

— Tourism —
KINGSTON

FOURTH QUARTER REPORT 2025

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TOURISM KINGSTON QUARTERLY REPORT



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

January 1, 2026

RE: Tourism Kingston Q4 2025 report

Please find attached our summary report on the activities undertaken by Tourism Kingston for Q4: October through December 2025.

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

We are pleased to deliver our 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.

This quarter, Tourism Kingston worked with its agency of record Alphabet Creative on the updated Kingston Culinary Strategy.

During Q4, our community engagement and consultation work continued through sector-wide meetings of the Sales, Destination Marketing, Attractions, Digital and Visual Creators, and Music Advisory committees.

We look forward to our continued work together. If you have any questions or require clarification on our activities or outputs, please do not hesitate to contact me.

Yours truly,

Megan Knott
CHIEF EXECUTIVE OFFICER
Tourism Kingston



MARKETING & COMMUNICATIONS

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In the early fall, our brand campaign featured arts and culture experiences, haunted attractions, and promoted overnight stays in Kingston. We invested in additional paid media in our target markets of Toronto, Ottawa, and Montreal, positioning Kingston as an ideal fall getaway. In November, we highlighted Kingston for the holidays, showcasing local markets, concerts, and festive experiences. We also launched a gift-giving campaign promoting Kingstonlicious signature events.

We partnered with Destination Ontario and RTO 9 on a fall U.S. campaign, targeted to nearby drive markets. The \$100,000 campaign showcased historic and outdoor experiences, culinary, and cruising, linking ads to our dedicated U.S. landing page: www.visitkingston.ca/usa Ahead of the campaign launch, we added extensive U.S. traveller FAQs to this site to both address potential concerns about visiting Canada and for search engine optimization.

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

Our weddings and business events campaigns also continued this fall with the wedding campaign running through December and the business events campaign wrapping up at end of October. The weddings campaign promoted Kingston as a nearby destination wedding location, profiling Kingston's unique venues. The business events campaign is targeted to event planners and association professionals in Toronto, Ottawa, and Montreal.

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

The Marketing and Communications team also worked on the second issue of Fresh, our culinary magazine. Publishing twice a year, Fresh showcases Kingston's dynamic culinary scene and its people and places. The winter issue digs into Kingstonlicious, showcases seasonal offerings, and profiles culinary businesses across the city. With the support of a Francophone Community Program grant from the Government of Ontario, we also created a French version of the magazine,



MARKETING & COMMUNICATIONS

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Frais, with both new and translated content from the English version. As with the first issue, the print magazine is distributed to local accommodations. Its stories will also roll out individually on our website and social media channels in Q1, 2026. It is also available online. Read the winter issue of [Fresh](#) online. Lisez l'édition hivernale du magazine « *Frais* » en ligne.

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

In October, Tourism Kingston, along with our partners and agencies, was recognized with the Ontario Tourism Award of Excellence for Marketing Partnership for the 2024 total solar eclipse campaign.

In late November, we circulated information on the City of Kingston's local food economic development surveys to our restaurant and food production partners. We also sent an email to our partners with a list of current and upcoming funding opportunities to create events, hire summer staff, or develop new tourism offerings.

Recent online stories include "[Hidden gems of Williamsville](#)," showcasing local stores and restaurants in this mid-town neighbourhood.

PARTNERSHIP ACTIVITY AND EVENTS

Estimated economic impact of partnerships in Q4: \$6,384

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



MARKETING & COMMUNICATIONS

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The Toronto Star spotlighted Kingston in its [Ontario Road Trip](#) series, showcasing the city's historic sites, vintage shops, island cruising, and chef-approved favourites. Other articles included:

Ron Johnson, Streets of Toronto, [48 Hours in Kingston, Ontario: Fall Colours, Food, Fun and the Thousand Islands](#), highlights how a 48-hour autumn getaway to Kingston, Ontario offers picturesque fall colours, great local food and drink, fun seasonal activities, and scenic Thousand Islands boat tours that make for a perfect weekend trip.

Samuel Larochelle, Fugues, [48 h mémorables à Kingston, l'ancienne reine du Canada](#), a French article celebrating Kingston's inclusive Rainbow Registered businesses.

Danny Kronstrom, Gay Voyageur, [Le Frontenac Club de Kingston : un hôtel-boutique gay friendly au cœur de l'Ontario](#), a French article highlighting the Frontenac Club as an 2SLGBTQI+ friendly accommodation in Kingston.

Ashley Bradshaw identified speaking opportunities across Tourism Kingston's portfolios and has successfully confirmed 20 submissions year to date. In Q4, Tourism Kingston staff spoke at PCMA Innovations Conference, Travel Association of Ontario Tourism Summit, Kingston Creative City Summit, and [Destination Marketing Podcast](#).

In partnership with the Culinary Tourism Alliance, we secured, supported, and launched six [Kingstonlicious signature events](#) with Feast On® guest chefs from across the province who will join our selected restaurants. Signature events went on sale in November and promoted for holiday gift-giving.

We collaborated with Destination Ontario and the Culinary Tourism Alliance for a broadcast segment with The Weather Network, which aired on December 20. Broadcast content raised awareness about Kingstonlicious, promoted its signature events for gift-giving, and showcased Feast On® businesses connected to Kingstonlicious.

We continue to foster relationships with culinary partners to further grow Kingstonlicious prix fixe program occurring February 3 through March 31, 2026.



MARKETING & COMMUNICATIONS

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These activities supported our 2025 annual plan goals:

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

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

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

MARKETING & COMMUNICATIONS

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2025 annual goals

Marketing and Communications	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Website sessions	2,600,000	535,309	1,044,103	605,835	511,758	2,697,005	104%
Website pageviews	3,200,000	583,870	1,309,561	840,790	634,703	3,368,921	105%
Referrals to partners (web + phone)	375,000	60,613	82,847	86,515	41,587	271,562	72%
Advertising impressions	175,000,000	20,573,609	40,444,868	114,002,961	34,544,174	209,565,612	120%
Social media link clicks	525,000	133,901	201,863	110,223	98,547	544,534	104%
Social media engagements	1,175,000	212,587	1,437,181	345,916	274,965	2,270,649	193%
Social media impressions	37,250,000	6,873,370	14,314,884	10,880,943	6,502,026	38,571,223	104%
Total followers	133,000	129,540	133,957	136,931	138,333	136,931	103%
Proactive high-value earned media stories*	150	39	73	64	29	205	137%
Total media stories	650	164	180	213	180	737	113%
Total earned media impressions	2,100,000,000	986,778,883	590,304,667	687,799,143	892,104,789	3,156,987,482	150%

MARKETING & COMMUNICATIONS

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2025 annual goals

Packages	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
See + Do packages	45	4	28	37	14	83	184%
Eat + Drink packages	34	14	10	6	6	36	106%
Rest + Relax packages	15	1	4	4	5	14	93%
Family packages	20	5	10	7	7	29	145%
Package referrals to partners	46,269	6,881	9,891	9,447	3,757	29,976	65%
Minimum room nights *	836	400	667	267	35	1,389	166%
Estimated economic impact		\$60,330	\$1,709,740	\$75,134	\$6,384	\$1,851,587	150%

*Tourism Kingston supported or created packages

Special projects	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Facilitated events, activations, or campaigns	67	9	18	18	18	62	93%
Attendees	11,477	564	191	1,526	7,200	9,406	82%
Partners involved or impacted	231	58	70	90	80	298	129%

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

Golf in Ontario partnership. Direct spend based on golf and accommodations data.



SPORT AND WELLNESS

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Economic impact of sport & wellness initiatives in Q4: \$647,724

In November, we welcomed Alex Elliott, Managing Director of Sales. He oversees the Business Events, Sport & Wellness, and Travel Trade portfolios. Prior to joining the TK team, Alex was at Maple Leaf Sports & Entertainment, where he was Manager, Membership & Retention. Alex can be reached at alexe@tourismkingston.com.

In November, the OHL, in partnership with Tourism Kingston, announced the return of its first in-person draft since 2000, with the 2026 OHL Priority Selection taking place June 12–13, 2026 at Slush Puppie Place in Kingston. Draft week will also include the League's annual June meetings, bringing OHL governors, general managers, and business operations staff to Kingston. The event is expected to generate strong visitation and visibility for Kingston's hockey community and local tourism economy.

This quarter, we supported a variety of sport events: CORK OCR/Sail Canada Senior Championships and Foiling Fall, 2025 Runback Brewing Curling Club Championships, EOSSAA Cross Country Championships (Kingston Secondary School), Quadball East Regional Championships, Hockey Helps the Homeless, and Rocktober Kingston Rock Volleyball.

We also confirmed new events for early 2026: Skate Ontario – Synchro Series and Ringette Ontario Provincial AA Championships, which together are estimated to bring in 2,000 attendees.

We submitted bids to host the 2026/2027 Canadian Senior/Para Badminton Championships; and the 2027 Soling World Championships and the 2027 Lightning World and Master World Championships (with CORK/Sail Canada); and the 2028 OFSAA Rugby Championship (with LaSalle Secondary School). We are also submitting a letter of intent to bid on the 2026 Canada Road Running Championships.

Tourism Kingston continued to build the sport hosting pipeline by engaging organizers on several potential future events, including a multi-day Esport championship (summer 2026), a BMX national championship (2027), and a Taekwondo provincial championship (2026). We also prospected a large-scale, multi-day national championship opportunity targeted for December 2026.

SPORT AND WELLNESS



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In November, we updated the Kingston Sport Facilities Guide. The guide, which is available in print as well as online, outlines the capacities of local arenas, recreational facilities, parks, marinas, and other venues to host sporting events.

In Q4, we increased engagement on the VisitKingston.Sport Instagram account, which amplifies and informs local sport organizations about news, opportunities, and community successes. Our posts reached over 125,000 views, and 84–87% of views came from non-followers. This demonstrates strong content sharing beyond Kingston and expanded visibility with sport-minded audiences outside the region. We showcased local athletes, amplified volunteer calls for Hockey Helps the Homeless, Special Olympics Canada, and Quadball Canada, and promoted the City of Kingston's communications on the re-envisioning of Portsmouth Olympic Harbour, the Memorial Centre, and Centre 70.

These activities supported our 2025 annual plan goals:

- // Promote Kingston as a year-round destination for provincial, national, and international sport hosting opportunities.
- // Collaborate with the Marketing team to elevate sport events hosted in Kingston.
- // Leverage the Sport & Wellness portfolio to generate revenue and drive further economic impact.

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

- 12 – Support Esport development
- 16 – Target visitors to Ontario around marquee events

SPORT AND WELLNESS

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2025 annual goals

Sport and Wellness	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Tentative leads	120	17	31	30	10	88	73%
Definite leads	40	10	12	15	8	45	113%
Events supported	100	27	47	25	18	117	117%
Event attendees	85,000	39,380	25,592	21,450	4,980	91,402	108%
Room nights	60,000	17,793	20,000	16,650	1,050	55,493	92%
Estimated economic impact	\$40,000,000	\$10,767,270	\$17,724,564	\$15,650,000	\$647,724	\$44,789,558	112%

Definite leads – future business booked

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

TRAVEL TRADE



The estimated impact of travel trade in Q4: \$167,754

Tourism Kingston continues to grow Kingston's profile in the travel trade market, deepening relationships with operators and driving international demand. This past quarter saw strong group and international sales activity with measurable results.

In October, Pearl Mist made its final cruise call of the season this year, welcoming 210 guests. Looking ahead, two return voyages are already planned for 2026. Guests of the Pearl Mist experienced a curated selection of pre-booked shore experiences, including Kingston Trolley Tours, a guided tour of the S.S. Keewatin at the Great Lakes Museum, a walking tour led by local historian Arthur Milnes, and a Kingston Food Tour showcasing the city's culinary offerings. The cruise experience was further enhanced with a welcome, featuring a Town Crier and bagpiper greeting guests aboard the ship.

Also in October, we hosted a multi-day familiarization tour (FAM) with Jonview Canada – Canada's leading receptive tour operator – welcoming 13 agents from their group sales portfolio. The visit included Kingston Penitentiary, Fort Henry, Kingston Trolley Tours, the Haunted Walk, and multiple accommodation site visits. This partnership has already generated 2,000+ room nights as of mid-November 2025, one of our strongest trade-driven results to date.

We also hosted Destination Ontario and Destination Canada FAMs with U.K. and German representatives, leading to new itinerary opportunities and reinforcing Kingston's position as a key stop between Toronto, Ottawa, and the 1000 Islands.

Ashley Bradshaw participated in Destination Ontario's sales mission to the U.K. and Germany, engaging nearly 300 tour operators and agents across four cities. International recovery remains strong into Ontario:

// U.K. arrivals: 453,000+ in 2024 (15% of overseas arrivals), with early 2025 reaching 95% of 2019 levels

// German arrivals: Up 10% from 2023, reaching 84% of pre-pandemic levels

During the mission, we met with key partners and delivered Kingston product training focused on history, culture, waterfront, and culinary experiences.

TRAVEL TRADE



At the Ontario Motor Coach Association (OMCA) Marketplace, Ashley Bradshaw and Ella Wang joined five local partners: Kingston Marriott, Hampton by Hilton, Courtyard by Marriott, Kingston Destination Group, and St. Lawrence Parks Commission, meeting with more than 220 tour operators and generating interest for 2026–27 heritage, culinary, educational, and waterfront programs.

In November, China lifted restrictions on outbound group travel to Canada. We are adjusting our outreach tactics to connect with this important international market. International Travel Trade Coordinator Ella Wang is already fielding inquiries from Chinese tour operators about travel to Kingston. She has sent updated information about Kingston's offerings to Chinese tour operators to Destination Canada and Destination Ontario. We will present on an upcoming webinar in early Q1 2026.

These activities supported our 2025 annual plan goals:

- // Host prospective domestic and international clients from primary markets.
- // Increase brand awareness and intensify the travel trade market.
- // Position Kingston as a key cruise hub.

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.



2025 annual goals

Travel Trade	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Traces	1,600	308	320	305	670	1,603	100%
Definite leads	127	4	65	54	41	164	129%
Referrals to partners	500	45	192	35	231	503	101%
Cruise passengers	1,741	0	310*	0	280*	590*	34%*
Number of buses booked	125	2	62	53	10	127	102%
Estimated economic impact	\$4,439,935	\$75,041	\$3,089,688	\$2,138,674	\$167,754	\$5,471,157	123%

**Note: The Hamburg ship did not arrive in Kingston as originally scheduled for fall 2025.*

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

Traces – contact with clients and prospects

Definite leads – future business booked

Referrals – provision of local partner information to clients

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

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

BUSINESS EVENTS



Economic impact of business events in Q4: \$1,421,865

October 21-24, Ted Robinson attended the Canadian Society of Association Executives (CSAE) national conference in Victoria. This resulted with four solid RFP leads, as well as detailed discussions with representatives of Resident Doctors of Canada, the Association of Faculties of Medicine Canada, the Canadian Association of Research Administrators, Association & Events Management International, the Canadian Association of University Teachers, the Conference of Independent Schools Ontario, the Canadian Society for Medical Laboratory Science, the Canadian Aboriginal and Minority Supplier Council, Digital Health Canada, the Canadian Apprenticeship Forum, Diabetes Canada, the Automotive Industries Association of Canada, Absolute Conferences and Events, the Kidney Foundation of Canada, and Sonography Canada.

November 5, we hosted a Kingston "travelling FAM" dinner in Montreal for representatives from the Canadian Society of Nephrology, CanPlan Event & Conference Services, and Cisco Systems.

November 16-19, at the Professional Convention Management Association Canadian Innovation conference, Ted and Travis Blackmore of Lionhearts Inc. presented a session titled "From surplus to solution: innovating food recovery through events."

November 26, at Meeting Planners International (MPI) Ottawa Chapter Education Event, we connected with representatives of the Royal College of Physicians and Surgeons of Canada, the National Association of Federal Retirees, the Canadian Association of Radiologists, the Canadian Bar Association, the Canadian Construction Association, the Canadian Renewable Energy Association, the Taggart Group of Companies, the Canadian College of Health Leaders, the Canadian Council of Motor Transport Administrators, and the Canadian Produce Marketing Association.

BUSINESS EVENTS



Events hosted in Q4

- // Project Management Institute, Ottawa Valley Chapter – Kingston Symposium
- // Creative City Network's Creative City Summit
- // Canadian Robotics Council/Ingenuity Labs Research Institute annual symposium
- // Bell Canada Technology Leadership Team conference
- // RTO 9 SEe ON Tourism Summit
- // Canadian Stuttering Association annual conference
- // Ontario Professional Planning Institute Kingston workshop
- // Canadian Association of Movers annual conference
- // Ontario Gang Investigators Association Annual Training Conference

New leads/proposals (future business)

- // National Emergency Number Association 2026 Ontario conference and workshops
- // Ontario Library Association 2026 Library as Place conference
- // MNP LLP Eastern Ontario leadership retreat 2026
- // Innovation Company 40th anniversary celebration weekend 2026
- // International Applied Military Psychology symposium 2026
- // Ontario Principals Council Eastern Region conference 2026
- // Ontario Motor Coach Association annual golf tournament & board meeting 2026
- // Ontario Municipal Human Resources Association Fall conferences 2027 & 2029
- // Canadian Association of Gift Planners Originals conference 2027
- // Ontario Modern Language Teachers Association annual conference 2028
- // Ontario Association of Committees of Adjustment annual conferences 2027, 2028, 2029
- // Institute of Municipal Assessors annual conferences 2027, 2028

BUSINESS EVENTS



We launched our new CRM system, HubSpot, strengthening how we manage relationships, track event leads and confirmations, and drive efficiency across our processes. Looking ahead to 2026, we will introduce a new RFP process through HubSpot.

These activities supported our 2025 annual plan goals:

- // Promote Kingston as a year-round destination for business events and conferences.
- // Work with Lionhearts to formalize a structure for the Food Recovery and Redistribution Program.
- // Expand the “travelling FAM” model developed in 2024.
- // Calculate and report on the economic impact of hosted business events in Kingston.
- // Enhance cross-sector collaboration.

Business Events work this quarter aligned with the following IDS initiatives:

- 2 – Communicate tourism plans with community and key tourism stakeholders.
- 13 – Create a sustainable tourism development plan.

Lost opportunities

- // Bell Canada national sales conference spring 2026 (\$1,035,000)
- // Police Association of Ontario AGM and conference 2027 (\$367,100)



2025 annual goals

Business events	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Tentative leads	60	11	9	14	12	46	77%
Definite leads	49	3	11	11	14	39	80%
Events supported	50	3	26	9	9	47	94%
Contracted room nights	10,965	356	3,914	1,650	2,307	8,227	75%
Estimated economic impact	\$5,823,621	\$213,440	\$2,085,342	\$771,671	\$1,421,865	\$4,492,318	77%

FILM & MEDIA



Estimated economic impact of film & media productions in Q4: \$1,064,230

Productions

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

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

October 4, *Illumin*, a 400-drone aerial show, was presented by RBC for its small business clients locally. The event was not open to the public.

October 20–24, *Recommendations*, a Kingston-based food and travel series highlighted the city's culinary scene and visitor experiences. Hosts Chris and Corey explored Kingston's hidden gems, profiling independent restaurants, neighbourhood favourites, and unique attractions. This show utilized one of the Production Accelerator program participants on their set for the last two days of the shoot.

October 30, *Death Sentence*, a small-scale training production prep shoot took place for Queen's Film & Media students. They returned to the Pen for a three-day shoot later in December. The video and the set build will be featured at Creative Industries Day during KCFF 2026.

November 4, a music video for local musician Kyra filmed on a Kingston Transit bus. This is one of seven videos for the Slaughter Music Video program filmed this season.

November 16–18, *Game Changers* Season 2 featured Taes Leavitt, a Kingston children's entertainer and mindfulness practitioner. The documentary series highlights Canadians making meaningful contributions to the disability community.

November 24–25, *Again and Again*, an independent feature, filmed in the parking lot adjacent to the Kingston Penitentiary.

November 28–December 1, *Pop Whiz*, a travelling trivia show for teens, filmed its 100th episode in Kingston.

FILM & MEDIA



Location scouting

In October and November, we connected with seven production companies considering Kingston for locations:

We sent Collective Pictures, a Toronto-based production company, a curated selection of location photos, site details, and preliminary production notes to give the company an overview of Kingston's filming opportunities.

We sent a digital scout package highlighting Kingston's suburban neighborhoods to Black Elephant Productions in support of their development of a new horror film. This team is expected to join us for an in-person scout in the coming weeks.

We sent a digital scout package to Buck Productions & Sonic Nursery in support of their upcoming paranormal investigation series "Snooki: Paranormal Rookie." The "Jersey Shore" star Nicole "Snooki" Polizzi will star in the new Canadian ghost-hunting series from Crave.

Warner Brothers is considering Kingston Penitentiary for a box office franchise film. We have provided a digital package for their review. If the location suits their needs, this production will come to Kingston in spring 2026.

An indie feature film is also interested in the Pen for a May 2026 shoot.

We are in talks with Neshama Entertainment about a road trip series. We will help in their bid to the producers with lookbooks and pricing on locations and hotels.

Montreal-based producer Evan Dubinsky is considering Kingston for an action thriller centred around a hockey team. We sent him a package of locations, including local hockey rinks.

Events

In October, the City of Kingston hosted the Creative City Network of Canada's Creative Cities Summit, bringing cultural leaders from across the country together for three days of collaboration and sector exchange.

As part of the program, Joanne Loton and Moira Demorest joined Marc Garniss (Kingston Canadian Film Festival) to present "Cross-sector support: music meets the creative industries," highlighting the Slight Music Video Program and its role in fostering partnerships between local musicians and filmmakers.

Joanne Loton and Tyler Platt also participated in a guided walking tour around the Kingston Penitentiary with a talk afterwards about how other creative cities can lean on their historical sites as defining locations.



Mid-November, Kingston Film & Media launched a pitch competition for local writers, producers, and directors the chance to pitch their original film or series idea to a panel of industry experts. Five finalists will receive KCFF26 industry passes, allowing them to enjoy films and events throughout the festival, and to attend Creative Industries Day to network with industry professionals. The winner of the competition will be announced at KCFF in March 2026. They will get a conference pass to Prime Time in Ottawa and an industry pass to TIFF in Toronto to further network and pitch their idea.

The competition closed December 1 with 30 submissions received.

Professional development

November 29, we offered our final two workshops of the year: background acting basics and business development for producers.

The background workshop welcomed 29 aspiring and established actors from across the community. Facilitator Ilona Smyth joined us from Ottawa and shared her experience about best etiquette for background acting on set, how to get booked, and how to network.

The business development workshop was a focused seminar that saw 10 aspiring business leaders join seasoned media professional Alicia Petrusa to develop a simple corporate roadmap to reduce project-to-project dependency, forecast cash flow, and strategically engage funders, banks, distributors, and other stakeholders.

Both workshops provided a wealth of information and inspired a variety of thoughtful questions, reflecting the motivated and engaged talent emerging within the city

These activities supported our 2025 annual plan goals:

- // Establish a continuous pipeline of productions.
- // Attract studio productions.
- // Expand the workshop series.
- // Build on key local partnerships.

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

- 4 – Develop a creative industries tourism plan.
- 14 – Leverage underutilized assets.



2025 annual goals

Productions	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Tier 1 (over one week)	5	1	2	2	1	6	120%
Tier 2 (overnight to one week)	12	0	3	4	6	13	108%
Tier 3 (single day)	11	0	0	5	10	15	136%
Local productions (within 100 km)	16	0	2	3	11	17	106%
Non-local productions (>100 km travel)	10	1	3	8	6	17	170%
Estimated economic impact	\$2,000,000	\$991,616	\$2,535,468	\$5,798,983	\$1,064,230	\$10,390,297	520%

Workshops/events							
Events	15	10	5	3	6	23	153%
Participants	800	233	106	115	120	574	72%

Location tours							
Tours	20	7	4	9	7	27	135%

Location/production directory							
Location listings	100	12	6	45	6	69	69%
Vendor/crew listings	90	21	37	12	22	92	102%
Vendor/crew/talent hires on productions	200	102	70	31	45	248	124%

Economic impact source: Reel-Scout EI calculator

MUSIC



resonant

Estimated economic impact of sponsored music events in Q4: \$52,789

Recent work

This fall's Youth Open Mic initiative saw strong participation and growing engagement. Our October event welcomed many new faces, setting a positive tone for the season. November built on that success with five first-time performers, a full audience and a full band taking the stage, highlighting the range of emerging youth talent in our community.

The November session also featured rising local artist Kyra Daniel as host, bringing a fresh and energetic presence to the program. We additionally welcomed Beaded by Ari, a local youth maker to share her handmade bracelets, an exciting step toward involving more youth creators in future sessions.

December's event in partnership with Centre Culturel Frontenac also provided an opportunity to highlight and collaborate with the Francophone community. Hosted by Francophone performer and composer Véloce Andre, the event was hosted at Théâtre Sesame and featured local youth creators and community partners Long & McQuade. The event, part of a French-language music series, was made possible in part by funding from the Government of Ontario through the Francophone Community Grants program.

In October, the City of Kingston hosted the Creative City Network of Canada's Creative Cities Summit, bringing cultural leaders from across the country together for three days of collaboration and sector exchange. As part of the program, Music Officer Moira Demorest and Film Commissioner Joanne Loton joined Marc Garniss (Kingston Canadian Film Festival) to present "Cross-sector support: music meets the creative industries," highlighting the Slaight Music Video Program and its role in fostering partnerships between local musicians and filmmakers.

Moira also co-led two downtown walking tours that showcased Kingston's live music ecosystem, spotlighting key venues and the infrastructure that supports a vibrant music-friendly city.

In October, Moira travelled to London, Ontario, to contribute to programming at the Forest City Film Festival in partnership with the London Music Office and Tourism London. She moderated "Music Talks: Film, TV & Video Games 101," a session introducing musicians and producers to sync licensing and scoring for screen-based media, joined by industry leaders Michael Perlmutter, Cody Partridge, and Sam Van Geleuken. Moira also presented the Juried Prize for Best Music Video at the Festival's Opening Night at Wolf Performance Hall.

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In preparation for the Folk Music Ontario Conference in Ottawa October 15 to 17, the Kingston Music Office invited local folk artists attending the festival to a pre-conference virtual gathering. The session provided an opportunity to learn more about how to make the most of the conference, what to expect, and strategies for showcasing themselves effectively. The event was promoted in partnership with the Ottawa Music Industry Coalition.

At the conference, we had an unofficial Kingston showcase, giving local artists an opportunity to share their music with industry professionals, presenters, and peers from across Canada. The showcase featured performances by Miss Emily, Good Fortune, Amanda Keeley, Savannah Shea, Matt Bazinet, Mellow Lily, Nicci Rea, Piner, and Frank Ryan—a lineup that demonstrated the strength and diversity of Kingston's music community. During the conference's Ontario Folk Awards ceremony, local artist Savannah Shea received the Song of the Year award and local promoter Al Rankin took home the Estelle Klein Lifetime Achievement Award.

In November, Moira participated in the 2025 City of Music Conference in London, Ontario—two days of panels, keynotes, performances, and sector-wide networking focused on strengthening music ecosystems across the province.

Moira joined industry colleagues for the "Overview of Ontario Music Strategy Models" presentation and industry roundtable. The discussion highlighted Ontario's leadership in the international Music City movement and compared municipal strategies that support vibrant local music communities and artist development.

Professional development

The Kingston Music Office partnered with Many Moons Events to deliver "Beginner's Guide to Promoting DIY Events," a practical workshop designed to support emerging organizers, musicians, and community builders in developing the skills needed to successfully promote small-scale events.

Community activations

November 29, the Kingston Music Office supported the Fat Goose Craft Fair by coordinating live music programming throughout the event. This included a DJ set curated in partnership with CFRC Music and a performance by the Kingston Secondary School Choir and Jazz trio, who sang holiday carols for approximately 1,900 attendees. We also hosted an information table onsite, creating an opportunity to share updates on current programs and initiatives.

December 2, the Kingston Music Office, in partnership with Kingston Film & Media and Kingston Canadian Film Festival, hosted the final Makers Meetup of the year. The event saw strong engagement, with five new creative participants taking the stage to pitch their projects, businesses, and creative initiatives.

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We continue to support local artists by highlighting their new releases through our “Release Radar” initiative in partnership with CFRC Music and Kingston Live. This quarter, we have promoted more than 25 local artists across our platforms, generating 16,199 impressions across nine posts. These results reflect the impact of the Kingston Music Office’s promotional efforts alone and do not include the substantial amplification provided by CFRC through on-air play and their release-highlight reels, or by Kingston Live through their social channels.

A Listener’s Choice survey culminated in a top ten countdown broadcasted on December 21. This survey invited the music community to vote for their favourite releases this year from all participants in Release Radar. This survey covers over 100 new releases made by local bands and musicians.

We have continued to strengthen our partnership with CFRC by providing direct links to the national campus radio portal, giving Kingston musicians a clearer gateway to airplay on stations across Canada. This step ensures that local releases are not only celebrated within Kingston but also positioned for national exposure. Looking ahead, we aim to expand this initiative with our partners at CFRC and Kingston Live, looking for more opportunities to amplify the voices of local artists.

Additional partner support

The Kingston Music Office supported several local productions and concerts throughout Q4, including Kingston Meistersingers’ musical theatre production, Orchestra Kingston’s fall programming and annual Christmas concert, and for the upcoming Kiwanis Music Festival. Our involvement ranged from marketing support to strategic sponsorship planning, helping strengthen the reach and sustainability of these community-led initiatives. The Kingston Music Office looks forward to continuing this support into the new year. Our marketing channels also supported 20+ community partner events throughout this quarter.

Kingston Music Advisory Committee

In Q4, the Kingston Music Advisory Committee continued advancing key priorities of the Kingston Music Strategy, with a particular focus on the development of a Fair Wage policy for musicians.

The Fair Wage Working Group presented its draft fair wage policy to the full committee at the October meeting. The discussion was productive, with members providing thoughtful feedback and questions to help refine the policy’s clarity, scope, and implementation.

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The Working Group will incorporate this input into the next draft, and both the group and the committee look forward to moving the policy toward adoption in the new year. This represents an important step in supporting equitable and sustainable compensation practices across Kingston's music sector.

This final meeting of the year also featured the committee's first guest speaker in an emerging series. Nicole Daniels from the Kingston Arts Council provided an update on the council's initiatives, new developments, and areas of alignment with the Music Strategy.

Looking ahead

We worked this quarter to prepare for two new music conference events coming to Kingston in 2026. The New Horizons International Music Association will bring their 2026 Music Camp to Kingston April 19 to 24. This event is expected to bring approximately 160 participants to Kingston for five days of workshop, learning, mentorship, and performance. Work to date includes community outreach, itinerary development, connecting with community partners, and early logistical planning. We are also working with the director of the Dan School of Music which will host the International Society for Music Education Research Commission in July 2026. Support includes assisting delegates access transit passes, securing room rentals, providing tourism materials, and coordinating artist curations and logistics for their opening reception.

These activities supported our 2025 annual plan goals:

- // Strengthen music-friendly infrastructure.
- // Develop toolkits and promote resources for musicians and venues.
- // Provide consultation support including access to music business tool kits and resources
- // Create professional development and networking opportunities for local artists.
- // Provide support for local promoters, organizers, festivals, and venues.
- // Support creative industries growth through key education partners.

Music work this quarter supported the following IDS initiatives:

- 4 – Develop a creative industries tourism plan.
- 14 – Leverage under-utilized assets.

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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.
- 2.1 – Develop new programming and performance opportunities that promote local musicians and access to music in neighbourhoods across Kingston.
- 2.5 – Create a city-wide campaign to promote the City of Kingston's ongoing commitment to paying artists fair wages, with the intent of garnering public support for fair payment standards.
- 3.5 – Facilitate networking opportunities for local musicians (music and other creatives) through further investment in existing programs (Bandwidth, Slight Music Video Program) and collaborate with partners to create new initiatives.

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2025 annual goals

Live events	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Kingston facilitated roadshows	9	0	3	4	1	8	89%
Artists/bands impacted	20	0	4	4	10	18	90%
Workshops/professional development events	34	9	14	5	7	35	103%
Attendees at workshops/events	1,238	351	445	130	195	1,121	91%

Sponsored events							
Sponsored music events	15	4	5	2	3	14	93%
Attendees, sponsored events	11,499	2,218	6,500	150	2750	11,618	101%
Artists/bands impacted	350	132	215	14	75	436	125%
Estimated economic impact of sponsored events	\$291,510	\$149,978	\$194,978	\$22,740	\$52,789	\$420,485	144%

Kingston Production Directory							
Music listings	50	33	5	1	2	41	82%

Economic impact source: TREIM



VISITOR SERVICES

In October, the VIC supported Kingston's travel trade strategy by welcoming guests from the cruise ship Pearl Mist and hosting two familiarization (FAM) tours with groups from Germany and the U.K. These tours provided international industry partners with an inside look at Kingston's attractions, experiences, and hospitality offerings, helping strengthen global awareness of the destination.

October 17–18, Visitor Services supported Queen's University Homecoming with a presence at the Grant Hall welcome event and the Harvest Festival, welcoming alumni and visitors.

On November 25, the VIC hosted its first book launch, featuring local author Dr. Anthony Sanfilippo and his publication *The Doctors We Need*. The event drew 57 attendees with standing-room-only participation. Guests were highly engaged, responding enthusiastically to Dr. Sanfilippo's insights on the future of Canadian healthcare. The Q&A session prompted thoughtful conversation, and participant feedback was overwhelmingly positive, noting the relevance and clarity of the discussion. The book's publisher is eager to connect more local authors with the Visitor Information Centre.

December 5, the VIC hosted a "Meet the makers" pop-up marketplace, which showcased a curated selection of locally made goods. Local DJ Zari spun tunes throughout the event, creating a festive atmosphere for vendors and attendees.

Additional visibility for Visitor Services this quarter included a feature in the Queer Chamber of Commerce holiday gift guide and recognition as a donor by the Kingston Military Family Resource Centre for its contribution to the Garrison Kids Christmas Party.

Overall, Q4 was marked by strong community involvement, increased destination exposure, and meaningful engagement with both residents and visitors.

These activities supported our 2025 annual plan goals:

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

Visitor Services work this quarter supported the following IDS initiatives:

10 – Develop/enhance enticing shoulder and winter tourism products



VISITOR SERVICES

2025 annual goals

Visitors	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Number of interactions	140,000	3,373	16,083	50,000	21,425	95,204	68%

Partner support							
Tickets sold for partners	\$25,000	\$832	\$6,057	\$29,361	9,170	\$45,420	182%

Revenue							
Enhanced Profile Program	\$28,500	\$11,100	\$13,019	\$5,481	\$0	\$29,568	104%
Merchandise	\$77,000	\$6,847	\$28,079	\$29,138	\$25,061	\$89,125	116%

GUIDING DOCUMENTS

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



Kingston's Integrated Destination Strategy 2022–2027



Tourism Kingston 2025 Annual Plan



Kingston Music Strategy



Sport Tourism Strategic Framework





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— *Tourism* —
KINGSTON