

— Tourism —  
**KINGSTON**

2024 annual report

# *A YEAR IN REVIEW*

FOR  
a  
KINGSTON



# MISSION

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Tourism Kingston's mission is to promote Kingston, Ontario as a uniquely historic and hip destination to explore year-round.

# VISION

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Tourism Kingston's vision is to excel in creating, promoting, and growing opportunities for Kingston, Ontario to be a premier destination for individuals, groups, and businesses; to leverage tourism as a key driver of a healthy economy of Kingston; and to champion Kingston as a destination for local, regional, national, and international tourism.

# LAND ACKNOWLEDGEMENT

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**Welcome/Boozhoo/Tekwanonwera:tons to Kingston/Ka'taroh:kwi/Ken'tarókwen/Cataracoui**

Kingston remains on the ancestral homelands of the Huron-Wendat, Anishinaabe, and Haudenosaunee Confederacy.

Tourism Kingston acknowledges the everlasting presence of these Nations and other First Nations, Métis, and Inuit who share this landscape today. We are grateful to reside in and remain visitors to this territory, while acknowledging our responsibility to honour the land, water, and skies with gentle respect and purifying preservation.



# Recover

## COMMUNITY PARTNERSHIPS

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Tourism Kingston is a partner of the Culinary Tourism Alliance's Feast On program, North America's largest and longest running local food certification program. Kingston is a leader in the program with nine Feast On certified restaurants.



Tourism Kingston is proud to support the Lionhearts Food Recovery and Redistribution Program, which recovers unused food from events to address food insecurity in our community.

## CERTIFICATIONS

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Tourism Kingston has received Rainbow Registered certification from the CGLCC, Canada's 2SLGBTQI+ Chamber of Commerce. This certification shows our proven commitment to providing a welcoming and accepting experience to 2SLGBTQI+ visitors and residents.



The Visitor Information Centre has received Bronze certification from GreenStep Canada, acknowledging our sustainable measures in place and in progress.



Kingston is Sustainable Tourism Silver certified, acknowledging our measures in place and in progress as a destination.

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# A MESSAGE TO OUR PARTNERS

2024 was an extraordinary year for Tourism Kingston, filled with both highs – like the once-in-a-lifetime solar eclipse – and lows – like the closure of the Causeway.

Turbulence in the tourism sector is nothing new, and this community came together again, both to collaborate on visitor experiences and to advocate for the community.

The April 8 solar eclipse was a once-in-a-lifetime event for Kingstonians and visitors to witness. The eclipse offered a perfect opportunity for us to generate visitation to the city during the shoulder season and boost off-peak support for local businesses. Our staff and community partners worked for months, starting in mid-2023, to leverage the event, coordinating overnight stays and packages, community activations, merchandise, entertainment, safety protocols, and emergency planning. An event that took place over a few minutes took months to prepare for, but provided significant benefits for our community, both in economic impact and in reputation.

About the same time, the closure of the Causeway dealt a serious blow to the tourism sector. It continued throughout the year – and into 2025 – to affect local businesses and traffic flow, both on

the water and on land. While we haven't yet found a resolution to the issue, I think our partners should be proud of their advocacy on behalf of their businesses and this community.

In 2024, we also welcomed major sport tournaments and significant business events. We attracted new film productions, we showcased Kingston musicians, and we brought makers together to grow Kingston's creative sector. We welcomed new cruise ships and tour buses. We created new packages and partnerships. We welcomed visitors from across Canada and around the world. We were also honoured with a number of awards for our work. And while these awards recognize the work of Tourism Kingston, what they really signify is the amazing work that we do with all of our community partners.

In particular, I would like to thank our board and staff, our partners at the City of Kingston and in the tourism sector. Thank you for your partnership over this year.



Megan Knott  
Chief Executive Officer

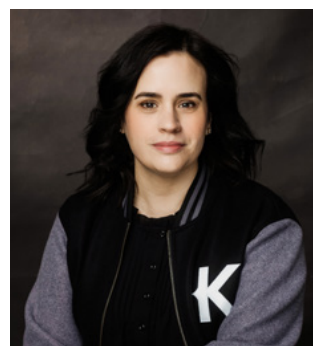
Event Calendar

**OPERATIONS****Megan Knott**

Chief Executive Officer

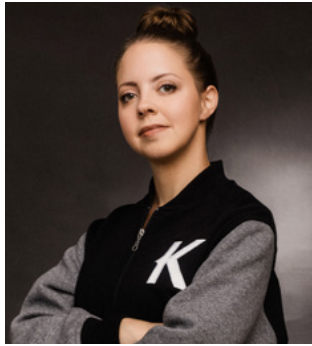
**Brittney Veley**Operations and Human  
Resources Manager**VISITOR SERVICES****Angélica  
Mendieta-Sweet**

Manager of Visitor Services

**SALES****Ted Robinson**Business Events  
Specialist**Noëlle Piché**Travel and Tourism  
Development Specialist**MARKETING AND  
COMMUNICATIONS****Emma Lambert**Manager, Sport  
Partnerships, Wellness,  
and Culture**Ella Wang**International Travel Trade  
Coordinator**Alison Migneault**

Chief Marketing Officer





**Ashley Bradshaw**

Destination  
Development Manager



**Andrea Gunn**

Editor, Strategic  
Communications



**Emily Steeves**

Marketing and  
Communications  
Coordinator

## MUSIC



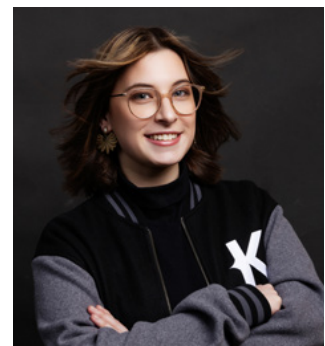
**Derek Rowcliffe**

Senior Graphic Designer



**Moira Demorest**

Music Officer



**Ryleigh Stringer**

Marketing and  
Communications  
Coordinator, Creative  
Industries

## FILM & MEDIA



**Joanne Loton**

Film Commissioner



**Matthew Ing**

Film and Media Specialist

# *INDUSTRY & COMMUNITY INVOLVEMENT*

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## *INTERNAL COMMITTEES/ WORKING GROUPS*

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### **Attractions Committee**

Ashley Bradshaw, Alison Migneault

### **Creative Committee for Digital and Visual Communicators**

Derek Rowcliffe

### **Cruise Committee**

Noëlle Piché

### **Destination Marketing Committee**

Alison Migneault, Ashley Bradshaw, Andrea Gunn, Emily Steeves

### **Kingston Music Advisory Committee**

Moira Demorest

### **Sales Committee**

Ted Robinson, Noëlle Piché, Emma Lambert

### **Solar Eclipse Working Group**

Ashley Bradshaw, Noëlle Piché, Alison Migneault





## *EXTERNAL BOARDS & COMMITTEES*

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### **Moira Demorest**

- // HomeGrown Live Music Festival Board
- // Kingston School of Art Board
- // St. Lawrence College Music & Digital Media Program Advisory Committee (Chair)
- // Limestone Music Celebration Organizing Committee
- // Cantabile Choirs Strategic Plan Steering Committee

### **Megan Knott**

- // Downtown Kingston BIA (Advisor)
- // Kingston Accommodation Partners (Advisor)
- // Kingston Economic Development Corporation Board (Ex officio)
- // KTown Kids Tri

### **Alison Migneault**

- // Kingston Canadian Film Festival Board

### **Ted Robinson**

- // Meeting Planners International Ottawa Chapter: Education Committee
- // Professional Convention Management Association Canada East Chapter: Community Engagement and Inclusion Committee
- // Trellis HIV & Community Care Board (Chair)

### **Andrea Gunn**

- // City of Kingston Heritage Fund Committee

### **Ashley Bradshaw**

- // Murney Tower Museum 100th Anniversary Planning Committee



# INTEGRATED DESTINATION STRATEGY

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**The vision for Kingston's Integrated Destination Strategy (IDS) is to foster a collaborative environment where industry stakeholders work together to sustainably grow tourism as an economic driver for Kingston.**

Building on four years of progress in advancing the recommendations of the 2018 IDS while taking into consideration the effects of the COVID-19 pandemic on the tourism sector, a review of the IDS was completed in 2022 to set the direction for Kingston's destination development for the next five years. The renewed IDS was approved by the board of directors of Tourism Kingston and Kingston Accommodation Partners, as well as Kingston City Council.

**The IDS includes 25 initiatives falling within five pillars:**

- // Social enterprise culture
- // Tourism experience
- // Tourism revenue
- // Longer-term developmental wins
- // Long-term sport and wellness initiatives

**Read the IDS online:**

*[visitkingston.ca/IDS](https://visitkingston.ca/IDS)*







## 2024 IDS PROJECTS

### Tourism experience

- // Coordinated community-wide activation to mark the April 2024 total solar eclipse in Kingston
- // Completed phase 2 of website redesign in English, French, and Chinese in line with the scheduled relaunch in 2025
- // Kingstonlicious 2024 supported culinary tourism and overnight visitation during shoulder season
- // New packages and itineraries supported leisure and travel trade markets
- // Embedded sustainability into the work of each portfolio

### Tourism revenue

- // Leveraged the April total solar eclipse to organize community-wide activations, create innovative marketing campaigns, and grow

### overnight visitation

- // Developed and implemented strategic, year-round marketing campaigns
- // Supported shoulder- and low-season visitation through paid media investment
- // Launched a comprehensive business events campaign

### Longer-term developmental wins

- // Film production studio project finalized with build set for 2025
- // Deep-water dock development supported with hydrographic survey
- // Conference centre project moved to RFP stage
- // Animation studio project supported

### Long-term sport and wellness initiatives

- // Supported a number of high-profile sport events
- // Created winning bids for new sport events in Kingston
- // Enabled sport tourism investment attraction projects, such as the new turf field in the east end

### Social enterprise culture

- // Implemented professional development and networking opportunities for the local creative industries sector
- // Expanded data collection for the Destination Insights Dashboard

# PLACE BRANDING

A place brand is deeply linked to the historic, cultural, and socioeconomic dynamics of a city, region, or country, and its success depends on engaging diverse audiences including residents, visitors, investors, and other stakeholders such as government and businesses. It's the story of a destination, communicated compellingly and consistently.

In 2024, Tourism Kingston strengthened the integration of the Kingston brand across all marketing and sales activities, ensuring a unified and engaging representation of the community in all campaigns, trade events, and programs.





# CONNECTING WITH INDUSTRY

Staff secured several industry speaking opportunities, sharing Kingston best practices and further building profile of our organization and destination.

- // 1000 Islands Binational Tourism Summit
- // Departure Festival and Conference
- // Economic Developers Council of Ontario
- // Professional Convention Management Association
- // Student Youth Travel Association
- // The Next Stage (Canadian Live Music Association)
- // Tourism Industry Association of Canada Tourism Congress



auth

# MARKETING & COMMUNICATIONS

- // Executed a comprehensive marketing campaign to promote the total solar eclipse in Kingston to both visitors and residents
- // Launched a new online events calendar in English and French
- // Launched a business events campaign
- // Year-round campaigns promoted Kingston as a four-season destination, focusing media spend on shoulder and low seasons
- // Wedding campaign continued, supporting unique venues and meeting spaces
- // Partnered with Destination Ontario for Quebec, fall, and USA campaigns
- // Proactively pitched Kingston stories to media, hosted journalists and influencers, and attended TMAC media trade show
- // Secured coverage with The Globe & Mail, Toronto Star, Canadian Press, Narcity, Toronto Sun, CTV Morning Live, Forbes, and The Weather Network
- // Secured \$218,490 in grant funding, supporting multiple projects including website events calendar redesign, total solar eclipse, and Kingstonlicious
- // Created Visitor Guide, film & media look book, dining guides, sport facilities guide, and other print collateral
- // Supported environmental design across the city: total solar eclipse, gateway pole pennants, The HIP sign, planters





# BY THE NUMBERS

2.7 M

website sessions

380 K

partner referrals

209 M

advertising impressions

444

proactive, high-value earned media stories

2.3 B

earned media impressions



# 2024 results

Marketing and Communications	2024 goal	Q1	Q2	Q3	Q4	2024 result	% goal actual
Website sessions	2 M	512,738	676,882	937,177	612,177	2.7 M	137%
Website pageviews	2.5 M	670,211	899,648	1.2 M	765,534	3.5 M	141%
Referrals to partners (web + phone)	315,000	92,353	85,821	118,140	83,512	379,826	121%
Advertising impressions	110 M	33 M	63 M	55 M	58 M	209 M	190%
Social media link clicks	400,000	127,284	106,432	166,809	88,440	488,965	122%
Social media engagements	1.2 M	247,880	535,273	421,402	313,540	1.5 M	127%
Social media impressions	35 M	10.3 M	8.3 M	9 M	4.9 M	32.6 M	93%
Total followers	127,000	123,522	125,011	127,132	129,833	129,833	102%
Proactive 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	1.7 B	765 M	733 M	431 M	402 M	2.3 B	137%



# *PARTNERSHIPS & PACKAGING*

- 
- // Presented Kingstonlicious, a multi-week culinary festival from January to March with 39 venues offering prix fixe menus at a variety of price points, plus six signature events
  - // Enhanced culinary partnerships with 18 hotels offering Kingstonlicious packages with the offer of a \$100 Visa gift card, resulting in the sale of 266 one-night packages and 248 two-night packages
  - // Partnered with two Rainbow Registered local accommodations to create Kingston Pride packages featuring overnight stays in June and a donation to a local 2SLGBTQI+ charity
  - 🍷 Collaborated with Frontenac County, South Frontenac, and the City of Kingston on Open Farm Days 2024 to connect community through farming and food
  - // In partnership with KAP and RTO 9, collaborated with the Culinary Tourism Alliance on a fall Feast On® culinary event at MacKinnon Brothers Brewing, combined with overnight packages
  - // Implemented overnight package incentives (\$100 Visa card) to support shoulder- and low-season visitation: 240+ room nights



# BY THE NUMBERS

103

overnight packages

resulting in...

45 K

partner referrals

820

room nights

\$1.6 M

economic impact



# 2024 results

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		\$1.6 M	\$10,443	\$28,242	\$17,104	\$1.66 M	

\*\* Tourism Kingston supported or created packages



# TRAVEL TRADE

- // Hosted 16 FAM tours with tour operators
- // Represented Kingston at Showcase Canada Europe hosted by Destination Canada
- ✦ Worked with the City of Kingston to create expanded tour bus parking to meet increased demand
- // Represented Kingston at five trade shows: ABA, RVC, SYTA, OMCA, and Showcase Canada
- // Welcomed two new cruise ships to the Port of Kingston
- // Raised Kingston's profile with the international cruise industry: Kingston was named a finalist as Destination of the year at the Seatrade Cruise conference in Málaga, Spain

## INTERNATIONAL TRAVEL TRADE

- // Represented Kingston at Destination Canada and Destination Ontario's virtual webinar series for Chinese tour operators
- // Created new itineraries to increase length of stay for group tours
- // Created video with Destination Ontario, promoting Kingston to Chinese operators
- // Grew subscribers to Tourism Kingston's Chinese-language media: 2,773 WeChat subscribers and 1,516 Weibo subscribers

Kingston



# BY THE NUMBERS

1,319

cruise passengers

275

partner referrals

96

operator leads

95

buses booked

\$3.4 M

economic impact



# 2024 results

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	\$1.9 M	\$1.2 M	\$378,550	\$3.4 M	

Traces – contact with clients and prospects

Definite leads – booked business

Referrals – information on local partners sent to clients

**Estimated 2024 economic impact of Travel Trade: \$3,363,178**

# SPORT & WELLNESS

- // Hosted major Canadian sporting events including the Vanier Cup and the Little League Canadian Championships
- // Submitted successful bids to host the 2025 Little League U13 National Championships, the 2025 and 2026 U17/U19 Ontario Cup Girls Basketball Championships, and the 2025 and 2026 JUEL Provincial Girls Basketball Championships
- // Welcomed events new to Kingston, including the Ontario Boccia Championships and the North American Orienteering Festival
- // With the Marketing team, relaunched the "Athletes of Kingston" feature series
- // Launched a volunteer recruitment page for local sporting events

**Follow us on Instagram**

*@visitkingston.sport*



# VOULT



# BY THE NUMBERS

12

bids won

82

events hosted

83,097

event attendees

59,233

contracted room nights

\$17.4 M

economic impact

# 2024 results

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 events hosted	70	15	30	25	12	82	117%
Number of bids won	10	3	5	2	2	12	120%
Room nights	40,000	18,140	16,223	13,170	11,700	59,233	148%
Event attendees	38,000	32,064	26,270	7,073	17,150	83,097	219%
Estimated economic impact		\$1.5 M	\$1.4 M	\$10 M	\$4.4 M	\$17.4 M	

Traces – contact with clients and prospects

Bids prospected – potential events

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

**Estimated 2024 economic impact of Sport and Wellness: \$17,438,588**

# hosted events

- // AAA OFSAA Boys' Volleyball
- // Battle in the Bubble pickleball tournament
- // Canadian Volkssport Walking Festival
- // Football Canada Flag Nationals
- // Hockey Helps the Homeless tournament
- // Junior Gaels Soccer Tournament
- // Kingston & the Islands Duplicate Bridge Tournament
- // Little League Canadian Championships
- // North American Orienteering Championships
- // OBA U17 and U19 Girls Ontario Cup
- // Ontario Boccia Championships
- // Vanier Cup

**...and 70 more.**



# BUSINESS EVENTS

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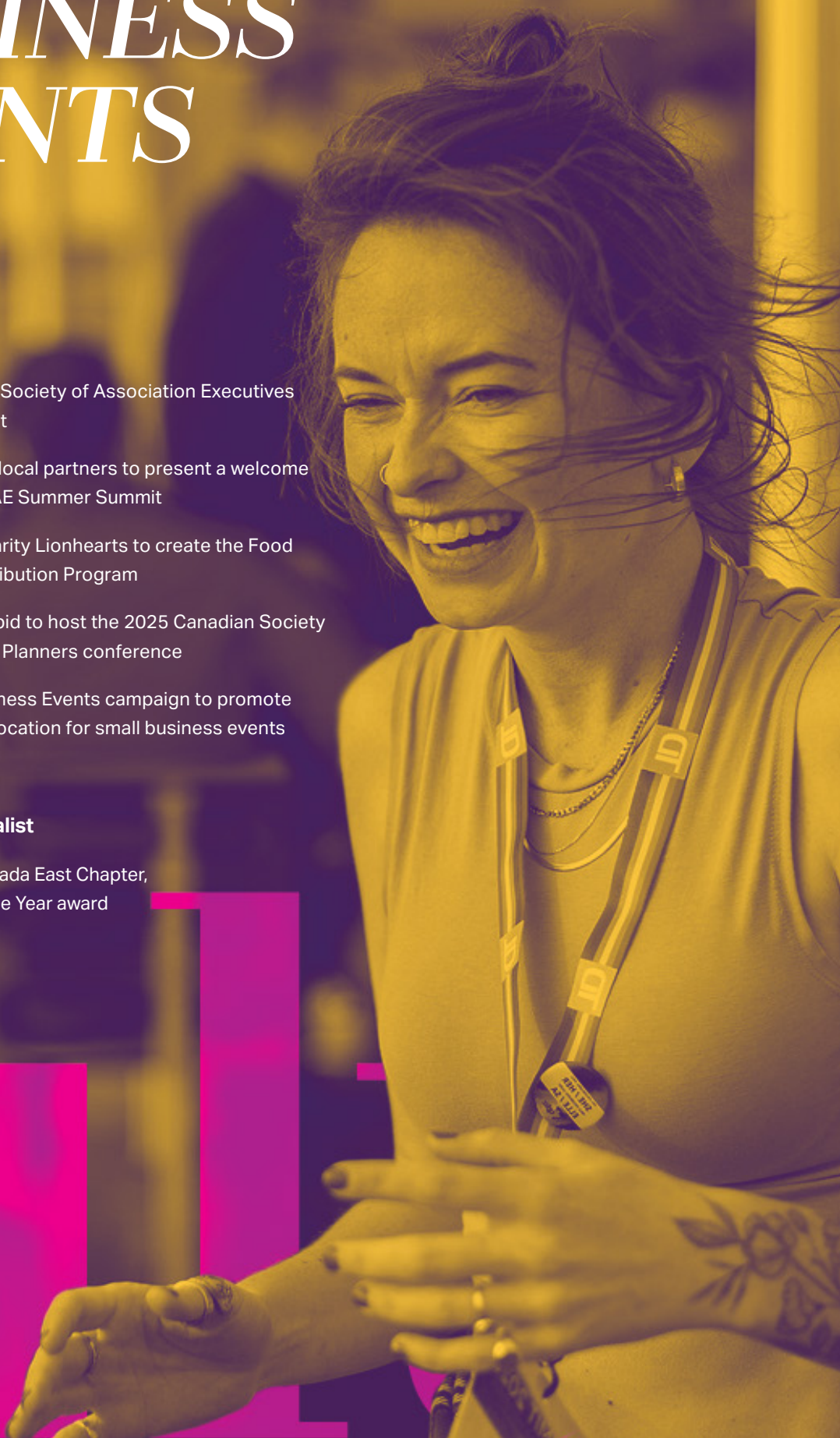
- // Hosted the Canadian Society of Association Executives 2024 Summer Summit
- // Collaborated with 38 local partners to present a welcome reception for the CSAE Summer Summit
- ✦ Worked with local charity Lionhearts to create the Food Recovery and Redistribution Program
- // Submitted a winning bid to host the 2025 Canadian Society of Professional Event Planners conference
- // Launched a new Business Events campaign to promote Kingston as an ideal location for small business events

## TED ROBINSON

### Business Events Specialist

Finalist for the PCMA Canada East Chapter,  
Inspirational Supplier of the Year award

Full



# BY THE NUMBERS

33

events hosted

8,988

contracted room nights

40

definite leads

\$4.8 M

economic impact



# 2024 results

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	400	5,676	2,082	830	8,988	99%
Estimated economic impact		\$228,770	\$2.8 M	\$1.2 M	\$547,764	\$4.8 M	

Traces – contact with clients and prospects

Tentative lead – prospect converts to a business opportunity for partners to respond to

Definite lead – booked business

**Estimated 2024 economic impact of Business Events: \$4,733,460**

# hosted events

- // 1000 Islands Binational Tourism Summit
- // BGC National Conference
- // CSAE Summer Summit
- // Feed Ontario Conference
- // Northeast Shrine Association Spring Planning Conference
- // Queen's University Business & Governance Conference
- // Retraite en Action Club de Vélo
- // RTO 9 Tourism/Sustainable Tourism Summits
- // WPBS Public Television board meeting

**...and 24 more.**



# FILM & MEDIA

- // Hosted 28 location tours
- // Formalized tracking key economic indicators, including economic impact, local hires, and room nights associated with productions in Kingston
- // Developed a Producer Accelerator Program to launch in 2025
- // Secured funding for the Producer Accelerator Program from the Canada Media Fund and Ontario Creates
- // Presented 13 workshops
- // Developed new permitting forms for incoming productions
- // Supported capacity of surrounding communities to attract productions
- // Promoted Kingston as a production destination at key industry events
- 🔥 Promoted electrical tie-in locations for productions to reduce reliance on diesel generators

## INDUSTRY OUTREACH

- // Prime Time (hosted by the Canadian Media Producers Association)
- // Realscreen
- // TIFF
- // American Film Market

# Kingston



# BY THE NUMBERS

32

productions

6

Tier 1 productions  
(over one week)

17

local productions  
(within 100 km)

28

scout tours

\$2.6 M

economic impact



## 2024 results

Film and Media	2024 goal	Q1	Q2	Q3	Q4	2024 result	% goal actual
<b>Productions</b>							
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	\$2.6 M	
<b>Workshops/events</b>							
Events	15	9	5	4	4	22	147%
Participants	800	620	124	112	141	997	125%
<b>Scout tours</b>							
Tours	20	2	9	10	7	28	140%
Participants	200	15	38	42	23	118	59%

Estimated economic impact of film productions: \$2,553,877

# MUSIC

- // Supported the completion of the Kingston Music Strategy
- // Created the Kingston Music Advisory Committee
- // Organized eight roadshows, showcasing local artists and building recognition in new cities
- // Coordinated local musical talent for Tourism Kingston-supported events, including the Little League Canadian Championships
- // Collaborated with CFRC Music and Kingston Live to highlight 35+ musicians in "Release Radar" – new releases by local artists
- // Hosted nine Youth Open Mic events in partnerships with Long & McQuade, featuring 86 participants and fostering local talent
- // Facilitated 32 professional development opportunities with over 1,150 attendees
- // Hosted professional development and cross-sector networking events in collaboration with the Canadian Live Music Association
- // In partnership with the Kingston Canadian Film Festival, launched the fourth iteration of the Slight Music Video Program, connecting 23 local bands and production companies to create 11 music videos

**Follow us on Instagram**

*@visitkingston.music*



# YOUTH



# BY THE NUMBERS

8

Kingston facilitated roadshows

32

workshops

1,157

workshop attendees

14

sponsored music events

10,747

event attendees



# 2024 results

Music	2024 goal	Q1	Q2	Q3	Q4	2024 result	% goal actual
<b>Live events</b>							
Kingston facilitated roadshows	8	1	1	4	2	8	100%
Artists/bands engaged	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%
<b>Sponsored events</b>							
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	

Estimated economic impact of sponsored music events: \$272,439



# VISITOR SERVICES

- // Supported the solar eclipse events with staffing, merchandise, and special events at the Visitor Information Centre
- // Created new retail items in collaboration with local artists and suppliers
- // Added new community locations for brochure racking as part of the Enhanced Profile Program
- 🌱 Created a "Green Team" at the Visitor Information Centre to implement new sustainability initiatives
- 🌱 Developed a visitor sustainability pledge
- // Sponsored Clothes for Kids, helping them exceed their \$55 K goal
- // Unveiled the "BE KIND" piano at the VIC, painted by Hill Werth of Slow & Intentional
- // Through our Canada Summer Jobs partnerships, served as an incubator for student talent, fostering growth, innovation, and hands-on experience
- 🌱 Continued progress on the 2024 Greenstep Action Plan — aiming for a higher certification level in 2025

# XPOLO



# BY THE NUMBERS

137 K

visitors served

\$228 K

in retail sales

\$37 K

tickets sold for partners



## 2024 results

Visitor Services	2024 goal	Q1	Q2	Q3	Q4	2024 result	% goal actual
Visitors							
Number of interactions	60,000	9,197	42,998	69,060	16,005	137,260	229%
Partner support							
Tickets sold for partners	\$28,500	0	\$2,100	\$23,937	\$10,824	\$36,861	129%
Partner support							
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%



# *TOTAL SOLAR ECLIPSE*

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KINGSTON

## BY THE NUMBERS

74,428

visitors

46%

of visitors stayed overnight

\$25.8 M

economic impact

203 K

website sessions

293

proactive earned  
media stories

470 M

earned media impressions





# awards

WINNER



Promotional Event: Total Solar Eclipse

WINNER



Culinary Leadership

WINNER



Culinary DEI

WINNER



Digital Marketing

BEST IN CATEGORY

**Summit Marketing Effectiveness Award**

Consumer Website:  
Creative Kingston  
Walking Tours

PLATINUM

**Summit Marketing Effectiveness Award**

Integrated Consumer  
Campaign: Total Solar  
Eclipse

SILVER

**Summit Creative Award**

Integrated Consumer  
Campaign: Total Solar  
Eclipse

FINALIST

**TIAC Canadian Tourism Award**

Culinary Tourism  
Experience

FINALIST

**Seatrade Cruise Award**

Destination of the Year

FINALIST

**Canada Live Music Award**

Music City of the Year

FINALIST

**PCMA Canada East Chapter**

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

HONOURABLE MENTION

**EDCO Award of Excellence**

Visitor Attraction:  
Total Solar Eclipse

# 2024 ECONOMIC IMPACT OF TOURISM

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## BY THE NUMBERS

**\$775 M**

economic impact

**2.6 M**

total visitors

**\$512 M**

visitor spending

**681 K**

room nights

**53%**

day visitors

**47%**

overnight visitors

Sources: Str, AirDNA, LASR, Stats Can, Tourism Impacts Canada





**2024 Tourism Kingston audited financial statement**

*visitkingston.ca/about-tourism-kingston*



## *2024 BOARD OF DIRECTORS*

**Sivani Vinayaga**

Chair

**PJ Lee**

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**Michael Springer**

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**Donna Gillespie**

Ex officio

**Lanie Hurdle**

Ex officio

**Krista LeClair**

Ex officio

**Bonnie Ruddock**

Ex officio

Tourism Kingston thanks Jesse Gagner and Scott Follwell for their time and contributions to the board of directors in 2024.

*Thank you to our partners,  
agencies, suppliers, and visitors  
for a successful year.*



