



**City of Kingston
Report to Council
Report Number 24-261**

To: Mayor and Members of Council
From: Lanie Hurdle, Chief Administrative Officer
Resource Staff: None
Date of Meeting: November 5, 2024
Subject: Quarterly Report: Tourism Kingston – Q3 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 Q3 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*

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

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

Recommendation:

This report is for information only.

November 5, 2024

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Authorizing Signatures:

ORIGINAL SIGNED BY CHIEF

ADMINISTRATIVE OFFICER

**Lanie Hurdle, Chief
Administrative Officer**

Consultation with the following Members of the Corporate Management Team:

Paige Agnew, Commissioner, Growth & Development Services	Not required
Jennifer Campbell, Commissioner, Community Services	Not required
Neil Carbone, Commissioner, Corporate 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

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Options/Discussion:

Exhibit A to this report provides an activity report from Tourism Kingston on results for Q3 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 – Q3 2024 Tourism Kingston Report to Council

THIRD QUARTER REPORT 2024



Tourism Kingston quarterly report



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

October 15, 2024

RE: Tourism Kingston Q3 2024 report

Please find attached our summary report on the activities undertaken by Tourism Kingston for Q3: July through September 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 third-quarter activity within each of the seven portfolios. This report measures and reflects our continued efforts this quarter to maximize the economic impact of tourism for the City of Kingston. This quarter, Tourism Kingston also conducted partner consultations in the development of our [annual plan for 2025](#).

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,

A handwritten signature in black ink that reads "Megan Knott". The signature is fluid and cursive, with a long horizontal stroke at the end.

Megan Knott
CHIEF EXECUTIVE OFFICER
Tourism Kingston

MARKETING & COMMUNICATIONS



Our brand campaign continued in Q3 with a focus on summer experiences including cruises, trolley tours, food tours, haunted walks, iconic attractions such as Fort Henry and Kingston Penitentiary, *S.S. Keewatin*, and the reopening of Bellevue House. Our ads targeted our key leisure markets of Toronto, Ottawa, and Montreal. Our summer media buy included paid search (Google Ad Words), digital ads (Stack Adapt, Google Display, YouTube), Food & Drink and Edible Ottawa magazines, and radio ads. In August, our ads transitioned to fall content and in September, we began to promote all things spooky and Halloween. All ads connect visitors with our [campaign landing page](#), which is updated seasonally.

In early September, we partnered with Destination Ontario on a fall arts and culture campaign focused on our Halloween attractions. The campaign combined dedicated stories and a listicle with attraction operator ads, promoting Kingston as an ideal fall getaway for all things spooky. The featured listicle, [Historical and Haunted: Kingston's spooky attractions](#), saw more than 109,000 website sessions from this campaign.

Our weddings campaign, which promotes Kingston as an ideal domestic wedding destination, continued throughout Q3 as well, featuring partner advertisements alongside brand ads, and connected our target audience to our [weddings microsite](#). This site had more than 90,000 website sessions this past quarter.

Our business events campaign continued in Q3. Targeted to event planners, HR professionals, and sector associations, this campaign promotes Kingston for small- and medium-sized meetings and events and as an ideal meeting location near several large cities. The [campaign landing page](#) had more than 35,000 visits in Q3.

Kingston was one of 10 cities selected for *Maclean's* "Canada's Best Affordable Places to Live" feature released in September. Leveraging this exposure, we partnered with Kingston Economic Development for a full-page ad in *Maclean's* that showcases the quality of life in Kingston. [Read the story online.](#)

In total, our campaigns and tactics delivered 937,177 website sessions to visitkingston.ca in Q3 2024 vs. 532,885 in 2023 – a 76% increase over last year. We also sent 117,580 referrals to operators and accommodation providers.

Throughout the summer, we worked with local photographers and videographers to capture a range of new Kingston imagery, from sport and wellness to festivals and events, city landmarks and our thriving culinary scene. We continue this work into the fall, capturing Kingston's beauty in autumn.

MARKETING & COMMUNICATIONS

storytelling



We hosted several media and influencers in Q3, showcasing all that Kingston has to offer to a variety of publications, outlets, and audiences. In July, we hosted Miriam Porter of Forbes in partnership with Destination Ontario who wrote two articles on [family-friendly activities](#) and [vegan restaurants](#). Eddie Chau from the [Toronto Sun](#) highlighted the S.S. *Keewatin*. In August, we partnered with Attractions Ontario to support Yashy Murphy's (of [Parenting To Go](#)) stay in Kingston through Choice Hotels. We also hosted Lauren Yakiwchuk of [Justin plus Lauren](#) for a return visit to Kingston; she also explored the Bay of Quinte in August. In September, we hosted journalist Aruna Dutt of The Globe and Mail with an itinerary focused on water-themed activities like scuba diving and a tour of the Great Lakes Museum with access to the S.S. *Keewatin*. We also hosted [Olivia Di Pede](#) with an itinerary focused on weddings in Kingston featuring partners from the 2024 weddings campaign, including The Secret Garden Inn, Kingston 1000 Islands Cruises, and Queen's Event Services. Aligned with a culinary event Feast On® the Farm: A Taste of Southeastern Ontario, we hosted two media on a [Culinary in Kingston FAM](#) which included Kingston Food Tours, afternoon high tea at The Secret Garden Inn, tours of Collective Joy Farm, Waddell Apples Orchard, and Kingston breweries, and various restaurants. Finally, we partnered with Destination Ontario to host [HelloLaroux](#) in Kingston as part of a pan-Ontario visit. To date, we have hosted three media/influencers whom we met at the Travel Media Association of Canada (TMAC) conference earlier this summer.

We continue to work closely with our sales sector colleagues to infuse the Kingston brand in all they do, building profile for Kingston. In 2024, this has included:

- // redesign of the music website to support the Kingston Music Strategy
- // relaunch of a dedicated business events campaign to continue to build a pipeline for this important tourism sector
- // support for Kingston's presence at CSAE's Summer Summit, held in early July
- // planning for CMEE in August, a premier business events trade show
- // creating marketing collateral for Rendez-vous Canada, an important travel trade show
- // working with the Sport & Wellness portfolio to relaunch Athletes of Kingston, a series of stories that profile Kingston-based athletes, coaches, and sport volunteers
- // creating collateral to support the Film & Media team, including updated material to promote the online Kingston Production Directory
- // creating collateral to announce Kingston as the host location for the [Creative City Summit in 2025](#)

MARKETING & COMMUNICATIONS



storytelling

PARTNERSHIPS

Estimated economic impact of special projects in Q3: \$28,242

To position Kingston as a food tourism destination, we continued to work with local culinary partners while leveraging the city's connections to neighbouring destinations. Open Farm Days, in partnership with Frontenac County, South Frontenac, and the City of Kingston, kicked off mid-August with a six-week program. This program's primary focus is to connect community through farming and food. We encouraged Kingston growers and producers to participate and facilitated a sold-out signature dining experience with an overnight package at the Donald Gordon Hotel & Conference Centre in August.

Tourism Kingston, Kingston Accommodation Partners, and RTO 9 partnered with the Culinary Tourism Alliance to present a sold-out [Feast On® signature event](#) on September 28, the first within the region. This immersive culinary experience, titled [Feast On® the Farm](#), connected six chefs, four beverage producers, artists, and community members at MacKinnon Brothers Brewing Company. The weekend also featured [Stay and Play packaging](#), combining hotel stays and culinary experiences ranging from food tours to farmers' market visits, all curated to complement the shoulder-season programming.

In September, we launched a three-week Visa promotion to support Kingston's arts and culture sector through overnight hotel stays. This promotion aimed to extend overnight stays after the summer season and support strong seasonal programming. Hotels reported the sale of 97 one-night packages and 16 two-night packages for a total of 129 room nights.

In late summer, we began outreach to restaurant partners for Kingstonlicious 2025 to secure expressions of interest to host a signature event in early 2025. This coming year marks the fifth year of the program, which runs February through March. We are working with the Culinary Tourism Alliance to curate the signature events with the goal of adding a variety of price points and experiences across the program. Signature events will be on sale in November and promoted for holiday gift-giving.

MARKETING & COMMUNICATIONS



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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.
- // Support the culinary tourism strategy and shoulder- and low-season tourism; further develop Kingstonlicious offerings; and partner on key culinary programs such as Open Farm Days.
- // Continue strategic sponsorships that align with the Integrated Destination Strategy and have the potential to drive overnight stays in the shoulder and low seasons.
- // Continue to augment Kingston imagery, using an inclusive approach that supports strategies and identified gaps.
- // Feature diverse voices through our influencer and media hosting program.
- // Collaborate with the Sales team to develop tradeshow and event experiences that lead with the Kingston brand.

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

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

MARKETING & COMMUNICATIONS

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2024 Marketing and Communications annual goals

Marketing and Communications	2024 goal	Q1	Q2	Q3	2024 result	% goal actual
Website sessions	2,000,000	512,738	676,882	937,177	2,126,797	106%
Website pageviews	2,500,000	670,211	899,648	1,179,509	2,749,368	110%
Referrals to partners (web + phone)	315,000	92,353	85,821	118,140	296,314	94%
Advertising impressions	110,000,000	32,933,373	63,348,167	54,759,285	151,040,825	137%
Social media link clicks	400,000	127,284	106,432	166,809	400,525	100%
Social media engagements	1,200,000	247,880	535,273	421,402	1,204,555	100%
Social media impressions	35,000,000	10,333,803	8,352,572	9,069,539	27,755,914	79%
Total followers	127,000	123,522	125,011	120,984	125,011	98%
Proactive high-value earned media stories*	425	76	307	49	432	102%
Total media stories	1,400	348	847	251	1,446	103%
Total earned media impressions	1,700,000,000	765,458,067	733,536,398	431,952,929	1,930,947,394	114%

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

MARKETING & COMMUNICATIONS

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2024 Partnerships annual goals

Packaging*	2024 goal	Q1	Q2	Q3	2024 result	% goal actual
See + Do packages	45	1	12	13	26	58%
Eat + Drink packages	45	18	2	11	31	69%
Rest + Relax packages	20	0	2	1	3	15%
Family packages	20	4	4	9	17	85%
Package referrals to partners	40,000	16,890	8,373	11,628	36,391	92%
Minimum room nights	700	514	55	146	715	102%
Estimated economic impact		\$1,600,000	\$10,443	\$28,242	\$1,638,685	

*Tourism Kingston supported or created packages

Special projects	2024 goal	Q1	Q2	Q3	2024 result	% goal actual
Facilitated events or activations	70	12	45	2	59	84%
Attendees, facilitated events or activations	12,000	345	10,033	202	10,580	88%
Partners involved or impacted	220	65	81	27	173	79%

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

SPORT AND WELLNESS



Estimated economic impact of Sport & Wellness in Q3: \$10,157,098

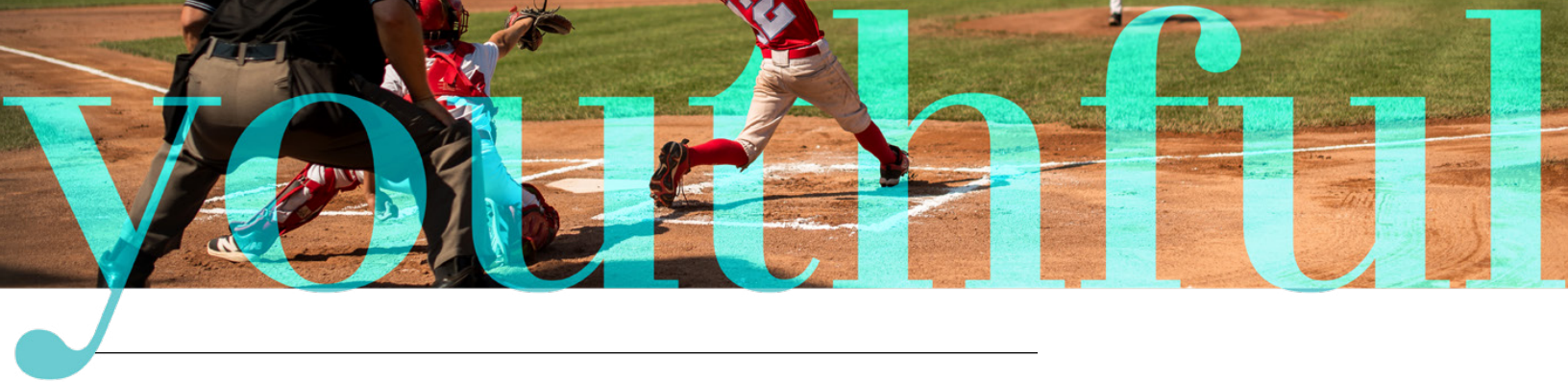
We welcomed several sport events in the city throughout Q3 while working to submit bids for 2025 and 2026 events.

In July, the Little League Canadian Championships drew thousands of attendees who took in the action at historic Cricket Field. This 12-day event was a roaring success by all accounts, gaining national attention throughout the tournament with features on CBC and Sportsnet. Highlights included packed stands of local baseball fans as the Kingston Colts faced off against teams from across Canada; players and coaches enjoying a private tour of Kingston Penitentiary; athletes and fans travelling between accommodations and fields of play in Kingston Tour Trolleys; and an opening ceremony that welcomed the national Little League community to Kingston with commentary by local sports broadcaster Doug Jeffries. Town Crier Chris Whyman welcomed teams and fans, and local musician Kyra Daniels performed the national anthem leading up to an opening pitch by long-time baseball supporter Ruth Pester. This event's success has enabled the Kingston Baseball Association and the City of Kingston to gain national attention and acted as a launching pad for girls' Little League baseball, with the first-ever game in the region being hosted in exhibition. The estimated direct economic impact for the Little League Canadian Championships was over \$1.2 million.

The Ontario Boccia Championships took place at Slush Puppie Place in August. Hosted by the Ontario Cerebral Palsy Association, this annual championship sees the best Boccia athletes in Ontario competing for a provincial title. Kingston has become known as a reliable host city for adaptive sports and we will continue to seek opportunities to host parasport events in the future.

Also in August, we welcomed a new event for Kingston: the North American Orienteering Championships and Festival. Orienteering is an adventure sport that involves navigation through unfamiliar terrain solely relying on a map and compass. This event highlighted unique local destinations for outdoor races and sport events. Athletes ranging in age from 10 to 70 years old competed in orienteering races. Hosting this event led to the creation of a new sport club in Kingston, the [Frontenac Legends Orienteering Club](#), which is accepting new members interested in trying the sport. We hope to welcome more of these unique and inclusive orienteering events to Kingston.

SPORT AND WELLNESS



Sailboats from around the world came to Kingston again this summer and into September at CORK and Sail Canada's sailing events at Portsmouth Olympic Harbour. These events saw multiple generations of sailors, fans, and out-of-town volunteers. Tourism Kingston is proud to support these long-standing events and to work with CORK to continue the legacy of sailing in Kingston, ensuring our community can continue to be recognized as the freshwater sailing capital of the world and be a premier destination for the world's best sailors to train and compete.

The Junior Gaels Soccer Tournament and Festival saw 180 teams competing across the city over two weekends in July. This event, anchored at Queen's University, provided a significant economic impact for Kingston. This annual tournament, now in its 32nd year, is a premier soccer tournament in the region, with event organizers and volunteers working hard to ensure an excellent experience for athletes and fans. Tourism Kingston is thrilled to be supporting the Junior Gaels organization (recently rebranded to Atlético Kingston) in developing a winter indoor tournament, directly adding to our sport event inventory in the shoulder season.

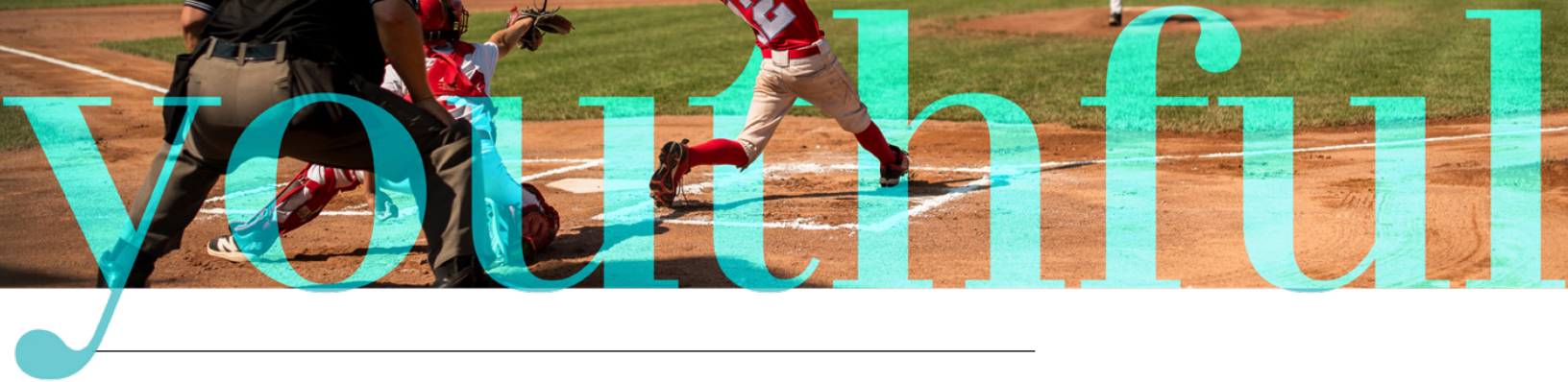
September provided an excellent opportunity to meet with and support local organizing committees of teachers and coaches working on significant high school provincial sport events for Q4 and into 2025. In the coming months, Kingston will host the 2024 AAA Boys Volleyball Championships, the 2025 AAA Boys Basketball Championships, and the 2025 AA/AAA Girls and Boys Soccer Championships.

This quarter also saw successful bids to host the 2025 Little League U13 National Championships, the 2025 and 2026 U17/U19 Ontario Cup Girls Basketball Championships, and the 2025 and 2026 JUEL Provincial Girls Basketball Championships.

Bids prospected for 2025 and beyond included events by Dodgeball Canada, Ultimate Canada, and Quadball Canada.

Meetings with local partners were held on the topics of collaboration with Queen's University Athletics & Recreation to activate the community around Gaels games, the proposal for the development of a new indoor turf facility on Kingston's east end, the future of events at Portsmouth Olympic Harbour and emerging trends in sailing, and the development of new sport events in Kingston.

SPORT AND WELLNESS



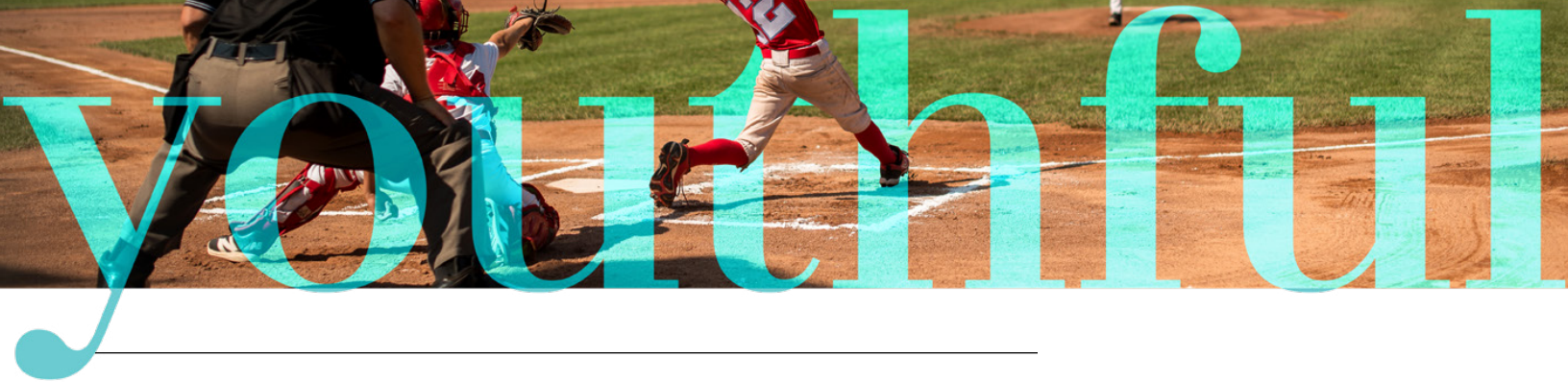
These activities supported our 2024 annual plan goals:

- // 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.
- // Showcase the contribution of sport to Kingston's tourism economy.
- // Act on key strategy documents developed to support Kingston's sport tourism capacity.
- // Collaborate with local educational institutions to enhance their sporting events.
- // Measure and report on the economic impact of sport and wellness events in Kingston.

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

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

SPORT AND WELLNESS



2024 annual goals

Sport and Wellness	2024 goal	Q1	Q2	Q3	2024 result	% goal actual
Number of traces	2,000	408	695	350	1,453	73%
Number of bids prospected	50	22	14	5	41	82%
Number of bids submitted	20	4	10	2	16	80%
Number of bids won	10	3	5	2	10	100%
Number of events hosted	70	15	30	25	70	100%
Room nights	40,000	18,140	16,223	13,170	47,533	119%
Event attendees	38,000	32,604	26,270	7,073	65,947	174%
Estimated economic impact		\$1,475,376	\$1,440,334	\$10,157,098	\$13,072,808	

Numbers are based on the date that traces/leads begin

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 for Q1 and Q2, Destination International's Event Impact Calculator Sport Model for Q3.

TRAVEL TRADE



Estimated economic impact of Travel Trade in Q3: \$1,876,030

Group tour demand increased this July and August as expected and Kingston obtained new tour bus parking arrangements confirmed in Q2 to meet this demand. Another bus parking space was added in front of the Great Lakes Museum and S.S. *Keewatin*. This has also been added as a stop on the Hop On, Hop Off Tour Trolley, a popular choice of attraction for the FIT market. We also promoted the incentives offered to motorcoach operators using the King Street bus parking spaces. These incentives include dining vouchers, guided tours, and postcards from the Visitor Information Centre. These measures are done to ensure bus passengers have more time to explore downtown Kingston safely, and bus drivers are in conformance with Kingston's no-idle by-law.

This quarter, our staff hosted FAM tours with Lakeshore Excursions, the Champlain College Tourism Program, and Ontario Motor Coach Association (OMCA); and a corridor planning FAM tour with reps from Prince Edward County. Lakeshore Excursions will be the cruise agency for several visiting cruise ships; they work closely with our partners at the Great Lakes Cruise Association. Tourism Kingston is in discussions with the OMCA on a potential bid for Kingston to host the OMCA's mini marketplace in 2026.

In August, Travel Trade staff attended the Student Youth Travel Association Conference in New York. Following this trade show, partner referrals and follow-up communications were sent to over 40 operators. The SYTA conference contact list has been sent to partners who may wish to host youth travel groups.

Kingston was one of three finalists for the Cruise Destination of the Year award at the Seatrade Cruise 2024 awards ceremony. Kingston was recognized as a unique and authentic port of call for small Great Lakes cruise ships, with plenty of opportunities for passengers to connect to local music, food, historic sites, and attractions. As a finalist (along with Abu Dhabi and Fowey Harbour, U.K.), Kingston received a plaque and special recognition at the award ceremony in Málaga, Spain. Stephen Burnett, Executive Director of the Great Lakes Cruise Association, attended the ceremony on behalf of Tourism Kingston. Stephen had the chance to speak about Kingston to representatives from more than 40 cruise lines on an international stage.

In early September, Kingston welcomed the guests of the cruise ship *M.S. Hamburg* from Germany. We worked closely with cruise agency planners at Lakeshore Excursions to build out their itinerary while at the Port of Kingston. Tourism Kingston activated Crawford Wharf with a welcome ceremony before guests began their local excursions. *M.S. Hamburg*, which carries 385 passengers and 175 crew, will return to Kingston in fall 2025.

TRAVEL TRADE



These activities supported our 2024 annual plan goals:

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

Travel Trade work this quarter 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

International Travel Trade

- // This quarter, our work continued to grow the important Asia-Pacific tour market to Kingston, making connections with operators and through them, domestic and international visitors.
- // At SYTA, we held over 50 meetings with tour operators, connecting them with the history, diversity, and culture of Kingston for the educational market
- // We helped tour operators Zen Tours and NGH Tours build educational tour itineraries targeting their key demographics, and helped Concord Tour with a four day/three night tour.
- // Staff also attended a number of networking events, connecting with student associations from Queen's University and St. Lawrence College to grow the important Visiting Friends & Relatives market.

TRAVEL TRADE



2024 annual goals

Travel Trade	2024 goal	Q1	Q2	Q3	2024 result	% goal actual
Number of traces	600	181	484	79	744	124%
Definite leads	75	6	52	33	91	121%
Referrals	450	141	80	8	229	51%
Cruise passengers	1,300	330	0	687	1,017	78%
Number of buses booked	75	4	50	31	85	113%
Estimated economic impact		\$248,968	\$1,876,030	\$1,238,180	\$3,363,178	

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

Traces – contact with clients and prospects

Definite leads – potential business that has turned into booked business

Referrals – provision of local partner information to clients

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

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

BUSINESS EVENTS



vibrant

Estimated economic impact of Business Events in Q3: \$1,188,086

Of special note this quarter was the CSAE Summer Summit. This was the first time that Kingston hosted this major industry event. 241 association executives and industry suppliers from across Canada convened in Kingston for three days. They utilized four hotels for guest room accommodation and two hotels for conference educational session (plenary sessions at the Residence Inn and breakout sessions at the Delta). They also attended multiple off-site events to maximize attendee exposure to city offerings. The marquee event for the conference was the Kingston Showcase reception in Kingston Penitentiary, organized by Tourism Kingston and supported by 38 local event industry partners who donated or discounted their services, including food, beverage, event rentals, entertainment, and transportation. The unparalleled success of this industry event will result in follow-on meetings and conference business for years to come.

We primed the pipeline for future business at four key events this quarter:

With seven local partners, Tourism Kingston attended the Canadian Meetings and Events Expo in Toronto, August 13–14. This is Canada's largest events industry trade show. There, we connected with more than 100 meeting planners, event organizers, and industry suppliers over the course of two days.

Also in August, Tourism Kingston hosted a networking breakfast at the Queen's University Smith School of Business Toronto campus. At this event, we connected with 37 event planners and organizers. This was an ideal opportunity to sell the city as an event destination while showcasing food and beverages from Kingston business such as Pan Chancho, Cooke's Gourmet Foods, Cha Cha Tea, Collective Joy Farms, and others.

In September, we attended the Professional Convention Management Association Canada East Chapter Networking and Education Day in Montreal. This included a day of 10-minute one-on-one "speed networking" meetings with 32 Montreal event planners, plus an education session and the opportunity to present a Kingston Makers gift package and hotel gift certificate on stage during the closing ceremony.

Also in September, we attended the Meeting Planners International THE EVENT Conference in Kanata. This three-day conference brought together 275 MPI members and suppliers from across Canada. In addition to valuable workshops and networking events, we had 28 one-on-one meetings with event planners.

BUSINESS EVENTS



vibrant

These activities supported our 2024 annual plan goals:

- // Create and host showcase events.
- // Create sales mission activity in key markets.
- // Focus on specific sectors.
- // Prioritize sustainability.
- // Increase trade show participation by partners.

Business Events activities this quarter supported the following IDS initiatives:

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

Events supported in Q3:

- // Canadian Critical Care Society's N-ACES Event, July 2–5: 40 attendees, 105 room nights at the Donald Gordon Hotel & Conference Centre
- // Canadian Society of Association Executives Summer Summit, July 10–12: 241 attendees, 635 room nights at the Holiday Inn Kingston-Waterfront, Delta Hotel Waterfront, Residence Inn Water's Edge, and Market Square/Marriott Hotel
- // Friends for Life Bike Rally, August 6: 325 attendees, 210 room nights at Queen's University Summer Accommodations
- // RTO 9 Tourism & Sustainable Tourism Summits, September 12–13: 250 attendees, 50 room nights at the Doubletree by Hilton
- // Ontario Association of Radiology Managers Conference, September 18–20, 150 attendees, 300 room nights at the Market Square/Marriott Hotel
- // Northeast Shrine Association, September 19–22: 250 attendees, 750 room nights at the Holiday Inn Kingston-Waterfront, Delta Hotel Waterfront, and Market Square/Marriott Hotel
- // Queen's University Faculty of Arts & Sciences – Dean's advisory board meetings, September 25–28: 12 attendees, 42 room nights at the Market Square/Marriott Hotel

BUSINESS EVENTS



2024 annual goals

Business Events	2024 goal	Q1	Q2	Q3	2024 result	% goal actual
Number of traces	1,000	351	425	515	1,291	129%
Tentative leads	30	13	12	4	29	97%
Definite leads	40	2	17	7	26	65%
Contracted room nights	9,000	3,523	2,407	2082	8,158	91%
Estimated economic impact		\$228,770	\$2,808,839	\$1,188,087	\$4,225,696	

Contracted room nights have been adjusted for Q1 and Q2, as we now show the actual room nights used during each quarter, instead of the quarter in which they were booked.

Traces – contact with clients and prospects

Definite leads – future business booked in quarter

Economic impact reflects room nights and indirect spend by delegates.

Economic impact calculator: Destinations International Event Impact Calculator

FILM & MEDIA



Estimated economic impact of Film & Media in Q3: \$591,748

Beginning this quarter, we started tracking room nights used by productions, as well as the number of cast, crew, and local services used by productions while in Kingston. In Q3, six productions had 62 production days in Kingston and region, using 483 hotel nights, 60 local talent, and 67 local crew.

Productions

A Bitter Taste of Eternity – a feature film out of Quebec, filming throughout Kingston and Wolfe Island. The production company came to the region via a local location manager with whom they had worked before. This production filmed for six days and used 35 hotel rooms for five nights, or 175 hotel nights.

Doom Boogie – a local independent production from B2F filming throughout Kingston, Bath, and Odessa. Filmed for 22 days and used 13 hotel rooms for 23 nights, or 299 hotel nights.

Single Woman Seeking Child – an independent short film showcasing historic locations throughout Kingston. Toronto-based filmmaker Blain Waters grew up in Kingston: he won the Kingston Canadian Film Festival's 25th anniversary pitch competition, garnering \$25,000 to make his new short film, which will debut at KCFF 2025. This production filmed for three days and used three hotel rooms for three nights, or nine hotel nights.

Jeter l'Ancre – a French sailing TV show airing on RDS. The production team toured key Kingston locations to showcase the city's sailing scene, top attractions, and restaurants and filmed for three days.

Treaty Road, season 2 – a documentary series airing on APTN. The production utilized heritage locations around Kingston to explore Indigenous narratives in the city. This was a single-day production in Kingston.

To Labour With Love – a documentary film about a media professional challenging fear-filled portrayals of childbirth in pop culture, while navigating the birth of her own child. The production is a part of KCFF's inaugural Doc Factory program. This production filmed locally for 30 days.

The following productions lined up for Q4 were the result of our location tours and support in Q3:

- // *Murdoch Mysteries*, season 18 – filming in multiple downtown locations in October
- // *Visiting Hours* – an independent feature film filming at Kingston Penitentiary in October
- // *Underbelly* – a CRAVE/Bell series filming in Leeds and Thousand Islands in October

FILM & MEDIA



Other location tours and support in Q3 included work with:

- // *Copenhagen* – an NBC series for NBC, second unit filming only. We will learn in Q4 if they wish to film in Kingston.
- // *The Boys*, season 5 – After a location tour of Kingston Penitentiary, the production's art department decided they wanted a different look, so the film team referred them to a potential filming location in Prince Edward County.
- // *Unleashed* – a new scripted series that may film in Kingston in December/January.

Workshops and events

In July, we hosted a FAM tour for Ontario Creates film location consultants to show them key filming locations in Kingston, Thousand Islands, and Gananoque. Ontario Creates, an agency of the provincial government, is often the first point of contact for international production companies. Since the tour, Ontario Creates staff have recommended Kingston as a location for larger productions, including Duplass Brothers Productions in Los Angeles.

In August, we presented a locations photography workshop in Belleville in collaboration with the Bay of Quinte marketing team. Attendees learned specifics about location photography as well as the role of location photos in our locations database. This was the first of a series of workshops planned outside of Kingston to support our goal to develop the film and TV industry within the broader RTO 9 region. To date this quarter, we have met with staff from Belleville/Bay of Quinte, Lennox and Addington County, and Prince Edward County. Ideas for new workshops were presented, and a Production Assistant workshop with Loyalist College in Belleville is now in the works.

In September, we presented a Locations Support Personnel (LSP) and Background Actor (BG) workshop in Kingston. This workshop was designed to introduce local community members to entry-level, foot-in-the-door roles on film and television sets, as well as the best on-set etiquette practices.

We also hosted a Production Assistant fundamentals workshop with the Directors Guild of Canada (Ontario) in collaboration with Queen's Film and Media. Attendees learned the basics of being a set Production Assistant with hands-on training exercises and a question-and-answer session about how to look for and find work and how to start at an entry level with DGC Ontario.

Anecdotally, we know of a number of Kingston residents who have been hired on productions after taking our LSP and BG workshop or Production Assistant workshop and responding to crew and casting calls through the Film & Media newsletter. We also now track and

FILM & MEDIA



Kingston

report on local vendor/crew/cast hires on productions quarterly.

Film & Media staff attended two key industry events to promote Kingston:

At the Toronto International Film Festival, we had 10 individual meetings, one of which led to a location support package for a bid to a U.K. production company. At TIFF, we also met with staff from the Black Screen Office to discuss upcoming workshops and we also set up a meeting with representatives from Women in Film and Television (WIFT) to discuss workshops.

We also attended the Esports Trade Association Conference, taking part in three workshops specifically geared to tourism destinations.

Kingston Film & Media joined the Film Incentive Coalition of Ontario (FICO), led by Film London. FICO is advocating for an increase to the Ontario Film Television Tax Credit regional bonus system. Currently, the regional bonus system allows Ontario-based producers shooting outside the Greater Toronto Area to access a 10% bonus on their tax credit for eligible Ontario labour expenditures incurred for production.

We updated our Kingston film look book with new photos and a map outlining the different eras of architecture available in Kingston, enabling film productions to achieve a variety of looks, from Victorian to modern. We also included information on electrical tie-in locations for “greener” filming. These locations allow productions to access grid power, reducing the use of diesel generators. We added an [electrical tie-in grip map on our website](#) working with the Ontario Creates Green Screen Initiative.

We also connected with local realtors to expedite the process of identifying private residences or commercial properties that are available for filming purposes.

Production

Kingston Film and Media issued nine film permits for six different productions on behalf of the City of Kingston. Two of these productions also required a further drone permit. Through these permits, 11 different city locations were used, including Portsmouth Olympic Harbour, McBurney Park, City Park, Market Street, and Confederation Basin. We have developed a new film permitting form to streamline the process of gaining appropriate information from productions.

We have updated filming location support forms on our website, for parking, road closures, paid duty officers, and fire support.

FILM & MEDIA



A new form for special effects in productions is currently under review with municipal partners.

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.
- // Leverage key industry events to promote Kingston as a premier global production hub.
- // Become an active participant in the Ontario Green Screen sustainable production initiative.
- // Work collaboratively with community partners such as Queen's University.

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

- 4 – Develop a creative industries tourism plan
- 8 – Address immediate labour bottlenecks
- 13 – Create a sustainable tourism development plan.
- 14 – Leverage underutilized assets

FILM & MEDIA



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2024 annual goals

Productions	2024 goal	Q1	Q2	Q3	2024 result	% goal actual
Tier 1 (over one week)	4	1	2	2	5	125%
Tier 2 (overnight to one week)	10	5	7	3	15	150%
Tier 3 (single day)	10	0	0	1	1	10%
Local productions (within 100 km)	12	6	3	3	12	100%
Non-local productions (>100 km travel)	12	0	6	3	9	75%
Room nights (new for Q3)				483	483	
Estimated economic impact		\$229,150	\$761,280	\$591,748	\$1,582,178	

Workshops/events						
Events	15	9	5	4	18	120%
Participants	800	620	133	112	856	107%

Location tours						
Tours	20	2	9	10	21	105%
Participants	200	15	38	42	95	48%

Location/production directory						
Location listings	100	12	64	41	117	117%
Vendor/crew listings	100	19	34	34	87	87%
Vendor/crew/talent hires on productions			38	127	165	

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

MUSIC



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

The Kingston Music Office curated and sponsored musical talent for three Tourism Kingston-supported events: the CSAE Trillium Summer Summit, Feast On® the Farm, and the Little League Canadian Championships. Our partnership with the Ottawa Music Industry Coalition's "Songs from the Shed" initiative expanded performance opportunities for Kingston artists and provided our first Kingston Roadshow of the quarter.

In July, Grade 8 students from Pathways to Education participated in a special workshop at the Broom Factory. Led by local musicians, the workshop offered hands-on experience in songwriting, hip-hop lyric writing, and rhythm.

In August, the Music Officer attended the Up Here Festival in Sudbury, an urban art and music festival that combines live performances with public art. This experience included a meeting with Melanie St-Pierre from Creative Industries Ontario North Music Office, gaining insight into their creative space shared with Cinéfest Sudbury. The festival was an inspiring example of how arts can transform urban spaces, leaving a lasting impact on the community through murals and pop-up performances.

In August, the Music Officer had the opportunity to participate in the Indie Weekly Sessions, an online professional development series hosted by Indie Week. The session focused on exploring music industry opportunities outside of Toronto, featuring representatives from the Ottawa Music Industry Coalition (OMIC), Noisemaker Management and Promotion, Creative Industries Ontario North (CION). Moderated by Indie Week founder Daryl Hurr, the discussion highlighted the growing potential for music professionals in regions beyond the major urban centres and allowed for an online promotion of Kingston's initiatives.

As part of this partnership, the Kingston Music Office offered complimentary passes for Kingston artists to attend the Music Pro Summit, an online conference presented by Indie Week in September. This summit provided three days of valuable panel discussions on music industry trends and professional development, further supporting Kingston's creative community.

The fourth edition of the Slight Music Video Program connected local filmmakers and musicians to collaborate on new music videos that will premiere at the Kingston Canadian Film Festival in 2025. Over 100 artists and 17 production companies applied to the program. The successful pairings will be announced in early Q4.

MUSIC



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In September, in collaboration with Spring Reverb Festival, the Music Office curated a Kingston showcase at POP Montreal with Kingston artists Luella, The Petras, and Almond Milk, who performed at Quai des Brumes to a crowd of more than 150 attendees. This international festival provided a prominent platform to promote Kingston's emerging talent. During POP Montreal, the Music Officer also met with Music Declares Emergency Canada Director Kim Fry, and Wavelength Festival (and Toronto Music advisory member) Jonathan Bunce.

Our "Release Radar" initiative, now partnered with **CFRC Radio**, further amplifies local music through digital and radio platforms. Promoting more than 15 local artists over the summer, this partnership ensures Kingston musicians receive increased exposure, aligning with our mission to celebrate local talent.

Launched in Q2, the Kingston Music Office's new Instagram channel grew to 815 followers in Q3. We also launched a Spotify playlist of new releases, which is promoted through the Visitor Information Centre.

Q3 was instrumental in building the foundation for our Q4 programming, enhancing collaboration and positioning Kingston's music sector for growth. We worked with multiple vendors, venue operators, and community partners to expand programming beyond the downtown core and enhance Kingston's diverse music offerings. These efforts will culminate in various events (Youth Open Mic, Merch Market, Bandwidth) across the city in Q4, contributing to Kingston's cultural vibrancy and ensuring broader access to music-driven community experiences. Research and logistical planning for ongoing projects, including the upcoming "Next Stage" event in collaboration with the Canadian Live Music Association, were key priorities for Q3.

During Q3, the Music Officer worked with Roswell Rehearsals on various zoning queries in their efforts to find a permanent location for their rehearsal business. These efforts were successful; Roswell Rehearsals are set to re-open in their new west-end location in early Q4.

Events attended

- // Up Here Festival, Sudbury – August
- // Indie Weekly Sessions, online – August; Panel guest; "Music opportunities outside of Toronto"
- // POP Montreal Festival – September
- // Music Pro Summit, online – September

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These activities supported our 2024 annual plan goals:

- // Strengthen music-friendly infrastructure.
- // Expand outreach and talent investment by assisting emerging artists with professional tour support.
- // Create professional development and networking opportunities for local artists.
- // Support the development of an online resource for musicians and venues.
- // Support the development of rehearsal space for artists.
- // Provide support for local promoters, organizers, festivals, and venues.
- // Develop and activate music-related tourism packages.

Music work this quarter supported the following IDS initiatives:

- 4 – Develop a creative industries tourism plan
- 11 – Enhance culinary tourism in Kingston
- 14 – Leverage under-utilized assets for tourism
- 21 – Improve relationship with Queen’s University

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

- 1.2 – Support community and industry efforts to create and activate music spaces, hubs, and incubators where artists can gain access to resources and support.
- 1.7 – Leverage outdoor and city-owned public spaces for performance opportunities with a focus on getting outside of the downtown core.
- 2.1 – Develop new programming and performance opportunities that promote local musicians and access to music in neighbourhoods across Kingston.
- 2.3 – Partner with local experts, community organizations, and post-secondary institutions to expand reach of city-sponsored residency programs for both musicians and music industry workers, develop barrier-free workshops, programming, and tool kits, and resources on building a career in music.

MUSIC



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- 2.7 – Enhance awareness of grant funding opportunities available (locally, provincially, and federally) to local musicians, and explore possibilities for new grant streams as part of the City of Kingston Arts Fund (CKAF) that would support musicians including the creation of music (recording projects) and supporting emerging musicians and industry workers.
 - 2.8 – Identify collaborative opportunities between City of Kingston and local schools to provide Kingston youth access to early career supports and services.
 - 3.5 – Facilitate networking opportunities for local musicians (music and other creatives) through further investment in existing programs (Bandwidth, Slight Music Video Program) and collaborate with partners to create.
 - 4.3 – Create a public-facing webpage where members of Kingston’s music community can learn about the Music Officer’s (and, when applicable, Office’s) work, activities, programs, and impact.
 - 4.6 – In consultation with relevant local businesses, ensure that zoning bylaws are appropriate for Kingston’s diverse range of music businesses (including both commercial and non-profit).

MUSIC

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2024 annual goals

Live events	2024 goal	Q1	Q2	Q3	2024 result	% goal actual
Kingston facilitated roadshows	8	1	1	4	6	75%
Artists/bands impacted	25	3	2	4	9	36%
Workshops/professional development events	20	5	15	2	22	110%
Attendees at workshops/events	750	240	490	45	775	103%

Sponsored events						
Sponsored music events	25	4	5	3	12	48%
Attendees - sponsored events	15,000	1,325	6,200	922	8,447	56%
Artists/bands impacted	600	49	239	3	291	49%
Estimated economic impact of sponsored events		\$67,490	\$69,638	\$62,186	\$199,314	

Location/production directory						
Music listings	25	5	15	5	25	100%

Economic impact numbers for Q3 show as lower than in Q1 and Q2, as much of our work was done in collaboration with other portfolios. Three musical acts were lined up for events whose economic impact was calculated in the Sport & Wellness, Partnerships, and Business Events sections.

Economic impact source: TREIM

VISITOR SERVICES



In Q3, we welcomed 69,000 guests at the Visitor Information Centre. We had a team of 11 ambassadors, helping guests in French and English, and occasionally in other languages, with the help of translation apps.

September brought a large number of travellers from France and Germany. That month, about 75% of our daily interactions were in French. Many late summer/early autumn visitors do a similar itinerary, from Quebec City to Niagara Falls, with stops in Montreal, Kingston, and Toronto.

This quarter, ticket sales did particularly well for Kingston Trolley Tours, Kingston 1000 Island Cruises, and Kingston Pen tours. Retail sales were strong in Q3, tracking approximately 15% higher than the same period in 2023.

Sustainability

Visitor Services assembled a staff “Green Team,” which met weekly this quarter. The team sourced and ordered 100% recycled kraft paper bags to be used for guest purchases instead of plastic bags. Staff began exploring local, environmentally friendly cleaners for use at the VIC. Staff also collaborated with municipal staff on the creation and site location of “no idling” signs for tour buses.

Q3 visitor insights:

- // 77.2% of visitors came from Ontario.
- // 16.6% of visitors came from Quebec.
- // 1.8% of visitors came from the U.S.
- // 4.4% came from outside North America.
- // Visitors travelled an average of 395 km.
- // 47.6% of visitors stayed overnight.
- // 26.3 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.

VISITOR SERVICES



These activities supported our 2024 annual plan goals:

- // Develop a strong and diverse seasonal staff team.
- // Increase attraction ticket sales.
- // Improve visitor data collection.

Visitor Services work this quarter supported the following IDS initiatives:

13 – Create a sustainable tourism development plan

2024 annual goals

Visitors	2024 goal	Q1	Q2	Q3	2024 result	% goal actual
Number of interactions	60,000	9,197	42,998	69,060	121,255	202%

Partner support	2024 goal	Q1	Q2	Q3	2024 result	% goal actual
Tickets sold for partners	\$28,500	0	\$2,100	\$23,937	\$26,037	91%

Revenue	2024 goal	Q1	Q2	Q3	2024 result	% goal actual
Enhanced Profile Program	\$26,300	\$7,722	\$17,876	\$2,475	\$28,073	107%
Merchandise	\$65,000	\$108,881	\$50,333	\$48,109	\$207,323	319%

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	\$ 1,190,939	\$ 396,979	75%
Municipal Other - Cultural Services SLA	\$ 150,000	\$ 150,000	-	100%
Other Revenue				
KAP Contribution	\$ 1,600,000	\$ 1,200,000	\$ 400,000	75%
KAP Contribution - Other	\$ 28,000	\$ 18,933	\$ 9,067	68%
MAT 35% - Film and Media	\$ 350,000	\$ 350,000	-	100%
MAT 65% - STR	\$ 60,000	\$ 49,031	\$ 10,969	82%
MAT 35% - Film Incentive	-	\$ 40,000	\$ (40,000)	0%
Francophone 2023 - 2024	\$ 22,980	\$ 22,980	-	100%
Experience Ontario	\$ 26,142	\$ 36,942	\$ (10,800)	141%
VIC Sales & Commissions:				
Resale	\$ 65,000	\$ 89,739	\$ (24,739)	138%
Ticket sales & other revenue	\$ 28,500	\$ 22,341	\$ 6,159	78%
Brochure racking	\$ 26,300	\$ 29,973	\$ (3,673)	114%
Solar Eclipse	-	\$ 106,585	\$ (106,585)	0%
Music Revenue	\$ 50,000	\$ 50,000	-	100%
Film Revenue	\$ 70,000	\$ 10,995	\$ 59,005	16%
Business Events Revenue	\$ 5,500	\$ 18,599	\$ (13,099)	338%
Travel Trade Revenue	\$ 2,550	\$ 1,959	\$ 591	77%
Sport & Wellness Revenue	\$ 2,000	\$ 24,711	\$ (22,711)	1,236%
Marketing Revenue	\$ 75,000	\$ 204,758	\$ (129,758)	273%
Partnership Revenue	\$ 40,000	\$ 30,000	\$ 10,000	75%
Other Funding	\$ 249,382	\$ 195,161	\$ 54,221	78%
Total Revenue	\$ 4,439,272	\$ 3,843,646	\$ 595,626	87%
Expenditures				
Wages & Benefits	\$ 1,789,000	\$ 1,276,933	\$ 512,067	71%
Other Administrative Expenses	\$ 250,000	\$ 243,346	\$ 6,654	97%
Reserve	\$ 50,000	\$ 37,500	\$ 12,500	75%
Software Maintenance	\$ 64,000	\$ 55,638	\$ 8,362	87%
Project Expenses				
Marketing Digital Content Media Relations	\$ 1,650,000	\$ 1,418,780	\$ 231,220	86%
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	\$ 77,032	\$ 968	99%
Travel Trade	\$ 72,000	\$ 68,577	\$ 3,423	95%
Sport & Wellness	\$ 105,150	\$ 99,114	\$ 6,036	94%
Film	\$ 112,000	\$ 48,406	\$ 63,594	43%
MAT 35% - Film Incentive	-	\$ 40,000	\$ (40,000)	0%
Music	\$ 50,000	\$ 32,170	\$ 17,830	64%
Visitor Services	\$ 130,000	\$ 122,010	\$ 7,990	94%
Solar Eclipse	-	\$ 46,431	\$ (46,431)	0%
Total Expenditures	\$ 4,439,272	\$ 3,646,593	\$ 792,679	82%
Surplus/(Deficit)	-	\$ 197,053	(197,053)	



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KINGSTON