPVs	199,922	3,908	1.95%	\$0.34	\$6.62
Grand total	1,027,042	17,250	1.68%	\$0.25	\$4.13

StackAdapt

Campaign	Impressions	Clicks	CTR (%)	CPC	CPM
TK (2024) Solar Eclipse Display	722,626	2,569	0	\$1.62	\$5.75
Grand total	722,626	2,569	0	\$1.62	\$5.75

Google Display

Campaign	Impressions	Clicks	CTR	CPC	CPM
TK (2024) Solar Eclipse DMGen Traffic	3,320,605	47,784	1.44%	\$0.09	\$1.30
Grand total	3,320,605	47,784	1.44%	\$0.09	\$1.30

*Prospecting campaigns were optimized towards website traffic. Remarketing campaigns were optimized towards landing page views

Apr 1, 2024 - Apr 30, 2024

Paid Digital | Brand Campaign

A snapshot of our digital ads in market this month

Meta

Campaign name	Impressions	Link clicks	CTR ▾	CPC	CPM
TK (2024) Brand Campaign Prospecting Traffic	241,313	7,855	3.26%	\$0.23	\$7.62
TK (2024) Brand Campaign REMKTG EN Traffic	63,963	1,102	1.72%	\$0.52	\$8.91
Grand total	305,276	8,957	2.93%	\$0.27	\$7.89

StackAdapt

Campaign	Impressions ▾	Clicks	CTR (%)	CPC	CPM
TK (2024) Brand Campaign Display	329,384	5,055	2	\$0.44	\$6.80
Grand total	329,384	5,055	2	\$0.44	\$6.80

Google Display

Campaign	Impressions	Clicks	CTR	CPC	CPM
TK (2024) Brand Campaign YouTube	425,173	10,460	2.46%	\$0.13	\$3.18
TK (2024) Brand Campaign PMax	1,200,278	7,336	0.61%	\$0.09	\$0.57
TK (2024) Brand Campaign Display	1,064,005	5,450	0.51%	\$0.16	\$0.81
Grand total	2,689,456	23,246	0.86%	\$0.12	\$1.08

Toronto Sun

Creative Sizes	Impressions ▾	Clicks	CTR
300x250	228,161	544	0.24%
320x50	53,386	16	0.03%
728x90	28,407	8	0.03%
970x250	1,555	2	0.13%
300x600	1,011	0	0.00%
Grand total	312,520	570	0.09%

*Prospecting campaigns were optimized towards website traffic. Remarketing campaigns were optimized towards landing page views

Apr 1, 2024 - Apr 30, 2024

Lead Generation

A snapshot of our digital lead generation

Top Outbound Clicks (Website Referrals to Partners and Community)

Event Action	Total Clicks
https://www.cityofkingston.ca/residents/city-calendar-events/featu...	3,741
https://visitkingston.square.site/shop/2024-eclipse-merch/8?page=...	3,534
https://www.queensu.ca/physics/news-events/2024-total-solar-ecli...	2,814
https://www.forthenry.com/event/solar-eclipse-2024/	2,549
https://www.cityofkingston.ca/residents/parking/parking-lots	2,151
https://visitkingston.square.site/shop/2024-eclipse-merch/8?page=...	2,050
http://www.kingstonfoodtours.ca/	1,940
http://www.1000islandscruises.ca/	1,574
https://www.kingstontrolley.ca/reserve/	1,492
https://downtownkingston.ca/blogs/embrace-the-season/art-after-...	1,252

Paid Digital

A snapshot of our digital ads in market this month

Google Search - Search Warrant

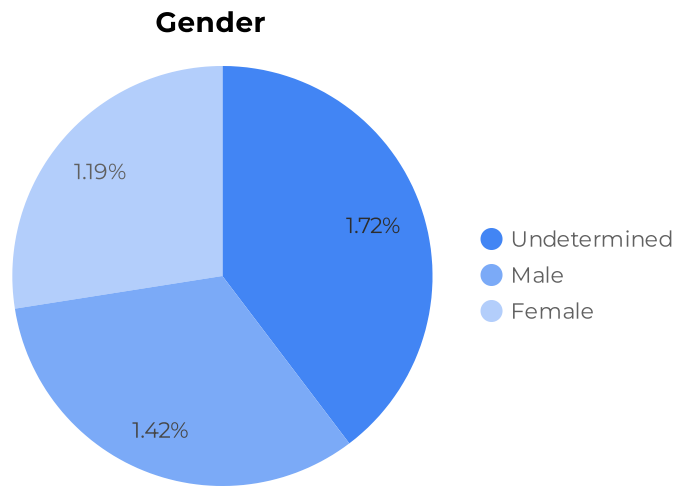
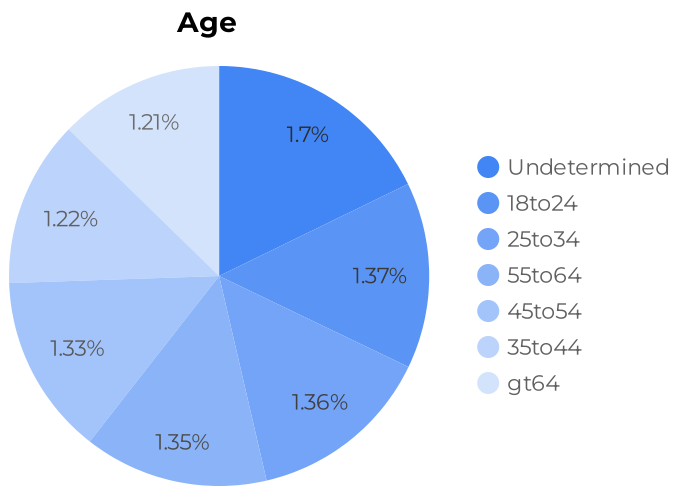
Session campaign	Impressions	Clicks	CTR	Views
KA:24 Things to do in April	20,929	5,132	24.52%	9,636
KA:23 2024 Solar Eclipse	12,421	2,146	17.28%	3,835
KA:24 April Events: Kingston Trolley Tour	3,251	745	22.92%	1,222
KA:24 April Events: The Original Haunted Walk of Kingston	1,138	253	22.23%	367
KA:24 April Events: Art Threads	1,084	219	20.20%	246
KA:24 April Events: Art After Dark	400	234	58.50%	265
KA:24 April Events: Kingston Food Tours	399	68	17.04%	70
Grand total	39,622	8,797	22.20%	15,768

Website Audience

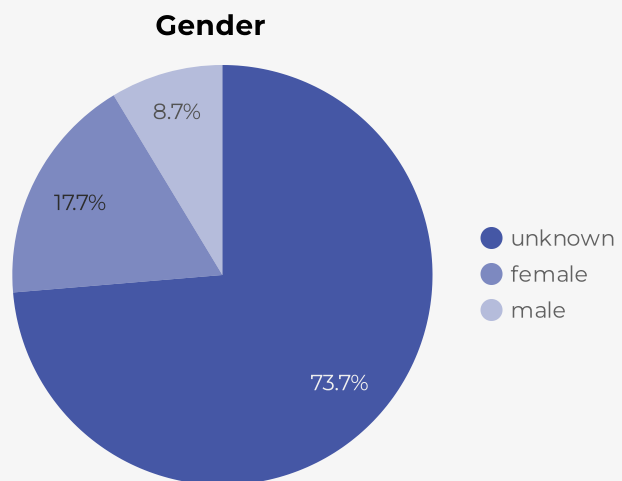
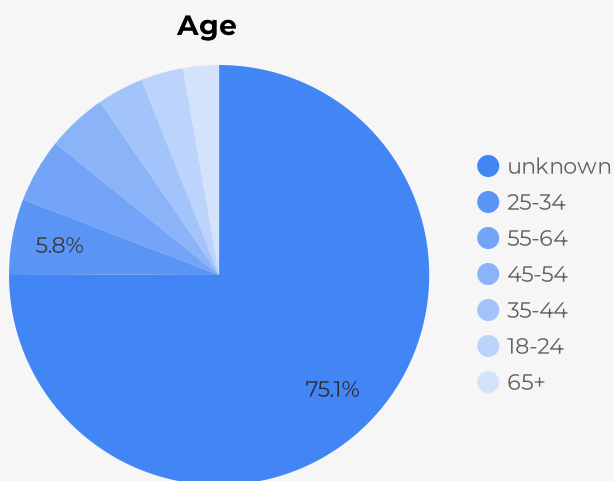
Apr 1, 2024 - Apr 30, 2024

A snapshot of the audience visiting our website

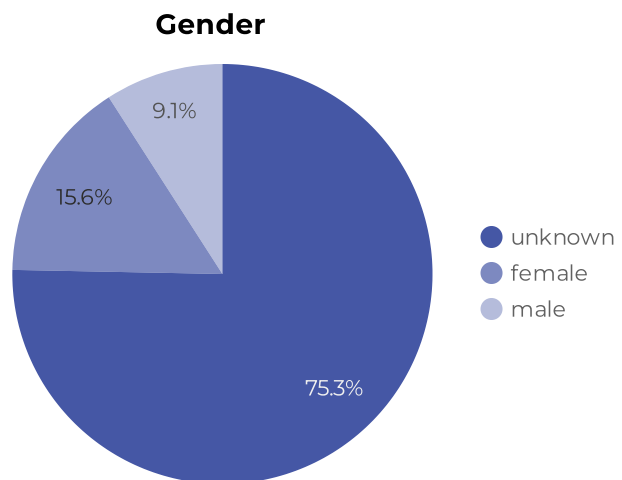
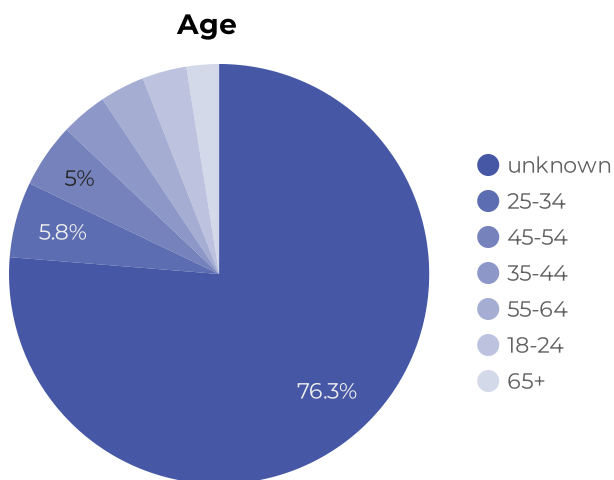
Click-through Rate by Audience on Google Ads



Hotel Leads by Audience



Operator Leads by Audience



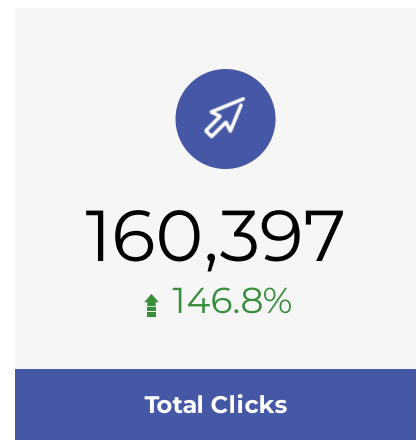
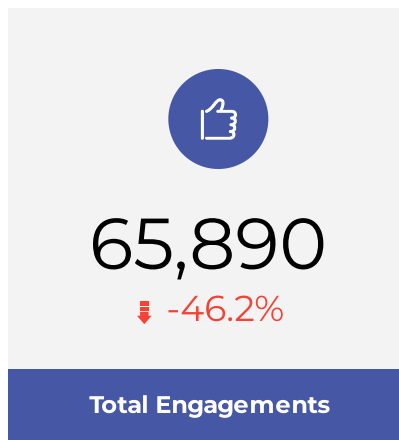
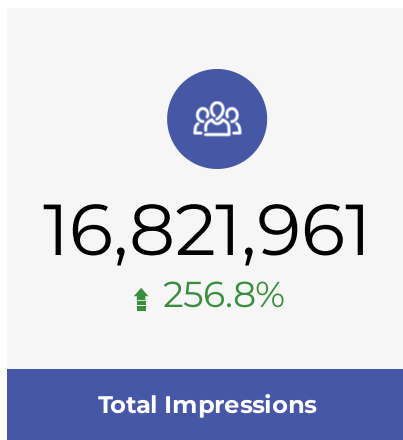
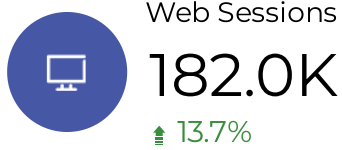


digital report

KINGSTON

Overview - May 2024

The big picture of our digital activity this month



Impressions, Engagements, and Clicks include all digital activity

May 1, 2024 - May 31, 2024

Website

- Web sessions increased 13% YoY in May, and increased 10% MoM, generating 182k sessions.
- Growth in sessions is directly attributed to paid search (+67%) and display (+148K%).
- Our return visitors rate increased by 9% from 9.5% to 10.4% MoM.
- The newsletter saw strong CTR increases across both segments with stable open rates, indicating users resonated with the messaging.
- Lead generation conversions continue to see strong growth MoM.

Paid Digital

Our campaigns were live across Toronto Sun and self-serve channels Meta, Google and StackAdapt. In May we rolled out radio ads on the Bell media network and paused for the month across CP24 and Escapism/Foodism.

Meta (FB/IG):Boosted Posts:

2.26% CTR (+18%) | \$0.14 CPC (-27%) | \$3.27 CPM (-14%)

- Impressions decreased by 17% and link clicks increased by 18%, while spend decreased by 29% due to no longer having the solar eclipse campaign in-market.
- The engagement rate was 2.6% (+24%).
- "Best Restaurant pt.2" delivered an 8.2% CTR (+104% higher than the next best performer).

Brand Campaign:

2.41% CTR (-26%) | \$0.26 CPC (+12%) | \$6.31 CPM (-17%)

- Impressions saw a 81% increase MoM due to a 48% increase in the budget, which essentially forces the campaign into the learning phase again with an influence of users that large. Any budget change above 15% will throw the campaign into learning mode, or any changes to creative.
- Impressions increased on average 90% across all audiences, which resulted in a consistent CTR decrease. The CTRs decreased by ~30% across all audience segments, with families seeing the lowest decline at -18%.
- The carousel: Q2 delivered the highest CTR at 3%
 - Q2 Brand 30s video delivered the lowest CTR at 0.93%.

Business Events Campaign:

1.84% CTR | \$0.49 CPC | \$9.00 CPM

- The Generic/Unintentional Planner segment delivered the highest CTR at 1.94%, while professionals in the event industry delivered a 1.75% CTR.

VIA Rail Campaign:

0.67% CTR | \$0.86 CPC | \$5.74 CPM

- LinkedIn did not spend in full, so we've put the campaign back in-market to spend the remaining budget (\$2,585)

StackAdapt:Brand Campaign:

0.84% CTR (-45%) | \$0.81 CPC (+95%) | \$6.79CPM (-)

- The campaign generated 329K impressions and 2700 clicks.
- Travel is the top-performing audience segment MoM (6.82% CTR), with news and sports delivering the next best CTRs at 2.5%.
- The "[Inspiring Culture](#)" landing page is driving the highest number of views (50), while the "[Fresh Flavours](#)" page delivered the next best at 21 views.

Email:

CONSUMER

Avg. open rate: +3% (42.69%)

Avg. CTR: +36% (19.27%)

Total unsub: +23% (32)

MEMBER

Avg. open rate: +4% (41.40%)

Avg. CTR: +105% (12.99%)

Total unsub: -% (0)

May 1, 2024 - May 31, 2024

Google:Demand-Gen:

Business Events:

1.52% CTR | \$0.10 CPC | \$1.56 CPM

- We're seeing strong CTRs with the launch of the Demand Gen campaign that we're unable to deliver with a standard display campaign.
- All audience segments are delivering comparable CTRs between 1.4%-1.6%. We've segmented the audience into Business Event-related queries, industry professionals, and Industry Associations, with Industry Associations delivering the highest CTRs, but also the highest CPMs as the audience is very niche, targeting all event planner association websites within Canada.
- Best performing copy: *See more. Do more. Taste more. Get more with your business event in Kingston. Plan today.*
- Lowest performing copy: *Why meet in a small city? See, do, and save more. Plan your business event in Kingston.*

Display:

Brand:

0.53% CTR (+4%) | \$0.14 CPC (-12%) | \$0.74 CPM (-9%)

- Our CTR saw a small increase as a result of our audience optimizations, eliminating audiences that deliver a CTR below 0.50% which is our benchmark based on performance and industry standards.
- Leisure, Food & Drink, and Travel audience segments delivered the highest CTRs at 0.56%-0.66% CTR.

Recommendations:

- We typically see CTRs 3x higher within demand-gen campaigns, and they also provide more insights for us to optimize. Therefore, we recommend converting the display campaign to a demand-gen campaign.

Performance Max:

0.61% CTR (-) | \$0.09 CPC (-) | \$0.56 CPM (-2%) | \$0.45 CPV (+28%)

- Performance Max campaigns allow advertisers to access all of Google's ad inventory (YouTube, Display, Search, Discover, Gmail, and Maps), and complement search campaigns to help convert customers, but currently, performance metrics and insights are limited for this campaign type. Note: Google is rolling out more PMax insights available to advertisers throughout 2024.
- We removed low-performing image assets and copy which resulted in performance remaining stable despite increasing impressions by 246% to 4.1M. A typical CTR from PMax campaigns is usually around 1%, but achieving that CTR is harder outside of the e-commerce space. We will continue to optimize best-performing assets, which will increase our CTR over time.
- Best performing copy speaks to vacations or weekend getaways, "no pressure, no deadlines".
- The lowest performing copy is generic "*Kingston trip packages, experiences, and travel inspo*" and "*For the views, the vibe, and the time outside: get together in Kingston*".

YouTube:

1.85% CTR (-25%) | \$0.13 CPV (+22%) | \$0.09 CPC (| \$1.73 CPM (-45%)

- The CTRs decreased as we drastically increased our reach by 532%. It's expected to have a CTR decrease with a large increase in impressions.
- Optimizations we make feed into our YouTube campaign, allowing us to share learnings
- Historically we drive a \$0.10 CPV, which we have surpassed in May with a \$0.09 CPV.
- The Families, Leisure and Travellers segments delivered a strong average. 2.75% CTR.
- The "Entertainment" segment delivered the lowest CTR at 1.78%
- We've been optimizing the campaign to remove low view rate placements, which resulted in a 10% increase in in-feed placements, which require the viewer to physically engage with the ad to count as a view.
- We've seen our video play time increase as more users in the "travellers" and "Food & Drink" audience view 75-100% of the video.

Paid Search

- The Kingston Pen Tours campaign generated 24% of all web referrals in May
- Search ads that were paired with the "Waterfront" site link saw a 146% increase in referrals month over month
- Of the 7,159 referrals seen in May, 7,135 were web referrals, 21 were calls to hoteliers, and 3 were calls to operators
- In May, 68% of all web visits from ads resulted in a web/phone referral to a hotel or operator

PCMA Convene Podcast:

- 52 podcast downloads reported. The ad is host-read and repeated throughout the podcast episodes ensuring multiple impressions per spot.
- On April 29th PCMA Podcast tagged Tourism Kingston in an organic social post, driving a noticeable increase (+66%) in US visitors to the TK website. By May 31st, we saw a 126% increase to US visitors (~3500 sessions).
- **Note:** There is a DO partnership US campaign that launched on the 27th, which was driving up US sessions by ~200 daily, and after the PCMA social boost, we see an increase of 1k sessions daily until June 1 when performance begins to stabilize.

May 1, 2024 - May 31, 2024

Consumption

Is our content marketing working?

Glossary of Terms

Sessions

of times your site was visited.

Users

of people who visited your site.

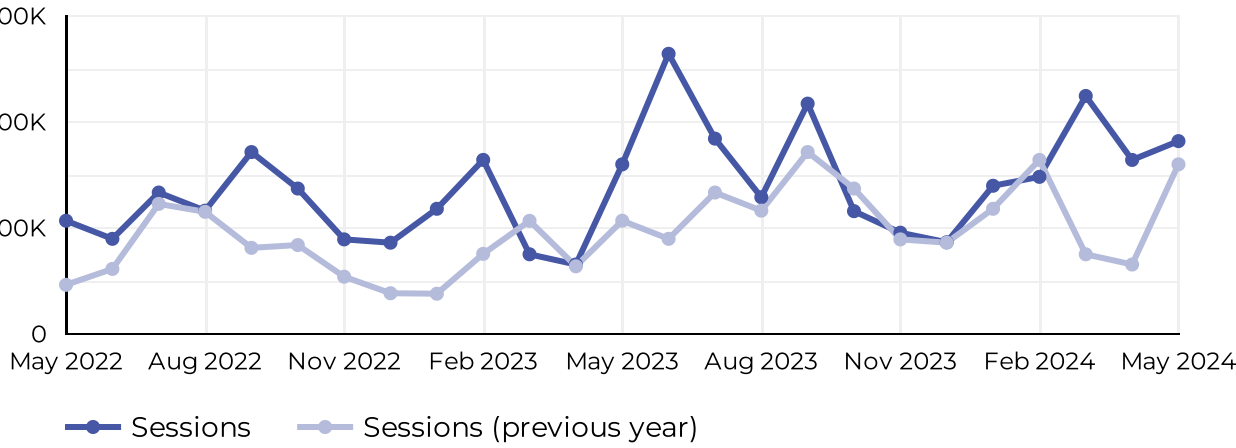
Page Views

of pages that have been viewed on your site.

% Return Visitors

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

* All percent change is Year Over Year



Sessions
182.0K
↑ 13.7%

Users
154.9K
↑ 19.1%

Page Views
258.2K
↑ 151.33%

Retention

Are users coming back and consuming our content?



10.4

% Return Visitors

Lead Generation

Are users converting online?

Operators

Hotels

<p>22,773 ↑ 49.92%</p> <p>Web Referrals</p>	<p>75 ↓ 42.75%</p> <p>Clicks to Call</p>
---	--

<p>2,268 ↑ 248.4%</p> <p>Web Referrals*</p>	<p>208 ↑ 20,700%</p> <p>Clicks to Call</p>
---	--

*Migration of Google Analytics took place in May. This review found that many hotel referrals are being captured as operator referrals, which has likely affected the breakdown of referrals in this report. This will be corrected going forward.

Consumption

How is our audience using our site?

Users
154,908

May 1, 2024 - May 31, 2024

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.

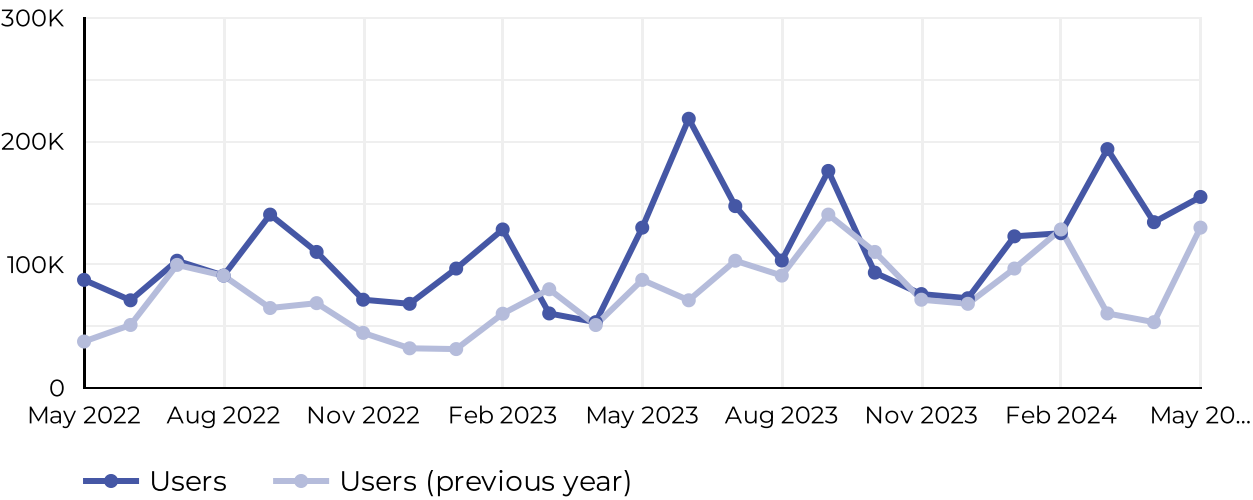
Engagements


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





00:00:22

Avg. Engagement per Session



1.42

Pages/Sessions

Social Media

An overview of activity on our social media channels



24,351
Instagram Followers



64,621
Facebook Page Likes




69,348
Facebook Page Follow



9,030
X Followers




2,857
TikTok Followers




2,445,355
↑ 46.8%

Impressions



62,277
↓ -43.7%

Engagements



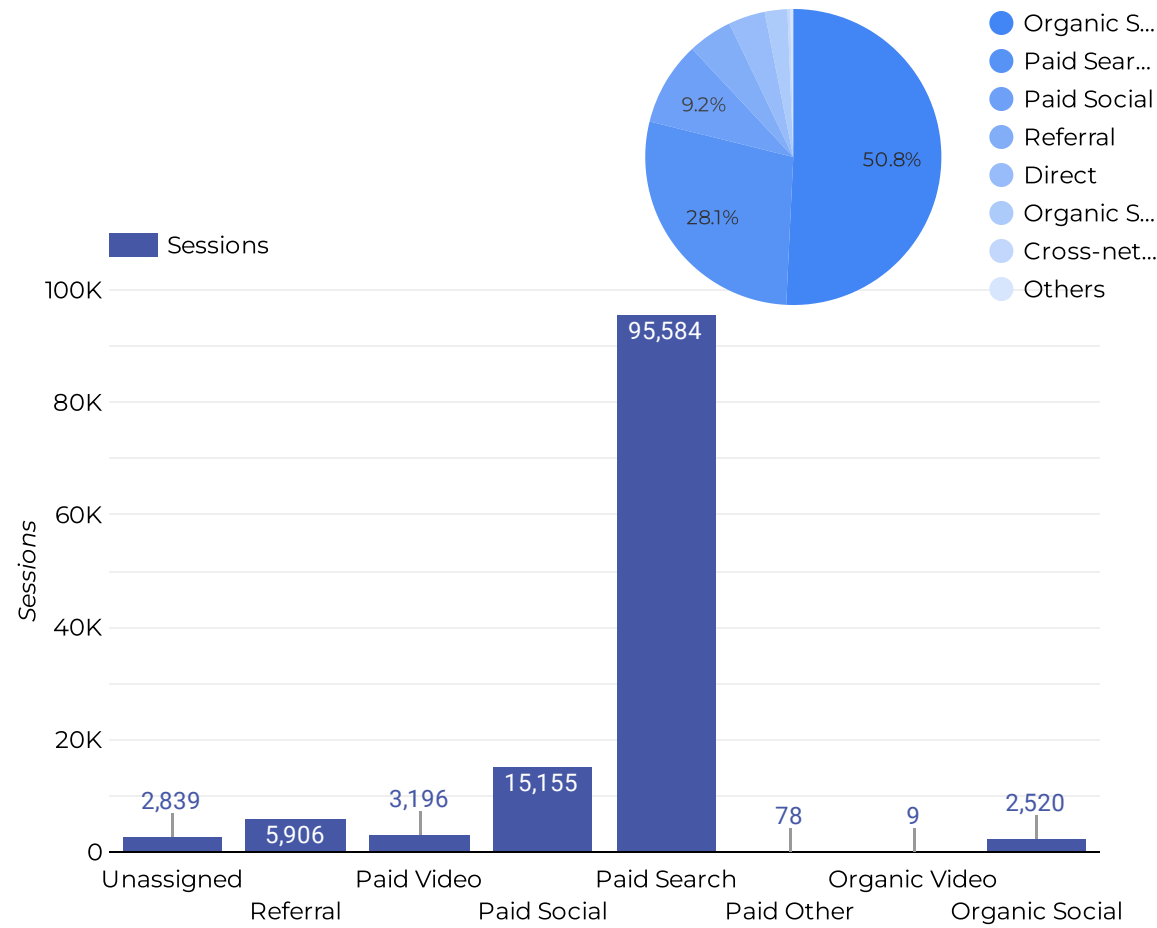
24,371
↓ -12.1%

Clicks

*totals for organic and paid Facebook, Instagram, Twitter

Website Metrics

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



May 1, 2024 - May 31, 2024

Glossary of Terms

Unassigned

Untagged sources.

Organic Search

Visitors referred by an unpaid search engine listing.

Organic Social

Visitors from organic social posts.

Paid Search

Visitors from paid search ads.

Direct

Visitors who visited the site by typing the URL directly into their browser or from bookmarks, untagged links within emails or documents.

Referral

Visitors referred by links on other websites.

Display

Visitors from display advertising.

Website Metrics - Top 10

Traffic by City

City	Sessions
1. Toronto	38,902
2. Kingston	22,704
3. Montreal	20,466
4. (not set)	9,132
5. Ottawa	8,488
6. Mississauga	2,973
7. Brampton	2,753
8. New York	2,226
9. Vaughan	1,717
10. Hamilton	1,523

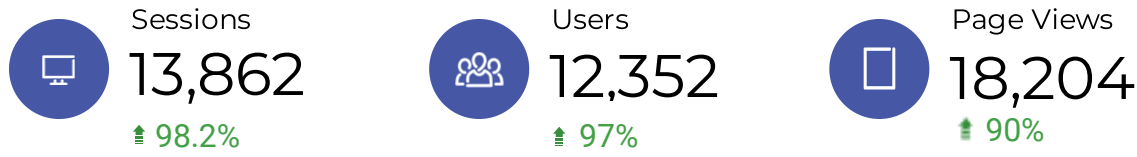
Most Visited Pages

Page path	Sessions
1. /together/	92,760
2. /25-things-to-do-in-may/	14,498
3. /usa/	9,602
4. /12-best-kept-secret-restaurants-in-ki...	5,284
5. /see-do/top-attractions/	5,126
6. /meet-in-kingston/	5,016
7. /	4,811
8. /visitor-survey/	3,843
9. /events-calendar/	3,387
10. /category/top-25-things-to-do/	1,988

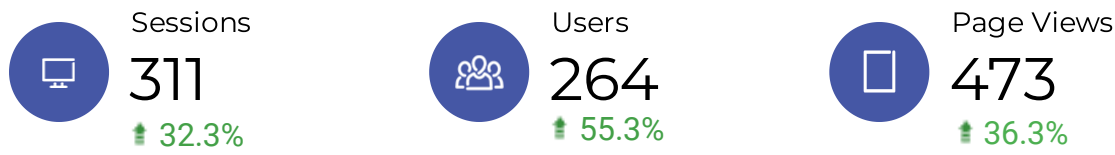
French and Chinese Sites

Website metrics from each of our French and Chinese sites

French

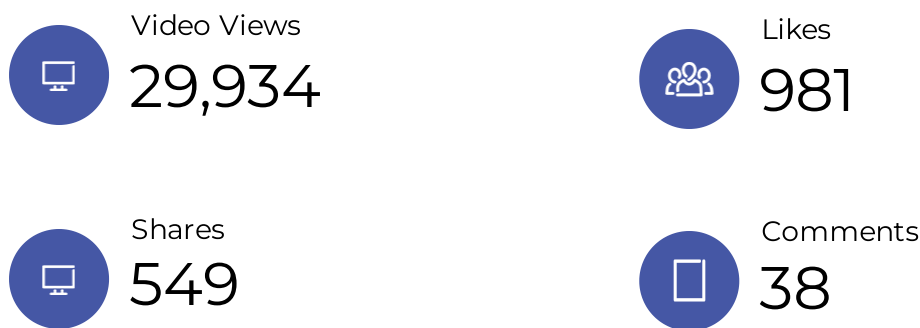


Chinese



TikTok

Metrics from VisitKingston's TikTok account for the month



May 1, 2024 - May 31, 2024

Glossary of Terms

Sessions

of times your site was visited.

Users

of people who visited your site.

Page Views

of pages that have been viewed on your site.

Video Views

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

Likes

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

Comments

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

**comparison is year over year*

May 1, 2024 - May 31, 2024

Email Marketing

An overview of email campaigns this month

Consumer Newsletter



9,214

Total Deliveries



3,933

Total Unique Opens



758

Total Clicks



32

Total Unsubscribes



42.69%

Average Open Rate



19.27%

Average CTR

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

Member Newsletter



372

Total Deliveries



154

Total Unique Opens



20

Total Clicks



0

Total Unsubscribes



41.40%

Average Open Rate



12.99%

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.

May 1, 2024 - May 31, 2024

Paid Digital | Content Boosting

A snapshot of our Meta ads in market this month

English Boosted Content

Ad Names	Impressions	Link clicks	CTR	CPC	CPM
TK (0426) Boosted Post Traffic 25 things in May	116,789	3,166	2.71%	\$0.10	\$2.58
TK (0515) Boosted Post Traffic Best Restaurant Pt.2	39,744	3,272	8.23%	\$0.05	\$3.71
TK (0508) Boosted Post Traffic Farmer Markets	32,793	835	2.55%	\$0.09	\$2.31
TK (0412) Boosted Post Traffic Aaliyah Edwards	16,910	201	1.19%	\$0.26	\$3.05
TK (0528) Boosted Post Traffic 25 things in June	12,160	403	3.31%	\$0.10	\$3.16
TK (0418) Boosted Post Traffic Elm Cafe	2,584	53	2.05%	\$0.21	\$4.30
TK (0531) Boosted Post Traffic Kingston Pride	1,437	54	3.76%	\$0.14	\$5.13
Grand total	222,417	7,984	3.59%	\$0.08	\$2.85

French Boosted Content

Ad set name	Impressions	Link clicks	CTR	CPC	CPM
TK (0528) Boosted Posts Traffic FR 25 chose a faire ...	4,395	94	2.14%	\$0.21	\$4.45
TK (0426) Boosted Posts Traffic FR 25 chose a faire ...	116,141	2,392	2.06%	\$0.13	\$2.60
Grand total	120,536	2,486	2.06%	\$0.13	\$2.67

Paid Digital | VIA Rail Promotion

A snapshot of our digital ads in market this month

Meta

Campaign name	Impressions	Link clicks	CTR	CPC	CPM
TK (0507) VIA Rail Promo Traffic EN	977,606	6,523	0.67%	\$0.86	\$5.74
TK (2024) Boosted Posts Traffic EN	148,300	606	0.41%	\$1.07	\$4.38
Grand total	1,125,906	7,129	0.63%	\$0.88	\$5.56

LinkedIn

Campaign	Impressions	Clicks	CTR	CPC	CPM
TK (2024) VIA Rail Early Train	31,435	269	0.86%	\$5.91	\$50.55
Grand total	31,435	269	0.86%	\$5.91	\$50.55

*Prospecting campaigns were optimized towards website traffic. Remarketing campaigns were optimized towards landing page views

Paid Digital | Brand Campaign

May 1, 2024 - May 31, 2024

A snapshot of our digital ads in market this month

Meta

Campaign name	Impressions	Link clicks	CTR	CPC	CPM
TK (2024) Brand Campaign Prospecting Traffic	450,161	10,829	2.41%	\$0.26	\$6.31
Grand total	450,161	10,829	2.41%	\$0.26	\$6.31

Google

Campaign	Impressions	Clicks	CTR	CPC	CPM
TK (2024) Brand Campaign YouTube	2,688,219	49,787	1.85%	\$0.09	\$1.73
TK (2024) Brand Campaign PMax	4,156,175	25,468	0.61%	\$0.09	\$0.56
TK (2024) Brand Campaign Display	3,894,261	20,722	0.53%	\$0.14	\$0.74
Grand total	10,738,655	95,977	0.89%	\$0.10	\$0.92

StackAdapt

Campaign	Impressions	Clicks	CTR (%)	CPC	CPM
TK (2024) Brand Campaign Display	329,923	2,768	0.84	\$0.81	\$6.79
Grand total	329,923	2,768	0.84	\$0.81	\$6.79

Toronto Sun

Creative Sizes	Impressions	Clicks	CTR
300x250	109,513	209	0.19%
320x50	39,705	19	0.05%
728x90	12,779	3	0.02%
970x250	509	0	0.00%
300x600	262	0	0.00%
Grand total	162,768	231	0.05%

Foodism / Escapism

Publications	Impressions	Clicks	CTR
Foodism	458,477	501	0.11%
Escapism	45,064	49	0.11%
Grand total	503,541	550	0.11%

*Prospecting campaigns were optimized towards website traffic. Remarketing campaigns were optimized towards landing page views

Paid Digital | Business Events

May 1, 2024 - May 31, 2024

A snapshot of our digital ads in market this month

Meta

Campaign name	Impressions	Link clicks	CTR	CPC	CPM
TK (2024) Business Events	58,661	1,080	1.84%	\$0.49	\$9.00
Grand total	58,661	1,080	1.84%	\$0.49	\$9.00

Google

Campaign	Impressions	Clicks	CTR	CPC	CPM
TK (2024) Business Event DMGen	367,220	5,564	1.52%	\$0.10	\$1.56
Grand total	367,220	5,564	1.52%	\$0.10	\$1.56

LinkedIn

Campaign	Impressions	Clicks	CTR	CPC	CPM
TK (2024) Business Events	261,426	1,152	0.44%	\$2.58	\$11.35
Grand total	261,426	1,152	0.44%	\$2.58	\$11.35

Naylor

Media Brands	Impressions	Clicks	CTR
Meeting Professionals Toronto	565	2	0.35%
Grand total	565	2	0.35%

PCMA

Business Events	Downloads
Convene Series Podcast	53
Grand total	53

May 1, 2024 - May 31, 2024 ▾

Lead Generation

A snapshot of our digital lead generation

Top Outbound Clicks (Website Referrals to Partners and Community)

Event Action	Total Clicks ▾
https://greatlakesmuseum.ca/	2,211
https://www.kingstonpentour.com/	1,992
https://www.1000islandscruises.ca/	923
http://www.kingstonfoodtours.ca/	777
https://www.slushpuppieplace.com/events/	761
http://www.1000islandscruises.ca/	739
https://www.kingstonrolley.ca/	654
https://parks.canada.ca/lhn-nhs/on/bellevue	608
https://www.forthenry.com/	468
https://kppconcerts.com/springreverb	391

Paid Digital

A snapshot of our digital ads in market this month

Google Search - Search Warrant

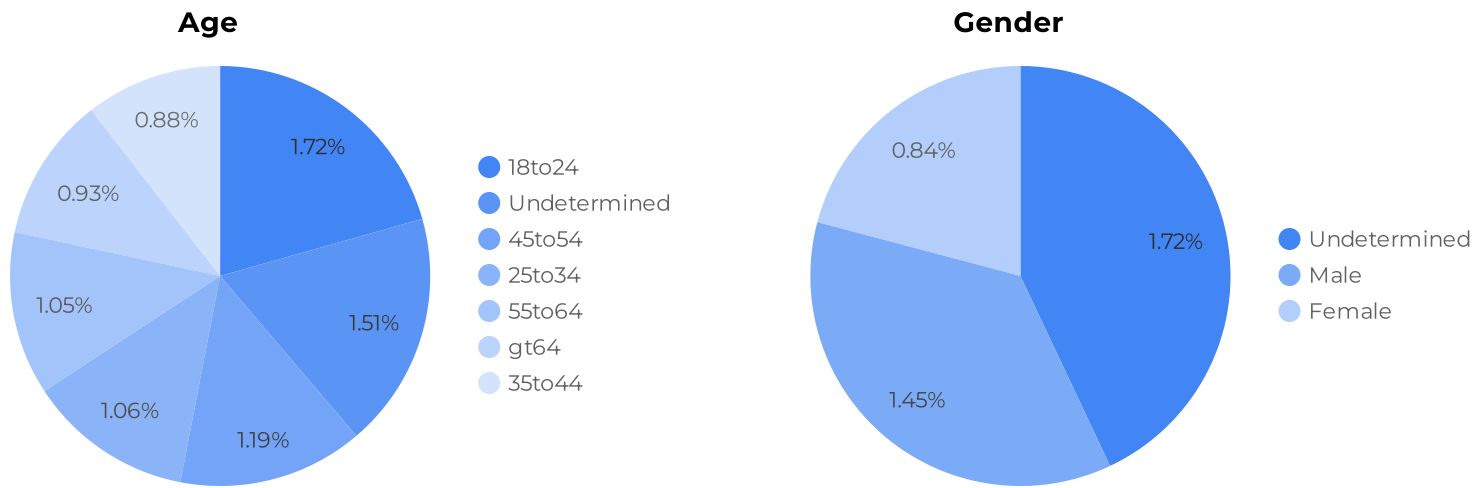
Session campaign	Impressions ▾	Clicks	CTR	Views
KA:24 Things to do in May	28,711	7,189	25.04%	12,626
KA:24 May Events: Kingston Pen Tours	3,815	1,989	52.14%	2,403
KA:24 May Events: Fort Henry	2,873	521	18.13%	682
KA:24 May Events: Science Rendezvous Kingston	1,040	515	49.52%	546
KA:24 May Events: Spring Reverb	804	167	20.77%	172
KA:24 Things to do in June	301	62	20.60%	98
KA:24 May Events: Kingston Food Tours	160	80	50.00%	109
Grand total	37,704	10,523	27.91%	16,774

Website Audience

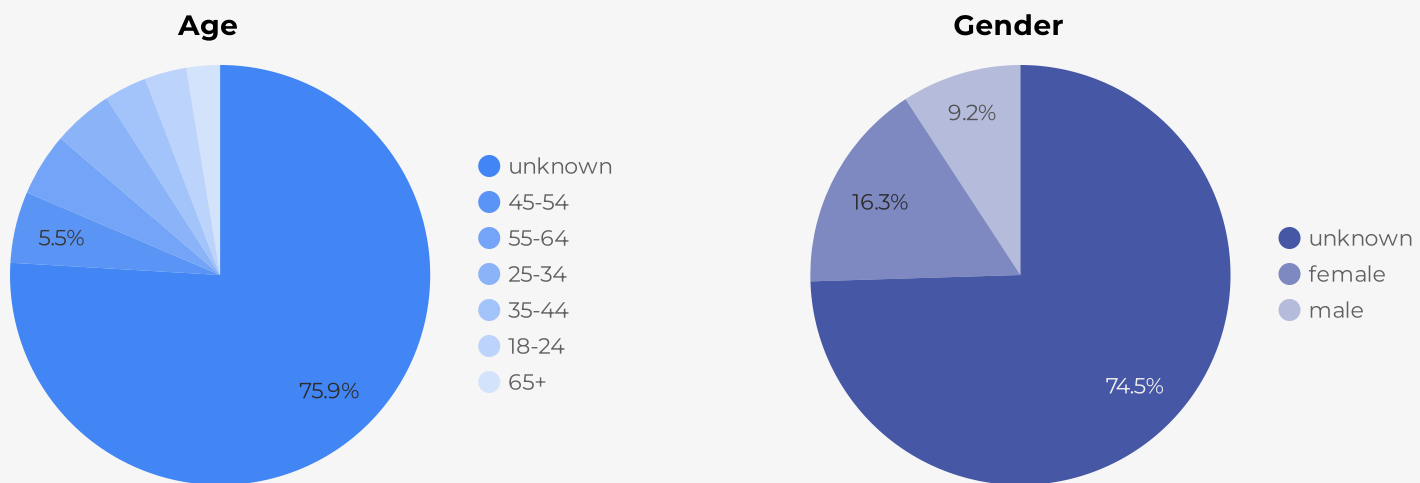
May 1, 2024 - May 31, 2024

A snapshot of the audience visiting our website

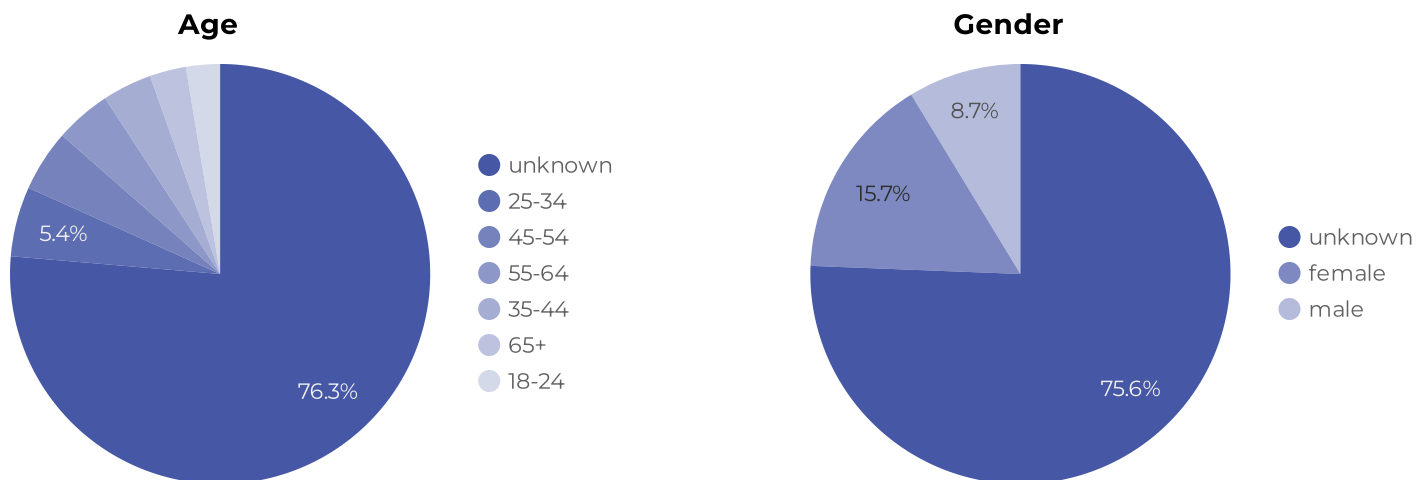
Click-through Rate by Audience on Google Ads



Hotel Leads by Audience



Operator Leads by Audience



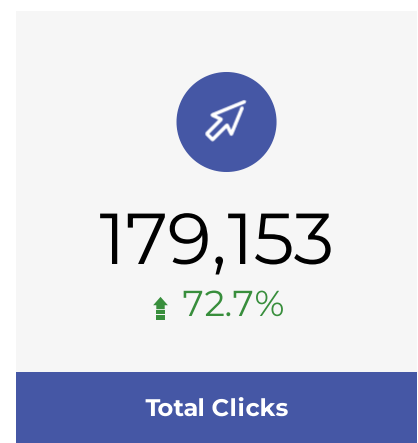
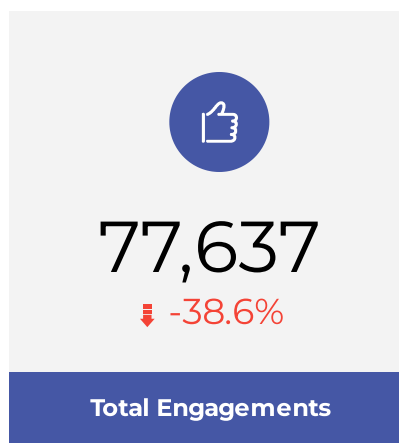
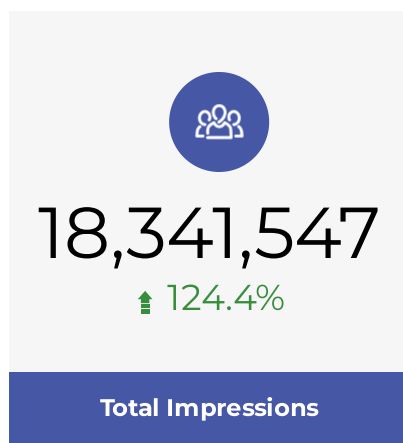
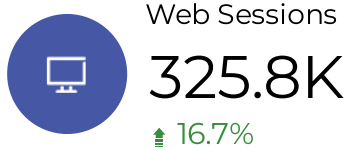


digital report

KINGSTON

Overview - June 2024

The big picture of our digital activity this month



Impressions, Engagements, and Clicks include all digital activity

Jun 1, 2024 - Jun 30, 2024

Website

- Web sessions increased 17% YoY in June, and increased 79% MoM, generating 325k sessions.
- Growth in sessions is directly attributed to paid search (+128%).
- Our return visitors rate decreased by 50% from 10.4% to 5.2% MoM.
- The member newsletter audience continues to deliver improved performance MoM.
- Universal Analytics is no longer supported, and all historical data has been removed. Going forward we will only reference GA4 data and are unable to pull data prior to June 2023. This has resulted in some metrics reporting shifts as UA metrics have different definitions than GA4 (sessions, views, avg. session engagement).

Paid Digital

Our campaigns were live across self-serve channels Meta, Google and StackAdapt, and we launched ads on Escapism and Newstalk 1010 CFRB in June.

Meta (FB/IG):Boosted Posts:

2.52% CTR (+12%) | \$0.16 CPC (+13%) | \$4.10 CPM (+26%)

- Impressions decreased by 32%, link clicks decreased by 24%, and spend decreased slightly by 15%.
- The biggest drop in performance comes from our FR campaign, with a 60% decrease in clicks and impressions.
- The engagement rate was 2.9% (+11%), with the "25 things in June" delivering the highest post engagement.
- The top-performing posts were "Summer Wellness" with a 4.27% CTR and "Inner Harbour" with a 4.08% CTR.

Brand Campaign:

1.37% CTR (-43%) | \$0.42 CPC (+59%) | \$5.69 CPM (-10%)

- Impressions increased 23% with the "25 things" video delivering a 581% increase in impressions, resulting in our CPCs increasing while our CTR decreased.
- Across all audience segments we see a 50-60% increase in CPCs, while the "25 things" video saw a 12% decrease.
- The engagement rate increased 73% from May to 7.2%, while the "Travellers" and "Spa/Leisure" audience saw a ~7% decrease.
- The full-length brand video delivered the best performance with a 1.44% CTR, followed by "Summer Carousel 1" with a 1.37% CTR.
- The family-focused brand video delivered the lowest CTR at 0.87%, however, our "Families" audience segment is our top-performing audience.

Business Events Campaign:

2.63% CTR (+42%) | \$0.46 CPC (-6%) | \$12.04 CPM (+34%)

- The campaign saw strong growth in June, due to the 2x increase in the budget from May (due to the delayed launch).
- Performance between the "Unintentional planners" and "Event Planner professionals" is nearly the same, with the more generic audience delivering slightly higher costs
- The video delivers the best performance by far, with a 2.7% CTR, \$0.46 CPC. The static image delivered the lowest CPM at \$3-4 while the video CPM was \$12.70 (+263%)

Canada Day Campaign:

1.25% CTR | \$0.27 CPC | \$3.36 CPM

- We used the same audience segmentation as the brand campaign and saw the strongest performance come from the "Families" segment with a 1.41% CTR. In contrast, our "Entertainment" segment delivered the lowest CTR at 1.17%
- We tested variations of creative to see which delivered the best performance and determined the creative with all text performed the best vs. the creative with an illustrated image.

Pride Merch Campaign:

0.62% CTR | \$0.46 CPC | \$2.87 CPM

- We used the same audience segmentation as the brand campaign and saw the strongest performance come from the "Families" segment with a 0.84% CTR, while our Food & Drink audience delivered the lowest CTR at 0.36%

Weddings Campaign:

1.84% CTR | \$0.49 CPC | \$9.00 CPM

- The Generic/Unintentional Planner segment delivered the highest CTR at 1.94%, while professionals in the event industry delivered a 1.75% CTR.

StackAdapt:Brand Campaign:

0.24% CTR (-69%) | \$2.43 CPC (+200%) | \$6.81 CPM (-)

- The campaign generated 328K impressions and 923 clicks.
- Travel continues to be the top-performing audience segment in terms of clicks and CTR (0.24%), with Food & Drink delivering the most clicks and similar CTR at 0.23%.
- The highest CTR comes from Dining Out (In-Market) and Nature Enthusiasts/Environmentalists, which we recently added after seeing the strong performance from this segment during the solar campaign.

Jun 1, 2024 - Jun 30, 2024

Email:

New subscribers: 407

CONSUMER

Avg. open rate: -3% (41.23%)

Avg. CTR: -14% (16.57%)

Total unsub: -19% (26)

MEMBER

Avg. open rate: +35% (56.19%)

Avg. CTR: -1% (12.80%)

Total unsub: -% (2)

Google:Demand-Gen:

Business Events:

1.43% CTR (-5.50%) | \$0.08 CPC (-25%) | \$1.10 CPM (-29%)

- Our CTR dropped slightly due to a jump in impressions (+169%) and clicks (+154%).

- The growth is coming from our Industry Professionals audience, all segments within that group saw exceptional MoM growth.

- All audience segments are delivering comparable CTRs at ~1.4%. We've segmented the audience into Business Event-related queries, industry professionals, and Industry Associations, with Industry Associations delivering the highest CTRs, but also the highest CPMs as the audience is very niche, targeting all event planner association websites within Canada.

- Best performing headline: *Why conference in Kingston?*- Lowest-performing headline (more generic): *Business events in Kingston*- Best performing description: *Plan your business event in Kingston. Contact Tourism Kingston for a customized itinerary.*- Lowest-performing description: *Why meet in a small city? See, do, and save more. Plan your business event in Kingston.*

Weddings:

0.31% CTR | \$0.13 CPC | \$0.41 CPM

- Our CTR is lower than the 2023 campaigns which delivered a 2-3% CTR, but only 600 clicks for each campaign. Our current campaign has a lower click rate due to the larger audience size. We've delivered 814k impressions (+4322%) and 2,716 clicks (+342%).

- Wedding planners/Wedding Services is our top performing audience segment.

Display:

Brand:

0.58% CTR (+8%) | \$0.12 CPC (-13%) | \$0.69 CPM (-6%)

- Our CTR saw another small increase as a result of our continuous audience optimizations, eliminating audiences that deliver a CTR below 0.50% which is our benchmark based on performance and industry standards.

- Travel, Leisure and Food & Drink audience segments delivered the highest CTRs at 0.62% CTR.

Recommendations:

- As per our recommendation last month to convert the campaign to a demand-gen campaign, we have rolled out the new structure, using only the top 3 performing headlines, descriptions and images. Our display campaign is paused as of July 1.

Performance Max:

1.30% CTR (+111%) | \$0.09 CPC (-) | \$1.17 CPM (+109%) | \$0.06 CPV (-85%)

- We removed low-performing image assets, copy and low-performing audience segments resulting in a strong 111% increase in our CTR. A typical CTR from PMax campaigns is usually around 1%.

- Best performing headline: "See it. Do it. Taste it."

- Best performing headline: "For the views, the vibe, and the time outside: get together in Kingston."

YouTube:

1.55% CTR (-16%) | \$0.17 CPV (+26%) | \$0.09 CPC (-) | \$1.44 CPM (-17%)

- Impressions increased again by 16%, which correlates with the drop in our CTR. Our clicks only decreased by 2%.

- The "Entertainment" audience group delivered an additional 225k impressions (+11%) and 37k clicks, followed by the "Leisure" audience group which delivered an additional 126k impressions (+191%).

- Growth comes from the "Shopping Enthusiasts" segment with 1,561 clicks.

The Entertainers, Families and Travellers segments delivered the best CTRs at 1.6%.

- We've been optimizing the campaign to remove low view rate placements, which resulted in a 20% decrease in views this month, however, our view rate has increased between 5-14% across all placements. This means users are viewing the ads for longer.

Weddings:

1.52% CTR | \$0.11 CPC | \$1.67 CPM | \$0.06 CPV

- The campaign launched with a strong CTR, and the same CPCs as the 2023 campaign, however, our CPVs have dropped in half, meaning we're able to reach 2x the number of users.

- The campaign delivered 620k impressions and 9,423 clicks, with a 6% engagement rate (+61% from 2023 campaign).

Jun 1, 2024 - Jun 30, 2024

**Paid Search**

- MoM we saw a drastic jump in conversion volume (+75%), with a 27% budget increase from May
- Our top-performing event campaign in June was the S.S Keewatin campaign, which generated 2,485 outbound referrals (~20% of all outbound referrals in June)
- Overall engagement on ads was up MoM by 11%, with June ads producing an average click-through-rate of 31% (vs 28% in May)
- In June, about 81% of all visitors resulted in an outbound web or phone referral, this is up from 68% in May

PCMA Convene Podcast:

- 35 podcast downloads were reported (-32%). The ad is host-read and repeated throughout the podcast episodes ensuring multiple impressions per spot.

Jun 1, 2024 - Jun 30, 2024

Consumption

Is our content marketing working?

Glossary of Terms

Sessions

of times your site was visited.

Users

of people who visited your site.

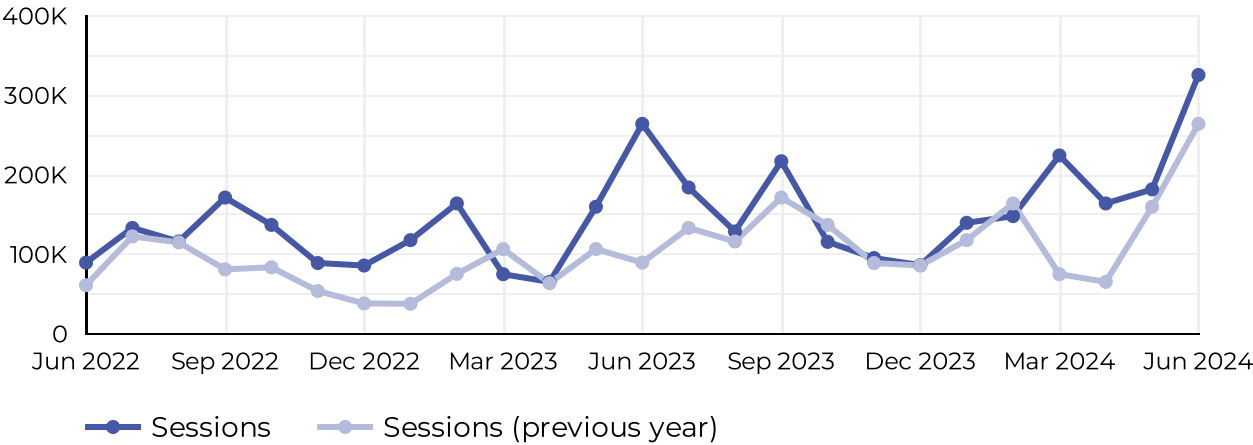
Page Views

of pages that have been viewed on your site.

% Return Visitors

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

* All percent change is Year Over Year



Sessions
325.8K
 ↑ 16.7%

Users
280.2K
 ↑ 28.2%

Page Views
416.4K
 ↑ 16.3%

Retention

Are users coming back and consuming our content?

5.2
 % Return Visitors

Lead Generation

Are users converting online?

Operators

Hotels

32,563 ↑ 9.0% Web Referrals	77 ↓ -66.4% Clicks to Call
---	--

3,018 ↑ 2.7% Web Referrals*	77 ↑ 1,825.0% Clicks to Call
---	--

*Migration of Google Analytics took place in May. This review found that many hotel referrals are being captured as operator referrals, which has likely affected the breakdown of referrals in this report. This will be corrected going forward.

Consumption

How is our audience using our site?

Users **280,239**

Jun 1, 2024 - Jun 30, 2024

Glossary of Terms

Users

of people who visited your site.

Avg. Engagement per Session

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

Avg. Time on Site

Average time spent on site during one session.

Pages/Sessions

Average # of pages viewed per session.

Avg. Time on Page

Average time spent on a single page.

Impressions

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

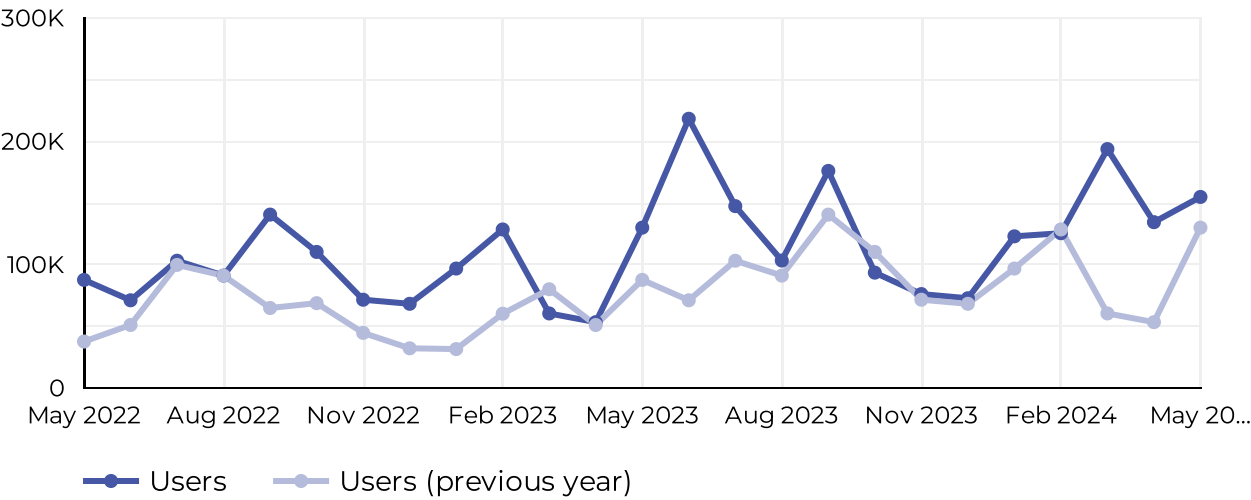
Engagements


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

Link Clicks

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


* All percent change is Year Over Year





00:00:15

Avg. Engagement per Session



1.28

Pages/Sessions

Social Media

An overview of activity on our social media channels



24,547
Instagram Followers



64,749
Facebook Page Likes




67,256
Facebook Page Follow



9,056
X Followers




2,875
TikTok Followers




2,224,062
↓ -17.8%

Impressions



73,722
↓ -35.4%

Engagements



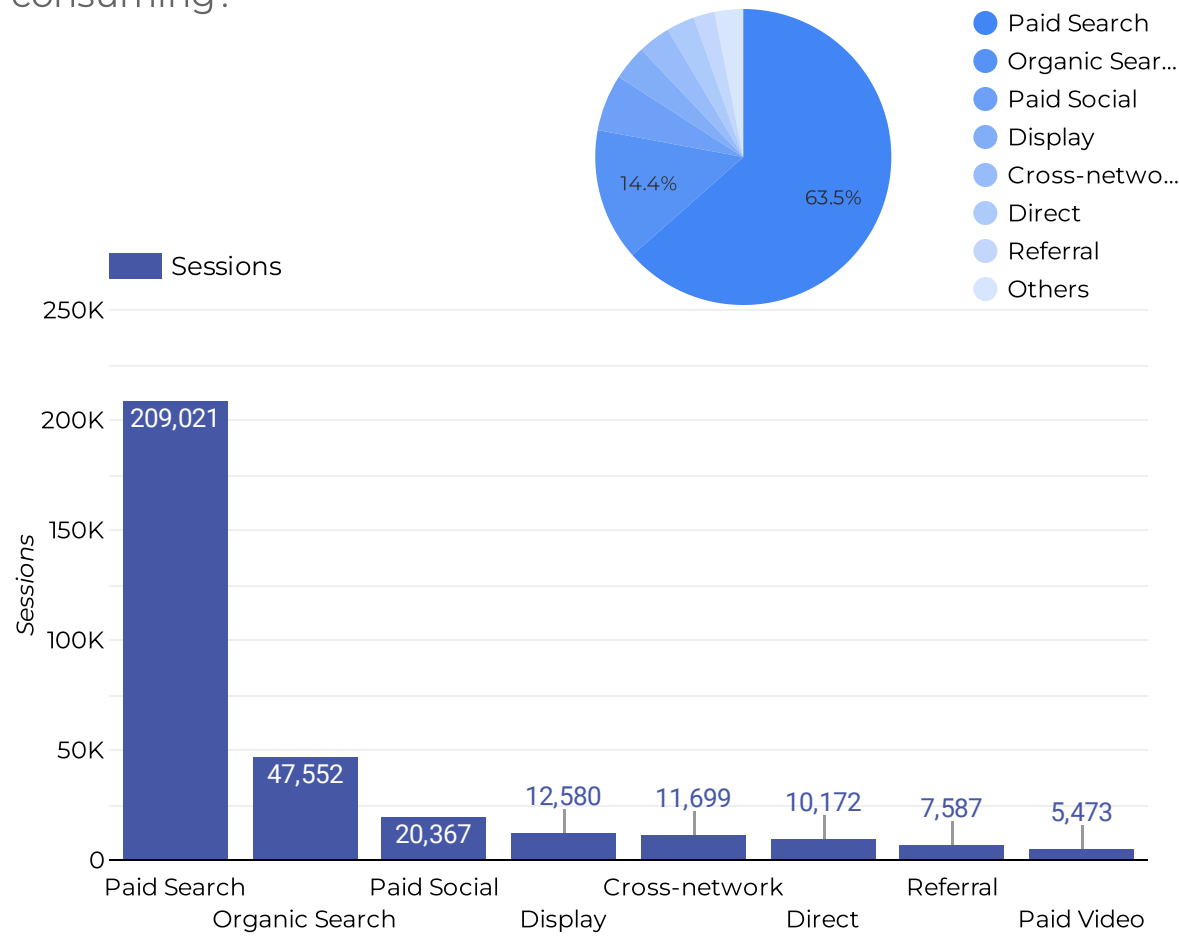
27,282
↓ -33.3%

Clicks

*totals for organic and paid Facebook, Instagram, Twitter

Website Metrics

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



Jun 1, 2024 - Jun 30, 2024

Glossary of Terms

Unassigned

Untagged sources.

Organic Search

Visitors referred by an unpaid search engine listing.

Organic Social

Visitors from organic social posts.

Paid Search

Visitors from paid search ads.

Direct

Visitors who visited the site by typing the URL directly into their browser or from bookmarks, untagged links within emails or documents.

Referral

Visitors referred by links on other websites.

Display

Visitors from display advertising.

Website Metrics - Top 10

Traffic by City

Rank	City	Sessions
1.	Toronto	45,159
2.	New York	26,392
3.	Kingston	26,159
4.	Montreal	26,102
5.	(not set)	19,986
6.	Ashburn	17,642
7.	Ottawa	8,389
8.	Buffalo	7,954
9.	Syracuse	7,719
10.	Rochester	4,597

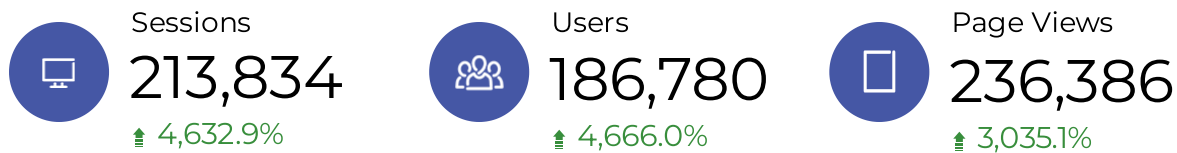
Most Visited Pages

Rank	Page path	Sessions
1.	/usa/	125,613
2.	/together/	87,683
3.	/25-things-to-do-june/	17,917
4.	/weddings/	12,334
5.	/meet-in-kingston/	10,881
6.	/	9,410
7.	/see-do/top-attractions/	5,871
8.	/visitor-survey/	5,004
9.	/25-things-to-do-in-july/	3,586
10.	/events-calendar/	3,481

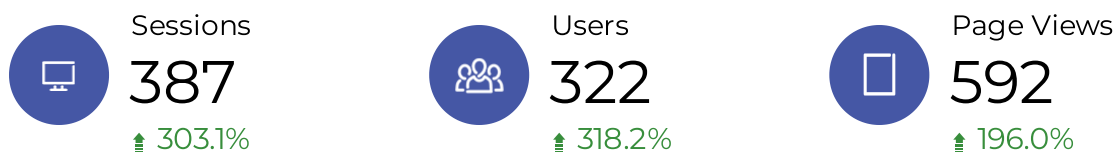
French and Chinese Sites

Website metrics from each of our French and Chinese sites

French

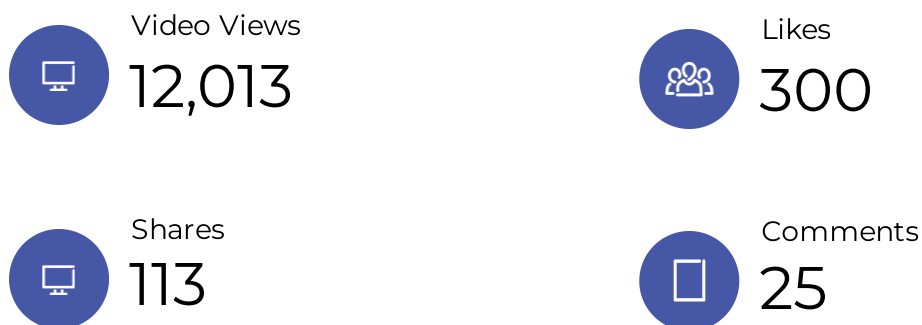


Chinese



TikTok

Metrics from VisitKingston's TikTok account for the month



Jun 1, 2024 - Jun 30, 2024

Glossary of Terms

Sessions

of times your site was visited.

Users

of people who visited your site.

Page Views

of pages that have been viewed on your site.

Video Views

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

Likes

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

Comments

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

**comparison is year over year*

Jun 1, 2024 - Jun 30, 2024

Email Marketing


An overview of email campaigns this month


 **407**
New Subscribers

Consumer Newsletter


 **9,295**
Total Deliveries

 **3,832**
Total Unique Opens

 **635**
Total Clicks

 **26**
Total Unsubscribes

 **41.23%**
Average Open Rate


 **16.57%**
Average CTR

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


Member Newsletter


 **598**
Total Deliveries

 **336**
Total Unique Opens

 **43**
Total Clicks

 **2**
Total Unsubscribes

 **56.19%**
Average Open Rate

 **12.80%**
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.

Jun 1, 2024 - Jun 30, 2024

Paid Digital | Content Boosting

A snapshot of our Meta ads in market this month

English Boosted Content

Ad Names	Impressions	Link clicks	CTR	CPC	CPM
TK (0620) Boosted Event Engagement Canada's Day	89,448	531	0.59%	\$0.82	\$4.87
TK (0528) Boosted Post Traffic 25 things in June	64,172	1,486	2.32%	\$0.21	\$4.92
TK (0605) Boosted Post Traffic Justyne Bennett	53,048	976	1.84%	\$0.18	\$3.34
TK (0617) Boosted Post Traffic 25 things in July	43,347	1,467	3.38%	\$0.10	\$3.53
TK (0508) Boosted Post Traffic Farmer Markets	33,923	801	2.36%	\$0.09	\$2.11
TK (0605) Boosted Post Traffic Museums and Histor...	28,271	447	1.58%	\$0.24	\$3.76
TK (0531) Boosted Post Traffic Kingston Pride	27,806	965	3.47%	\$0.15	\$5.04
TK (0617) Boosted Post Traffic Inner Harbour	18,791	767	4.08%	\$0.11	\$4.57
TK (0617) Boosted Post Traffic FR 25 choses a fair e...	18,564	471	2.54%	\$0.17	\$4.20
TK (0625) Boosted Post Traffic Summer Wellness	8,367	355	4.24%	\$0.14	\$5.75
TK (0626) Boosted Post Traffic Murney Tower Muse...	8,062	138	1.71%	\$0.22	\$3.77
Grand total	393,799	8,404	2.13%	\$0.20	\$4.17

French Boosted Content

Ad set name	Impressions	Link clicks	CTR	CPC	CPM
TK (0617) Boosted Post Traffic FR 25 choses a fair en...	18,564	471	2.54%	\$0.17	\$4.20
TK (0528) Boosted Posts Traffic FR 25 chose a faire ...	28,122	503	1.79%	\$0.31	\$5.60
Grand total	46,686	974	2.09%	\$0.24	\$5.04

Paid Digital | VIA Rail Promotion

A snapshot of our digital ads in market this month

LinkedIn

Campaign	Impressions	Clicks	CTR	CPC	CPM
TK (2024) VIA Rail Early Train	23,171	191	0.82%	\$13.54	\$111.58
Grand total	23,171	191	0.82%	\$13.54	\$111.58

*Prospecting campaigns were optimized towards website traffic. Remarketing campaigns were optimized towards landing page views

Paid Digital | Brand Campaign

Jun 1, 2024 - Jun 30, 2024

A snapshot of our digital ads in market this month

Meta

Campaign name	Impressions	Link clicks	CTR	CPC	CPM
TK (2024) Brand Campaign Prospecting Traffic	552,578	7,559	1.37%	\$0.42	\$5.69
Grand total	552,578	7,559	1.37%	\$0.42	\$5.69

Google

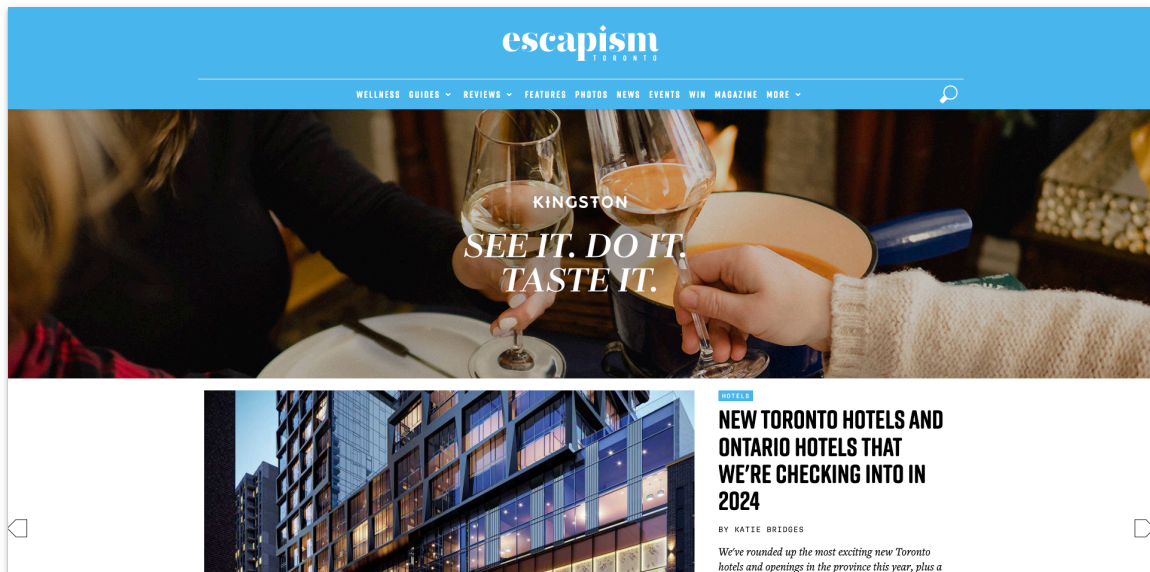
Campaign	Impressions	Clicks	CTR	CPC	CPM
TK (2024) Brand Campaign YouTube	3,125,458	48,518	1.55%	\$0.09	\$1.44
TK (2024) Brand Campaign PMax	1,982,051	25,673	1.3%	\$0.09	\$1.17
TK (2024) Brand Campaign Display	3,985,595	22,972	0.58%	\$0.12	\$0.69
Grand total	9,093,104	97,163	1.07%	\$0.10	\$1.05

StackAdapt

Campaign	Impressions	Clicks	CTR (%)	CPC	CPM
TK (2024) Brand Campaign Display	328,913	923	0.28	\$2.43	\$6.81
Grand total	328,913	923	0.28	\$2.43	\$6.81

Foodism / Escapism

Publications	Impressions	Clicks	CTR
Escapism	46,901	55	0.12%
Grand total	46,901	55	0.12%



Paid Digital | Business Events

Jun 1, 2024 - Jun 30, 2024

A snapshot of our digital ads in market this month

Meta

Campaign name	Impressions	Link clicks	CTR	CPC	CPM
TK (2024) Business Events	78,747	2,065	2.62%	\$0.46	\$12.04
Grand total	78,747	2,065	2.62%	\$0.46	\$12.04

Google

Campaign	Impressions	Clicks	CTR	CPC	CPM
TK (2024) Business Event DMGen	988,197	14,149	1.43%	\$0.08	\$1.10
Grand total	988,197	14,149	1.43%	\$0.08	\$1.10

LinkedIn

Campaign	Impressions	Clicks	CTR	CPC	CPM
TK (2024) Business Events	237,917	663	0.28%	\$3.53	\$9.84
Grand total	237,917	663	0.28%	\$3.53	\$9.84

Naylor

Media Brands	Impressions	Clicks	CTR
Meeting Professionals Toron...	1,064	0	0%
Grand total	1,064	0	0%

PCMA

Business Events	Downloads
Convene Series Podcast	35
Grand total	35

KINGSTON

SMALL MEANS MORE

Host your business event in Kingston. Where you see, save, and taste more while you're here.

visitkingston.ca/meetkingston

30 SUMMER 2024

HUMAN RESOURCES

It could have been an email: How generational gaps cause communication conflict

BY MIA JENSEN

In an age of instant messaging and video-conferencing, the way employees communicate within the workplace has changed drastically, experts say.

And, according to a recent study, that can cause conflict between the generations. Recruitment agency Robert Walters surveyed approximately 2,000 white-collar professionals across Canada and found that younger generations are leaning heavily on digital communications styles, with 59 per cent preferring instant messaging and email over calls or meetings.

They're also turning away from direct interaction, with 36 per cent reporting they feel uncomfortable making phone calls and 46 per cent saying that taking long lunch meetings with clients is an outdated practice.

"They've grown up in the digital age and tend to favour digital channels for their convenience, speed and ability to multitask," said Martin Fox, managing director of Robert Walters Canada. "They don't make phone calls often, not even to their friends!"

Older generations, meanwhile, continue to value business phone calls and face-to-face meetings, with 49 per cent believing that less interaction will have a negative impact on relationships. At the same time, only 11 per cent of younger professionals believe calls and meetings are worthwhile.

According to Fox, younger team members may report feeling overwhelmed or disengaged during meetings or calls. Conversely, older employees may have a negative perception of their younger colleagues, feeling they over-rely on technology and questioning their interpersonal skills.

"It can lead to misunderstandings, frustration, inefficiency within teams and important messages may get lost in translation, which will hinder effective collaboration and teamwork," he said.

Without taking the time to foster understanding in the workplace, these differences in communication styles between generations can create tension in the workplace, according to Fox.

He suggests bridging the gap starts by understanding how preferences vary among employees.

"That will allow both sides to develop an understanding and empathy across generations, which will hopefully create a culture of inclusivity and acceptance of different styles," he said. "It's about coming to an agreement of what's going to work for us as a team. Another way to offer partnership programs where employees can learn from each other and gain insight into different communication styles."

AGE NOT ONLY FACTOR IN COMMUNICATION PREFERENCES

While generational differences are clear, Andrea Greenhouse said it isn't just age that dictates communication preferences.

"There's also personality differences, different learning styles," said Greenhouse, president of VisionVoice, an Ottawa-based internal communications consulting firm. "For example, introverts work very differently than extroverts. Introverts, if you're in a meeting discussing ideas, often won't speak up, so you need to give them alternate ways to communicate their ideas."

When it comes to navigating conflicting communication styles, Greenhouse said it isn't about finding a balance between gen Z and baby boomers' styles, but determining which channels work best for achieving the desired outcome.

"We have to be really clear about what we use, where to use it and why it's effective," she said. "It's really about the type of work you're doing and the type of outcome you're trying to achieve and making sure that you're using the right tool. It's about trying and learning and trying something else. Nothing is perfect and no channel is going to be perfect."

For example, while some older workers prefer face-to-face meetings, those meetings can still become a point of frustration for everyone if they aren't well thought out or if something's lacking in the company's communication ecosystem.

Greenhouse said many of her clients struggle with company-wide town halls because gaps in the company's communication system mean information wasn't being passed on to employees and, as a result, those in-person meetings often ended up going off script.

"The CEO would get up and talk about priorities and strategy, but people wanted to know when they were getting a raise," she said.

"A town hall is not the time to tell them that. But there was something missing in that communication ecosystem, where they weren't getting employee updates on salary. We really looked at the system and how different topics are effectively communicated through the right channels at the right time."

When it comes to the generational divide, Greenhouse added that, for both younger and older employees, a gap in skills or comfort can often be the source of conflict.

"Some of the older generation are not as tech savvy, they're not digital natives," she said. "With gen Z, they're a bit behind socially because of the pandemic. They spent their first years in the workforce behind a computer."

Jun 1, 2024 - Jun 30, 2024

Lead Generation

A snapshot of our digital lead generation

Top Outbound Clicks (Website Referrals to Partners and Community)

Event Action	Total Clicks
https://greatlakesmuseum.ca/	3,436
https://www.kingstonpride.ca/	1,731
https://www.forthenry.com/event/beerfest/	1,604
https://downtownkingston.ca/	1,458
https://parks.canada.ca/lhn-nhs/on/bellevue	901
http://www.1000islandscruises.ca/	761
https://artfestkingston.ca/	746
http://www.kingstonfoodtours.ca/	704
https://skeletonparkartsfest.ca/2024festival	558
https://treetoptrekking.com/parks/1000-islands	541

Paid Digital

A snapshot of our digital ads in market this month

Google Search - Search Warrant

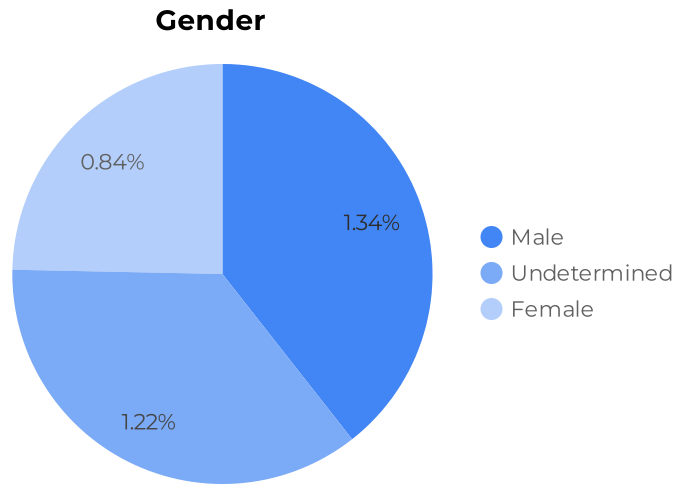
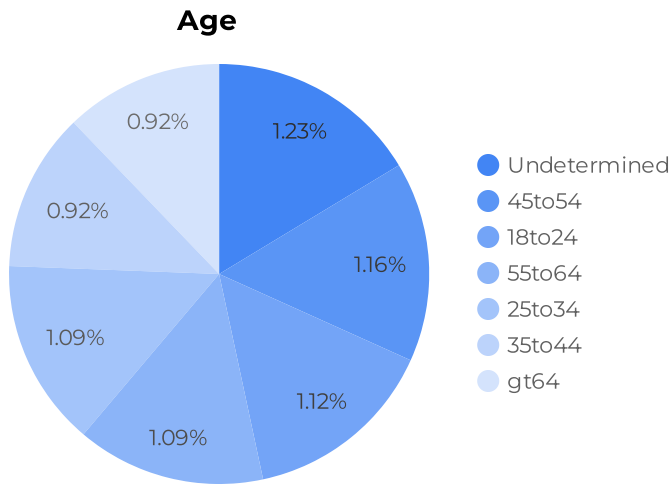
Session campaign	Impressions	Clicks	CTR	Views
KA:24 Things to do in June	35,866	8,949	24.95%	15,859
KA:24 June Events: Kingston Pride Parade	4,916	2,165	44.04%	2,607
KA:24 June Events: S.S. Keewatin	4,774	2,311	48.41%	2,620
KA:24 Business Events	3,944	199	5.05%	193
KA:24 June Events: YGK Craft Beer Fest	2,560	1,603	62.62%	1,671
KA:24 June Events: Bellevue House	1,224	293	23.94%	445
KA:24 June Events: Kayak & Canoe Rentals	942	221	23.46%	258
Grand total	54,226	15,741	29.03%	23,750

Website Audience

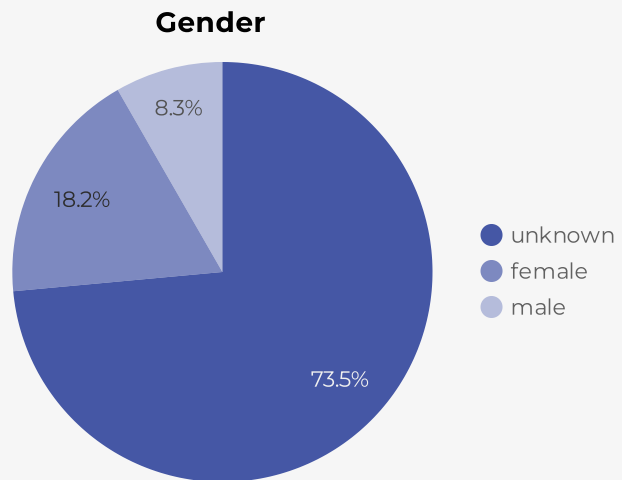
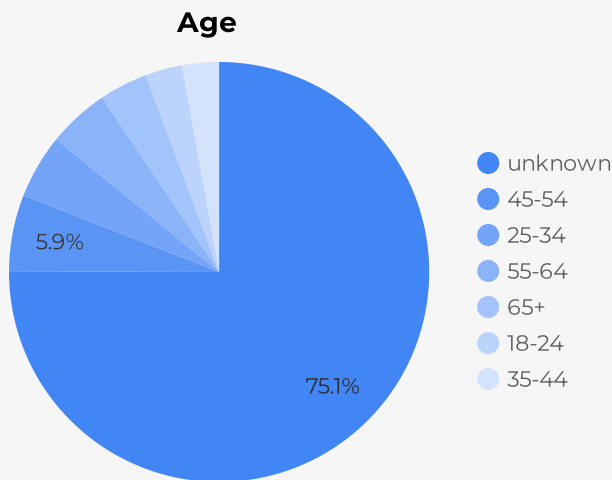
Jun 1, 2024 - Jun 30, 2024

A snapshot of the audience visiting our website

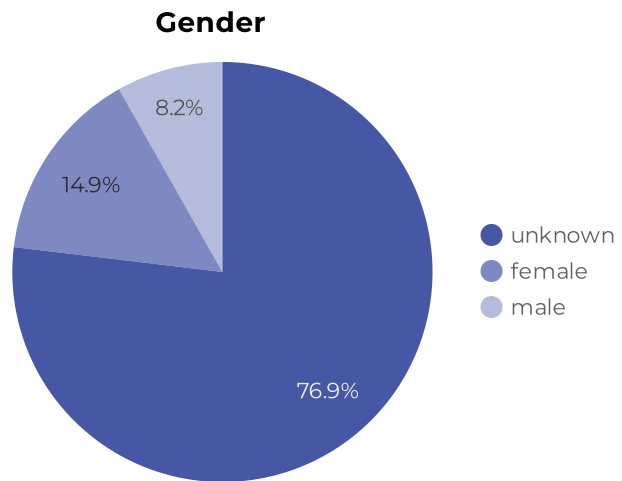
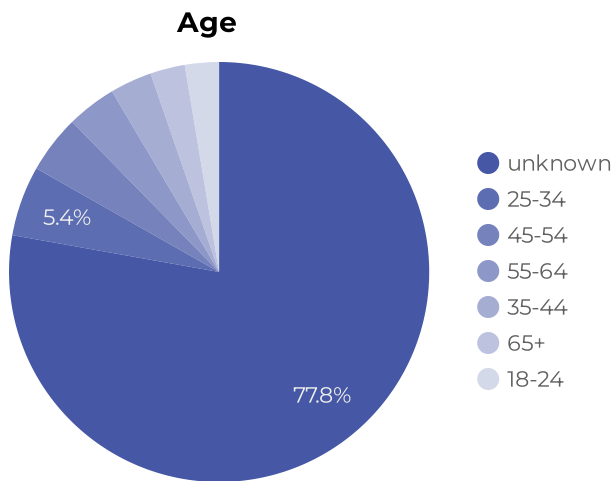
Click-through Rate by Audience on Google Ads



Hotel Leads by Audience



Operator Leads by Audience



— *Tourism* —
KINGSTON

End of Month Report

Submitted by **tartanbond**

April by the numbers

	2024 Total	April
Stories	880	530
Impressions	1,182,230,941	416,772,874
Direct	375/880	299/530

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



Key Activities

- Distributed business events pitch
- Expanded the general briefing doc for the team on the total solar eclipse
- Drafted report for earned media surrounding the total solar eclipse
- Confirmed influencer deliverables and contract for Kirsten Wendlandt (June visit)
- Continued pitching media for historic visits and built out the framework for the itineraries
- Vetted and provided recommendations on media and influencer requests
- Submitted speaker application for TIAC Tourism Congress
- Met with Ignite/Adrenaline Magazines and shared CSAE Summer Summit opportunity with team
- Met with CAA Magazine and confirmed two upcoming stories
- Shared Destination Canada Corridor application notice



Select highlights



The Canadian Press
Impressions: 51,810 UVM

This article was syndicated to an additional 168 outlets, resulting in a total of 70,191,903 UVM

[LINK HERE](#)

Towns on solar eclipse's path of totality brace for a crush of visitors

Ontario is home to several other spots along the path of totality — where the full eclipse will be visible — including Hamilton, Belleville and Kingston.

A boat trip on Lake Ontario during the eclipse is one option for visitors to Kingston.

"The 1000 Islands Cruise does not typically open this early in their season," said Ashley Bradshaw, destination development manager at Tourism Kingston. "We don't usually see our major attractions open until late May and into the summer season."

Bradshaw added Kingston hotels have also seen an uptick in bookings, going as far back as last fall, and are expecting visitors from Japan, England and Finland.

Select highlights

OTTAWA BUSINESS JOURNAL

Ottawa Business Journal
Impressions: 48,462 UVM

[LINK HERE](#)

Eclipse a kickstart to summer tourism season for many communities in Eastern Ontario



Photo by Tim Forbes for Tourism Kingston

According to the CEO of Tourism Kingston — one of only a handful of Ontario cities in the path of totality for yesterday's solar eclipse — all the effort surrounding the event was well worth it, leaving the city poised for a promising tourism season.

An economic impact calculation will be conducted over the coming months, including reference data from credit card usage, cell phone data and other visitor information that will provide a sense of how significant the event was, said Megan Knott, adding she could not confirm the number of visitors in Kingston for the event. A news release from the City of Kingston said that the estimated number of visitors ended up being less than the initial projection of 500,000.

Select highlights



The Canadian Press
Impressions: 51,810 UVM

This article was syndicated to an additional 81 outlets, resulting in a total of 49,677,901 UVM

[LINK HERE](#)

Path of totality: Eastern Canada cities and towns to visit to view the solar eclipse

Path of totality: places to visit for the eclipse

Ontario

Kingston: Public places open for eclipse viewing include Lake Ontario Park, Fort Henry, LaSalle Secondary School, Maple Elementary School, Little Cataraqui Creek Conservation Area, Jim Beattie Park, J.R. Henderson Public School and Lion's Civic Gardens & Isabel Turner Library, among others.

Niagara: Public viewing areas in the Niagara Falls region include Old Fort Erie, Kingsbridge Park, Sandie Bellows Plaza at the Niagara Parks Power Station and Tunnel, Table Rock Centre, Queen Victoria Park, Oakes Garden Theatre, Botanical Gardens, Niagara Glen and Queenston Heights Park.

Port Colborne: The city will offer a number of public viewing points, including Vale Health and Wellness Centre, Lock 8 Gateway Park, Sugarloaf Harbour Marina, Downtown Port Colborne, Nickel Beach, Centennial Cedar Bay Beach and H. H. Knoll Lakeview Park.

Other places in the path of totality include: Burlington, St. Catharines, Belleville, Brockville and Cornwall.

Select highlights

HOTELIER

Hotelier Magazine
Impressions: 10,860 UVM

[LINK HERE](#)

PET-FRIENDLY HOTELS GEAR UP FOR NATIONAL PET DAY 2024

- Strata Kingston Hotel's Pet Package includes a Kingston-branded collar, leash and toy. The hotel will also make a donation to the Kingston Humane Society for each Pet Package check-in.
- Green Acres Inn's Pampered Pooch Package includes a dog bed, linens, dog bowls, treats, a Kingston-branded tug toy, collar and leash bundled in a Kingston-branded tote, as well as dog-walking maps and a list of pet-friendly patios in Kingston, Ont. A portion of the proceeds from this package are donated to Kingston Animal Rescue.

Select highlights

TORONTO SUN

Toronto Sun

Impressions: 2,705,095 UVM

Print reach: 114,977

[LINK HERE](#)

Also seen in [Winnipeg Sun](#) (227,102 UVM)

Kingston 'talks' the walk

The fact that Kingston has a historic self-guided walking tour comes as no surprise. But they also have food tours, a haunted walk, a waterfront pathway tour, a recreational trail tour and a Queen's University outdoor sculpture tour to name a few on an ever-expanding list. All are self guided and tied to downloadable apps.

During that fall visit, I had the opportunity to participate in a guided walking tour of the now decommissioned Kingston Penitentiary and at the time, the grounds were also used to showcase a fall arts exhibit (sculptures made out of pumpkins if you can believe it), which added yet another layer to what was already a unique experience.

My takeaway from that trip was that this former capital of Canada (1841-44) clearly has some advantages that not every city can easily replicate, from its history to its rich mix of amenities which no doubt benefit greatly from a large student population.

Upcoming Activities

- Build out itineraries for upcoming individual historic visits
- Draft outline for fact sheet on the importance of earned media
- Send follow-ups on the business events pitch
- Connect with targeted MICE publications for a CSAE fam/partnership
- Draft economic impact release and fact sheet
- Select a date for media training for new team members (end of May)

— *Tourism* —
KINGSTON

End of Month Report

Submitted by **tartanbond**

May by the numbers

	2024 Total	May
Stories	1028	148
Impressions	1,442,118,887	259,887,946
Direct	379/1028	4/148

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



Key Activities

- Confirmed and hosted Toronto Guardian [May 25-27]
- Completed media vetting for TMAC
- Provided conference matrix update with action items and continued outreach
- Shared drafted economic impact release and fact sheet
- Submitted speaker application and confirmed Noelle as a panel moderator at the SYTA Conference
- Conducted virtual media training with Peter and Emma
- Continued conversations for upcoming visits with key media
- Facilitated upcoming CTV Morning Live Ottawa segment and prepared media brief for Andre
- Monitored LaSalle Causeway updates and updated media brief
- Provided recommendations for potential Forbes visit (DO/RTO9 collab - July 3-6)



Select highlights

THE GLOBE AND MAIL 

The Globe and Mail

Print Circulation: 160,115

Online Impressions: 5,975,945 UVM

[LINK HERE \(PRINT\)](#)

[LINK HERE \(ONLINE\)](#)

AFFORDABLE TRAVEL

Great Canadian escapes for less

With the cost of travel skyrocketing over the past few years because of inflation, more people are choosing to vacation closer to home. But even travelling domestically can still be expensive in Canada, where a return ticket across the country can cost \$600 to \$800, not to mention springing for a rental car when you land. If you're willing to skip the flight and drive your own vehicle, some cities and regions are cheaper than others. These five destinations are rich in experiences that don't require spending a fortune

FOR WALKABLE HISTORY

Kingston || Though it often flies under the radar for travellers, this city is for people of all ages – with historic sites, dozens of museums and memorable shopping experiences

A stroll through the Princess Street Promenade and Springer Market Square will give you a quick feel for what the historic downtown is all about: small artisan shops, quaint vibes and community events. Visiting during one of the Doors Open Kingston & Area events (July 20, Aug. 24 and Sept. 28) can be well worth your while for a behind-the-scenes look at Kingston City Hall, Babcock Mill, the Perth Museum and several other sites. The city's arts and culture scene is surprisingly vast, and visitors can learn about it through self-guided tours that explore film, literary and musical landmarks, including ones connected to the Tragically Hip.

HOW TO STAY WITHIN BUDGET Kingston is easily accessible by Via Rail from Toronto, Ottawa or Montreal. Once there, the city is easy to get around by foot, bus or the Kingston Trolley. The latter is part of the K-Pass (\$109 to \$159), which is a great way to reduce costs. It includes admission to some of the top attractions, such as Fort Henry, the Great Lakes Marine Museum, 1,000 Islands cruises and the Kingston Penitentiary. For more savings, Visit Kingston offers various getaway packages that feature accommodations, entertainment, spa treatments and meals.

Special to The Globe and Mail



Top: Kingston's K-Pass, which ranges from \$109 to \$159, includes admission into the Kingston Penitentiary, top, and Fort Henry, above. JORDAN MILANI (TOP); DWAYNE BROWN STUDIO (ABOVE)

Select highlights



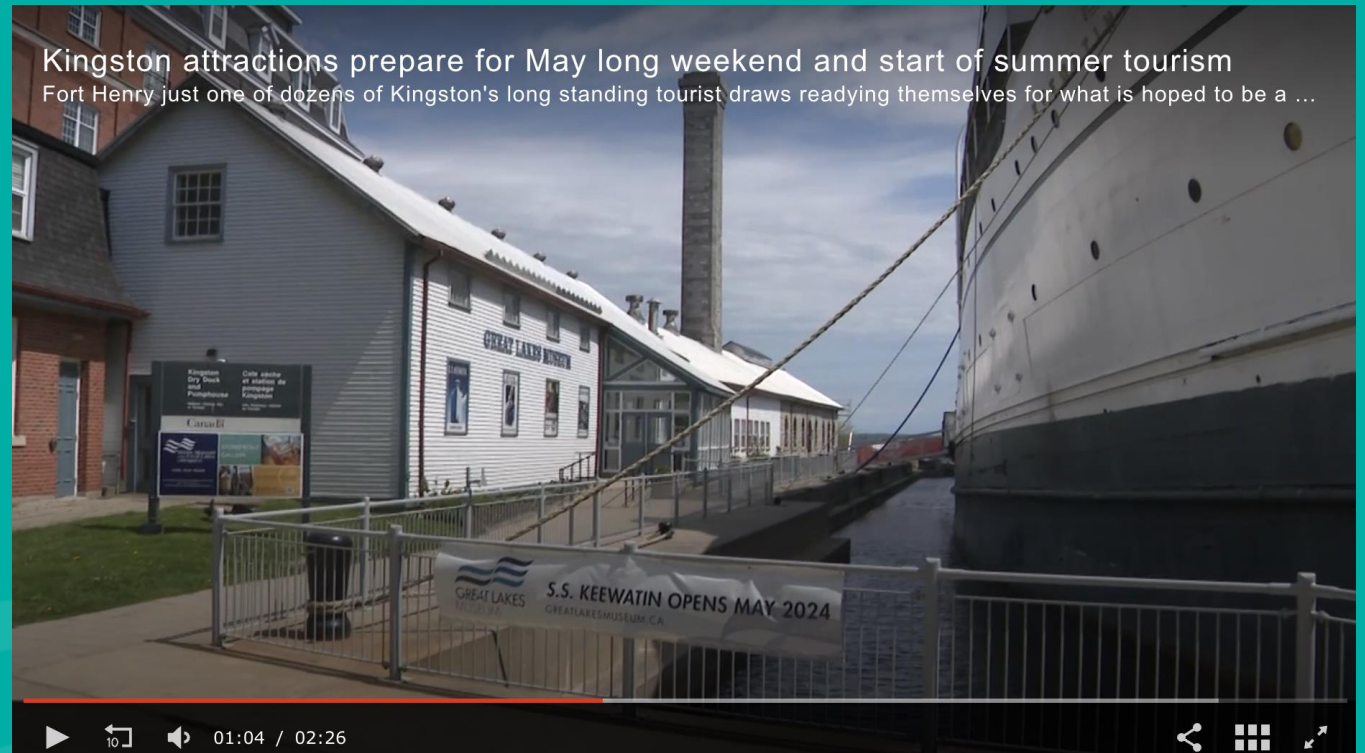
Global News Kingston

Broadcast Reach: 17,900

Online Impressions: 7,990,810 UVM

[LINK HERE \(BROADCAST\)](#)

[LINK HERE \(ONLINE\)](#)



Select highlights



Ottawa Road Trips
Impressions: 37,416 UVM

[LINK HERE](#)

Kingston re-embraces its Lake Ontario waterfront—and you should, too!

As public access to Ottawa's namesake river continues to evolve and improve—hello, Westboro Beach redevelopment, and thank you, NCC River House!—the folks who run this city might want to take a closer look at what's happening two hours southwest of the capital along Lake Ontario in [Kingston](#).

After a three-year consultation process, the Limestone City unveiled its Waterfront Master Plan in 2017. The document identified and prioritized 38 public spaces to renew or develop along 280 kilometres of shoreline, including [Breakwater Park](#) and the [Gord Edgar Downie Pier](#), an amazing place near the Queen's University campus to jump into Lake Ontario on a hot day.

Beyond all this work, Kingston abounds with things to do on or around the water. Last summer, I spent some time exploring aquatic options for visitors and left with one conclusion—I need to return!

Upcoming Activities

- Finalize itinerary and host influencer, Kirsten Wendlandt [June 4-6]
- CTV Morning Live Ottawa segment [June 11]
- Continue pitching summer leisure messaging with a focus on new historic attractions
- Continue to action conference items on behalf of TK team (as outlined in matrix)
- Conduct TMAC prep call and pull together detailed brief on media
- Share Q3 earned media plan/the next 90-day plan and detailed workback
- Begin pulling together wedding pitch
- Confirm visit dates with Toronto Sun, Canadian Geographic, Le Devoir and others

— *Tourism* —
KINGSTON

End of Month Report

Submitted by **tartanbond**

June by the numbers

	2024 Total	June
Stories	1197	169
Impressions	1,499,040,465	56,875,578
Direct	383/1197	4/169

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



Key Activities

- Hosted Influencer Kirsten Wendlandt [June 4-6] and followed up on contract deliverables
- Prepared media brief and submitted b-roll for CTV Morning Live Ottawa segment [June 11]
- Conducted TMAC prep call and provided detailed notes on confirmed media, as well as recommended media
- Shared approval of SYTA panel with team and provided continuous updates
- Shared Sustainable Film Forum opportunity
- Distributed summer leisure pitch
- Provided feedback on Monday.com influencer forms
- Gathered details for wedding pitch
- Confirmed visit dates for Toronto Sun [July 19-21]
- Introduced new team members: Bojana, Associate Director and Eloise, Senior Account Executive
- Delivered and reviewed 90-day plan
- Met with The Globe and Mail to discuss press trip
- Shared speaker opportunity for Joanne at ESports NEXT and updated the conference matrix
- Confirmed Ted's interest as speaker for Canadian Innovation Conference
- Contacted Ontario Tourism Summit to inquire about speaker opportunities



Select highlights



CTV Morning Live Ottawa

Broadcast viewership: 186,000

Online Impressions: 1,046,053 UVM

[LINK HERE \(BROADCAST\)](#)

[LINK HERE \(ONLINE\)](#)



48 Hours: Where to eat, stay, and explore in Kingston

Exhibit A to Report Number 24-213

Select highlights



Toronto Guardian Impressions: 25,838 UVM

[LINK HERE \(ONLINE\)](#)

It's been well over 20 years since I last visited Kingston, Ontario. But like many, the recent pandemic had us rethinking where we can escape from the city for a quick getaway. We found ourselves exploring Canada more than ever before and in our own backyard of Ontario, we know there are many gems just waiting to be discovered and revisited.

Situated approximately 3 hours drive from both Toronto and Montreal, Kingston is a central and vibrant city with lots to offer. More than a pit stop, we found there was much more to do to make this destination a perfect multi-night stay getaway. Attractions are on, and off, the water and suitable for all ages. There are more than 40 museums, national historic sites, art galleries, archives, and one UNESCO World Heritage Site.

THINGS TO DO IN KINGSTON:

S.S. Keewatin: this new attraction just opened this past May and is a jewel that sits in the harbour at the Great Lakes Museum. One of the world's last remaining Edwardian-era passenger steamship liners has a permanent home here in Kingston. The historic luxury ship was famous for its passenger experiences that was built in 1907 the same era as the Titanic. Luckily, this ship had no disasters during its run. S.S. Keewatin retired in the 1960s. The ship has been meticulously restored and incorporates heirloom pieces and artefacts donated by families and collectors. It may just be the closest we get to getting a feel for the Gilded Age. Oh, what it must have been like to travel on such a steamship! The guided tours explore the various classes of accommodations as well as offer insight into the life of those who worked on such a grand ship. There are two guided experiences — one of the passengers, and the other the engine room that takes visitors to the belly of the ship. This is a permanent attraction and one of the last remaining ships of the era and an extraordinary look at this travel life in the early 1900s. Suitable for all ages, however, there are steps and step-overs to manoeuvre around. Learn more [here](#).



Bellevue House National Historic Site: if you had visited this landmark 1840s house that was also the home of Sir John A. Macdonald in the past, you'll want to revisit it now. After an extensive restoration the popular site didn't just get an aesthetic refresh, the reimagined Bellevue House has updated the National Historic Site to include many voices. No doubt the first Prime Minister of Canada had much influence on our country's history. Today, this important attraction offers various perspectives and will inspire conversations about Canada's complex story and history. A guided tour is highly recommended and there are several options depending on the audience and the time allocated. The house has been restored to offer visitors an immersive experience. We were inspired by the conversations about women and equality, the Indigenous voices as well as the Chinese head tax history. The stories shared here are also about personal as well as national identity. Also worth noting is the Indigenous artwork throughout. We learned there was, and is, consultation within both the Indigenous and Chinese communities in bringing these stories to the forefront. While acknowledging the past we can help move the country forward with more thought and understanding. Suitable for all ages — there's a kid's scavenger hunt and hands on activities to engage everyone. Learn more [here](#).



Select highlights

NARCITY

Narcity

Impressions: 1,662,351 UVM

[LINK HERE](#)

12 short and sweet road trips from Ottawa that aren't just to Montreal

Address: Kingston, ON

Why You Need To Go: Did you know that Kingston was once the capital of Canada? This beautiful lakeside city lies only a two-hour drive from Ottawa. You can check out a historic military fort, tour Canada's oldest maximum-security prison or shop along the beautiful and vibrant Princess Street in Kingston's downtown.

There's plenty to get up to in Kingston, which is why it's perfect for a little weekend getaway. Sprinkled all throughout town are some truly amazing and tasty restaurants that offer all different kinds of cuisine.

No matter whether you're looking for a romantic getaway, a quick family vacation or a patio-hopping weekend with friends, Kingston will have something for you.

[Visit Kingston website](#)

Select highlights



Influencer: @inspiredbyhertravels
Campaign Impressions to Date: 522,000

[LINK TO REPORT](#)



[LINK TO REEL](#)

Upcoming Activities

- Confirm visit date for Globe and Mail and visit with Neptune and Salacia
- Finalize itinerary for Toronto Sun visit (July 19 – 21)
- Host Toronto Sun
- Confirm visit dates for tartanbond team to experience Kingston
- Share pitch for summer Olympics
- Align on influencer selection for visit to create wedding-focused content
- Earned media one pager for partners
- Begin gathering details for agri-tourism (August pitch)
- Continue summer leisure follow-ups
- TMAC debrief
- Confirm visit dates with Canadian Geographic and Le Devoir



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

– *Tourism* –
KINGSTON