



**City of Kingston  
Information Report to Council  
Report Number 25-075**

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**To:** Mayor and Members of Council  
**From:** Lanie Hurdle, Chief Administrative Officer  
**Resource Staff:** None  
**Date of Meeting:** February 18, 2025  
**Subject:** Quarterly Report: Tourism Kingston – Q4 2024

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**Council Strategic Plan Alignment:**

Theme: Regulatory & compliance

Goal: See above

**Executive Summary:**

In accordance with the Service Level Agreement entered into between the City of Kingston and Tourism Kingston ([Report Number 21-006](#)), the attached report (Exhibit A) provides detailed reporting on Q4 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*

February 18, 2025

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

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

**Recommendation:**

This report is for information only.

February 18, 2025

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**Authorizing Signatures:**

ORIGINAL SIGNED BY CHIEF

ADMINISTRATIVE OFFICER

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**Lanie Hurdle, Chief  
Administrative Officer**

**Consultation with the following Members of the Corporate Management Team:**

Paige Agnew, Commissioner, Growth & Development Services	Not required
Jennifer Campbell, Commissioner, Community Services	Not required
Neil Carbone, Commissioner, Corporate & Emergency Services	Not required
David Fell, President & CEO, Utilities Kingston	Not required
Ian Semple, Acting Commissioner, Transportation & Infrastructure 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 Q4 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

**Other City of Kingston Staff Consulted:**

None

**Exhibits Attached:**

Exhibit A – Q4 2024 Tourism Kingston Report to Council



# *FOURTH QUARTER REPORT 2024*



# Tourism Kingston quarterly report



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

**January 6, 2025**

**RE: Tourism Kingston Q4 2024 report**

Please find attached our summary report on the activities undertaken by Tourism Kingston for Q4: October through December 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 fourth-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.

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 extending from the end of the name.

**Megan Knott**  
CHIEF EXECUTIVE OFFICER  
Tourism Kingston



# OVERVIEW OF TOURISM KINGSTON'S WORK IN 2024



# culture

Much of our work this year has supported the Strategic Priorities of City Council, notably:

**Lead environmental stewardship and climate action.**

2.2 Support climate action and sustainability for residents, businesses, and partners.

**Build an active and connected community.**

3.1 Expand parks and recreation opportunities and participation.

3.2 Beautify city streets and spaces.

**Drive inclusive economic growth.**

5.2 Evaluate policies, programs, and services to support the use of the airport.

5.3 Diversify Kingston's economic base.

5.5 Continue to enhance Kingston as a tourist destination.

5.6 Consider opportunities to enhance sports tourism.

5.7 Foster culture, history, education, arts and recreation.

5.8 Ensure the downtown remains vibrant.

**Investment attraction**

We have 14 active investment attraction files open, supporting projects to attract visitors to Kingston; support the city's creative industries strategy; grow the local economy; grow capacity for sport; and improve quality of life for residents. A key part of our work entails identifying opportunities to build a business pipeline for city-supported projects like the deep-water dock, conference centre, and film studio. We have been proactively working with tourism partners, funders, and provincial, national, and international organizations and businesses to raise awareness of these projects and generate business to Kingston in the coming years.

# awards

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## 2024

Tourism Kingston received a number of accolades this year. These awards are important not only to recognize the hard work of our staff and efficacy of our work, but they also bring national – and sometimes international – attention to Kingston, its history, cultural resources, and many other offerings for visitors.

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**WINNER**

**EDAC Marketing  
Canada Award**

Promotional Event:  
Total Solar Eclipse

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**WINNER**

**Ontario Tourism  
Award of Excellence**

Culinary Leadership

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**WINNER**

**Ontario Tourism  
Award of Excellence**

Culinary DEI

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**WINNER**

**Ontario Tourism  
Award of Excellence**

Digital Marketing

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**SILVER**

**Summit  
Creative Award**

Integrated Campaign,  
Consumer: Total Solar  
Eclipse

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**SILVER**

**Summit Marketing  
Effectiveness Award**

Social Media Marketing:  
Visit Kingston

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**FINALIST**

**TIAC Canadian  
Tourism Award**

Culinary Tourism  
Experience

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**FINALIST**

**Seatrade  
Cruise Award**

Destination of the Year

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**FINALIST**

**Canada Live  
Music Award**

Music City of the Year

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**FINALIST**

**PCMA Canada  
East Chapter**

**Ted Robinson**  
Inspirational Supplier  
of the Year Award

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**FINALIST**

**EDCO Award  
of Excellence**

Visitor Attraction:  
Total Solar Eclipse

*Awarded February 2025*

# MARKETING & COMMUNICATIONS



Our brand campaign continued in Q4 with a focus on late fall and holiday experiences including historic inns, holiday markets, culinary, live music, and holiday “shop on us” overnight packages featuring \$100 Visa cards. In early December, we began promoting Kingstonlicious with a holiday gift-giving campaign focused on Kingstonlicious signature events. Our fall/winter media buy included paid search (Google Ad Words), digital ads (Google Display and YouTube), Food & Drink, and Edible Ottawa magazines. Brand campaign ads connect visitors with our [campaign landing page](#), which is updated seasonally, while Kingstonlicious ads take visitors to a [dedicated landing page](#).

Our business events campaign continued as well. 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 77,000 visits since launching this spring. The [campaign video](#), which showcases footage of previous successful business events in Kingston as well as local attractions, also features music by Kingston band Oakridge Avenue.

Our weddings campaign also continued in Q4, positioning Kingston as an ideal domestic weddings destination for nearby markets. The campaign included brand assets along with partner ad units, taking visitors to a dedicated microsite: [visitkingston.ca/weddings](#). The campaign generated 200,000+ website sessions.

In total, our campaigns and tactics delivered 57,714,378 advertising impressions and 2,738,974 website sessions to [visitkingston.ca](#) in 2024 – a 62% increase over last year. We also sent 379,826 referrals to operators and accommodation providers.

In fall 2024, we made enhancements to our Destination Insights Dashboard, which captures key sector metrics such as hotel and short-term rental occupancy/room nights; visitor insights via mobile data; and economic impact. We added ratings and reviews to the dashboard, a product that captures visitor reviews on platforms like Trip Advisor and Google, allowing us to assess visitor sentiment. An additional 45 points of interest were added to our visitor mobile insights dashboard. We launched a visitor survey on the city’s free WiFi, allowing us to capture insights such as reason for visit. Finally, we added more detailed economic impact and visitation data, working with our partners at ROVE and using data from [Destination Canada’s Tourism Data Collective](#), allowing us to see visitation and visitor spend monthly, quarterly, and annually.

The Marketing and Communications team continues to work with Alphabet, our agency of record, to complete a full redesign of [visitkingston.ca](#). We have completed the wireframe, user interface, and design phases. We delivered 100 pages of content for the site and reviewed 1,000+ existing stories. The project is on track for a spring 2025 launch.



# MARKETING & COMMUNICATIONS



Chief Marketing Officer Alison Migneault spoke at two conferences in Q4. She presented the Kingston brand and journey to a shared place brand at the Economic Developers Council of Ontario regional conference in October. In December, she joined colleagues from Destination Toronto, Destination Vancouver, and Destination Canada on a panel at the Tourism Industry Association of Canada's Tourism Congress, discussing how to leverage and amplify the impact of major events. Alison shared our strategy and results of the total solar eclipse in April 2024.

The Marketing and Communications team was recognized with several industry awards in Q4. Tourism Kingston's efforts to generate tourism around the total solar eclipse were recognized with an Economic Developers Association of Canada Marketing Canada Award for best promotional event. The Marketing and Communications team was also recognized with a Summit International Creative Award for integrated campaign – consumer for our total solar eclipse campaign. Tourism Kingston and our partners won three Ontario Tourism Awards: culinary leadership, culinary DEI, and digital marketing. We are also a finalist for an Economic Developers Council of Ontario Award for Visitor Attraction & Tourism Product Development (Urban Award) for the total solar eclipse project, which will be handed out in February 2025.

## PARTNERSHIPS

### Estimated economic impact of special projects in Q4: \$17,104

In early October, we hosted Destination Ontario in collaboration with The Weather Network to promote spooky season in Kingston with 12 pre-recorded segments featuring the Ghost and Mystery Trolley Tour, Pumpkinferno, Fort Fright, Improbable Escapes, Haunted Walks, as well as information on where to stay and eat in Kingston. This broadcast resulted in a total reach of 16,940,143. In late November, we showcased Kingston's holiday season highlights during an Attractions Ontario webinar. The session attracted 200 consumers actively seeking festive activities and experiences for the holidays.

In late October, we hosted Jami Savage of [Adventure Awaits](#) to promote year-round travel, highlighting activities like taking in fall foliage from a cruise or trolley tour, Creative Kingston Walking Tours, culinary, and shopping. In November, we hosted Marie Julie Gagnon of Le Devoir to promote sustainable activities in Kingston. This itinerary showcased Green Key certified hotels, Feast On® certified restaurants, and an interview with Lionhearts to discuss their Food Recovery and Redistribution program. To date, we have hosted four media/influencers whom we met at the Travel Media Association of Canada (TMAC) conference earlier this summer. In early December, Ashley Bradshaw, Destination Development Manager, travelled to Toronto to attend the Travel Media Association of Canada (TMAC) holiday social. This was an opportunity to meet with media and industry and begin planning media visits in 2025. We gave each attendee a copy of *Coke Machine Glow* by Gord Dowie (purchased through local bookstore Novel Idea) wrapped in a custom Kingston book jacket.

# MARKETING & COMMUNICATIONS



# storytelling

We supported Queen's University's Homecoming programming in October. We welcomed alumni at the check-in event at Grant Hall and at the Harvest Festival alumni gathering at Benidickson Field. With support from Visitor Services staff, we provided visitor information, offered merchandise for sale, and presented an interactive game in partnership with Improbable Escapes. This game, "The Limestone Seekers Society," challenges participants to crack the Kingston code, all the while learning about Kingston's unique history, heritage, and attractions. This game had premiered at the Travel Media Association of Canada (TMAC) conference with great success.

Outreach to restaurant partners for [Kingstonlicious](#) 2025 began in late Q3, with those who expressed interest in hosting an event confirmed in Q4. 2025 marks the fifth year of the program, which runs February 3–March 31. In partnership with the Culinary Tourism Alliance, we curated five signature events and an additional two signature events with Tourism Kingston's support. These seven signature events launched in late November with the intent to offer gift-giving experiences to visitors. To date, one event has sold out. Additionally, we have engaged more than 30 restaurant partners to participate in the prix fixe menu, ranging from high-end dining to breweries and a farmers' market.

In November, we launched a four-week Visa incentive promotion ahead of the winter holidays to support Kingston's local makers through overnight hotel stays. This included a \$100 Kingston Visa gift card and a 20% discount voucher for use at the Visitor Information Centre (VIC). The addition of the 20% discount voucher leverages the locally made products within the VIC along with Kingston-branded merchandise. This program aligned with holiday markets and ran November 18–December 13. Hotels reported the sale of 81 one-night packages and 16 two-night packages for a total of 97 room nights.

We wrapped up the last Attractions Committee meeting in early December with partners reflecting on the year and sharing plans for 2025. There are several community milestone events occurring in 2025 that will be incorporated into earned media pitches and leisure marketing strategies.



# MARKETING & COMMUNICATIONS

# storytelling



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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.
- 11 – Enhance culinary tourism in Kingston.
- 15 – Create targeted, flexible campaigns in Ontario.
- 16 – Create flexible campaigns targeting key provincial markets.
- 17 – Create flexible campaigns targeting new markets.



# MARKETING & COMMUNICATIONS

# storytelling



## 2024 annual goals

Marketing and Communications	2024 goal	Q1	Q2	Q3	Q4	2024 result	% goal actual
Website sessions	2,000,000	512,738	676,882	937,177	612,177	2,738,974	137%
Website pageviews	2,500,000	670,211	899,648	1,179,509	1,179,509	3,928,877	157%
Referrals to partners (web + phone)	315,000	92,353	85,821	118,140	83,512	379,826	121%
Advertising impressions	110,000,000	32,933,373	63,348,167	54,759,285	57,714,378	208,755,203	190%
Social media link clicks	400,000	127,284	106,432	166,809	88,440	488,965	122%
Social media engagements	1,200,000	247,880	535,273	421,402	313,540	1,518,095	127%
Social media impressions	35,000,000	10,333,803	8,352,572	9,069,539	4,891,191	32,647,105	93%
Total followers	127,000	123,522	125,011	120,984	129,833	129,833	102%
Proactive high-value earned media stories*	425	76	307	49	12	444	104%
Total media stories	1,400	348	847	251	140	1,586	113%
Total earned media impressions	1,700,000,000	765,458,067	733,536,398	431,952,929	402,180,192	2,333,127,586	137%

\*Website, advertising, social media, and earned media goals adjusted (increased from start of year) due to success of solar eclipse campaign

# MARKETING & COMMUNICATIONS

# storytelling

## 2024 annual goals

Packaging*	2024 goal	Q1	Q2	Q3	Q4	2024 result	% goal actual
See + Do packages	45	1	12	13	18	44	98%
Eat + Drink packages	45	18	2	11	2	33	73%
Rest + Relax packages	20	0	2	1	4	7	35%
Family packages	20	4	4	9	2	19	95%
Package referrals to partners	40,000	16,890	8,373	11,628	8,471	45,362	113%
Minimum room nights	700	514	55	146	105	820	117%
Estimated economic impact		\$1,600,000	\$10,443	\$28,242	\$17,104	\$1,655,789	

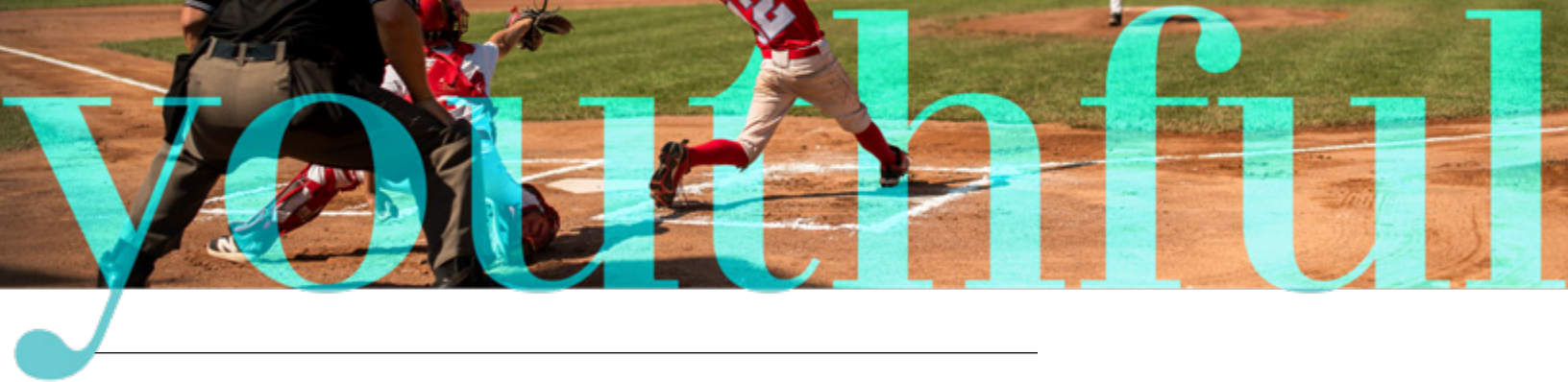
\*Tourism Kingston supported or created packages

Special projects	2024 goal	Q1	Q2	Q3	Q4	2024 result	% goal actual
Facilitated events or activations	70	12	45	2	5	64	91%
Attendees, facilitated events or activations	12,000	345	10,033	202	350	10,930	91%
Partners involved or impacted	220	65	81	27	47	220	100%

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



# SPORT AND WELLNESS



## **Economic impact of Sport & Wellness initiatives in Q4: \$4,365,750**

As we prepare to deliver our 2025 goal of better communicating with and about the local sport system in Kingston, we were thrilled to launch a new [Visit Kingston – Sport Instagram](#) page this quarter. Already this page has seen 520+ followers and significant engagement from local, provincial, and national sport organizations, as Instagram continues to become a place where athletes and their influencers go to learn what's going on in their community and in sport more broadly.

Working closely with the marketing team, we promoted several sport events and activities this quarter for Kingston residents and visitors to enjoy including the Vanier Cup, Football Ontario's "Try Football" day, Kingston Frontenacs games, and the IIHF World Junior's Exhibition game between USA and Slovakia at Slush Puppie Place. An overview of sport & recreation activities for families was shared across our channels to promote businesses in Kingston offering sport and wellness experiences to take in over the holidays. This included rock climbing at the Boiler Room, bowling at the newly renovated Splitsville, The Bunker at BGC South East, and indoor golfing at the recently opened YGK Sports Factory.

From an event hosting perspective, Kingston saw a great variety of sport events across the city this quarter. The major events supported by Tourism Kingston in Q4 were:

### // AAA OFSAA Boys Volleyball – Provincial High School Championship

- This event drew more than 360 athletes from across the province for a three-night stay across three hotel properties.
- Games were held at Kingston Secondary School and Holy Cross Catholic Secondary School.
- A banquet for student-athletes and coaches, local sponsors, and special guests was held at St. Lawrence College. The banquet featured a keynote speech from Queen's University head men's volleyball coach Gabe deGroot and recognized local long-time volunteer coach Todd Collard with the OFSAA Leadership in School Spirit Award.
- A significant volunteer base was needed for OFSAA event hosting, requiring many hours from local teachers. This turned out to be extremely beneficial for our local sport system as it led to training more than 100 high school students as volunteers, who now have transferable sport event experience.

### // Vanier Cup – National U SPORTS Football Championship

- Hosted at Richardson Stadium, the game between Université Laval and Laurier University saw 7,000 fans in attendance, the majority from out of town.

# SPORT AND WELLNESS



## // Canadian Collegiate Flag Football Championship & Showcase

- This women's university flag football tournament was hosted at Queen's University, welcoming more than 200 collegiate athletes from Ontario and Quebec.
- The event took place alongside a "Try Football" day for Kingston youth coinciding with the launch of the new Kingston Minor Football League.
- This event further energized the sport as we look forward to the introduction of flag football in the 2028 Summer Olympic Games.

## // Battle in the Bubble – adult pickleball tournament

- Hosted at the Kingston Pickleball Centre, this event saw 200 players over two days of competition. Participants were a mix of local residents and out-of-town visitors who stayed overnight in Kingston.

## // Hockey Helps the Homeless

- Tourism Kingston was an event sponsor, helping to secure hotel rooms for visiting volunteers and hockey pros. Event attendees were a mix of local residents and out-of-town visitors.
- The event, which utilized weekday day-time ice at the INVISTA Centre, raised more than \$150,000 for local charities Lionhearts & Pathways to Education.

The city also welcomed athletes and their families for a number of hockey tournaments including the Jr. Gaels GK Fall Bash, two KAMHA Kingston Canadians tournaments, and the Church Athletic League Causeway Classic. We also provided support in sourcing a significant number of hotel rooms for GKGHA Ice Wolves Cup which is the first sport tournament of the new year, happening January 3–5, 2025.

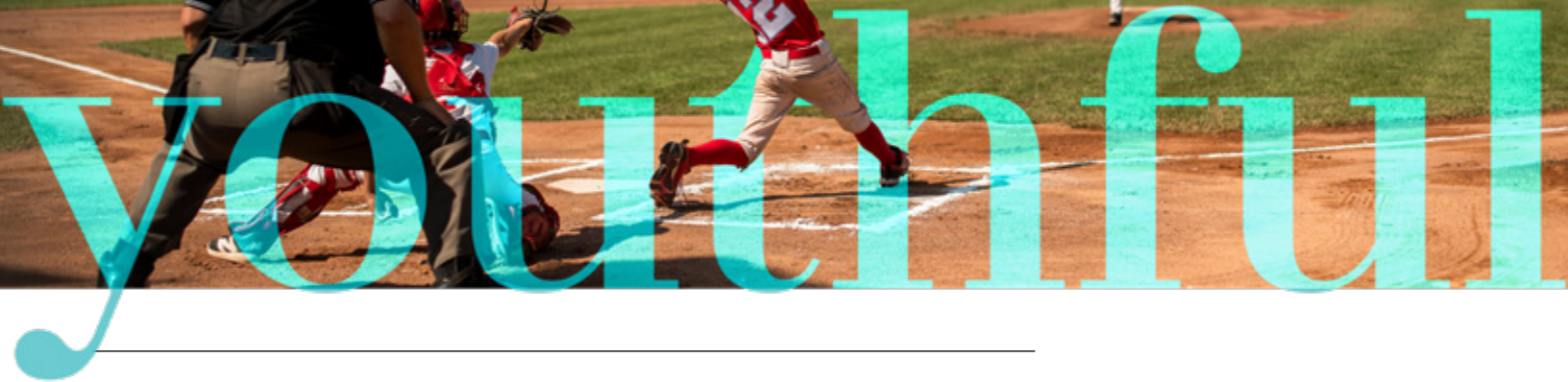
We continue to meet with representatives from local sport organizations to support event hosting efforts and participate in community meetings as they relate to advancing our local system capacity. This quarter, these efforts included facilitating or attending meetings related to:

// 2025 OFSAA AAA Boys and AA Girls Soccer

// 2025 Kids for Kids Hockey Tournament



# SPORT AND WELLNESS



- // 2025 Ontario Cycling Criterium
- // CORK Sail Kingston & Sail Canada events
- // The launch of the new Kingston Minor Football League
- // City of Kingston's Field User Group consultation
- // Swim Ontario East Regional Championships
- // Limestone City Race Weekend
- // Coaching conference hosting

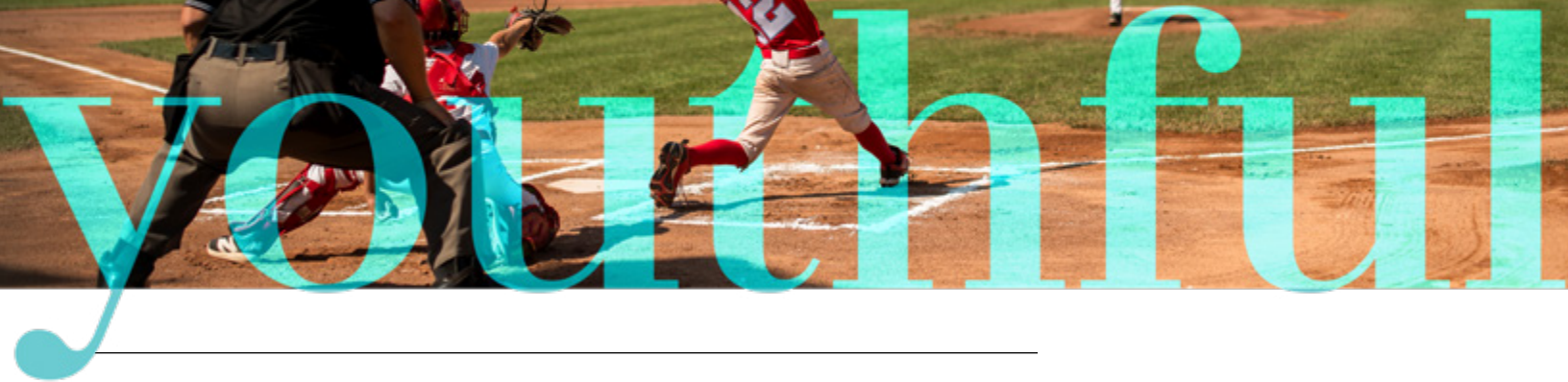
## **Sport and Wellness activities this quarter supported the following 2024 annual plan goals:**

- // 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	Q4	2024 result	% goal actual
Number of traces	2,000	408	695	350	400	1,853	93%
Number of bids prospected	50	22	14	5	10	51	102%
Number of bids submitted	20	4	10	2	5	21	105%
Number of bids won	10	3	5	2	2	12	120%
Number of events hosted	70	15	30	25	12	82	117%
Room nights	40,000	18,140	16,223	13,170	11,700	59,233	148%
Event attendees	38,000	32,604	26,270	7,073	17,150	83,097	219%
Estimated economic impact		\$1,475,376	\$1,440,334	\$10,157,098	\$4,365,750	\$17,438,558	

*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 and Q4.*



# TRAVEL TRADE



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## The estimated impact of travel trade in Q4: \$378,550

Throughout Q4, our team welcomed two cruise ships and held several familiarization tours (FAMs). We attended two key trade shows: the Ontario Motor Coach Association Marketplace in Windsor and Showcase Canada in Paris, France.

While at the OMCA Marketplace, we had 28 meetings with tour operators. As part of "Team Kingston," we were also joined by partners DoubleTree by Hilton, Home2 Suites, Kingston Destination Group, The Haunted Walk, and McCoy Bus Services.

Showcase Canada Europe 2024 was held in Paris this year. This Destination Canada-coordinated event features tour operators from the U.K., France, Germany, and Belgium. Travel and Tourism Development Specialist Noelle Piche attended at the invitation of Destination Ontario to represent Kingston on the international stage. During the week of November 10–16, she held meetings with 62 tour operators and attended several networking events.

We shared our contact lists from both OMCA and Showcase Canada Europe to our local tourism partners in sales, so that they can follow up on interest and opportunities generated at the trade shows.

We also shared with partners the International Market Update from Destination Ontario, which offers a snapshot of key international markets coming to Ontario. We use this data when deciding which groups to target for FAMs and to bolster our travel trade efforts.

[You can read the full report on our website.](#)

In November, International Travel Trade Coordinator Ella Wang represented Kingston at Destination Ontario's virtual series for more than 200 Chinese tour operators. The event included a live Q & A and presentation. Outside of special events like this, we continue to raise Kingston's profile through Tourism Kingston's WeChat and Weibo channels. Kingston is ready to receive these operators once Canada joins the list of approved countries for Chinese outbound group travel.

In November, Kingston was featured in Group Tour magazine. This double page spread features six of Kingston's top attractions with an article detailing why Kingston is one of the top travel trade destinations in Ontario. [This article is available online.](#) Group Tour magazine, which has an international circulation, is a powerful tool for assisting tour operators with their annual planning process.

# TRAVEL TRADE



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In December, staff identified tour operators interested in participating in a spring 2025 FAM tour in Kingston. We have already secured two FAM tours for 2025 with international tour operators. The first will welcome the U.K.-based company Frontier Travel, which specializes in creating bespoke Canadian holidays for its clients. In partnership with Destination Ontario, we will also host a German specialist FAM tour, which will welcome more than 12 Germany-based tour operators to Kingston.

**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.

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

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



# TRAVEL TRADE



## 2024 annual goals

Travel Trade	2024 goal	Q1	Q2	Q3	Q4	2024 result	% goal actual
Number of traces	600	181	484	79	468	1,212	202%
Definite leads	75	6	52	33	5	96	128%
Referrals	450	141	80	8	46	275	61%
Cruise passengers	1,300	330	0	687	302	1,319	101%
Number of buses booked	75	4	50	31	10	95	127%
Estimated economic impact		\$248,968	\$1,876,030	\$1,238,180	\$378,550	\$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

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## Estimated economic impact of Business Events in Q4: \$547,764

### Events supported:

- // RXN (Reaction) HUB Innovation/Ecosystem Summit & Grand Opening – October 10, 100 room nights at the DoubleTree by Hilton and Holiday Inn Kingston-Waterfront hotels
- // Queen's University's Annual University Council meeting – October 16–17, 55 room nights at the Kingston Market Square Hotel
- // Tarot Lenormand Biannual Conference – November 8–10, 200 room nights at the Kingston Market Square Hotel
- // 1000 Islands Bi-National Tourism Summit – November 12–13, 75 room nights at the DoubleTree by Hilton Hotel
- // Queen's University Conference in Business & Governance – November 23–24, 200 room nights at various hotels and on campus
- // LUMEO Go Live Project – multiple dates in December, 300 room nights at the Delta Kingston Waterfront, Holiday Inn Kingston-Waterfront, and Kingston Market Square hotels

### October and November were extremely busy with attendance at a variety of key industry events:

- // Canadian Society of Association Executives (CSAE) National Conference, October 29 to November 1 in Ottawa; three-day trade-show component involving one-on-one meetings with association executives from across Canada; event sponsorship that provided speaking time on the main stage prior to the keynote address plus the [premiere of our new Business Events promotional video](#); hosted a dinner for eight meeting planners/event organizers.
- // Presentation at the Canadian Association of Movers conference in Mississauga to promote Kingston as the host of the CAM 2025 conference next November.
- // Professional Convention Management Association (PCMA) Canadian Innovation Conference, November 24–27 in Saskatoon; participation on the mainstage keynote address as a member of the "Ask Me Anything" panel.
- // Attendance at the Canadian Society of Professional Event Planners (CanSPEP), PCMA, and Meeting Planners International (Toronto Chapter) seasonal events in Mississauga and Toronto on December 3–4.

# BUSINESS EVENTS



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We worked throughout the quarter to plan for and support a number of key conferences and events coming to Kingston in 2025, including the CanSPEP National Conference (June), the Great Canadian Cheese Festival (May), Ontario Clay & Glass Association FUSION conference (May), Canadian Safe Boating Council (September), and the Creative City Network Annual Conference (October).

We worked with local accommodation, venue, and restaurant partners to partner with Lionhearts in the Food Recovery and Redistribution Program that will ensure that food leftovers from business events will be collected, repurposed, and distributed to those in our community facing food insecurity.

**The activities supported our 2024 annual plan goals:**

- // Conduct sales missions in key markets.
- // Create plans targeting specific business events sectors that lend themselves to engagement with local partners.
- // Prioritize sustainability in business event planning.
- // Accurately measure economic impact of business events.

**Our work aligned with the following IDS initiatives:**

- 10 – Develop/enhance enticing shoulder and winter tourism products.
- 13 – Create a sustainable tourism development plan.
- 15 – Create targeted, flexible campaigns.



# BUSINESS EVENTS



## 2024 annual goals

Business Events	2024 goal	Q1	Q2	Q3	Q4	2024 result	% goal actual
Number of traces	1,000	351	425	515	552	1,843	184%
Tentative leads	30	13	12	4	11	40	133%
Definite leads	40	2	17	7	7	33	83%
Contracted room nights	9,000	3,523	5,676	2,082	830	8,988	100%
Estimated economic impact		\$228,770	\$2,808,839	\$1,188,087	\$547,764	\$4,773,460	

*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



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## Estimated economic impact of Film & Media in Q4: \$971,670

### Productions

Q4 saw 11 new film and television productions in Kingston and the surrounding regions. Three of these were the result of location tours, logistics, and tech scout support in Q3, and three of these were the result of support in Q4. Two of these productions were student films.

*Murdoch Mysteries, season 18* – a TV series for CBC from Shaftesbury in Toronto. Production used multiple locations around downtown Kingston, including The Rosemount Inn, Tir Nan Og, Market Street, King Street, and the Frontenac Club. The production filmed for three days, which also included two days of prep and one day of wrap. It also used 130 hotel rooms for three nights, or 390 hotel nights. View an [Instagram reel](#) of *Murdoch Mysteries* behind-the-scenes in Kingston.

*Strawberries* – an independent short film from Toronto. The production filmed for two days and nights at Kingston Penitentiary, using 11 hotel rooms for one night. Three local crew and 14 local talent were also sourced using Kingston Film & Media's help.

*Underbelly* – a TV series for NBC Universal from Shaftesbury in Toronto. This production filmed at Ivy Lea Campground in the 1000 Islands. Kingston Film & Media collaborated with the town of Gananoque to coordinate the location. The production filmed for two days with two days of prep and wrap, and used 60 hotel rooms for five nights, or 300 hotel nights.

*Drag Brunch Saved My Life* – an unscripted TV series for Bell Media in Toronto. The production filmed at The Smokin' 116 Bistro. Production filmed for one day in Belleville and used four local drag queens and kings, as well as 40+ residents who were restaurant patrons.

*A Christmas Story in Kingston* – an independent short film by a local production company Creatopia Studios. The production filmed at various locations around Kingston, including City Hall, Market Square, and Princess Street. Kingston's Santa Claus Parade and Tree Lighting Ceremony were featured in the film, with coordination assistance from the Downtown Business Improvement Area (DBIA). The production used 13 crew and 30 talent, all local to Kingston. [The film can be viewed on YouTube.](#)



# FILM & MEDIA



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*Good Trouble in Canada: From Lab to Love* – a documentary film by a local filmmaker, produced for the Kingston Canadian Film Festival (KCFF) 2025 Doc Factory program.

*From the Tigris to the St. Lawrence River* – a documentary film by a local filmmaker, produced for the KCFF 2025 Doc Factory program.

*Race Across the World* – a reality TV series for the BBC. The production passed through Kingston in early November. Although no teams made pit stops in Kingston, B-roll of the city was captured to be used in the show.

*Continuity Error* – an independent short film by a Queen's alumnus from Ottawa. The production filmed at various locations around Kingston and in Frontenac County. The film premiered at the Digi60 Filmmakers' Festival in Ottawa in December. The production used one local talent and 11 local crew, four of whom were students in training roles.

## **Student films**

Two student films contributed \$400 in economic impact through local rentals and food spend. Kingston Film & Media also issued film permits to help students follow correct municipal filming policies.

*The Price of Purity* filmed at various west-end Kingston locations.

*Desolation Row* filmed at various downtown Kingston apartments and locations.

## **The following productions lined up for 2025 were the result of our location tours and support in Q4:**

*Devil in Disguise: John Wayne Gacy* – an NBC Universal series filming at Kingston Penitentiary in January–February.

*The Amazing Race Canada Season 11* – a reality TV series filming at various locations around Kingston and the 1000 Islands region in May.

## **Other location tours and support in Q4 included work with:**

A new TV series for Netflix, looking to film at Kingston Penitentiary in April–May 2025.

An untitled independent feature film by a local filmmaker who received funding from Telefilm.

*Burps, Butts and Bones* – a new kids' TV series for TVO. The production is looking at using St. Lawrence College and Kingston Airport.

# FILM & MEDIA



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## **Esports and immersive media:**

In November, we hosted Ryan Andal from Secret Location, a digital production studio, for a tour to find potential venues for a new, Kingston-based immersive art exhibition.

Also in November, we hosted Carl-Edwin Michel from Northern Arena Entertainment for a tour of potential venues for a new esports café. Carl is also interested in hosting future video game tournaments in Kingston, so we showed him potential competition venues in the city.

## **Workshops and events**

In October, we presented a Production Assistant (PA) Fundamentals workshop at Loyalist College for 27 students in the TV and Film diploma program and Advanced Filmmaking certificate program. Students learned about the role of a PA on set, how to be a successful PA, and basic on-set etiquette. This workshop was a direct result of our Bay of Quinte locations photography workshop held in Belleville in August.

In December, digital artist Karen Vanderborgh led a two-day workshop on digital storytelling at École Secondaire Publique Mille-Îles. Francophone participants learned how to create stories with digital multimedia tools in VR, AR, and XR. Support for this project was secured by the Marketing team through the Francophone Community Grants Program, as part of Tourism Kingston's work to expand French-language offerings in the creative industries.

Throughout November and December, we prepared for the late-January launch of our new Producer Accelerator Program. The Producer Accelerator Program is a series of four workshops that each touch upon a different aspect of production. After completion of the workshops, four individuals will be chosen to receive a paid mentorship opportunity with a local production. Interested individuals submitted applications throughout December, and participants chosen to participate in the workshop series will be finalized in early January.

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. The FICO group met with Justin Cutler, the Ontario Film Commissioner, and Karen Thorne-Stone, CEO of Ontario Creates (OC), to discuss this effort from film commissions on behalf of the industry.



# FILM & MEDIA



Kingston Film & Media staff attended training sessions for OC's new filming locations and production guide directory. As OC has transitioned to using Reel-Scout for their database, which is the platform used for our online locations and production directory, we initiated conversations with them to connect Kingston and area locations and support services to their database. This should happen later this month.

On October 1, we hosted our final Makers Meetup of 2024 at the Broom Factory. On October 8, we hosted the final Show and Tell: A Filmmaker's Open Mic Night in collaboration with the Cinema Society of Kingston at The Screening Room. Ten pieces of work by local filmmakers were shown, including short films, snippets of features, and music videos.

## **Permitting**

We issued seven film permits for four different productions on behalf of the City of Kingston. Through these permits, seven different city locations were used, including Market Square, City Hall, Dunham Park, and portions of King Street East and Princess Street.

We have developed a new film permitting form to streamline the process of gaining appropriate information from productions. We have developed specific forms for different aspects of filming that require specific municipal approvals. This includes a new drone permit and special effects (SPFX) permit. Existing parking, road closures, and paid duty officer (PDO) forms have been added to our website. In addition, a new Production Registration form has been created; all future productions in Kingston will be required to fill out this registration form before receiving a film permit. This will help us to track the economic impact of productions.

## **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.

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

- 4 – Develop a creative industries tourism plan.
- 13 – Create a sustainable tourism development plan.
- 14 – Leverage underutilized assets.



# FILM & MEDIA



## 2024 annual goals

Productions	2024 goal	Q1	Q2	Q3	Q4	2024 result	% goal actual
Tier 1 (over one week)	4	1	2	2	1	6	150%
Tier 2 (overnight to one week)	10	5	7	3	8	23	230%
Tier 3 (single day)	10	0	0	1	2	3	30%
Local productions (within 100 km)	12	6	3	3	5	17	142%
Non-local productions (>100 km travel)	12	0	6	3	6	15	125%
Room nights (new for Q3)				483	702	1,185	
Estimated economic impact		\$229,150	\$761,280	\$591,748	\$971,699	\$2,553,877	

Workshops/events							
Events	15	9	5	4	4	22	147%
Participants	800	620	124	112	141	997	125%

Location tours							
Tours	20	2	9	10	7	28	140%
Participants	200	15	38	42	23	118	59%

Location/production directory							
Location listings	100	12	64	41	7	124	124%
Vendor/crew listings	100	19	34	34	19	106	106%
Vendor/crew/talent hires on productions				127	164	291	

Economic impact source: Producers' reporting and Film & Television EI calculator for Q1–Q3; Reel-Scout EI calculator for Q4  
Beginning in Q3, we tracked room nights and local hires on productions.

# MUSIC



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## **Estimated economic impact of Music in Q4: \$ 73,125**

To position Kingston as a contender for hosting a major Canadian music conference, the Kingston Music Office organized a FAM tour for Folk Music Canada representatives in Q4. By showcasing Kingston's outstanding venues, music talent, and accommodation partners, we are on track to secure this conference, which would attract over 800 delegates and provide a substantial economic boost. Updates on the bid are forthcoming.

In November, Music Officer Moira Demorest attended the Venue x Venue Festival by INDIE WEEK, which explored the future of live music and provided ongoing networking opportunities from Ontario music offices, organizers, and entertainment bookers. Touring over ten venues, live performances, and a preview of Canada's largest indoor entertainment complex, 100 Kellogg Lane, were key highlights. This visit sparked discussions about bringing Kingston artists to London stages and advancing inter-city collaborations.

## **Professional development/workshops**

The launch of our travelling Youth Open Mic series engaged young performers across venues like the Broom Factory, Pedal Works Café, and the Kingston School of Art. The December showcase aligned with the Youth Imagine the Future exhibition which featured over 200 participants and integrated music with visual arts and storytelling. Support from Long & McQuade Kingston included a guitar raffle that boosted engagement. Plans for 2025 include expanded collaborations with this exhibition across Kingston music venues.

On December 6, Melissa Ouimet conducted a songwriting workshop for more than 50 students at École Secondaire Publique Mille-Îles, sharing insights into songwriting and industry dynamics. Her workshop was followed by an all-ages performance, cultivating local audience development and enrichment. This workshop was organized and supported by the Kingston Music Office and funded through the Francophone Community Grant Program.

Additional professional development opportunities included an in-classroom visit to Calvin Park Public School and barrier-



# MUSIC



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free workshops on social media marketing for artists. Event feedback forms were collected, and one participant said: “It was really encouraging to see how Miesha and the Spanks make a career out of music; it made it seem more attainable for me. I also got the names of a couple of quality music promotion companies to reach out to when I begin releasing music with my band in the coming months...” The success of these in-class visits has led to the pilot project Amplify: Education, which has been drafted in collaboration with an equity and inclusion consultant with Limestone District School Board. Plans to expand this program, and the development of a sustainable financial structure, are slated for early Q1.

In partnership with the Canadian Live Music Association (CLMA) and Good Night Out Vancouver, the Kingston Music Office hosted a webinar led by Stacey Forrester, addressing strategies for creating safer and more inclusive concert environments. This session advanced discussions on fostering welcoming spaces for live music attendees. This workshop was recorded for further research and education purposes.

### **Community engagement**

On October 28, the Kingston Music Office, in collaboration with CLMA, hosted The Next Stage. The event brought together Kingston’s business leaders and music organizers, featuring performances by Paul Langlois (The Tragically Hip) and Luella. Attendees also enjoyed a fireside chat with business leaders Kevin Ford and Tourism Kingston’s Megan Knott, hosted by CLMA CEO Erin Benjamin. The event strengthened cross-sector partnerships, vital for advancing the local live music sector. This event brought together Kingston business and music leaders, offering a fantastic opportunity to cultivate connections, spark partnerships, and build relationships that open doors for growth within the local music community. Engagement continues with plans to incorporate future elements of this event in the music and film sector’s Makers Meetup in spring 2025. Conversations continue following this event, as CLMA reported back: “Your vision, support, and guidance were invaluable. Just a huge thanks from me personally for giving this project so much of your time and energy – and for inviting us in the first place... your hospitality was next level. Can’t wait to work with you again! The City of Kingston is very lucky to have you.”

In Q4 our Release Radar program spotlighted over 20 local artists, promoting their work via social media, CFRC Radio, and community venues. A Listener’s Choice survey culminated in a top ten countdown broadcast on December 22. Looking ahead, we aim to expand this initiative with CFRC and Kingston Live partnerships.

# MUSIC

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Participation in two merch markets supported local artists and stimulated economic activity during slower periods. Plans for 2025 include aligning these events with community festivals for greater impact. Three local artists participated in these collective events.

Our marketing efforts saw strong pickup this quarter, with a 1.94% increase in newsletter subscribers and a 33% rise in Instagram followers. Engagement rates on social media reflected growing community interest, driven by strategic partnerships, event promotions, and artist highlights.

Music Office marketing growth	Q3	Q4
Newsletter subscribers	669	682
Newsletter click rate	8.3%	6.5%
Social media impressions	57,697	111,043
Social media engagement	847	1,370
Social media link clicks	60	167
Social media followers	819	1,087
Release Radar participants	15	20

#### 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.
- // Increase connections and visibility in the community to support Creative Industries growth.

# MUSIC



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**Music work this quarter supported the following IDS initiatives:**

- 4 – Develop a creative industries tourism plan.
- 9 – Support creation of flexible packages and itineraries.
- 14 – Leverage under-utilized assets for tourism.

**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.
- 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.



# MUSIC

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## 2024 annual goals

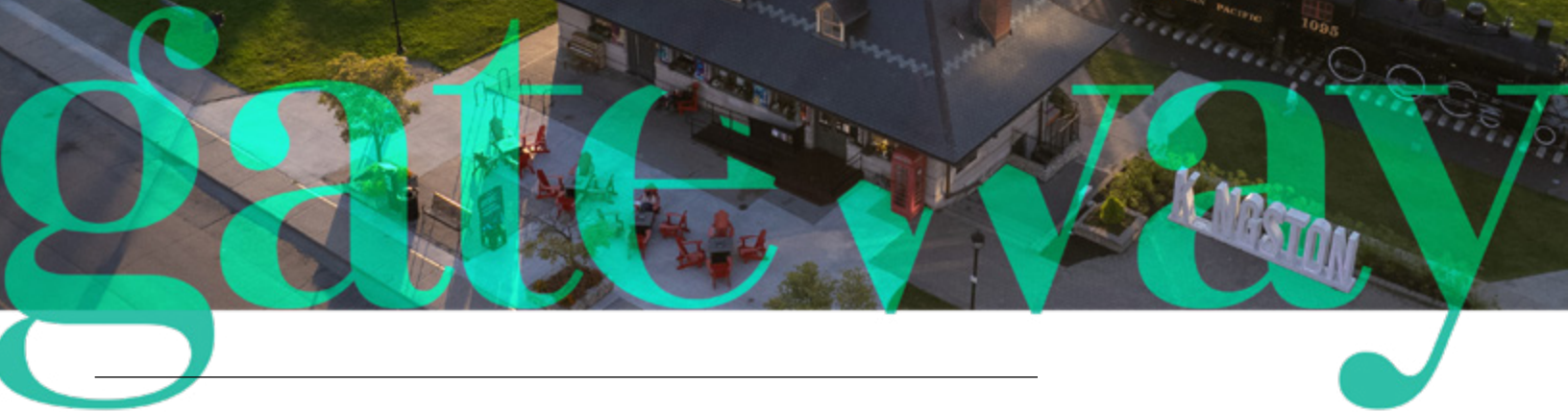
Live events	2024 goal	Q1	Q2	Q3	Q4	2024 result	% goal actual
Kingston facilitated roadshows	8	1	1	4	2	8	100%
Artists/bands impacted	25	3	2	4	2	11	44%
Workshops/professional development events	20	5	15	2	10	32	160%
Attendees at workshops/events	750	240	490	45	382	1,157	154%

Sponsored events							
Sponsored music events	25	4	5	3	2	14	56%
Attendees - sponsored events	15,000	1,325	6,200	922	2,300	10,747	72%
Artists/bands impacted	600	49	239	3	33	324	54%
Estimated economic impact of sponsored events		\$67,490	\$69,638	\$62,186	\$73,125	\$272,439	

Location/production directory							
Music listings	25	5	15	5	2	27	108%

Economic impact source: TREIM

# VISITOR SERVICES



## Q4 visitor insights

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

- // 76.7% of visitors came from Ontario.
- // 17% of visitors came from Quebec.
- // 1.5% of visitors came from the U.S.
- // 4.8% of visitors came from outside North America.
- // Visitors travelled an average of 403 km.
- // 47% of visitors stayed overnight.
- // 25 hours was the average length of stay.

In Q4, we welcomed just over 16,000 visitors to the Visitor Information Centre, based on internal door counters tracking. Approximately 600 of these guests were surveyed to gather more information about their origins.

- // 46% were visiting for leisure.
- // 31% were residents.
- // 16% were visiting friends or family.
- // 89% of visitors were from Ontario.
- // 5% of visitors were from Quebec.
- // 5% were from outside North America.



# VISITOR SERVICES



October saw many guests visiting from Europe, largely France and Germany. Fort Fright and Pumpkinferno performed very well. Many of Kingston's main attractions ended their season at the end of October. So, in November, the traffic flow decreased as expected, but we still had offerings for the Tour Trolley and Kingston Food Tours on the weekends. Stoked Sauna Co. also started their operation in mid-November.

As we do every year, in November and December, we promoted Downtown Kingston's pewter ornaments initiative, now in its 30th year. Ornaments for the Visitor Information Centre building and the Wolfe Islander 3 did very well, but the most popular ornaments this year were of the Causeway and The HIP sign. The Causeway ornaments sold out in less than two days and the Downtown Kingston team needed to order more. The VIC also added a new product, 3D holiday specs, which enhance and transform streetlights and holiday lights.

Our sustainability initiatives this quarter included setting up a system to track the uptake of print brochures in order to reduce overprinting, both for ourselves and our partners. We also developed a sustainable purchasing policy and a sustainability pledge for visitors. The latter outlines the simple steps that visitors can take to support Kingston's sustainability goals, including shopping at locally owned stores, using public transportation, and bringing their own water bottles and using Kingston's water refill stations. [The full visitor sustainability pledge, in English and French, is online.](#) We also worked with municipal staff to create and put up "No idle zone" signs for tour buses.

## **These activities supported our 2024 annual plan goals:**

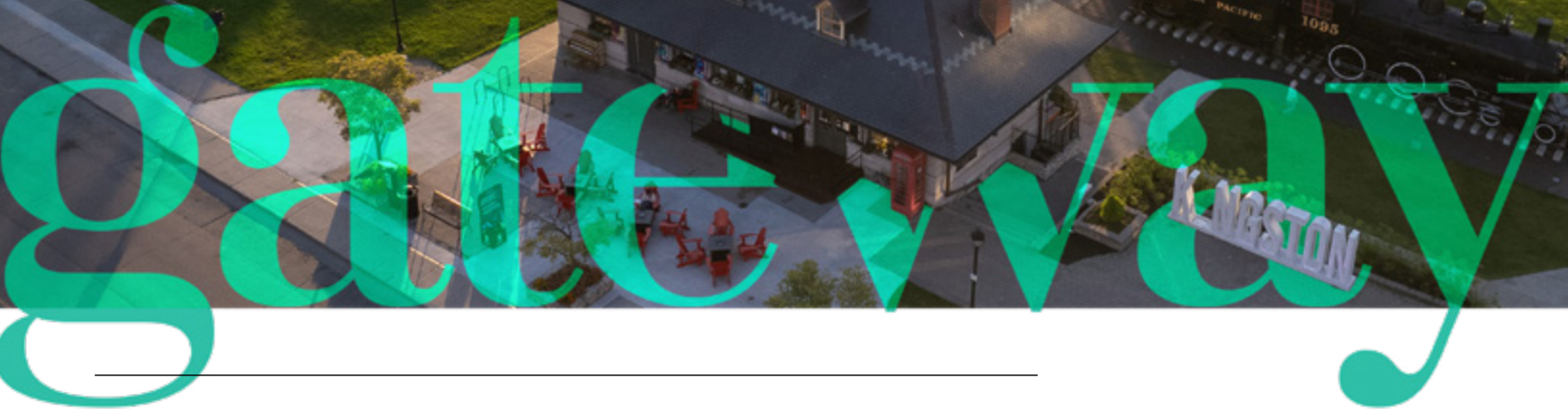
- // Develop a strong and diverse seasonal staff team.
- // Increase attraction ticket sales.
- // Improve visitor data collection.

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

- 13 – Create a sustainable tourism development plan.



# VISITOR SERVICES



## 2024 annual goals

Visitors	2024 goal	Q1	Q2	Q3	Q4	2024 result	% goal actual
Number of interactions	60,000	9,197	42,998	69,060	16,005	137,260	229%
<b>Partner support</b>							
Tickets sold for partners	\$28,500	0	\$2,100	\$23,937	\$10,824	\$36,861	129%
<b>Revenue</b>							
Enhanced Profile Program	\$26,300	\$7,722	\$17,876	\$2,475	\$379	\$28,452	108%
Merchandise	\$65,000	\$108,881	\$50,333	\$48,109	\$21,066	\$228,389	351%

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# GUIDING DOCUMENTS

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



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Kingston's Integrated Destination Strategy 2022–2027



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Kingston Music Strategy



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Sport Tourism Strategic Framework



# FINANCIAL SUMMARY: YEAR TO DATE

Revenue	Total Budget	YTD Actuals	Variance	% Spent
Municipal Funding	\$ 1,587,918	\$ 1,587,918	-	100%
Municipal Other - Cultural Services SLA	\$ 150,000	\$ 150,000	-	100%
<b>Other Revenue</b>				
KAP Contribution	\$ 1,600,000	\$ 1,600,000	-	100%
KAP Contribution - Other	\$ 28,000	\$ 28,000	-	100%
MAT 35% - Film & Media	\$ 350,000	\$ 350,000	-	100%
MAT 65% - STR	\$ 60,000	\$ 62,031	\$ (2,031)	103%
Francophone 2023 - 2024	\$ 22,980	\$ 22,980	-	100%
Francophone 2024 - 2025		\$ 7,500	-	
Experience Ontario 2023 - 2024	\$ 26,142	\$ 26,142	-	100%
Experience Ontario 2024 - 2025	\$	\$ 25,000	\$ (25,000)	0%
VIC Sales & Commissions:				
Resale	\$ 65,000	\$ 127,758	\$ (62,758)	197%
Ticket sales & other revenue	\$ 28,500	\$ 48,027	\$ (19,527)	169%
Brochure racking	\$ 26,300	\$ 30,401	\$ (4,101)	116%
Solar Eclipse	-	\$ 106,585	-	
Music Revenue	\$ 50,000	\$ 50,000	-	100%
Film Revenue	\$ 70,000	\$ 12,688	\$ 57,312	18%
Business Events Revenue	\$ 5,500	\$ 18,249	\$ (12,749)	332%
Travel Trade Revenue	\$ 2,550	\$ 1,488	\$ 1,062	58%
Sport & Wellness Revenue	\$ 2,000	\$ 24,711	\$ (22,711)	1,236%
Marketing Revenue	\$ 75,000	\$ 204,758	\$ (129,758)	273%
Partnership Revenue	\$ 40,000	\$ 40,000	-	100%
Other Funding	\$ 249,382	\$ 301,073	\$ (51,691)	121%
<b>Total Revenue</b>	<b>\$ 4,439,272</b>	<b>\$ 4,755,391</b>	<b>\$ (316,119)</b>	<b>107%</b>
<b>Expenditures</b>				
Wages & Benefits	\$ 1,789,000	\$ 1,673,580	\$ 115,420	94%
Other Administrative Expenses	\$ 250,000	\$ 348,261	\$ (98,261)	139%
Reserve	\$ 50,000	\$ 50,000	-	100%
Software Maintenance	\$ 64,000	\$ 57,178	\$ 6,822	89%
<b>Project Expenses</b>				
Marketing Digital Content Media Relations	\$ 1,650,000	\$ 1,795,700	\$ (145,700)	109%
Partnerships	\$ 40,000	\$ 40,000	-	100%
Francophone Community Grant 2023 - 2024	\$ 22,980	\$ 22,980	-	100%
Francophone Community Grant 2024 - 2025		\$ 7,500	-	
Experience Ontario 2023 - 2024	\$ 26,142	\$ 26,142	-	100%
Experience Ontario 2024 - 2025		\$ 25,000	-	
Business Events	\$ 78,000	\$ 81,948	\$ (3,948)	105%
Travel Trade	\$ 72,000	\$ 92,150	\$ (20,150)	128%
Sport & Wellness	\$ 105,150	\$ 118,714	\$ (13,564)	113%
Film	\$ 112,000	\$ 60,715	\$ 51,285	54%
Music	\$ 50,000	\$ 50,837	\$ (837)	102%
Visitor Services	\$ 130,000	\$ 222,919	\$ (92,919)	171%
Solar Eclipse	-	\$ 46,431		
<b>Total Expenditures</b>	<b>\$ 4,439,272</b>	<b>\$ 4,755,391</b>	<b>\$ (316,119)</b>	<b>107%</b>
<b>Surplus/(Deficit)</b>	<b>-</b>	<b>\$ 69,919</b>	<b>\$ (69,919)</b>	



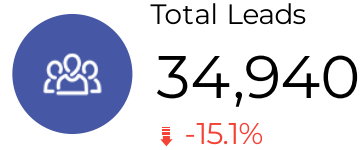
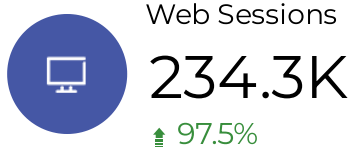


# digital report

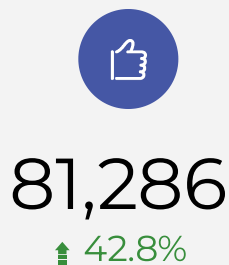
## KINGSTON

### Overview - October 2024

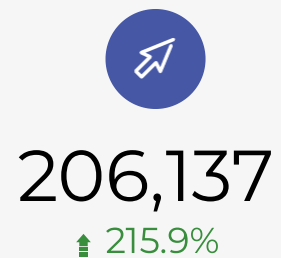
The big picture of our digital activity this month



Total Impressions



Total Engagements



Total Clicks

Impressions, Engagements, and Clicks include all digital activity

Oct 1, 2024 - Oct 31, 2024

## Website

- Web sessions saw a significant increase by 98% YoY but decreased 35% MoM, totaling 234K sessions.
- The surge in sessions was primarily driven by the organic traffic, Wedding campaign on Google, and Brand Campaign's Demand Gen.
- Our return visitors rate was 8.2% - a 46% jump MoM.

## Email

New subscribers: 221

CONSUMER

Avg. open rate: -22% (38.15%) | Avg. CTR: -64% (23.7%) | Total unsub: -21% (30)

MEMBER

Avg. open rate: -14% (46.67%) | Avg. CTR: +48% (64.9%) | Total unsub: -% (1)

## Paid Digital

In October, we had the Brand Campaign, Business Events Campaign, and Weddings Campaign live on various channels, including but not limited to Google, social media (Meta and LinkedIn), programmatic (Toronto Sun).

### Meta (FB/IG):

#### Boosted Posts:

2.9% CTR (+41%) | \$0.15 CPC (-23%) | \$4.24 CPM (+8%)

- Boosted content saw an increase of 41% while total impressions decreased by 37%.
- Engagement rate improved noticeably by 38%.
- Best performing English post: "Murdoch Mysteries Returns to Kingston" (CTR: 9.94%).
- Best performing French post: "25 things to do in October" (CTR: 1.61%).
- We didn't boost any event last month.

#### Brand Campaign:

1.69% CTR (+5.11%) | \$0.29 CPC (-15%) | \$4.9 CPM (-11%)

- Brand Campaign delivered a solid performance with the increase in both audience size and link clicks.
- CTRs across all audience segments slightly dropped (varied between an 0.8% and 7% drop). However, the sharp increase of 25 things video (33%) has contributed to the overall increase.
- Family segment delivered the highest CTR at 2.04%.
- The website engagement rate of traffic generated by this campaign slightly improved by 0.28%, stood at 24.53%.
- Carousel Historic Inn was the top performer, recording the highest CTR at 2.23% at a CPC of \$0.27.

#### Business Events Campaign:

3.78% CTR (+8.4%) | \$0.48 CPC (-1.32%) | \$18.28 CPM (+6.96%)

- The campaign performed decently with a CTR over 3.7%.
- The campaign generated 56.8K impressions and 2K link clicks.
- Traffic to site generated by the campaign jumped up by 78%, stood at 14%.

#### Weddings Campaign | Brand:

4.45% CTR (+9.62%) | \$0.22 CPC (-12%) | \$9.97 CPM (-4%)

- The campaign achieved strong results, showing a 9% lift in CTR.
- Both CPC and CPM declined, consistent with trends seen in other campaigns.
- Engagement rate on website picked up by 25%, stood at 27.13%.

## Paid Search

- In October, conversions surged by 113%, driven by the return of seasonal favourites like Fort Fright and Pumpkinferno. These two events alone contributed to over 60% of all conversions (outbound referrals) in October.
- The avg. CTR improved from 28% to 36%, and the CPC dropped by 48% (\$0.69 to \$0.36) MoM.
- The engaging Halloween content boosted the conversion rate by over 100%, with users clicking out to more than one operator/referral per visit to the Visit Kingston site.

Oct 1, 2024 - Oct 31, 2024

**Google**YOUTUBE | Brand Campaign:

2.17% CTR (-1.4%) | \$0.10 CPV (-17%) | \$0.11 CPC (-12%) | \$2.45 CPM (-13%)

- The campaign delivered 1.4M impressions with 31K clicks and 34K views.
- Leisure segments led the performance in both cost-effectiveness (lowest CPC) and highest CTR (4.28%). Its CTR skyrocketed by 46% YoY.
- The 30-second brand continued to be the top performer, scored a 2.43% CTR at \$0.10 CPC.
- Traffic generated by this campaign hit an ER on page at 26.84%, slightly better than last month (by 2%).

YOUTUBE | Weddings:

2.92% CTR (+18%) | \$0.11 CPC (-%) | \$3.26 CPM (+15%) | \$0.031 CPV (-36%)

- 476.6K impressions and 49.8K views were generated last month.
- Our view rate (VR) spiked up by 81% MoM, from 5.8% to 10.5%.
- "Custom Segments" group outperformed In-Market/Affinity in both audience size and conversions (traffic to site). (CTR at 3.15% vs 1.6% respectively).
- Long video continued to lead the performance and consume the majority of the budget (CTR at 3.2% and VR at 13%).

PERFORMANCE MAX | Brand Campaign:

1.83% CTR (+13%) | \$0.0 CPC (-5%)

- In overall, 2M impressions and 41.7K clicks were recorded last month.
- Entertainment-focus segment dominated in audience size and results generated, delivering a CTR at 1.83% (15% increase MoM).
- Traveller segment had an impressive month with 57% increase in CTR (from 1.95% to 3.06%).
- On TK's website, traffic generated by this campaign delivered 5.3K engaged session on the total of 34K ones (ER was 15.3%).
- Best headline: "See it. Do it. Taste it." (remained unchanged).
- Best description: "A whole lotta do. A whole lotta view. A whole lotta memories made in Kingston this fall."

DEMAND GEN | Brand Campaign:

1.18% CTR (-%) | \$1.55 CPM (14%) | \$0.13 CPC (+11%)

- The boost in investment (moved from StackAdapt) and the video use have contributed to the improvement of the campaign last month, resulting in 21% increase in total impressions and 24% in total clicks.
- 1.9M impressions and 23.5K clicks were delivered.
- The leisure-focused segment saw the most notable growth, with CTR picking up by 27.7% and impressions rising by nearly 60%.
- Since introducing videos alongside static banners in September, we observed that videos outperformed static banners in driving site traffic, with a higher CTR (2.17% vs. 1.15%). However, video ads came at a higher cost, with CPM nearly three times that of image ads.
  - + This suggests that we should continue using both types of creatives to balance audience scaling and traffic growth effectively.
- Best headline: "Your fall getaway in Kingston" (CTR: 2.33%) (remain unchanged).
- Best description: "A whole lotta do. A whole lotta view. A whole lotta memories made in Kingston this fall." (CTR: 1.51%).

DEMAND GEN | Business Events:

1.35% CTR (-2%) | \$1.16 CPM (+3%) | \$0.09 CPC (+5%)

- The campaign achieved 889K impressions and 12K clicks last month.
- The in-market and affinity segment produced the most results, with a CTR of 1.33%.
- Best headline: "Why conference in Kingston?" (CTR: 1.54%) (remain unchanged).
- Best description: "Plan your business event in Kingston. Contact Tourism Kingston for a customized itinerary." (CTR: 1.39%).

**Recommendations:**

- Leverage the use of video to test how wedding audiences engage with a different type of content.

DEMAND GEN | Weddings:

1.52% CTR (+6%) | \$1.5 CPM (+8%) | \$0.1 CPC (+7%)

- The overall performance slightly slower MoM down due to the increase of costs (CPM and CPC).
- In total, 1.6M impressions and 25.5K clicks were gained.
- The landscape banner that feature dancing couple delivered the majority of results with over 870K impressions and a CTR of 1.46%.
- Best headline: "Plan your wedding in Kingston" (CTR: 1.95%)
- Best description: "Say no to flying overseas. Say yes to your destination wedding close to home in Kingston." (CTR: 1.86%).

**Recommendations:**

- Leverage the use of video to test how wedding audiences engage with a different type of content.
- From our campaign-specific experience, optimising the ad schedule to focus on the timeframe with the highest impressions has proven effective.



Oct 1, 2024 - Oct 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.

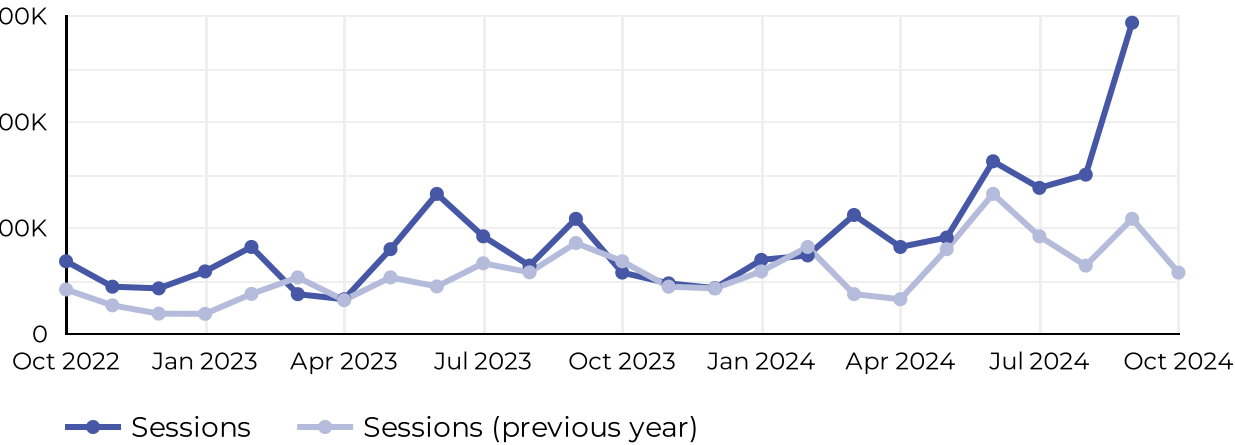
### Page Views


# 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**  
 **234.3K**  
 ↑ 97.5%

**Users**  
 **188.4K**  
 ↑ 100.3%

**Page Views**  
 **278.3K**  
 ↑ 72.2%

# Retention

Are users coming back and consuming our content?



**8.2**



% Return Visitors



# Lead Generation

Are users converting online?

## Operators

## Hotels

 <b>32,801</b> ↓ -15.0% <b>Web Referrals</b>	 <b>70</b> ↓ -41.7% <b>Clicks to Call</b>
--	---

 <b>2,003</b> ↓ -13.0% <b>Web Referrals*</b>	 <b>66</b> ↓ -60.0% <b>Clicks to Call</b>
--	---

# Consumption

How is our audience using our site?

Users  
188,417

Oct 1, 2024 - Oct 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.

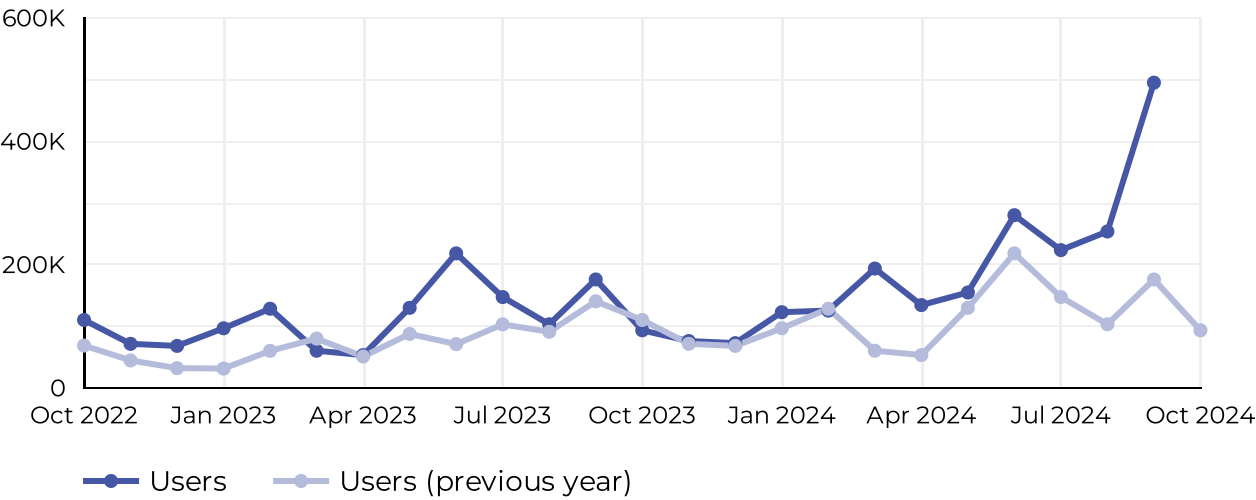
### Engagements


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





00:00:15

**Avg. Engagement per Session**




1.19

**Pages/Sessions**

# Social Media

An overview of activity on our social media channels



**25,499**  
Instagram Followers



**64,917**  
Facebook Page Likes




**67,463**  
Facebook Page Follow



**9,134**  
X Followers




**2,914**  
TikTok Followers




**1,988,730**  
↑ 11.3%

**Impressions**



**79,272**  
↑ 48.7%

**Engagements**



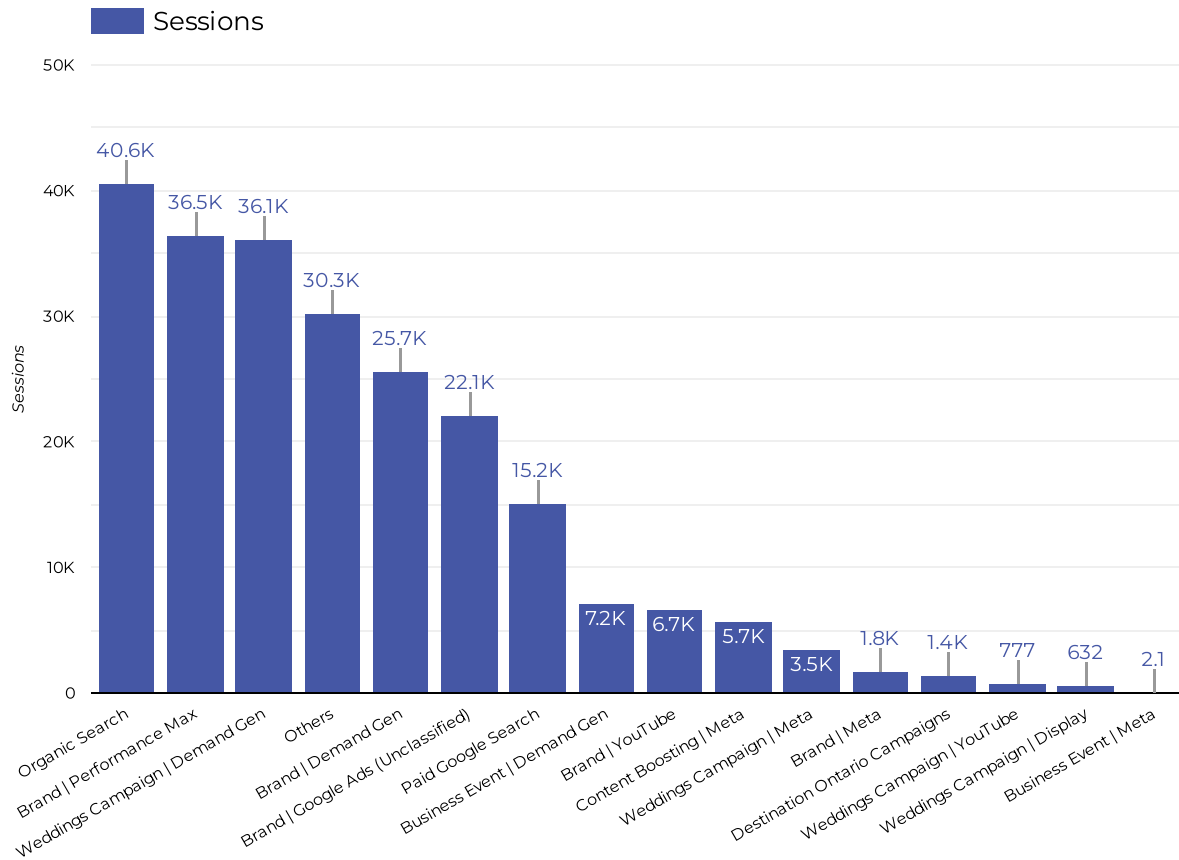
**25,016**  
↑ 24.9%

**Clicks**

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

# Website Metrics

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



\*Others include but not limited to referral traffic, emails' traffic, programmatic ads (such as Toronto Sun), and direct traffic.

Oct 1, 2024 - Oct 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	57,784
2. Kingston	25,797
3. Montreal	24,268
4. Ottawa	10,813
5. (not set)	9,302
6. Mississauga	4,305
7. Brampton	3,452
8. Vaughan	2,524
9. Markham	2,203
10. London	2,040

### Most Visited Pages

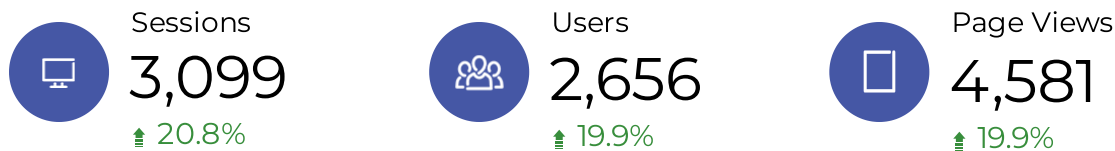
Page path	Sessions
1. /together/	86,086
2. /weddings/	39,153
3. /25-things-to-do-in-october/	18,857
4. /meet-in-kingston/	9,817
5. /	7,137
6. /murdoch-mysteries-returns-to-kings...	6,857
7. /visitor-survey/	5,861
8. /theme-packages/fresh-flavours/	5,444
9. /see-do/top-attractions/	3,751
10. /historically-haunted-kingstons-eeries...	1,918



# French and Chinese Sites

Website metrics from each of our French and Chinese sites

## French

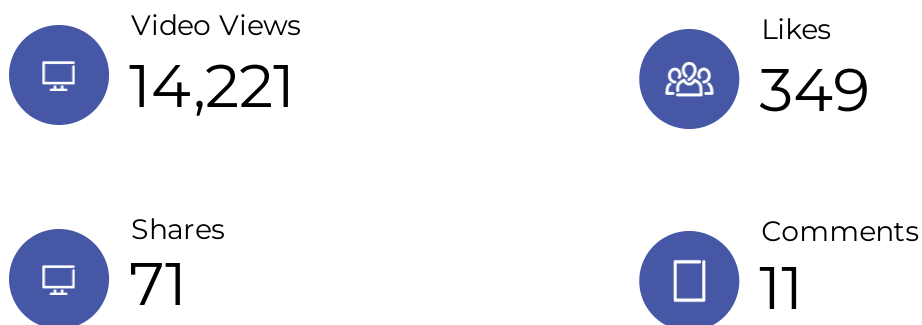


## Chinese



# TikTok

Metrics from VisitKingston's TikTok account for the month



Oct 1, 2024 - Oct 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*

Oct 1, 2024 - Oct 31, 2024

# Email Marketing

An overview of email campaigns this month

 **221**  
New Subscribers


## Consumer Newsletter

 **9,350**  
Total Deliveries

 **3,567**  
Total Unique Opens

 **846**  
Total Clicks

 **30**  
Total Unsubscribes

 **38.15%**  
Average Open Rate

 **23.72%**  
Average CTR

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


## Member Newsletter


 **330**  
Total Deliveries

 **154**  
Total Unique Opens

 **100**  
Total Clicks

 **1**  
Total Unsubscribes

 **46.67%**  
Average Open Rate

 **64.94%**  
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.

Oct 1, 2024 - Oct 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 (0920)   Boosted Post   Traffic   25 things in Oct	63,374	1,204	1.90%	\$0.22	\$4.22
TK (1003)   Boosted Post   Traffic   Spooky Attractions	35,401	540	1.53%	\$0.33	\$5.00
TK (1002)   Boosted Post   Traffic   Murdoch Mysteries	30,163	2,439	8.09%	\$0.04	\$3.55
TK (1022)   Boosted Post   Traffic   25 things November	27,933	986	3.53%	\$0.10	\$3.68
TK (1010)   Boosted Post   Traffic   Nolan Lalonde	26,810	586	2.19%	\$0.18	\$3.96
TK (1007)   Boosted Post   Traffic   Cafe Union	22,621	774	3.42%	\$0.14	\$4.69
TK (0925)   Boosted Post   Traffic   Fall Day	13,877	392	2.82%	\$0.18	\$5.20
TK (0924)   Boosted Post   Traffic   Kingstons Stay	11,549	257	2.23%	\$0.22	\$4.95
TK (0920)   Boosted Post   Traffic   Local Businesses	11,233	568	5.06%	\$0.09	\$4.51
TK (1029)   Boosted Post   Traffic   Historic Carriageway	2,655	97	3.65%	\$0.11	\$4.16
<b>Grand total</b>	<b>245,616</b>	<b>7,843</b>	<b>3.19%</b>	<b>\$0.13</b>	<b>\$4.31</b>

## French Boosted Content

Ad set name	Impressions	Link clicks	CTR	CPC	CPM
TK (0920)   Boosted Post   Traffic   FR   25 choses a fair en oct	42,298	682	1.61%	\$0.24	\$3.93
TK (1022)   Boosted Post   Traffic   FR   25 choses a fair en no...	12,097	180	1.49%	\$0.27	\$4.05
<b>Grand total</b>	<b>54,395</b>	<b>862</b>	<b>1.58%</b>	<b>\$0.25</b>	<b>\$3.96</b>



# Paid Digital | Brand Campaign

Oct 1, 2024 - Oct 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	536,956	9,063	1.69%	\$0.29	\$4.91
<b>Grand total</b>	<b>536,956</b>	<b>9,063</b>	<b>1.69%</b>	<b>\$0.29</b>	<b>\$4.91</b>

## Google

Campaign	Impressions	Clicks	CTR	CPC	CPM
TK (2024)   Brand Campaign   PMax	2,281,721	41,733	1.83%	\$0.06	\$1.17
TK (2024)   Brand Campaign   YouTube	1,463,076	31,706	2.17%	\$0.11	\$2.45
TK (2024)   Brand Campaign   DMGen	1,992,203	23,515	1.18%	\$0.13	\$1.55
<b>Grand total</b>	<b>5,737,000</b>	<b>96,954</b>	<b>1.69%</b>	<b>\$0.10</b>	<b>\$1.63</b>

## Toronto Sun

Creative Sizes	Impressions	Clicks	CTR
300x250	271,811	591	0.22%
320x50	22,190	12	0.05%
728x90	16,812	5	0.03%
970x250	1,648	4	0.24%
300x600	48	0	0.00%
<b>Grand total</b>	<b>312,509</b>	<b>612</b>	<b>0.11%</b>

# Paid Digital | Business Events

Oct 1, 2024 - Oct 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	56,879	2,151	3.78%	\$0.48	\$18.28
<b>Grand total</b>	<b>56,879</b>	<b>2,151</b>	<b>3.78%</b>	<b>\$0.48</b>	<b>\$18.28</b>

## Google

Campaign	Impressions	Clicks	CTR	CPC	CPM
TK (2024)   Business Event   DMGen	889,503	11,999	1.35%	\$0.09	\$1.16
<b>Grand total</b>	<b>889,503</b>	<b>11,999</b>	<b>1.35%</b>	<b>\$0.09</b>	<b>\$1.16</b>

## LinkedIn

Campaign	Impressions	Clicks	CTR	CPC	CPM
TK (2024)   Business Events	189,191	724	0.38%	\$2.11	\$8.09
<b>Grand total</b>	<b>189,191</b>	<b>724</b>	<b>0.38%</b>	<b>\$2.11</b>	<b>\$8.09</b>

## Naylor

Media Brands	Impressions	Clicks	CTR
CSAE	12,371	129	1.04%
Meeting Professionals Toronto	820	1	0.12%
<b>Grand total</b>	<b>13,191</b>	<b>130</b>	<b>0.58%</b>

Oct 1, 2024 - Oct 31, 2024

# Lead Generation

A snapshot of our digital lead generation

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

Event Action	Total Clicks
<a href="https://www.kingstonpentour.com/event/pumpkinferno/">https://www.kingstonpentour.com/event/pumpkinferno/</a>	1,928
<a href="https://www.1000islandscruises.ca/sightseeing/ghostcruise/">https://www.1000islandscruises.ca/sightseeing/ghostcruise/</a>	1,296
<a href="https://www.kingstonfair.com/">https://www.kingstonfair.com/</a>	1,028
<a href="https://www.kingstonrolley.ca/tours/ghosttour/">https://www.kingstonrolley.ca/tours/ghosttour/</a>	1,023
<a href="https://openfarms.ca/">https://openfarms.ca/</a>	1,000
<a href="https://downtownkingston.ca/blogs/upcoming-events/art-after-dark">https://downtownkingston.ca/blogs/upcoming-events/art-after-dark</a>	844
<a href="https://www.ontarioculinary.com/feast-on-the-farm-a-taste-of-so...">https://www.ontarioculinary.com/feast-on-the-farm-a-taste-of-so...</a>	801
<a href="https://www.poutinefeast.com/">https://www.poutinefeast.com/</a>	718
<a href="https://downtownkingston.ca/blogs/upcoming-events/princess-str...">https://downtownkingston.ca/blogs/upcoming-events/princess-str...</a>	682
<a href="https://www.slushpuppieplace.com/event/riverhead-brewing-com...">https://www.slushpuppieplace.com/event/riverhead-brewing-com...</a>	672

# 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 October	19,621	5,005	25.51%	8,071
KA:24 October Events: Pumpkinferno	10,410	4,744	45.57%	4,758
KA:24 October Events: Fort Fright	9,478	5,037	53.14%	5,055
KA:24 October Events: Haunted Walk - SS Keewatin	3,523	808	22.93%	929
KA:24 Business Events	3,339	145	4.34%	143
KA:24 October Events: Ghost & Mystery Trolley Tour	2,008	778	38.75%	915
KA:24 October Events: Escape the museum Halloween event	1,859	346	18.61%	409
<b>Grand total</b>	<b>50,238</b>	<b>16,863</b>	<b>33.57%</b>	<b>20,597</b>

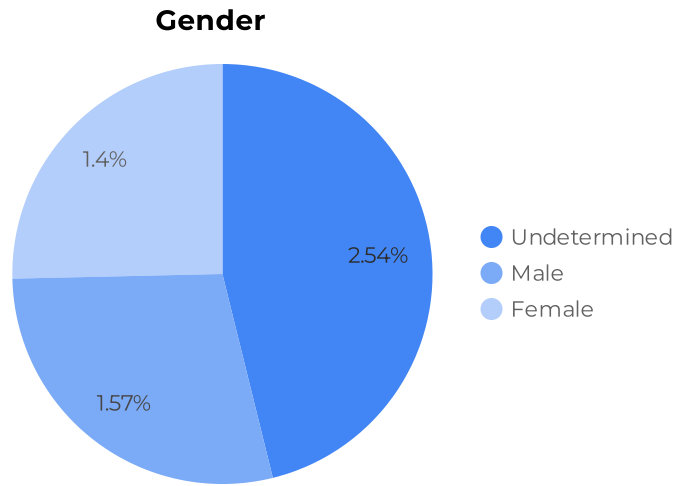
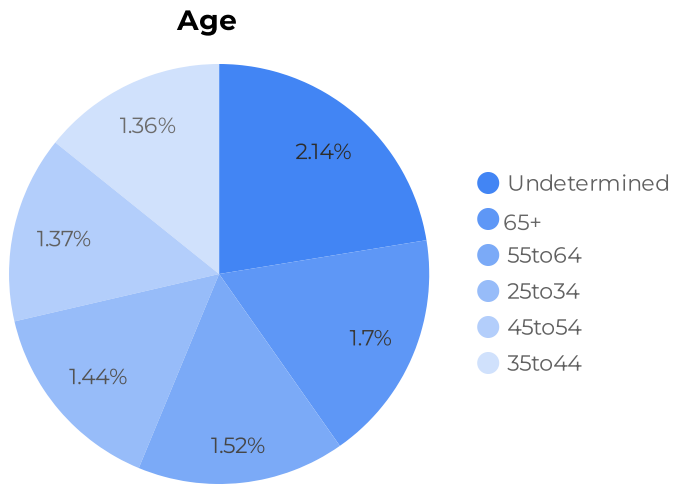


# Website Audience

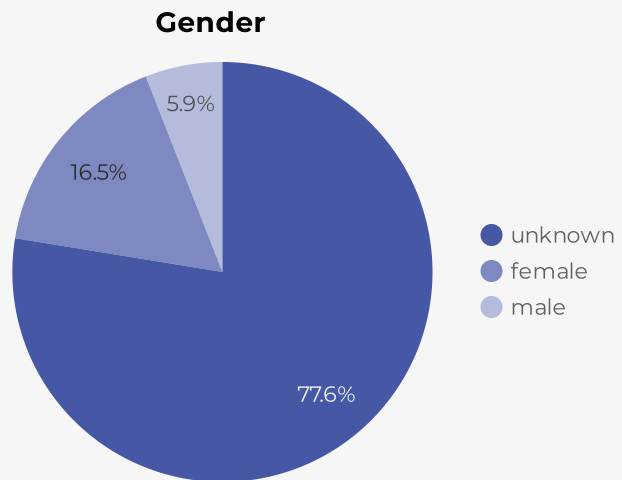
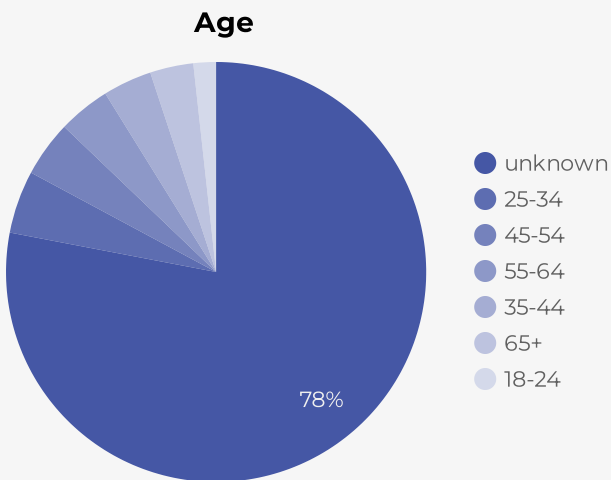
Oct 1, 2024 - Oct 31, 2024

A snapshot of the audience visiting our website

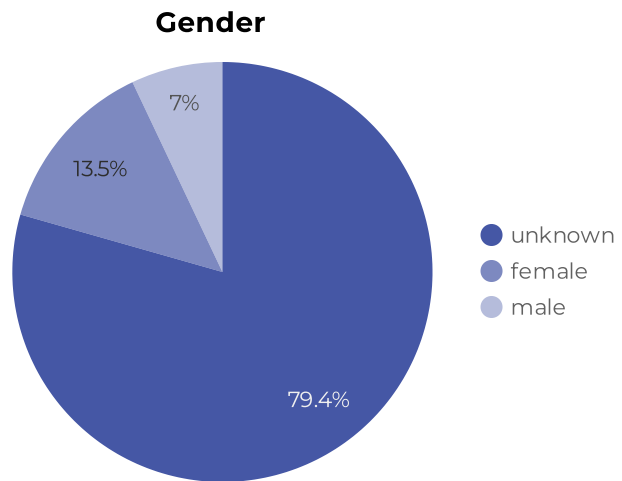
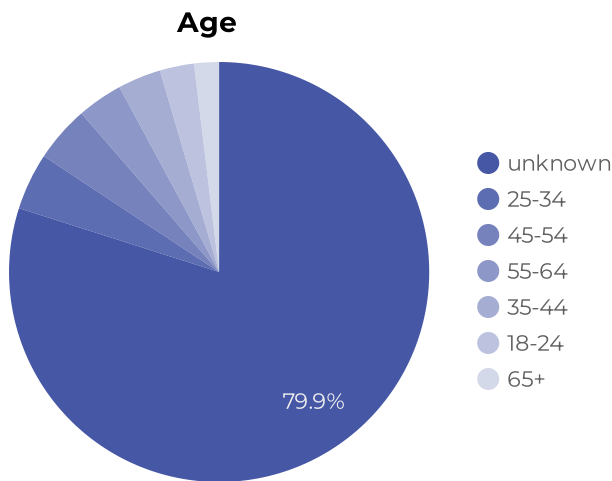
## Click-through Rate by Audience on Google Ads



## Hotel Leads by Audience



## Operator Leads by Audience



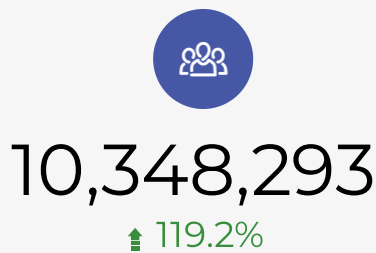
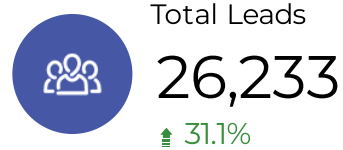


# digital report

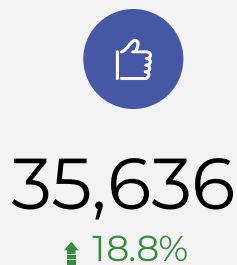
## KINGSTON

### Overview - November 2024

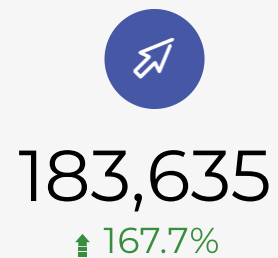
The big picture of our digital activity this month



Total Impressions



Total Engagements



Total Clicks

Impressions, Engagements, and Clicks include all digital activity

Nov 1, 2024 - Nov 30, 2024

## Website

- Web sessions jumped 114% YoY but decreased by 13% MoM, totaling 203.7K sessions. The MoM decrease was mainly due to the seasonality since we saw similar trends in the past two years.
- The surge in sessions was primarily driven by Performance Max component of the Brand campaign and organic traffic.
- Our return visitors rate was 9.2%—a 12% increase MoM.

## Email

New subscribers: 140

CONSUMER

Avg. open rate: +0.16% (38.21%) | Avg. CTR: +2% (23.7%) | Total unsub: -10% (27)

MEMBER

Avg. open rate: +14.4% (53.38%) | Avg. CTR: -75% (15.9%) | Total unsub: +100% (2)

## Paid Digital

In November, we had the Brand Campaign, Business Events Campaign, and Weddings Campaign live on various channels, including but not limited to Google, Meta, LinkedIn, and etc.

*\*The last quarter of the year (Oct-Dec), seasonality plays a significant role in shaping ad performance, particularly in industries like tourism, retail, and events. Q4 is a peak advertising period, with major holidays like Halloween, Black Friday, Cyber Monday, and Christmas driving ad spending across industries.*

## Meta (FB/IG):

### Boosted Posts:

3.05% CTR (+5%) | \$0.15 CPC (+2.87%) | \$4.59 CPM (+8%)

- Boosted content delivered 215K impressions and 6.6K clicks in total for both languages.
- Our ad costs are inflated due to seasonality, but the increases were significantly less YoY—under 10% compared with over 20% of last year.
- Despite the decreases in both impressions and clicks, mainly due to seasonality, our CTR showed a 5% increase in overall.
- "25 things to do in December" delivered the best performance in both English and French campaigns (CTR: 5.91% and 2.74% respectively).

### Brand Campaign:

2.38% CTR (+41%) | \$0.28 CPC (-3.5%) | \$6.68 CPM (+36%)

- Brand Campaign delivered a solid performance with the strong increase in CTR.
- Since we began trafficking holiday assets in mid-November, we saw a huge jump in CTR from 1.83% to 2.76% (+51%).
- Our landing page views skyrocketed by 224%, recording 4.9K in total. The ER on site of this traffic stood at ~37% (+54% MoM).
- Family segment continued to deliver the best CTR at 3.05%, followed by Travellers segment.
- Best performing creative: Static | Rest & Relax (CTR: 4.51%).

### **Recommendation:**

- We currently have too many assets running, resulting in some assets couldn't compete against the others to be served. VISA-related posts barely delivered any impressions (247 out of 398K). Therefore, we recommended assessing content and removing some assets.
  - + The rule of thumb is to have 3-5 assets running in one campaign at the same time.
- We recommended pausing:
  - + The Brand video to highlight holiday-themed assets.
  - + The animated assets of Historic Inns due to high CPC.
  - + The static image "Rest & Relax" to encourage the algorithm to allocate more budget to other assets with comparable potential for strong performance.

### Business Events Campaign:

3.69% CTR (-2%) | \$0.51 CPC (+7%) | \$18.66 CPM (+2%)

- The campaign's performance slightly declined in both impressions and results, mainly due to the increase in cost of General Job Titles' segment.
- In overall, 55.7K impressions and 2K link clicks.
- The campaign generated 56.8K impressions and 2K link clicks.
- Traffic to site, on the other hand, saw a small increase in sessions MoM (1.2K sessions) and a huge improvement of on-site engagement rate at 23.6% (+61% MoM).

### Weddings Campaign | Brand:

4.03% CTR (-10%) | \$0.27 CPC (+22%) | \$10.98 CPM (+10%)

- The campaign saw a decrease in both impressions and link clicks MoM by 12% and 20% respectively.
- Compared to last year, our CPC and CPM this month decreased by 27% and 8%, respectively, indicating that our campaign remains in a healthy range despite the seasonal slowdown.
- Engagement rate on website stood at 17%.



Nov 1, 2024 - Nov 30, 2024

## Google

### YOUTUBE | Brand Campaign:

2.23% CTR (+3%) | \$0.078 CPV (-24.6%) | \$0.13 CPC (+11%) | \$2.79 CPM (+13.89%)

- The campaign delivered 1.2M impressions with 28K clicks and 44.9K views.
- Entertainment segment generated the most impressions and link clicks at a CTR of 2.2%, while Family segment saw the strongest growth MoM (+27% in CTR and 36% in click counts).
- Engagement rate on site picked up by 15%, stood at 31%

### YOUTUBE | Weddings:

2.25% CTR (-23%) | \$0.13 CPC (+16%) | \$2.95 CPM (-9%) | \$0.03 CPV (-4%)

- Last month, the campaign achieved 477K impressions and 46.9K views.
- The view rate (VR) saw a slight MoM decline of 7%, dropping from 10.5% to 9.8%.
- Long videos accounted for 76% of the total clicks (8K clicks) with a CTR of 2.68%, while Shorts generated 2.6K clicks at a CTR of 1.5%.

### PERFORMANCE MAX | Brand Campaign:

1.97% CTR (+7.9%) | \$0.08 CPC (+20%)

- The campaign delivered 1.9M impressions and 39K clicks last month.
- We saw increases in both CPM and CPC by 31% and 21% respectively, mainly due to seasonality.
- Entertainment segment continues to dominate in audience size and results generated, delivering a CTR at 1.84%.
- Family segment grew the strongest with +234% jump in CTR (from 1.28% to 4.28%).
- Regarding video assets, the Short vertical video and 30-second brand videos delivered the best performance among 4 videos we're using.
- Best headline: "See it. Do it. Taste it." (remained unchanged).
- Best description: "From local eats to historic inns to holiday fun and time together. Get away to Kingston."

### DEMAND GEN | Brand Campaign:

1.29% CTR (+9.35%) | \$1.54 CPM (-0.6%) | \$0.12 CPC (-9%)

- The campaign achieved 2M impressions and 27.5K clicks, reflecting MoM growth of 7% and 17%, respectively.
- The Travel-focused segment drove the majority of link clicks (10.6K) and recorded the highest CTR at 1.54%.
- Static images outperformed videos, accounting for 93% of the link clicks (25.6K out of 27.5K).
- Best headline: "Down the road to holiday mode." (CTR: 1.66%).
- Best description: "A whole lotta do. A whole lotta view. A whole lotta memories made in Kingston this fall.." (CTR: 1.51%).

### DEMAND GEN | Business Events:

1.35% CTR (-2%) | \$1.16 CPM (+3%) | \$0.09 CPC (+5%)

- The campaign achieved 835K impressions and 11K clicks last month.
- The industry professionals segment produced the most results with a CTR of 1.31%
- Best headline: "Why conference in Kingston?" (CTR: 1.43%) (remain unchanged).
- Best description: "Plan your business event in Kingston. Contact Tourism Kingston for a customized itinerary." (CTR: 1.37%).

### DEMAND GEN | Weddings:

1.35% CTR (-0.3%) | \$1.24 CPM (+6.52%) | \$0.09 CPC (-18%)

- CTR showed a respectable improvement despite higher costs driven by seasonality.
- The campaign recorded 1.4M impressions and 22.6K clicks, both declining by approximately 10% MoM.
- The industry professional segment dominated performance, contributing 73% of total clicks.
- The In-Market/Affinity segment experienced the strongest growth, with a 50% increase in link clicks and a 14% rise in CTR.
- Best headline: "Plan your wedding in Kingston" (CTR: 2.04%)
- Best description: "Easy to get to. Impossible to forget. Plan your wedding close to home in Kingston." (CTR: 4.84%).

## Paid Search

- In November, the Santa Claus Parade was our top-performing event campaign, accounting for over 43% of all conversions driven by paid search.
- Month-over-month, our average click-through rate dipped slightly from 36% to 31%, largely due to the exceptional performance of October's event campaigns.
- 61% of visitors from paid search ads in November resulted in outbound referrals to hoteliers or operators.

Nov 1, 2024 - Nov 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.

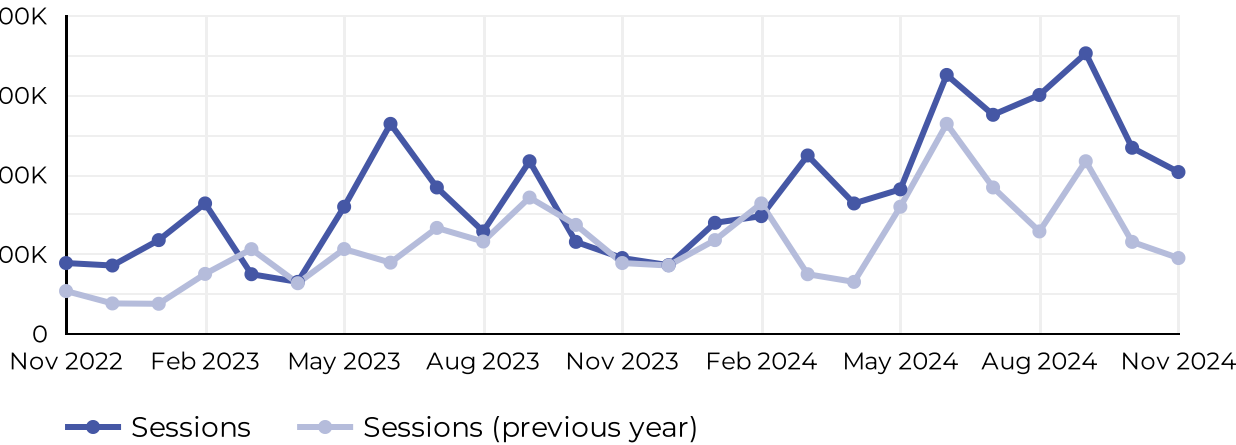
### Page Views


# 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**  
 **203.7K**  
 ↑ 114.4%

**Users**  
 **168.9K**  
 ↑ 120.2%

**Page Views**  
 **253.3K**  
 ↑ 92.0%

# Retention

Are users coming back and consuming our content?



**9.2**



% Return Visitors



# Lead Generation

Are users converting online?

## Operators

## Hotels

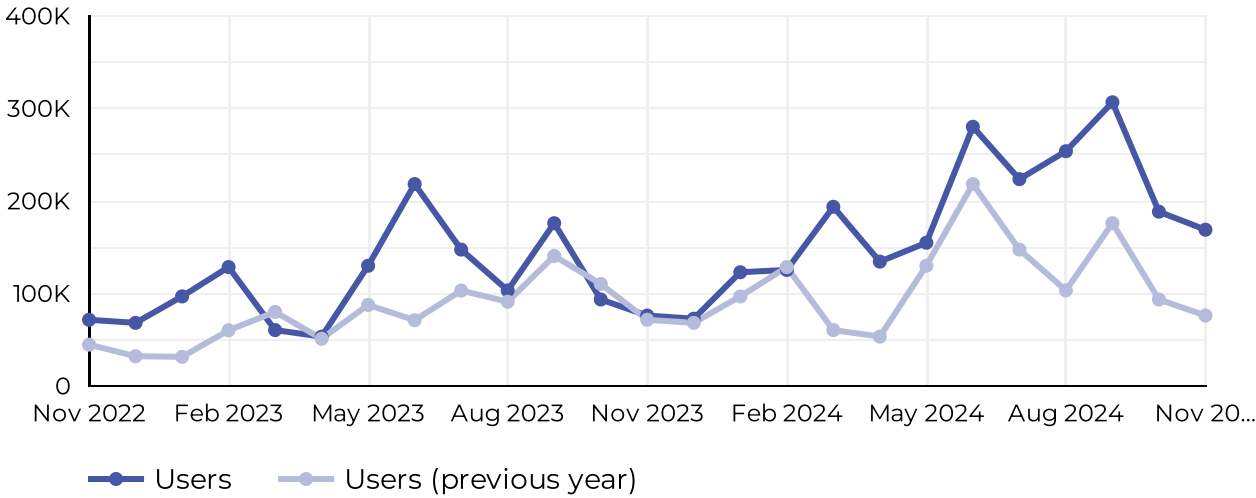
 <b>21,386</b> ↑ 33.8% <b>Web Referrals</b>	 <b>62</b> ↓ -31.9% <b>Clicks to Call</b>
---	---


 <b>4,726</b> ↑ 29.0% <b>Web Referrals*</b>	 <b>59</b> ↓ -77.4% <b>Clicks to Call</b>
---	---

# Consumption

How is our audience using our site?


Users **168,944**





**00:00:17**

**Avg. Engagement per Session**



**1.24**

**Pages/Sessions**

Nov 1, 2024 - Nov 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

## Social Media

An overview of activity on our social media channels



**25,712**  
Instagram Followers



**64,918**  
Facebook Page Likes




**67,422**  
Facebook Page Follow



**9,075**  
X Followers




**2,921**  
TikTok Followers




**1,073,161**  
↑ 19.4%

**Impressions**



**34,101**  
↑ 21.7%

**Engagements**



**19,379**  
↑ 11.7%

**Clicks**

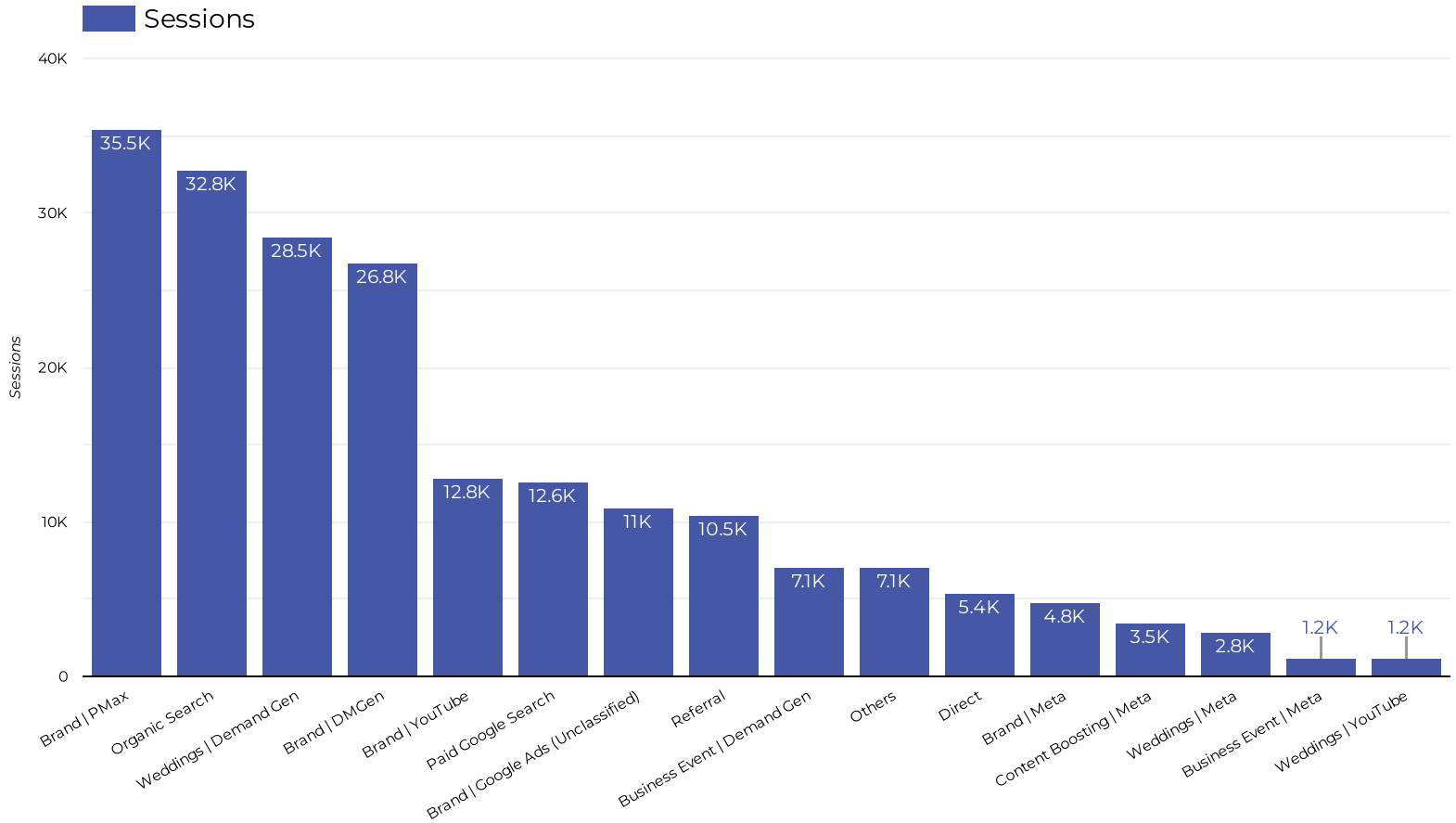
\*totals for organic and paid Facebook, Instagram, Twitter



Nov 1, 2024 - Nov 30, 2024

# Website Metrics

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



\*Others include but not limited to emails' traffic, programmatic ads (such as Toronto Sun), etc.

## Website Metrics - Top 10

### Traffic by City

City	Sessions
1. Toronto	51,158
2. Kingston	25,866
3. Montreal	22,623
4. Ottawa	9,624
5. (not set)	7,893
6. Mississauga	3,915
7. Brampton	3,475
8. Vaughan	2,319
9. Laval	2,090
10. Markham	2,023

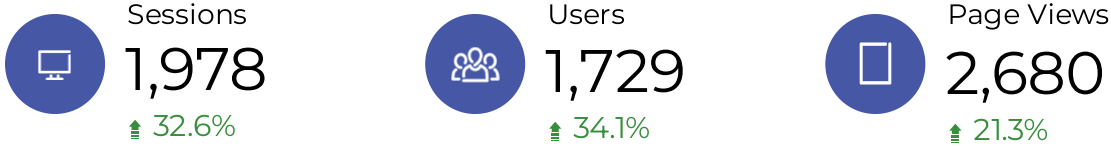
### Most Visited Pages

Page path	Sessions
1. /together/	81,259
2. /weddings/	30,780
3. /25-things-to-do-in-kingston-this-nov...	15,715
4. /holiday-markets-to-visit-in-kingston/	10,516
5. /meet-in-kingston/	9,579
6. /	6,217
7. /visitor-survey/	5,706
8. /25-things-to-do-during-the-holidays...	2,851
9. /theme-packages/wellness-retreats/	2,130
10. /see-do/top-attractions/	2,016

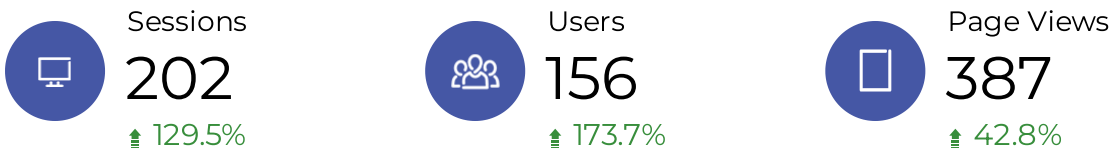
# French and Chinese Sites

Website metrics from each of our French and Chinese sites

## French



## Chinese



# TikTok

Metrics from VisitKingston's TikTok account for the month



Nov 1, 2024 - Nov 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*

Nov 1, 2024 - Nov 30, 2024

# Email Marketing

An overview of email campaigns this month


 **140**  
New Subscribers


## Consumer Newsletter


 **9,280**  
Total Deliveries

 **3,546**  
Total Unique Opens

 **859**  
Total Clicks

 **27**  
Total Unsubscribes

 **38.21%**  
Average Open Rate


 **24.22%**  
Average CTR


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


## Member Newsletter


 **680**  
Total Deliveries

 **363**  
Total Unique Opens

 **58**  
Total Clicks

 **2**  
Total Unsubscribes

 **53.38%**  
Average Open Rate

 **15.98%**  
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.



Nov 1, 2024 - Nov 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 (1022)   Boosted Post   Traffic   25 things November	59,306	1,419	2.39%	\$0.18	\$4.24
TK (1029)   Boosted Post   Traffic   Historic Carriageway	28,041	687	2.45%	\$0.14	\$3.39
TK (1107)   Boosted Post   Traffic   Holiday Markets	23,890	1,372	5.74%	\$0.08	\$4.44
TK (1113)   Boosted Post   Traffic   25 things Holiday	21,213	811	3.82%	\$0.12	\$4.64
TK (1118)   Boosted Post   Traffic   Vanier Cup Weekend	21,164	559	2.64%	\$0.19	\$5.02
TK (1120)   Boosted Post   Traffic   Holiday Concerts	12,747	584	4.58%	\$0.13	\$6.14
TK (1128)   Boosted Post   Traffic   25 things December	4,960	292	5.89%	\$0.10	\$5.96
TK (1126)   Boosted Post   Traffic   Holiday Shopping	2,789	76	2.72%	\$0.30	\$8.14
<b>Grand total</b>	<b>174,110</b>	<b>5,800</b>	<b>3.33%</b>	<b>\$0.14</b>	<b>\$4.52</b>

## French Boosted Content

Ad set name	Impressions	Link clicks	CTR	CPC	CPM
TK (1128)   Boosted Post   Traffic   FR   25 choses a fair en de...	1,750	48	2.74%	\$0.30	\$8.35
TK (1113)   Boosted Post   Traffic   FR   25 choses a fair en holi...	12,065	316	2.62%	\$0.19	\$5.02
TK (1022)   Boosted Post   Traffic   FR   25 choses a fair en no...	27,921	415	1.49%	\$0.31	\$4.58
<b>Grand total</b>	<b>41,736</b>	<b>779</b>	<b>1.87%</b>	<b>\$0.26</b>	<b>\$4.86</b>

# 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	398,510	9,502	2.38%	\$0.28	\$6.68
<b>Grand total</b>	<b>398,510</b>	<b>9,502</b>	<b>2.38%</b>	<b>\$0.28</b>	<b>\$6.68</b>

## Google

Campaign	Impressions	Clicks	CTR	CPC	CPM
TK (2024)   Brand Campaign   PMax	1,986,897	39,210	1.97%	\$0.08	\$1.53
TK (2024)   Brand Campaign   YouTube	1,259,706	28,052	2.23%	\$0.13	\$2.79
TK (2024)   Brand Campaign   DMGen	2,135,593	27,564	1.29%	\$0.12	\$1.54
<b>Grand total</b>	<b>5,382,196</b>	<b>94,826</b>	<b>1.76%</b>	<b>\$0.10</b>	<b>\$1.83</b>

# Paid Digital | Business Events

Nov 1, 2024 - Nov 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	55,756	2,055	3.69%	\$0.51	\$18.66
<b>Grand total</b>	<b>55,756</b>	<b>2,055</b>	<b>3.69%</b>	<b>\$0.51</b>	<b>\$18.66</b>

## Google

Campaign	Impressions	Clicks	CTR	CPC	CPM
TK (2024)   Business Event   DMGen	834,997	11,232	1.35%	\$0.09	\$1.24
<b>Grand total</b>	<b>834,997</b>	<b>11,232</b>	<b>1.35%</b>	<b>\$0.09</b>	<b>\$1.24</b>

## LinkedIn

Campaign	Impressions	Clicks	CTR	CPC	CPM
TK (2024)   Business Events	166,532	658	0.4%	\$1.57	\$6.2
<b>Grand total</b>	<b>166,532</b>	<b>658</b>	<b>0.4%</b>	<b>\$1.57</b>	<b>\$6.2</b>

## Naylor

Media Brands	Impressions	Clicks	CTR
CSAE	7,876	26	0.33%
Meeting Professionals Toronto	1,232	1	0.08%
<b>Grand total</b>	<b>9,108</b>	<b>27</b>	<b>0.21%</b>

Nov 1, 2024 - Nov 30, 2024

# Lead Generation

A snapshot of our digital lead generation

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

Event Action	Total Clicks
<a href="https://downtownkingston.ca/blogs/things-to-do/monthly-events-...">https://downtownkingston.ca/blogs/things-to-do/monthly-events-...</a>	3,599
<a href="https://www.mackinnonbrewing.com/the-holiday-market/">https://www.mackinnonbrewing.com/the-holiday-market/</a>	2,663
<a href="https://www.kingstonpentour.com/event/pumpkinferno/">https://www.kingstonpentour.com/event/pumpkinferno/</a>	1,928
<a href="https://www.stokedsaunaco.com/">https://www.stokedsaunaco.com/</a>	1,342
<a href="https://www.1000islandscruises.ca/sightseeing/ghostcruise/">https://www.1000islandscruises.ca/sightseeing/ghostcruise/</a>	1,296
<a href="https://www.kingstonfair.com/">https://www.kingstonfair.com/</a>	1,028
<a href="https://www.kingstonrolley.ca/tours/ghosttour/">https://www.kingstonrolley.ca/tours/ghosttour/</a>	1,023
<a href="https://openfarms.ca/">https://openfarms.ca/</a>	1,000
<a href="https://www.tettcentre.org/kingston-holiday-market">https://www.tettcentre.org/kingston-holiday-market</a>	946
<a href="https://www.kingstonsymphony.ca/events/all-things-christmas-gif...">https://www.kingstonsymphony.ca/events/all-things-christmas-gif...</a>	847
<a href="https://downtownkingston.ca/blogs/upcoming-events/art-after-dark">https://downtownkingston.ca/blogs/upcoming-events/art-after-dark</a>	844

# 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 November	22,603	6,313	27.93%	10,576
KA:24 November Events: Nighttime Santa Claus Parade	13,876	5,660	40.79%	6,252
KA:24 Business Events	3,275	130	3.97%	138
KA:24 November Events: Guided Sauna Experience	3,049	511	16.76%	632
KA:24 November Events: The Holiday Market	1,362	278	20.41%	374
KA:24 November Events: Fall Colours Trolley Tours	277	133	48.01%	183
KA:24 November Events: Kingston Frontenacs Games	50	6	12.00%	6
KA:24 December Events: A Miss Emily Christmas	1	1	100.00%	1
<b>Grand total</b>	<b>44,493</b>	<b>13,032</b>	<b>29.29%</b>	<b>18,296</b>

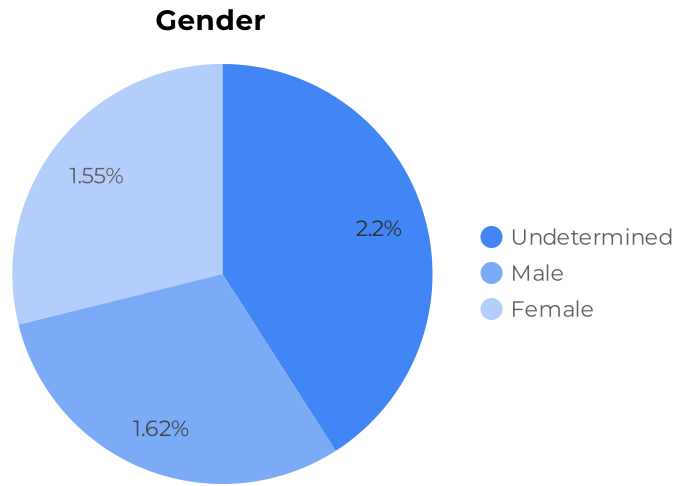
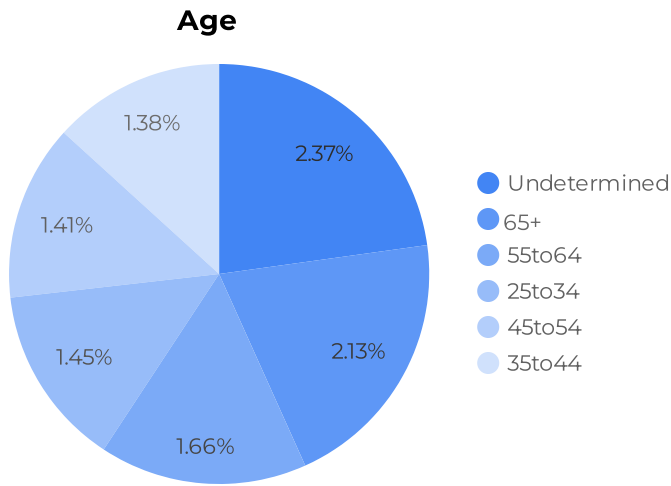


# Website Audience

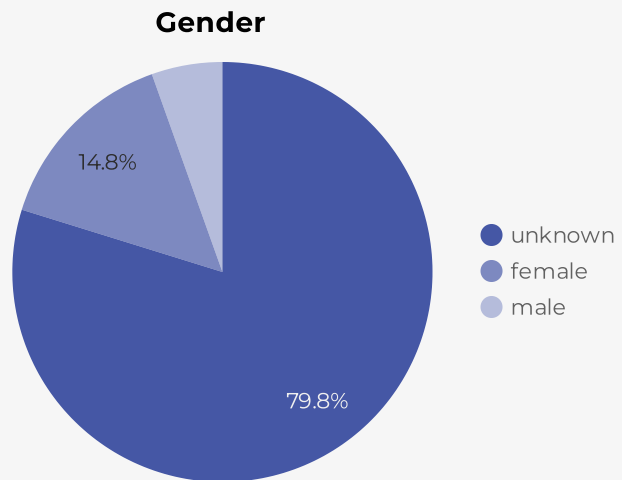
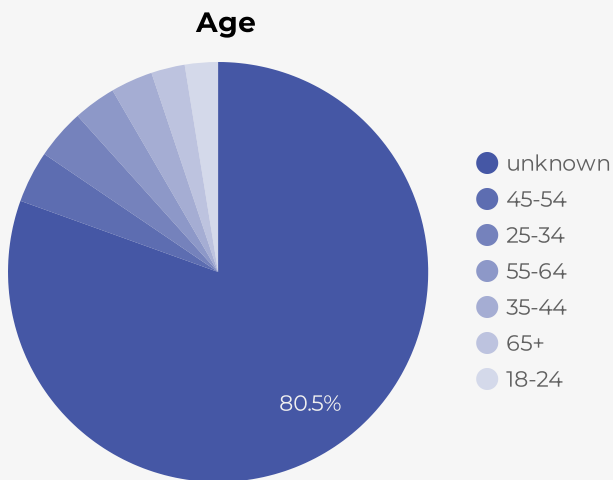
Nov 1, 2024 - Nov 30, 2024

A snapshot of the audience visiting our website

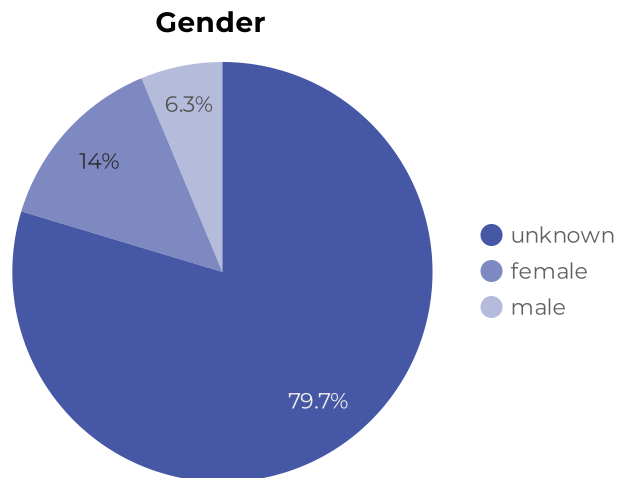
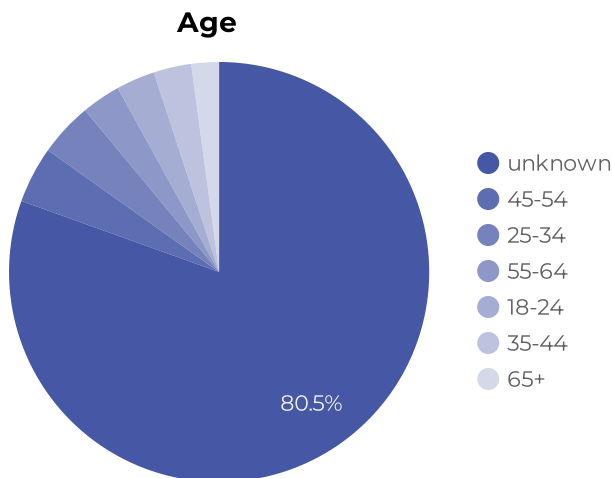
## Click-through Rate by Audience on Google Ads



## Hotel Leads by Audience



## Operator Leads by Audience





# digital report

## KINGSTON

### Overview - December 2024

The big picture of our digital activity this month



Web Sessions

185.5K

↑ 112.4%



Total Leads

22,339

↑ 30.9%



9,571,374

↑ 61.9%

Total Impressions



37,194

↑ 5.6%

Total Engagements



179,479

↑ 156.0%

Total Clicks

Impressions, Engagements, and Clicks include all digital activity

Dec 1, 2024 - Dec 31, 2024

## Website

- Web sessions jumped 112% YoY but slightly decreased by 9% MoM, totaling 185.5K sessions. The MoM decrease was mainly due to the seasonality since we saw similar trends in the past two years.
- The surge in sessions was primarily driven by traffic from our Youtube and PMax Brand Campaign assets. (79% and 10% MoM).
- Our return visitors rate was 9.4%—a slight 2% increase MoM.

## Paid Digital

In December, we had the Brand Campaigns, Business Events Campaign, and Weddings Campaign live on various channels, including but not limited to Google, Meta, LinkedIn, and other ad partners.

### Meta (FB/IG):

#### Boosted Posts:

3.24% CTR (+6%) | \$0.14 CPC (-8%) | \$4.49 CPM (-2%)

- Boosted content delivered 220K impressions and 6.8 link clicks in English, and 42K impressions and 1.6 link clicks in French.
- Both of our impression and click counts saw a positive growth MoM.
- With English campaign, "Thriftmas" article delivered the highest CTR at 6.45%, followed by "25 Things to do in January" at 6.22%.
- With French campaign, "25 Things to do in December" outperformed others with a CTR at 4.14%.

#### Brand Campaign 2024:

3% CTR (+26%) | \$0.29 CPC (+4%) | \$8.77 CPM (+31%)

- Our 2024 Brand Campaign wrapped up at the end of December, and saw a decline in both impressions (30%) and clicks (11%). However, the overall CTR increased MoM. Content focused on holiday shopping and specific activities outperformed more generic messaging, which explains the drop in performance for the general Brand Campaign during this period.
- Family segment remained as the leading performer, recording a CTR at 3.52% with 1.5K link clicks.
- Best performing creative: Static | Rest & Relax (CTR: 3.37%).

#### Brand Campaign 2025:

1.25% CTR (-) | \$0.43 CPC (-) | \$5.39 CPM (-)

- We launched gift-giving ads on Meta in early December, targeting general audiences. Following this, remarketing components were introduced to re-engage audiences who had interacted with our brand, ensuring the messages remained top of mind.
- Later in December, we also launched the holiday/winter assets of Brand Campaign under the same campaign shell.

#### **\*Prospecting campaign | Gift-Giving Components:**

- The campaign delivered 311.9K impressions and 3.2K link clicks.
- Launched during the highly competitive period in December as a new campaign without prior learning, this campaign began modestly with a CTR of 1.04%. We expected it would improve through times as the longer it ran the more optimized it could get.
- We conducted A/B testing on ad placements, comparing Reels/Stories with the Home Feed. The results were comparable, with the Home Feed showing a slightly higher CTR (1.06% vs. 1.02%).

#### **\*Prospecting campaign | Holiday/Winter Assets:**

- The campaign started off strong with an overall CTR at 2.28%, generating 46K impressions and 1K link clicks after 4 days of running.
- Food/Drink audience segment led the performance with a CTR of 2.55%.

#### **\*Remarketing campaign | All components:**

- Despite the higher costs in both CPC and CPM when comparing with prospecting campaign, the engagement rate coming from the remarketing campaign was 30% higher than prospecting.

#### **Recommendations:**

- To balance between quality and quantity of Meta traffic, we recommend keeping both prospecting and remarketing campaigns.
- Regarding prospecting campaign, we recommend consolidating all placements under the same campaign, allowing the algorithm to optimize ad delivery across placements.. This approach is based on the A/B test results, which did not provide any significant insights to justify the effort of keeping them separate.
  - + That being said, we still recommend using two different aspect ratios—1:1 and 9:16—to optimize ad performance across all placements.
- We also recommend excluding all remarketing campaigns from prospecting efforts to ensure we effectively expand exposure to new audiences while continuing to engage with our existing ones.

#### Business Events Campaign:

3.69% CTR (-4%) | \$0.50 CPC (-0.56%) | \$17.75 CPM (-4.9%)

- The remainder of our campaign concluded with a solid CTR at 3.53%, a slight decrease MoM due to a lower budget and seasonality.
- In the past month, the campaign delivered 28.4K impressions and 1K link clicks.
- The engagement rate on site remained stable at 23%.

#### Weddings Campaign | Brand:

3% CTR (-) | \$0.28 CPC (+2%) | \$10.46 CPM (-3.6%)

- The CTR remained unchanged at 3% with "Wedding Interests" segment leading the performance (CTR: 3.76%).
- Overall, the campaign generated 101K impressions and 3.7 link clicks.
- Our engagement rate on site saw a jump by 10%, standing at 19%.



Dec 1, 2024 - Dec 31, 2024

**Google**

*\*For Performance Max and Demand Gen campaigns, detailed campaign data, including asset performance, is currently unavailable due to the campaigns' inactive status. However, since there were no significant asset updates (apart from the addition of gift-giving content pillars to the Demand Gen | Brand Campaign) and based on historical trends, we believe the November data remains sufficient for reference purposes. The performance of headlines and descriptions has shown minimal month-over-month fluctuation.*

*\*YouTube and Demand Gen campaigns, part of the Brand Campaign 2025, will be included in the January 2025 report to allow sufficient time for serving and initial optimization.*

YOUTUBE | Brand Campaign:

1.72% CTR (-23%) | \$0.069 CPV (-11%) | \$0.14 CPC (+8.52%) | \$2.34 CPM (-16%)

- The campaign delivered 1.5M impressions with 27K clicks and 52.9K views.
- The CTR dropped mainly because of the jump of impressions (by 25% MoM) due to seasonality.
- The entertainment segment continued to deliver the highest results with +7K clicks, accounting for 27% of the total clicks.
- Engagement rate on site declined by 14%, stood at 27%.

YOUTUBE | Weddings:

2.19% CTR (-3%) | \$0.03 CPV (-%) | \$0.13 CPC (-%) | \$2.83 CPM (-4%)

- The remainder of the campaign showed consistency MoM, with no changes in CPV or CPC.
- The view rate (VR) declined from 9.8% to 9.3%, aligned with the drop of impressions (by 11% MoM).
- Short videos garnered 2.4K clicks out of 184K impressions (CTR: 1.32%).
- Long videos generated 6.9K clicks out of 242K impressions (CTR: 2.85%).

PERFORMANCE MAX | Brand Campaign:

3.5% CTR (+77%) | \$0.08 CPC (-%) | \$2.7 (+78%)

- The campaign achieved 1M impressions and 37K clicks last month.
- The Entertainment segment outperformed others, driving most link clicks (27K) and impressions (803K).
- At a high level, our converted audience focused on interests and intentions related to international and domestic travel, high-end hotels, and takeaway restaurants.
- The engagement rates on the site reached 16%, reflecting a 5% MoM improvement.

DEMAND GEN | Brand Campaign:

1.37% CTR (+7%) | \$1.70 CPM (+10%) | \$0.12 CPC (+3%)

- 1.7M impressions and 23K clicks were generated last month.
- Consistent with trends observed across all accounts and channels, seasonality was the primary factor behind fewer results being generated at higher costs compared to previous months.
- The travel segment continued to deliver the majority of link clicks (7.3K) at the highest CTR at 1.63% (+6% MoM).
- Launched in December and active for nearly a month, the gift-giving themed assets achieved 97K impressions and 805 clicks, resulting in a CTR of 0.83%.

+ Performance was impacted by internal and external competition, with numerous assets running concurrently during the highly competitive December period. Additionally, the short campaign duration limited the time available for optimization.

**Recommendations:**

- For next year, we recommend running year-round campaigns only until December 15th, with the exception of holiday-focused campaigns on social media.
- For the Demand Gen campaign in general, we recommended running a maximum of two content pillars at a time. Last month, running three content types—General Winter (static banners), Gift-Giving, and General Brand (videos)—resulted in an uneven distribution of investment across content types.

DEMAND GEN | Business Events:

1.36% CTR (+1%) | \$1.53 CPM (+23%) | \$0.11 CPC (+22%)

- The campaign converted 4.5K link clicks from 333K impressions
- The industry professionals segment remained the top performer with a CTR of 1.33% (+1.22% MoM).

DEMAND GEN | Weddings:

1.47% CTR (-6%) | \$0.11 CPC (-18%)

- CTR showed a respectable improvement despite higher costs driven by seasonality.
- The impressions saw a 9% increase, delivering 1.5M impressions last month.
- We generated 23K clicks at an efficient CPC of \$0.11 and a CTR of 1.47%.
- The slight 6% decrease in CTR was primarily due to impressions growing at a faster rate than clicks. Nonetheless, our overall results showed month-over-month improvements in both impressions and clicks.
- The engagement rate on site remained stable at 6%.

Dec 1, 2024 - Dec 31, 2024 ▾

**Paid Search**

- The top performing event campaign of this month was the Trolley campaign, driving 24% of all conversions generated by paid search.
- 67% of all visitors from paid search ads resulted in an outbound referral to a hotelier or operator (+61% MoM).
- The CTR was flat at 31%, while we saw a slight increase to the average CPC (\$0.49 v \$0.47).

**Email**

New subscribers: 306

CONSUMER

Avg. open rate: +4% (39.83%) | Avg. CTR: -51% (11.48%) | Total unsub: +7% (29)

MEMBER

Avg. open rate: -7% (49.85%) | Avg. CTR: +7% (17%) | Total unsub: -50% (1)

Dec 1, 2024 - Dec 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.

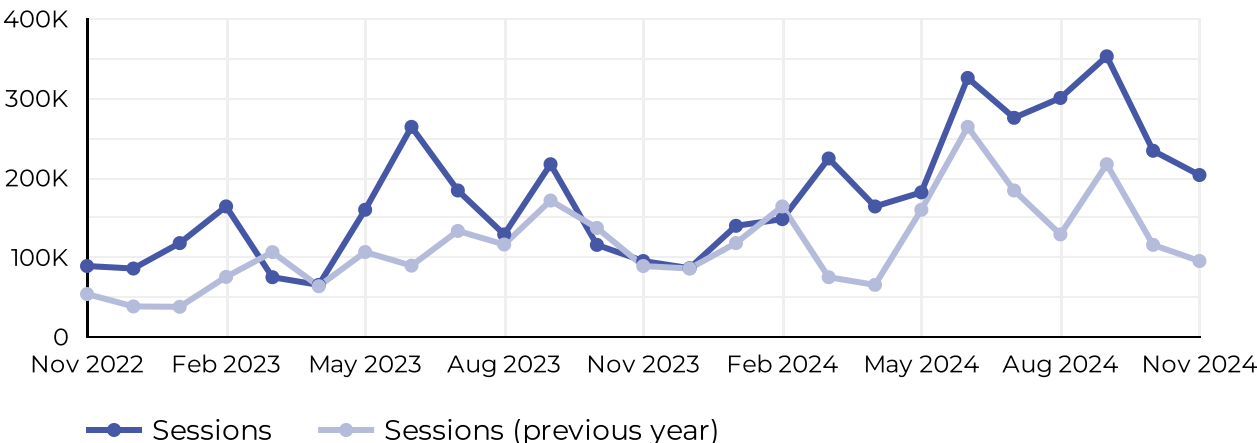
### Page Views

# 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**  
**185.5K**  
 ↑ 112.4%

**Users**  
**157.2K**  
 ↑ 115.1%

**Page Views**  
**233.9K**  
 ↑ 94.4%

# Retention

Are users coming back and consuming our content?



**9.4**

% Return Visitors

# Lead Generation

Are users converting online?

## Operators

## Hotels

<p><b>20,408</b> ↑ 34.3%</p> <p><b>Web Referrals</b></p>	<p><b>139</b> ↑ 51.1%</p> <p><b>Clicks to Call</b></p>
--	--

<p><b>1,742</b> ↑ 4.9%</p> <p><b>Web Referrals*</b></p>	<p><b>50</b> ↓ -58.7%</p> <p><b>Clicks to Call</b></p>
---	--

# Consumption

How is our audience using our site?

Users  
157,167

Dec 1, 2024 - Dec 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.

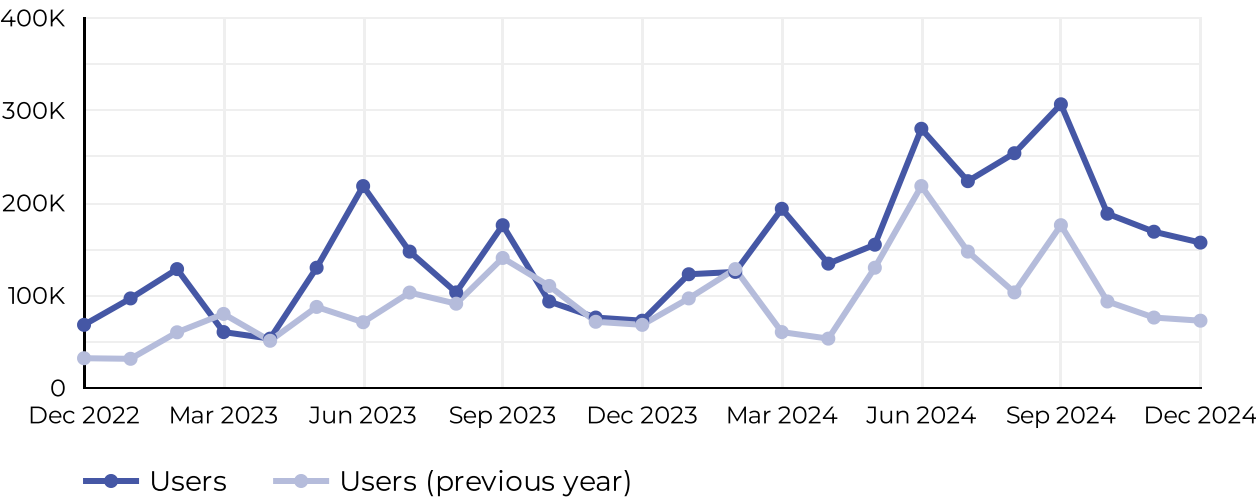
### Engagements


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





00:00:17

**Avg. Engagement per Session**



1.26

**Pages/Sessions**

## Social Media

An overview of activity on our social media channels



**25,755**  
Instagram Followers



**64,893**  
Facebook Page Likes




**67,424**  
Facebook Page Follow



**9,079**  
X Followers




**2,921**  
TikTok Followers




**1,335,035**  
↑ 16.9%

**Impressions**



**35,661**  
↑ 7.9%

**Engagements**



**19,159**  
↑ 1.5%

**Clicks**

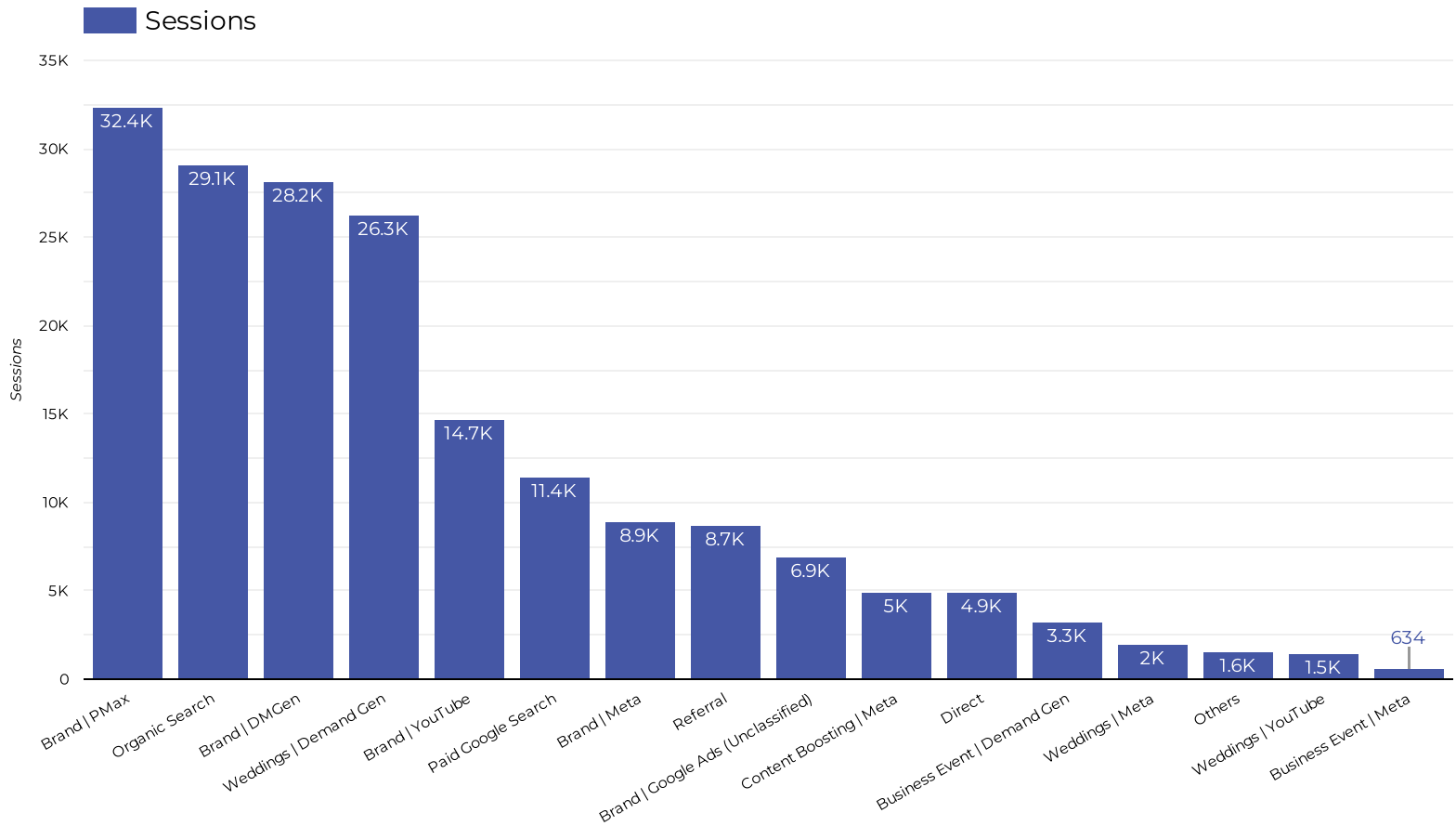
\*totals for organic and paid Facebook, Instagram, Twitter



Dec 1, 2024 - Dec 31, 2024

# Website Metrics

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



\*Others include but not limited to emails' traffic, programmatic ads (such as Toronto Sun), etc.

## Website Metrics - Top 10

### Traffic by City

City	Sessions
1. Toronto	43,546
2. Kingston	23,731
3. Montreal	23,450
4. Ottawa	8,769
5. (not set)	6,351
6. Mississauga	3,611
7. Brampton	3,481
8. Laval	2,362
9. New York	2,207
10. Vaughan	1,905

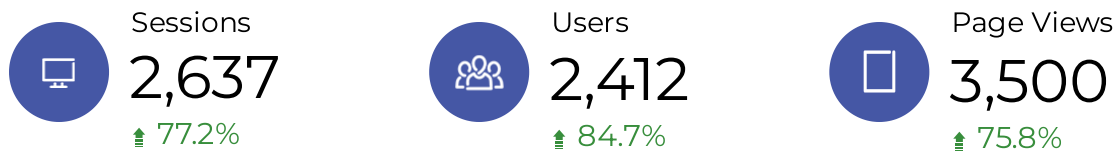
### Most Visited Pages

Page path	Sessions
1. /together/	79,541
2. /weddings/	28,965
3. /25-things-to-do-in-kingston-this-dec...	14,491
4. /a-guide-to-unforgettable-new-years-...	7,100
5. /kingstonlicious/	6,509
6. /	5,277
7. /theme-packages/wellness-retreats/	4,711
8. /visitor-survey/	4,630
9. /meet-in-kingston/	4,467
10. /holiday-markets-to-visit-in-kingston/	3,699

# French and Chinese Sites

Website metrics from each of our French and Chinese sites

## French

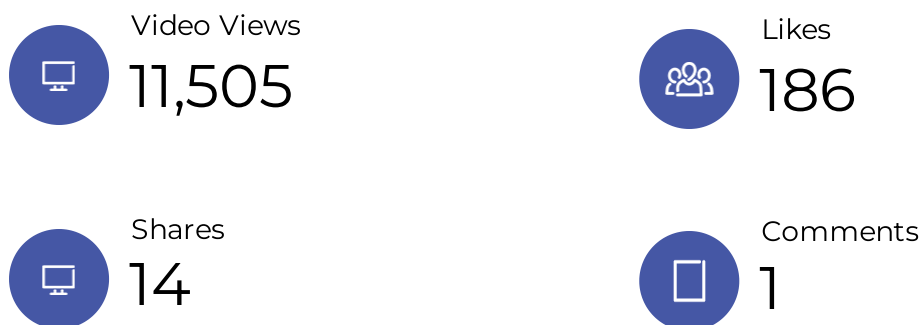


## Chinese



# TikTok

Metrics from VisitKingston's TikTok account for the month



Dec 1, 2024 - Dec 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*

Dec 1, 2024 - Dec 31, 2024

# Email Marketing

An overview of email campaigns this month


 **306**  
New Subscribers


## Consumer Newsletter

 **9,186**  
Total Deliveries

 **3,659**  
Total Unique Opens

 **420**  
Total Clicks

 **29**  
Total Unsubscribes

 **39.83%**  
Average Open Rate

 **11.48%**  
Average CTR

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


## Member Newsletter

 **684**  
Total Deliveries

 **341**  
Total Unique Opens

 **58**  
Total Clicks

 **1**  
Total Unsubscribes

 **49.85%**  
Average Open Rate

 **17.01%**  
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.

Dec 1, 2024 - Dec 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 (1128)   Boosted Post   Traffic   25 things December	80,406	1,714	2.13%	\$0.19	\$4.03
TK (1219)   Boosted Post   Traffic   Sports & Recreation	28,626	887	3.10%	\$0.12	\$3.71
TK (1219)   Boosted Post   Traffic   Seven Spots	25,605	1,001	3.91%	\$0.10	\$3.88
TK (1216)   Boosted Post   Traffic   New Year's Eve Celebra...	24,309	758	3.12%	\$0.15	\$4.55
TK (1202)   Boosted Post   Traffic   Thriftmas	19,675	1,269	6.45%	\$0.08	\$5.40
TK (1113)   Boosted Post   Traffic   25 things Holiday	17,085	541	3.17%	\$0.15	\$4.60
TK (1126)   Boosted Post   Traffic   Holiday Shopping	16,247	280	1.72%	\$0.30	\$5.14
TK (1120)   Boosted Post   Traffic   Holiday Concerts	4,838	178	3.68%	\$0.16	\$5.75
TK (1230)   Boosted Post   Traffic   25 Things in January	3,985	244	6.12%	\$0.09	\$5.79
<b>Grand total</b>	<b>220,776</b>	<b>6,872</b>	<b>3.11%</b>	<b>\$0.14</b>	<b>\$4.35</b>

## French Boosted Content

Ad set name	Impressions	Link clicks	CTR	CPC	CPM
TK (1128)   Boosted Post   Traffic   FR   25 choses a fair en de...	32,144	1,332	4.14%	\$0.12	\$5.05
TK (1230)   Boosted Post   Traffic   FR   25 choses a fair en jan	2,324	81	3.49%	\$0.14	\$4.84
TK (1113)   Boosted Post   Traffic   FR   25 choses a fair en holi...	7,603	224	2.95%	\$0.20	\$6.01
<b>Grand total</b>	<b>42,071</b>	<b>1,637</b>	<b>3.89%</b>	<b>\$0.13</b>	<b>\$5.21</b>



# Paid Digital | Business Events

Dec 1, 2024 - Dec 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	28,498	1,007	3.53%	\$0.50	\$17.75
<b>Grand total</b>	<b>28,498</b>	<b>1,007</b>	<b>3.53%</b>	<b>\$0.50</b>	<b>\$17.75</b>

## Google

Campaign	Impressions	Clicks	CTR	CPC	CPM
TK (2024)   Business Event   DMGen	333,244	4,532	1.36%	\$0.11	\$1.53
<b>Grand total</b>	<b>333,244</b>	<b>4,532</b>	<b>1.36%</b>	<b>\$0.11</b>	<b>\$1.53</b>

## LinkedIn

Campaign	Impressions	Clicks	CTR	CPC	CPM
TK (2024)   Business Events	55,086	279	0.51%	\$0.83	\$4.19
<b>Grand total</b>	<b>55,086</b>	<b>279</b>	<b>0.51%</b>	<b>\$0.83</b>	<b>\$4.19</b>

## Naylor

Media Brands	Impressions	Clicks	CTR
CSAE	49,138	259	0.52%
Meeting Professionals Toronto	6,883	6	0.1%
<b>Grand total</b>	<b>56,021</b>	<b>265</b>	<b>0.28%</b>

Dec 1, 2024 - Dec 31, 2024 ▾

# Lead Generation

A snapshot of our digital lead generation

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

Event Action	Total Clicks ▾
<a href="https://www.mackinnonbrewing.com/the-holiday-market/">https://www.mackinnonbrewing.com/the-holiday-market/</a>	7,984
<a href="https://downtownkingston.ca/blogs/things-to-do/monthly-events-...">https://downtownkingston.ca/blogs/things-to-do/monthly-events-...</a>	7,171
<a href="https://www.stokedsaunaco.com/">https://www.stokedsaunaco.com/</a>	4,024
<a href="https://downtownkingston.ca/blogs/things-to-do/monthly-events-...">https://downtownkingston.ca/blogs/things-to-do/monthly-events-...</a>	3,591
<a href="https://www.tettcentre.org/kingston-holiday-market">https://www.tettcentre.org/kingston-holiday-market</a>	2,845
<a href="https://www.kingstonsymphony.ca/events/all-things-christmas-gif...">https://www.kingstonsymphony.ca/events/all-things-christmas-gif...</a>	2,542
<a href="https://www.kingstontrolley.ca/tours/christmas/">https://www.kingstontrolley.ca/tours/christmas/</a>	1,521
<a href="https://www.kingstontrolley.ca/fallcolourstour/">https://www.kingstontrolley.ca/fallcolourstour/</a>	1,478
<a href="https://hauntedwalk.com/experience/original-haunted-walk-of-kin...">https://hauntedwalk.com/experience/original-haunted-walk-of-kin...</a>	1,309
<a href="https://amaranthstoneware.ca/products/snowman-candy-tray-wo...">https://amaranthstoneware.ca/products/snowman-candy-tray-wo...</a>	1,172

# Paid Digital

A snapshot of our digital ads in market this month

## Google Search - Search Warrant

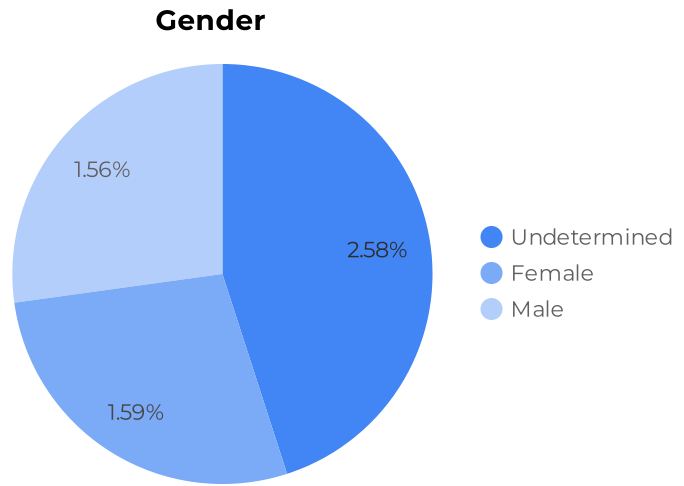
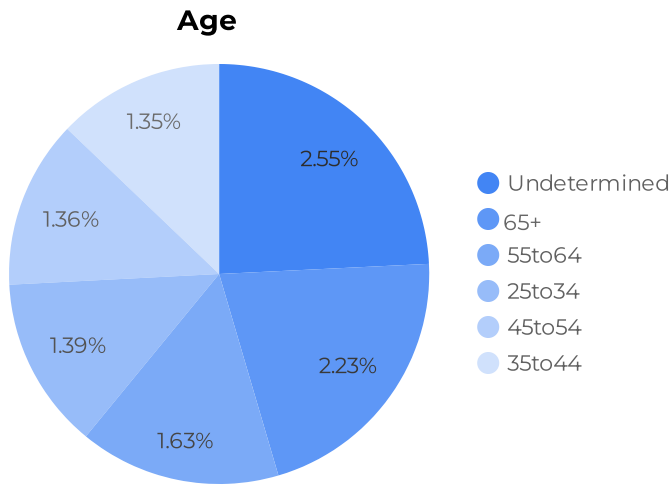
Session campaign	Impressions ▾	Clicks	CTR	Views
KA:24 Things to do in December	26,770	7,527	28.12%	12,092
KA:24 December Events: Kingston Trolley	5,560	2,202	39.60%	2,456
KA:24 December Events: Kingston Holiday Market	4,510	1,842	40.84%	2,314
KA:24 Business Events	3,061	107	3.50%	121
KA:24 December Events: Hockey Road to the World Juniors	1,250	434	34.72%	420
KA:24 December Events: Holiday Craft Workshops	118	20	16.95%	21
KA:24 December Events: A Miss Emily Christmas	71	10	14.08%	15
<b>Grand total</b>	<b>41,340</b>	<b>12,142</b>	<b>29.37%</b>	<b>17,826</b>

# Website Audience

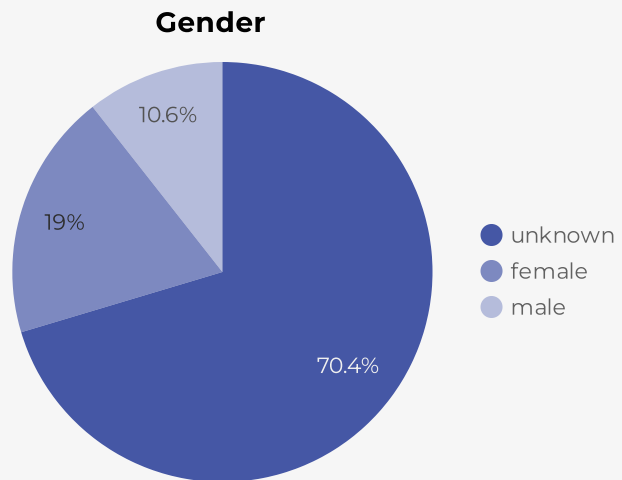
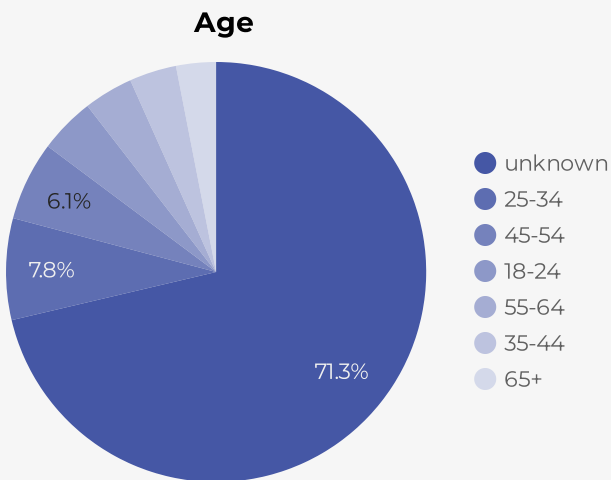
Dec 1, 2024 - Dec 31, 2024

A snapshot of the audience visiting our website

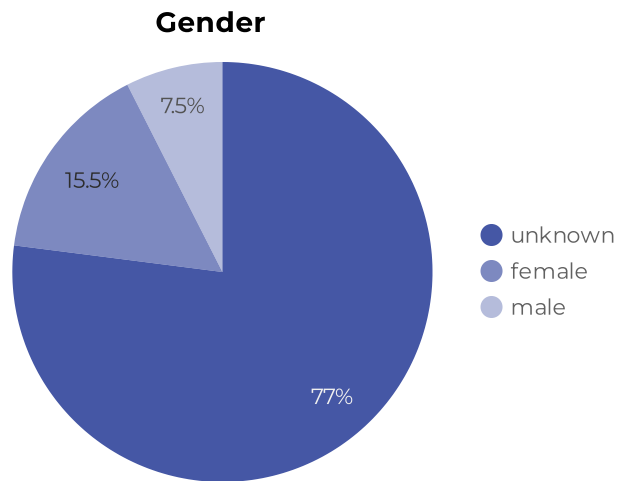
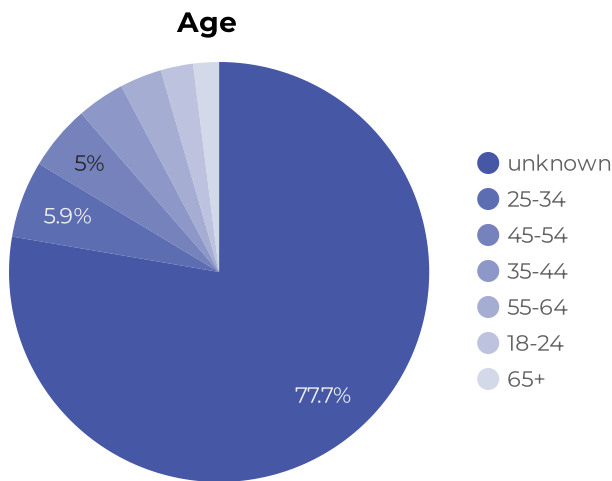
## Click-through Rate by Audience on Google Ads



## Hotel Leads by Audience



## Operator Leads by Audience



— *Tourism* —  
**KINGSTON**

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# End of Month Report

Submitted by [tartanbond](#)



# October by the numbers

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	2024 Total	October
Stories	1533	85
Impressions	2,067,896,445	136,903,051
Direct	435/1533	4/85

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



# Key Activities

---

- tartanbond team visited Kingston and conducted media training session
- Held 2025 strategy planning call
- Facilitated and planned visits for:
  - Jami Savage [October 20-22]
  - Marie-Julie Gagnon [November 13-15]
- Distributed Historic Inns pitch
- Developed media list for Kingstonlicious
- Created communications brief on leveraging Tragically Hip Documentary for Creative Kingston Walking Tour





# Select highlights

---

**NARCITY**

Narcity

Impressions: 1,231,334 UVM

[LINK HERE](#)

**This Ontario destination is a 'ghost's dream city' with spooky Sleepy Hollow vibes**

**B**oo! This Ontario destination is the place to be if you're looking for some spooks this Halloween season. With historic streets, winding alleyways and Victorian houses, the city is straight out of Sleepy Hollow.

Kingston, located on the shores of Lake Ontario, is full of ghostly legends. According to Visit Kingston, it's a "ghost's dream city" as there are "tons of historic stone homes to creep around in and plenty of dark alleyways and narrow streets to jump out from."

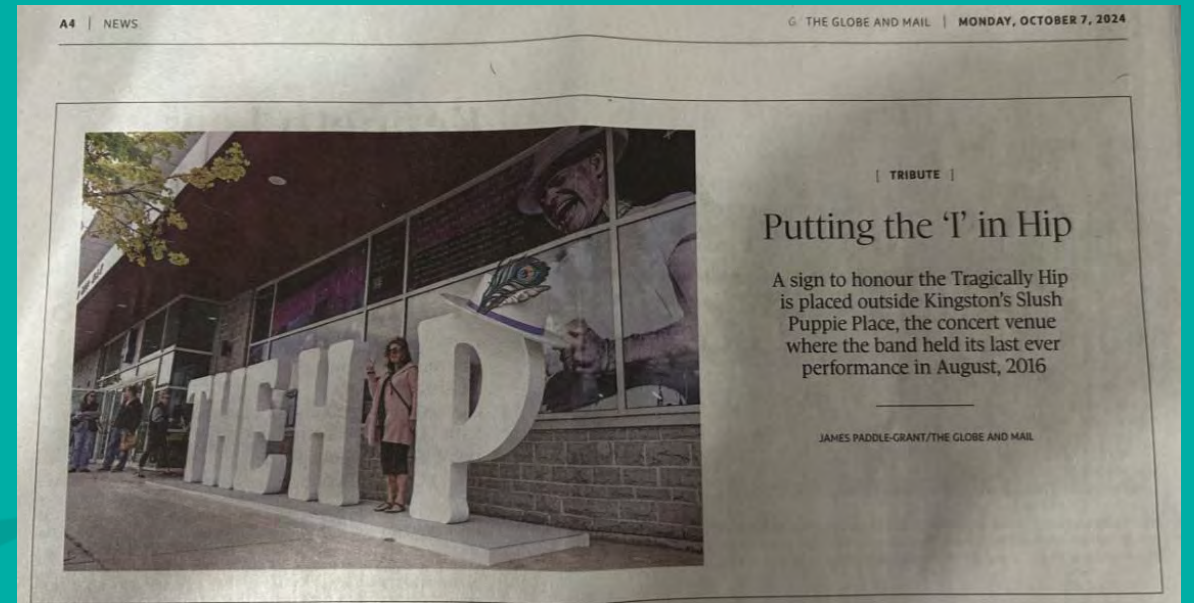
# Select highlights

---

**THE GLOBE AND MAIL** 

The Globe and Mail  
Impressions: 58,229

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





# Select highlights



Auburn Lane  
Impressions: 5,711 UVM

[LINK HERE](#)

## KINGSTON IS OUR NEW FAVOURITE DESTINATION FOR ALL THINGS FOOD

### OUR FAVOURITE KINGSTON FOOD FINDS- MUST EAT YKG

After a weekend of eating and more eating, there are simply too many fantastic food finds to include in just one bite, so consider this an appetizer for your long weekend gatherings!



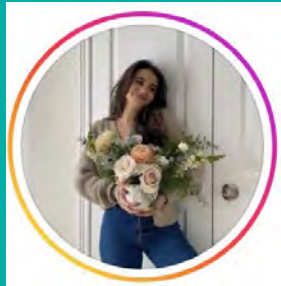
*Feast On@ Festivities at MacKinnon Brothers Brewing Company, a Harvest Party*

Take a splendid stroll downtown with our friends at **Kingston Food Tour**. We snagged tickets to The Tapas Tour, a super-educational and uplifting afternoon of eating and drinking at some of **Kingston's** finest restaurants. This immersive tour shows the network of these farmers, makers and restauranteurs working together, and promoting one another.

Book a table at **The Everly Restaurant & Lounge** – 171 Wellington St Unit #103, or drop into its adjacent wine and snack shop for provisions. Owned by Amber Thom & Jamie Hodges who have been involved in the local hospitality industry in **Kingston** for the past 12 years.

It's high time for high tea with Victorian Splendor kissed by the Queen, **Secret Garden Inn** – Bed & Breakfast at 73 Sydenham Street. With herbal teas from **Cha Cha Tea**, petit fours, scones and crustless sandwiches, this historic inn is not to be missed. Book ahead for **fondue** dinners this fall.

# Select highlights



**Influencer: Olivia Di Pede**  
**Instagram: @oliviadipede**  
**Campaign Impressions to Date: 165,000**

[LINK TO REPORT](#)



## KEY LEARNINGS

- While we maintain ongoing communication with media and influencers from planning through to their visit, there's room to clarify logistics. Notably, confirming additional guests and finalizing arrival/departure times earlier could help avoid budget and scheduling confusion, especially for those with other commitments around their Kingston visit.

## OPPORTUNITIES

- Opportunity to enhance logistical clarity for media and influencer visits by confirming if a guest will join and lock in arrival and departure times as early as possible to streamline itinerary and budget planning.

# Upcoming Activities

---

- Distribute Kingstonlicious pitch
- Update 2025 strategy deck
- Identify key 2025 conferences for TK
- Host Marie-Julie Gagnon [November 13-15]



— *Tourism* —  
**KINGSTON**

---

# End of Month Report

Submitted by [tartanbond](#)

# November by the numbers

	2024 Total	November
Stories	1557	24
Impressions	2,152,187,259	84,290,814
Direct	440/1557	5/24

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



# Key Activities

---

- Distributed Kingstonlicious pitch
- Updated 2025 strategy deck
- Identified key 2025 conferences for TK
- Hosted Marie-Julie Gagnon [November 13-15]
- Finalized dates for Dave Le Blanc's visit [January 6-8]
- Provided support for reactive media requests from CAA Magazine and Narcity





# Select highlights

---

**NARCITY**

Narcity

Impressions: 1,231,334 UVM

[LINK HERE](#)

**This Ontario city has a 'Hallmark holiday movie vibe' with twinkly trolleys and cozy cafes**

**T**winkling streets, glowing cafes, horse-drawn wagons and more await at this enchanting Christmas destination in Ontario. You'll feel like you've stepped into a cozy Christmas film as you wander through the town square and around the glittering shops.

Kingston, Ontario is getting a magical makeover for the Christmas season. The lakeside city is brimming with European charm and is just a road trip away from Toronto.



# Select highlights

---



Global News

Impressions: 9,460,094 UVM

[LINK HERE](#)

## Kingston prepares to host 59th Vanier Cup

Kingston is gearing up to host the 59th **Vanier Cup** on Saturday, welcoming the undefeated Wilfrid Laurier Golden Hawks and the powerhouse Laval Rouge et Or, the team with the most wins in the cup's history.

Mayor Bryan Paterson said the event is a chance to highlight Kingston's ability to host major sporting events.

"I'm excited, and I think it really is a showcase of what **Kingston** is capable of and being able to host big sporting events of national significance like the Vanier Cup," Paterson said.

The Vanier Cup, Canada's university football championship, has been the pinnacle of the sport for nearly six decades. After 39 years in Toronto, the event now rotates among cities nationwide. Last year's Kingston-hosted game generated over \$2.3 million in economic impact, according to Tourism Kingston's Emma Lambert.

# Select highlights

---



**Urbaine City**  
**Impressions:** 12,020 UVM

[LINK HERE](#)

## Un week-end gourmand à Kingston : quand la cuisine locale rayonne

ENG translation: A gourmet weekend in Kingston : when local cuisine shines

Située au cœur de la région des Mille-Îles en Ontario, **Kingston** s'impose comme une destination culinaire au Canada.

Ce qui la distingue? Son accès direct aux produits frais des fermes environnantes et sa concentration de restaurants, en faisant une des villes au Canada avec le plus grand nombre de restaurants per capita.

Entourée de terres agricoles, la ville peut se vanter de proposer une cuisine locale et de saison tout au long de l'année, un véritable paradis pour les amateurs du mouvement de la ferme à la table (*farm-to-table*).

**ENG translation:** Located in the heart of Ontario's Thousand Islands region, Kingston is establishing itself as a culinary destination in Canada.

What sets it apart? Its direct access to fresh produce from surrounding farms and its concentration of restaurants, making it one of the cities in Canada with the highest number of restaurants per capita.

Surrounded by farmland , the city boasts local, seasonal cuisine year-round, making it a haven for fans of the farm -to-table movement

## KEY LEARNINGS

- Even more clarity with our influencer contracts around obligations and expectations. Following our hosting Olivia Di Pede this fall, we ran into challenges around the specifics of spending and also miscommunication around the use of the Visa gift cards.
- Personalizing itineraries even further for 2025. We've made great progress this year in tapping into what each of our individual guests visiting Kingston are into, to truly finesse their itinerary and craft a trip that speaks to their highest interests.

## OPPORTUNITIES

- For 2025, we will work together to refine the contract template even further. We'll add in additional notes under the deliverables that explicitly state what is included in the overall package, the obligations of the influencer and clarify what items or services may not be included if they go outside of the agreed upon spend for any reason.
- We can continue to connect even further with our upcoming visitors to find out more, to empower us to add increasing personal touches to their itinerary and make their visit extra special, whether it's their dog's name or a favourite cuisine that they can enjoy during their trip.

# Upcoming Activities

---

- Create itinerary for Dave Le Blanc's visit [January 6-8]
- Draft KCFF pitch and determine visit targets



— *Tourism* —  
**KINGSTON**

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# End of Month Report

Submitted by [tartanbond](#)

# December by the numbers

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	2024 Total	December
Stories	1588	31
Impressions	2,333,173,586	180,986,327
Direct	443/1588	3/31

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



# Key Activities

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- Developed 2025 Q1 plan
- Finalized Dave Le Blanc's itinerary for visit [January 6-8]
- Shared Jami Savage's invoice
- Reviewed and vetted broadcast opportunity from influencer, Do The Daniel
- Distributed KCFF pitch for visit invites to CAA Magazine and Exclaim!



# Select highlights

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**Auburn Lane**  
**Impressions: 6,778 UVM**

[LINK HERE](#)

## THE BEST CHRISTMAS MARKETS FOR FESTIVE FUN IN ONTARIO

We adore **Kingston** for its equal parts rural landscapes and city feel, and at Christmas, it's truly the best of both worlds. Imagine Christmas choirs in heritage churches or a light-filled trolley ride through town, with a magical and festive tree anchoring the market square. Kingston also boasts countless local artisans and craft makers for locally made gifts.

If you can stay the weekend, we suggest tucking in tight at **The Smith Hotel**, followed by dinner at **The Everly**. Be sure to stop by Montreal Street Collective, Novel Idea Bookstore and **Kingston Holiday Market** for the best gift ideas.



# Select highlights

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Adventure Awaits  
Impressions: 5,610 UVM

[LINK HERE](#)

## What To Do In Kingston Ontario – 25 Adventures To Explore In 2025



Are you researching what to do in Kingston Ontario? Excellent, you've come to the right place!

I recently had the fortune of visiting Kingston for the first time and have put together my heartfelt recommendations after falling in love with this beautiful city. We were fortunate to visit during the [fall foliage](#) season when the streets were lit up in bright colours of crimson red, marigold yellow, and pumpkin orange. The oak and maple trees were dressed to impress and the century-old houses displayed an array of ivy and foliage that had this photographer swooning (at one point I was taking 400 photos per hour!).

But no matter what season you explore Kingston, Ontario, you can be guaranteed that there is something for everyone in this historic university town. From [incredible food](#) to [history](#) to [arts and culture](#), Kingston has it all.

Here are [25 adventures worth seeking](#) in Kingston, including recommendations on where to stay and where to eat while exploring this riverside town.

# Select highlights


**NARCITY**


Narcity  
Impressions: 1,352,035 UVM

[LINK HERE](#)





## 8 romantic small towns near Toronto to visit with your favourite person this winter

**Kingston**

 **visitkingstonca**  
25.8K followers [View profile](#)



[View more on Instagram](#)

232 likes

**visitkingstonca**

Looking for a fun winter activity in Kingston? 🧊 Enjoy skating with your partner, friends, or family in Kingston's charming Market Square.

Need skates? Head to Trailhead (262 Princess St.) to find rentals.

[View all 5 comments](#)

Address: Kingston, ON

Why You Need To Go: While it's technically a city, Kingston is full of small town wintry charm. You can wander along the old-world streets, visit the numerous restaurants, stay in one of the historic B&Bs and glide around the picturesque ice rink.

[Visit Kingston Website](#)

## KEY LEARNINGS

- Due to the holidays, distributing pitches for KCFF visits in mid-December posed a challenge in receiving media responses. As a result, approaching the media in January appears to be a more suitable time.

## OPPORTUNITIES

- We can continue to assess pitch deadlines and ensure we are ahead of schedule when contacting media during busy times (e.g., summer and holiday seasons).

# Upcoming Activities

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- Host Dave Le Blanc [January 6-8]
- Commence wider pitching for KCFF and Kingstonlincious in January





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– *Tourism* –  
**KINGSTON**