

— Tourism —
KINGSTON

Kingston

*SECOND QUARTER
REPORT 2025*

Tourism Kingston quarterly report



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

July 15, 2025

RE: Tourism Kingston Q2 2025 report

Please find attached our summary report on the activities undertaken by Tourism Kingston for Q2: April through June 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 second-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 and its partner Skift Advisory conducted extensive partner consultations in preparation for the updated IDS, titled "Solidification of Kingston's Tourism Momentum."

During Q2, 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

storytelling



In early April, we began promoting spring attractions, experiences, and events. Alongside our year-round brand campaign, we launched a campaign showcasing Kingston's quintessential Canadian experiences. The "Our city is your city" campaign targeted Canadians in nearby markets (Toronto, Ottawa, Montreal, Southwestern Ontario) looking to vacation in Canada and aimed to leverage positive traveller sentiment and position Kingston as the ideal Canadian getaway. We also partnered with Destination Ontario for a French-language campaign targeting Quebec. Kingston Destination Group and St. Lawrence Parks Commission were partners on this campaign. In May, we extended the "Our city is your city" campaign into US drive markets, in partnership with the 1000 Islands Tourism Council. Combined, these two campaigns represent a \$560,000 paid media investment April–June to motivate spring travel and inform summer trip planning.


This quarter, the weddings campaign went live, which [promotes Kingston as a destination for weddings](#). The weddings webpage and listings were also refreshed as part of our website redesign. This campaign has an additional \$50,000 media investment to support group bookings.

Representing more than a year of planning and preparation, our newly refreshed website [visitkingston.ca](#) launched in June. This includes our English, French, and Chinese portions of the site. The site prioritizes the user experience, connecting visitors and residents with experiences, information, and packages efficiently and creatively. In addition to a refreshed design, we also expanded the content available on our French-language site and now have extensive information about attractions, hotels, restaurants, and other experiences, as well as new stories available in French. We also worked closely with our agencies to ensure search engine optimization continues to be strong, seeing our website rank well for organic search.

The Marketing and Communications team also completed a new culinary magazine. Publishing twice a year, [Fresh showcases Kingston's dynamic culinary scene and its people and places](#). This issue, which will be released mid-July, covers summer/fall 2025. Beyond the physical magazine, which has been printed sustainably on FSC recycled paper in a short print run, the content will be used on our website and for related campaigns, such as advertorials.

MARKETING & COMMUNICATIONS

storytelling

A photograph showing a woman in a plaid shirt and a man in a green jacket and cap interacting with two dogs, a golden retriever and a black and white dog, in a greenhouse setting. The word 'storytelling' is overlaid in large, teal, cursive font.

The team also supported Tourism Kingston sales portfolios, ensuring the full integration of the Kingston brand and strong messaging at trade shows and other sector events:

- // Relaunch of the business events campaign, which runs through December
- // Support of the CanSPEP conference hosted in Kingston in late June
- // Booth and trade show presence for the upcoming Canadian Meetings and Events Expo in August
- // Kingston presence and branded material for Seatrade and Rendez-vous Canada trade shows, supporting travel trade
- // Production of a travel trade video to support operator engagement, as well as a full-day photo/video shoot to capture group travel imagery
- // Production of a sailing in Kingston video and complementary brochure to announce the city as the host of the 2026 J/80 World Sailing Championships
- // Photography at hosted sport events including golf, OFSSA soccer, Limestone Race Weekend, and others to promote sport tourism in Kingston
- // Photography at multiple live music festivals and events to support the Kingston Music Office

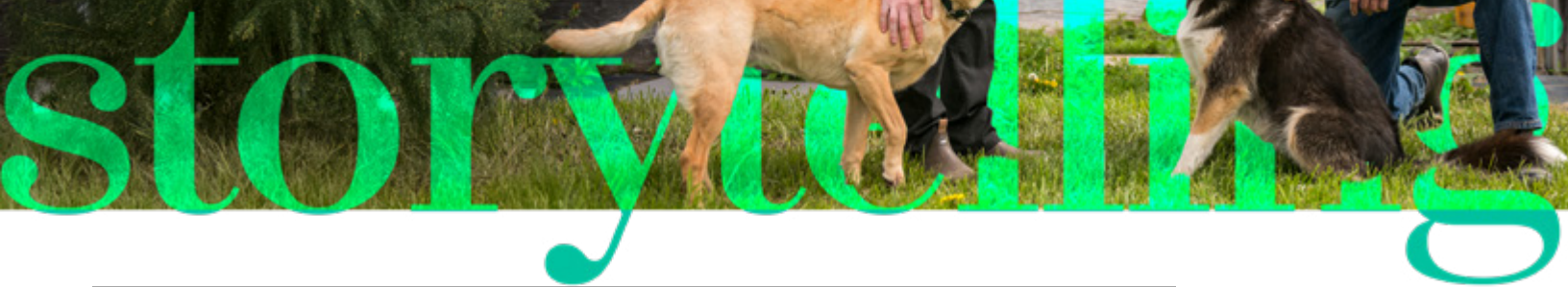
Earned media

To complement our paid campaigns, our earned media pitches focused on Kingston's historic sites and attractions celebrating milestones in 2025, waterfront adventure, and the impact of Kingston's tourism sector.

We hosted four travel writers as part of a familiarization (FAM) tour for the Ontario chapter of the Travel Media Association of Canada. This itinerary leaned into Kingston's waterways: our guests kayaked, took a cruise, flew above the Thousand Islands in a helicopter, dived among historic shipwrecks, and shared the various milestone anniversaries operators in Kingston will celebrate this year. One of the journalists writes for eight regional publications targeting Southwestern Ontario, one of our targeted markets for the "Our city is your city" campaign. This FAM tour resulted in a number of stories, [some published in Q2](#) and some to roll out in Q3.

Additionally, we hosted [Marie-Eve Blanchard](#) and Laurie Wallace-Lynch in May to support historic sites and milestones and waterfront adventure. In late June, we hosted two German journalists, Jörg Michel and Judith Lembke, for regional and pan-Ontario itineraries in partnership with RTO 9 and Destination Ontario.

MARKETING & COMMUNICATIONS



Additional earned media coverage

- // [Elle Quebec](#) article on Canadian alternatives to U.S. destinations, Kingston was promoted as a Canadian version of Boston: a walkable university town with lots of history, great for an urban escape but also close to nature.
- // The same writer, Marie-Julie Gagnon, wrote "[Visit Kingston in sustainable tourism mode](#)" for the VIA Rail blog (the French version is [« Visiter Kingston en mode tourisme durable »](#)) as well as "[Cinq raisons de visiter Kingston, en Ontario](#)" for Le Devoir.
- // A segment on CTV's [The Social](#) highlighted the Great Canadian Cheese Festival at Fort Henry in May while emphasizing Kingston's growing reputation as a culinary destination.

With Sport and Wellness colleagues, we hosted four Ottawa REDBLACKS players and Ottawa Sport and Entertainment Group staff to capture content ahead of their three-week pre-season practice at Richardson Stadium. This content was shared on our social channels to support the REDBLACKS Fan Fest and engage new sport fans in Southeastern Ontario.

We continue to profile Kingston internationally. Destination Development Manager Ashley Bradshaw attended Rendez-vous Canada in May to connect with international trade media. She met with half of the media delegates in attendance through one-on-one meetings or conversations in the Destination Ontario lounge. Ashley also attended Taste of Place Summit, a two-day conference where destination and economic developers, managers, and marketers meet to discuss building profile and brand through culinary culture.

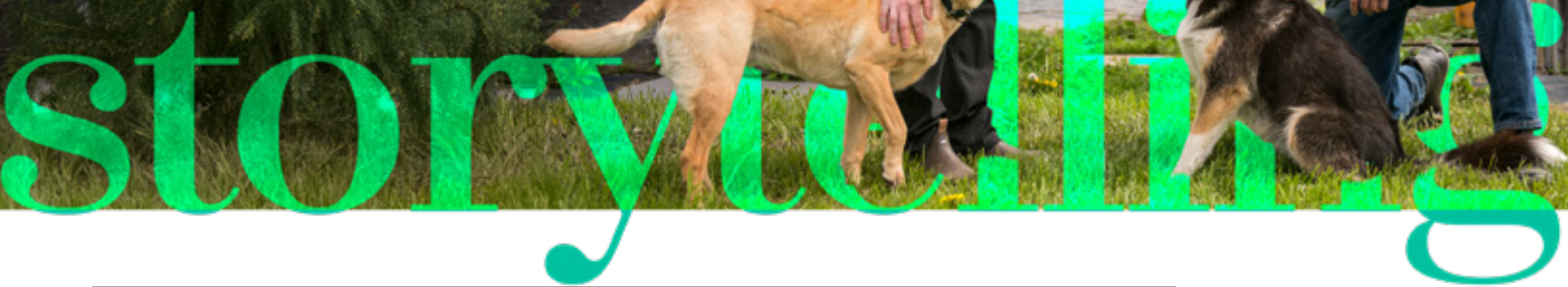
Beyond sales events, we identified speaking opportunities across Tourism Kingston's portfolios and submitted seven applications. We secured seven speaking engagements at MPI The Event, Kingston Creative Cities Summit, Capital Music Week, Banff Mountain Film Festival, Destinations International Annual Convention, SYTA Conference, and POP Montreal.

PACKAGES AND PARTNERSHIPS

Estimated economic impact of Q2 packages and partnerships: \$1,709,740

This number includes \$1.54 M in direct spending due to the Kingstonlicious program, which ran until the end of Q1, with reporting available in Q2.

MARKETING & COMMUNICATIONS



As part of our ongoing brand campaign, we've launched a new seasonal promotion highlighting [Kingston's quintessential Canadian experiences](#). This initiative features the "Our city is your city" incentive, offering visitors up to \$200 off their stay. Guests who book a two-night stay with select hotel partners receive \$100 off, with an additional \$50 off per night for up to four nights total. The promotion ran from May 1 to June 30. This resulted in a total 605 room nights.

We are working with Golf in Ontario, a partnership of seven tourism regions promoting golf tourism through curated packages. Kingston currently offers three packages with five hotels and access to two regional golf courses. During the second quarter, this partnership helped Kingston gain traction as a golf destination, with 310 trip quotes sent, representing 124 booked golfers and an estimated revenue of \$63,000 (golf and accommodation spend only). New offerings and increased visibility—such as Kingston's inclusion in the quick quote form—are expected to drive bookings. Recent social content featuring Kingston reached over 96.9K views, with hundreds of shares, boosting awareness heading into the season.


Our partnership work for this quarter aligned with our marketing strategy to support attractions, experiences, and seasonal getaways. Year-round packages continue to be curated and shared with accommodation partners with a focus on culinary, culture, and family experiences. We curated 29 new packages this quarter: the "Our city is your city" packages, Golf in Ontario packages, a new Pride package, and historic packages featuring Fort Henry and Kingston Pen. This is in addition to the 23 year-round packages to date. This quarter, we sent 9,891 referrals to partners this quarter. We worked with 68 partners on non-package activities, including for earned media, our weddings campaign, upcoming events like Open Farm Days, and the culinary magazine.

Industry engagement

In April, Chief Marketing Officer Alison Migneault participated on the panel "Big Picture Thinking" at the TIAO Tourism Opportunities Forum. She joined colleagues from Ottawa Tourism, Airbnb, and ORHMA to discuss the implementation and impact of the municipal accommodation tax. Also in April, Alison and CEO Megan Knott met with colleagues from Destination Ontario to share updates about Kingston products and experiences, Tourism Kingston's annual plan, and opportunities for further partnership.

MARKETING & COMMUNICATIONS

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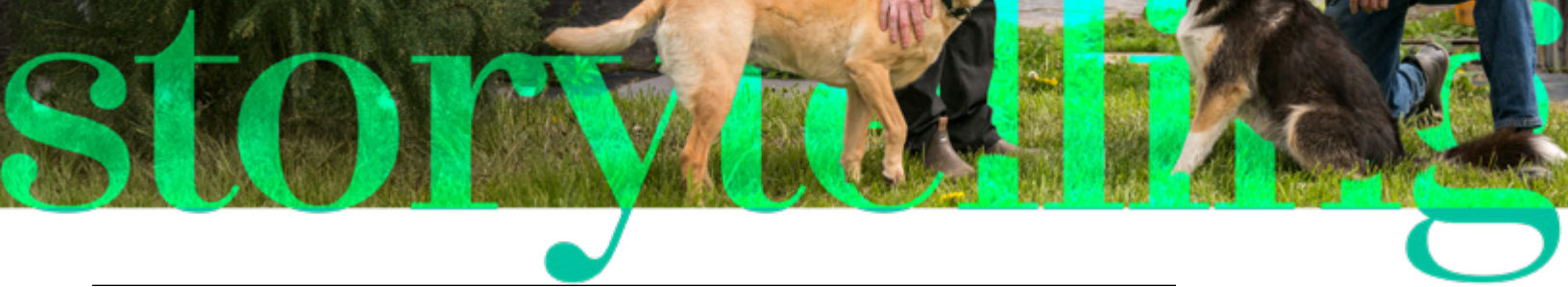
In May, Alison joined the panel “Telling Your Destination’s Taste of Place Story: From Plate to Platform” at the Taste of Place Summit. She shared creative, authentic strategies to raise awareness and build brand around a destination’s culinary scene.

Alison also continues to meet regularly with the City Nation Place Advisory Group, connecting with place-brand colleagues from around the world. She has been invited to serve as a jury member for their prestigious place brand awards later this year.

These activities supported our 2025 annual plan goals:

- // Connect travellers and residents with Kingston.
- // Drive sales for local businesses, supporting the full recovery of Kingston’s tourism industry.
- // Leverage incentives, funding opportunities, partnerships, and strategic campaigns and initiatives to extend marketing reach.
- // Support the sales sectors with targeted communications strategies and tactics that reach their unique audiences.
- // Create destination packaging.
- // Grow destination partnerships.
- // Develop engaging multi-month destination activations.
- // Effectively promote packages to both visitors and partners.
- // Raise profile through earned media.
- // Further strategic partnerships with provincial and national organizations.
- // Communicate the value and impact of tourism.

MARKETING & COMMUNICATIONS



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

- 3 – Collect and share consumer and resident sentiment research.
- 9 – Support creation of flexible packages and itineraries.
- 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.

Data outcomes

In late June, we hosted a mid-year pulse check for our hotel partners. Alison worked with our data agency, ROVE, to create a presentation that covered Q1 visitation and visitor spend; Q2 results to date; a review of our key data sources and measurements; and a breakdown of changes to visitor arrivals and dispersals (seasonal and weekly) compared to 2019.

Key insights include:

- // Q1 saw a decline in hotel demand and revenue, a trend mirrored by other nearby destinations including Niagara Falls and Montreal.
- // Kingston's room supply is up 5% since 2019, which impacts occupancy rate (measure of supply vs. demand).
- // Growth resumed in April: April 2025 outperformed April 2024 (total solar eclipse).
- // In Q2, Kingston leads the way in growth with revenue up 2% and demand up 6%, outpacing our competitive set.
- // Hotel occupancy was 72% in Q2 (average).
- // Inflation adjusted visitor spending is up 23% since 2019.
- // Ontario, the U.S. (primarily New York State), and Quebec are Kingston's top three markets year to date.

MARKETING & COMMUNICATIONS

storytelling

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			1,579,412	61%
Website pageviews	3,200,000	583,870	1,309,561			1,893,431	59%
Referrals to partners (web + phone)	375,000	60,613	82,847			143,460	38%
Advertising impressions	175,000,000	20,573,609	40,444,868			61,018,477	35%
Social media link clicks	525,000	133,901	201,863			335,764	64%
Social media engagements	1,175,000	212,587	1,437,181			1,649,768	140%
Social media impressions	37,250,000	6,873,370	14,314,884			21,188,254	57%
Total followers	133,000	129,540	133,957			133,957	101%
Proactive high-value earned media stories*	150	39	73			112	75%
Total media stories	650	164	180			344	53%
Total earned media impressions	2,100,000,000	986,778,883	590,304,667			1,577,083,550	75%



2025 annual goals

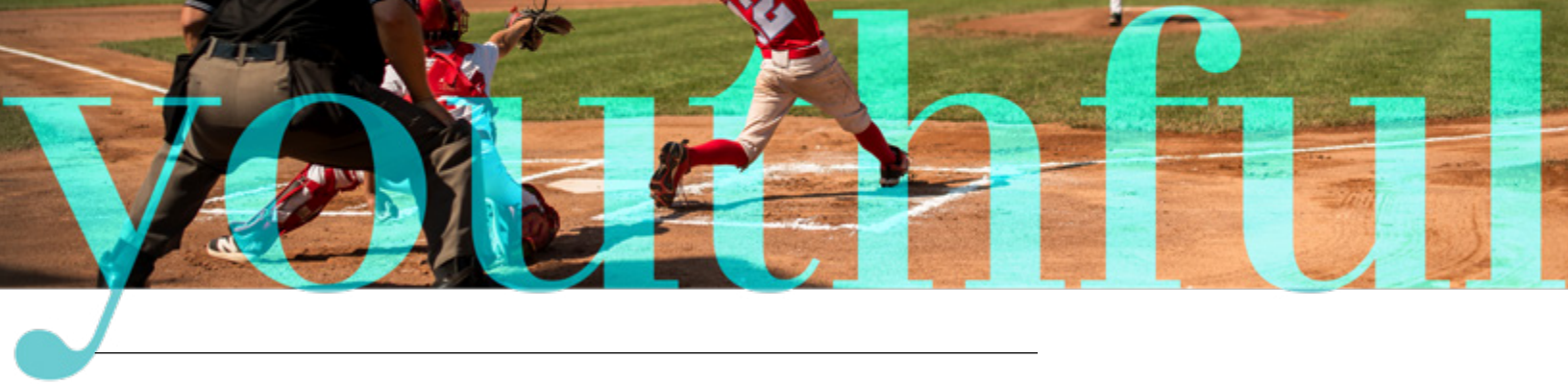
Packages	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
See + Do packages	45	4	28			32	71%
Eat + Drink packages	34	14	10			24	71%
Rest + Relax packages	15	1	4			5	33%
Family packages	20	5	10			15	75%
Package referrals to partners	46,269	6,881	9,891			16,772	36%
Minimum room nights *	836	400	667			1,067	128%
Estimated economic impact		\$60,330	\$1,709,740			\$1,770,070	

**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			26	39%
Attendees	11,477	564	191			680	6%
Partners involved or impacted	231	58	70			128	55%

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



Economic impact of sport & wellness initiatives in Q2: \$17,724,564

Q2 was extremely busy, supporting 47 events from April to June. The team worked on event organizing committees, provided integral sport incentive funding to support new and returning events; recruited and trained volunteers; elevated local marketing efforts and secured media; and welcomed visitors with information booths, gifting, and curated welcome messages meant to drive spend and boost the economic impact made by sport event attendees.

Community organizations and sport venues welcomed several notable and high-impact events this quarter with support from Tourism Kingston:

The Franco Hockey Tournament, led by École Secondaire Catholique Sainte-Marie-Rivier, welcomed 20 teams of high school student-athletes for a weekday tournament in early April. Their hosting efforts involved a French cultural night in which teams could bond with one another, take in local music, and build community off the ice.

The International Tennis Federation (ITF) Junior Championships made excellent use of the east end Kingston Racquet Centre dome, welcoming 150 high-level youth tennis players from several countries to play over a full week of competition. This partnership between the Kingston Racquet Centre and Tennis Canada resulted in an excellent tournament and is set to be repeated in 2026.

The Limestone City Race Weekend is the marquee event led by the Kingston Road Runners Association. This year, the event added a new unique experience for racers. Tourism Kingston staff were able to coordinate with a Netflix production on site at Kingston Pen that week to allow runners to pass through the Pen as part of the race, providing a never-before-run route and uniquely Kingston experience. The race saw its highest number of participants yet with 1,081 racers, 46.5% coming from out of town.

Richardson Stadium hosted the Ottawa REDBLACKS Training Camp and the 2025 Football Canada Elite Flag Nationals this spring, creating exciting opportunities for local youth and football fans. Tourism Kingston coordinated a REDBLACKS media day, showcasing Kingston on their channels as players toured the city by trolley, visited Kingston Pen, and explored downtown. The partnership included a youth camp with over 100 participants and a Fan Fest attracting more than 1,000 attendees to enjoy a mock game and player meet-and-greet. Tourism Kingston supported these events with funding, outreach, and marketing, strengthening ties with Queen's University and promoting Richardson Stadium nationally.

SPORT AND WELLNESS



We supported the Kingston Royals Field Hockey Club in hosting their first-ever invitational tournament, May 10–11 at Tindall Field. This event welcomed 24 teams from across the province. Tourism Kingston's sport hosting fund allowed the volunteer organizers to rent Tindall Field at Queen's and get this new event off the ground.

Kingston Impact had a busy spring, welcoming over 1,500 athletes across the U17/U19 Ontario Cup and the JUEL Girls Basketball Championships. This growing club adds these successes to its role as a host city for the Ontario Basketball League. Kingston Impact is seeking to continue its partnership with Tourism Kingston to establish an annual home invitational tournament in 2026, further increasing the number of visitors to Kingston brought by competitive basketball.

June 4–7, more than 1,000 student-athletes from across Ontario came to Kingston for the 2025 OFSAA Soccer Championships, thanks to ongoing efforts from local teacher-coaches to bring OFSAA events to our community. These teachers, students, and Tourism Kingston collaborated for over a year to bring this major event to life, welcoming teams for four days of competition at multiple sites. Highlights included an opening ceremony at Fort Henry and a community movie night at Springer Market Square.

A growing partnership with Indigenous Sport and Wellness Ontario (ISWO) resulted in Queen's University hosting the 2025 Ontario Native Basketball Invitational event June 13–15. This event was made possible by local volunteers and Indigenous basketball coaches from across the region. The event featured exciting competition, an Indigenous vendor market, and cultural ceremonies. Efforts are underway to put Kingston forward as host for ISWO's volleyball championship next year.

The City of Kingston and the Kingston Rowing Club were successful in setting up Grass Creek Park as a host site for Row Ontario's newest discipline of rowing, Beachfront Sprint Rowing. The June 21 RowOn Beach Sprints Cup #1 in Kingston was the first of two beach sprint events in Ontario this summer, featured solo and doubles action in Open, U19, and mixed categories event. This was a great opportunity to welcome visitors, engage a new Provincial Sport Organization partner, and showcase Kingston as a suitable host for this area of rowing. Our choppy waters, which aren't suitable for flatwater rowing, are ideal for Beachfront Spring Rowing (as well as for sailing).

Rounding out the quarter was the U19 Pan Am Girls' Volleyball Championships at Queen's University June 24–28. This collaborative hosting effort among the Queen's Gaels, Volleyball Canada, Tourism Kingston, and the Kingston Rock Volleyball Club welcomed Volleyball Canada executives, seven international volleyball teams, 50 youth volunteers, and 1,200 spectators.

SPORT AND WELLNESS



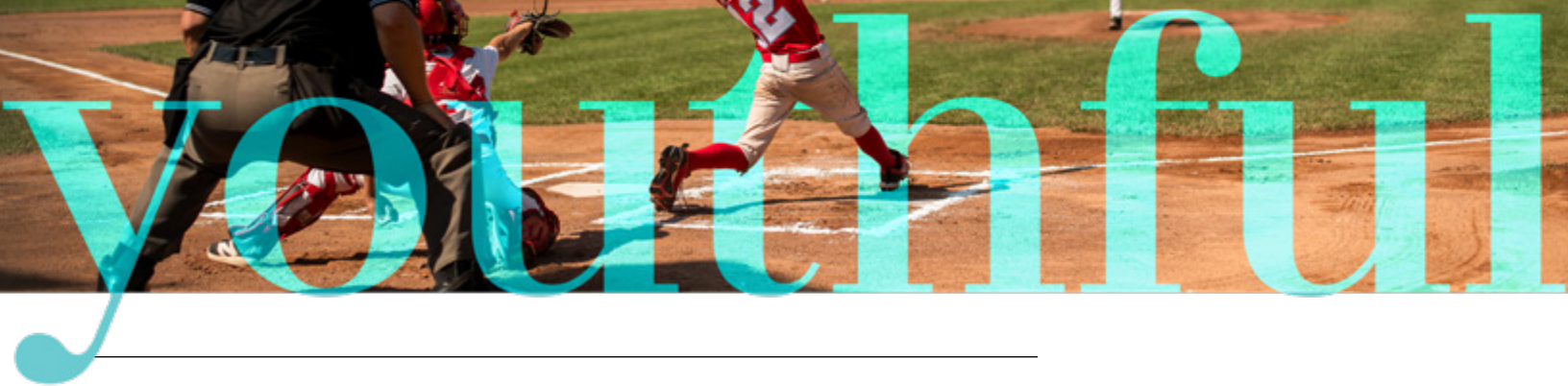
The event was a great success, thanks to the dedication of local organizers and volunteers. Spectators included local volleyball fans, youth from community programs who received complimentary tickets through our event legacy program, and visitors from the U.S., Mexico, and Costa Rica. Canada took home a bronze medal. Tourism Kingston was recognized as a key event partner.

Progress was made this quarter on improving sport hosting resources and information for partners and community members. We worked to create and share the first editions of the Visit Kingston sport newsletter, grew the [@VisitKingston](#). Sport Instagram page to over 1,000 followers, and updated online resources and information for the Sport Tourism pages on [visitkingston.ca](#).

Canada Summer Jobs funding allowed us to retain our former co-op student from Regiopolis-Notre Dame, Daley Clarke, with a full-time role through to the end of August. Daley has played an integral role supporting onsite events, further establishing sport hosting processes, and recruiting local volunteers through high school visits and presentations.

Looking ahead, Kingston secured bids to host the 2026 AA Ringette Ontario Provincials, the 2026 Skate Ontario Syncro Skating Championships, and Swim Ontario's Eastern Regional Championships in 2026 and 2028. Efforts are underway alongside CORK Sail Kingston and Sail Canada to improve the visitor experience at Portsmouth Olympic Harbour and better activate community partners in celebration of major regattas such as the 2026 J/80 World Sailing Championships, the 2026

SPORT AND WELLNESS



Sail Canada Youth Fest, and more.

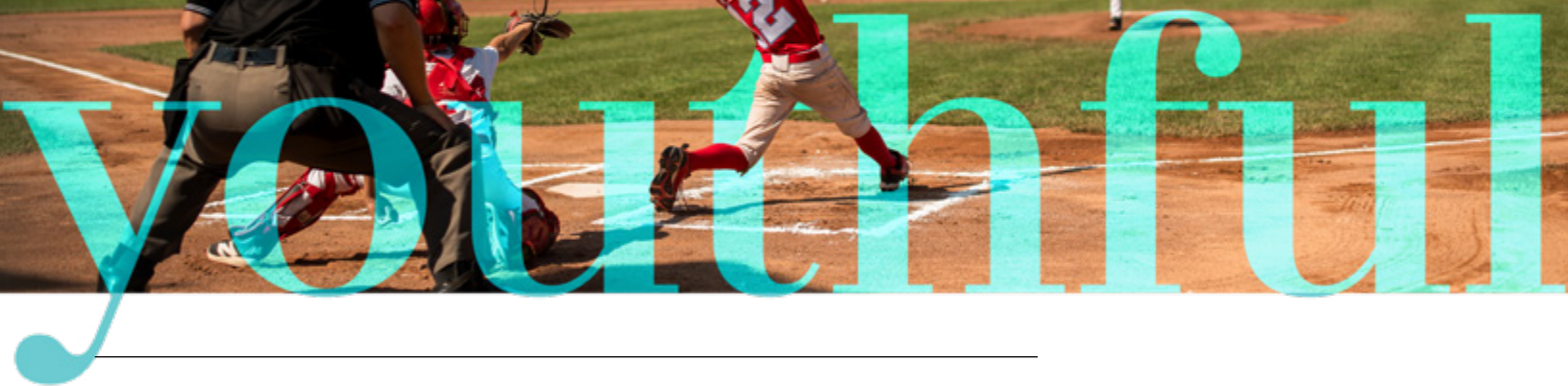
These activities supported our 2025 annual plan goals:

- // 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



2025 annual goals

Sport and Wellness	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Tentative leads	120	17	31			48	40%
Definite leads	40	10	12			22	55%
Events supported	100	27	47			74	74%
Event attendees	85,000	39,380	25,592			64,972	76%
Room nights	60,000	17,793	20,000			37,793	63%
Estimated economic impact	\$40,000,000	\$10,767,270	\$17,724,564			\$28,491,834	71%

Definite leads – future business booked

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

TRAVEL TRADE



The estimated impact of travel trade in Q2: \$3,089,688

Tours and trade shows

This quarter, staff worked with community partners and suppliers to coordinate seven familiarization (FAM) tours with tour operators this summer: ADAC Germany (the German equivalent of CAA) in partnership with Jonview Canada; New Market Holiday Tours (from the U.K.); Frontier Travel; an in-depth follow-up visit with Victory Cruise Lines; and three tours as part of larger tours organized by Destination Ontario: U.K. Canada Specialists, Osaka and Tokyo, and Germany Canada Specialists. In total, we hosted 51 operators. Feedback from the U.K. Specialists tour in June indicated that these tour operators are considering two- and three-night stays in Kingston for their future itineraries.

In late May, staff attended Rendez-vous Canada, a major Canadian trade show hosted by the Tourism Industry Association of Canada. Our delegation also included partners from Diamond Hotels, Kingston Destination Group, St. Lawrence Parks Commission, and The Haunted Walk. Staff held meetings with 78 tour operators. Follow-up digital packages, including referrals to Kingston partners, are being sent out to those operators.

Staff also coordinated a tour for a delegation from Jinju, South Korea, which included a visit to City Hall, meeting the Deputy Mayor, and a gift exchange.

Bus travel

We secured a full-page ad in the Ontario Motor Coach Association (OMCA) Group Travel Planner for 2025–26, which is distributed to tour operators throughout North America. The Kingston ad highlights group-friendly Kingston attractions to tour operators. This quarter, we also submitted a bid to host the annual OMCA Marketplace in either 2027 or 2028. This is an expanded bid on a mini-marketplace proposal we had submitted in Q1 to OMCA for 2026. The OMCA Marketplace connects tour operators with suppliers over two days. Hosting this event will also allow us to further showcase Kingston to these operators with additional FAM tours and site promotion.

We opened the tour bus parking spaces at 294 King Street East for the season and followed up with our network of tour operators with **further information** on these dedicated parking spots. Providing this dedicated parking reduces idling and traffic congestion in downtown streets. This quarter, Tourism Kingston directly supported 62 tour operators, including tour groups from Ontario, Alberta, and B.C.; New York, Virginia, Ohio, California, and Pennsylvania; and Germany.

TRAVEL TRADE



Cruise travel

May 20–21, Kingston welcomed the return of the cruise ship *Pearl Mist*. Guests enjoyed entertainment by local musicians on board, plus four attraction options via trolley transportation for their shore excursions. Pearl Mist will return to Kingston in October.

In June, we attended the annual Canada New England Cruise Symposium in Halifax, with our partner the Great Lakes Cruise Association. The symposium connects marine agencies and cruise operators with ports of call.

Additional work

We hosted a placement student from the St. Lawrence College tourism program for several weeks. The student, Morgan Menard, was also the 2025 recipient of the Gerard Hunt Memorial Award, presented at Tourism Kingston's AGM in April.

These activities supported our 2025 annual plan goals:

- // Continue to grow relationships with a focus on tour operators from Ontario, Quebec, the U.S., and with emerging international markets.
- // Continue to use partner referrals as a method of engagement between Kingston offerings and our prospective tour operators.
- // Continue to collaborate with Destination Ontario in the development of regional itineraries and FAM tours that connect Kingston with its neighbouring destinations.
- // Continue to work with cruise ship operators to gauge interest and availability to add Kingston as a future port of call, securing pre- and post-cruise hotel nights and encouraging passengers to make future visits.
- // Focus on emerging travel trends, including the unique interests and demands of different international markets.
- // Continue to lead the bus strategy in partnership with the City of Kingston, to offer an enhanced parking system, reduce traffic congestion and bus idling, and to transition current day traffic to full-day or overnight stays.

Our work this quarter supported the following IDS initiatives:

- 13 – Create a sustainable tourism development plan.
- 18 – Support multi-channel visitor services program with a focus on operators.
- 23 – Activate and access the waterfront.

TRAVEL TRADE

Historic

2025 annual goals

Travel Trade	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Traces	1,600	308	320			628	39%
Definite leads	127	4	65			69	54%
Referrals to partners	500	45	192			237	14%
Cruise passengers	1,741	0	310			310	18%
Number of buses booked	125	2	62			64	51%
Estimated economic impact	\$4,439,935	\$75,041	\$3,089,688			\$3,164,729	71%

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



Estimated economic impact of business events in Q2: \$2,085,342

Sales and professional development events

This quarter, Business Events Specialist Ted Robinson attended Global Meetings Industry Day events in Ottawa, to connect with event planners and association representatives. He also attended the Canadian Society of Association Executives (CSAE) inaugural Western Summit in Edmonton. Tourism Kingston's sponsorship of this event included a brief speaking opportunity in advance of showing our business events video. The summit attracted 100 attendees, split evenly between association executives (primarily from B.C. and Alberta) and industry suppliers. Ted continues his work on the Meeting Planners International (MPI) Ottawa chapter Education Committee and on the Professional Convention Management Association (PCMA) Community Engagement & Inclusion Committee.

Support for local partners

The Food Recovery and Redistribution Program in partnership with Lionhearts continues to grow. We held our Q2 Sales Committee meeting at Kingston's Community Food Redistribution Warehouse to further connect our sales partners with community organizations. Expansion of the program will include La Table des Chefs, a national non-profit organization based in Montreal that has been spearheading work on food recovery for over 20 years. They will assist with ensuring all program participants have the physical components needed, such as containers, as well as providing comprehensive program data. Lionhearts has reported the collection of more than 181,000 pounds of rescued food from all its Kingston area partners for Q2, 2025. This includes donations by farms and corporations as well as from business events. This quarter we also promoted the program on the visitkingston.ca; through collateral material for use at conferences and trade shows; showcasing it at trade shows we attended; and pursuing speaking opportunities at industry events. The Lionhearts partnership was showcased at the CanSPEP national conference in Kingston. Ted also secured additional speaking opportunities on the partnership at key industry events, strengthening Kingston's reputation as a sustainable tourism destination. At the November 2025 PCMA Innovation Conference in Mississauga, Ted and Trevor Blackmore from Lionhearts will lead a breakout session, "From Surplus to Solution: Innovating Food Recovery Through Events."

We added new video captures for the Threshold 360 program, with four renewing partners updating their collateral and one new partner joining the program. Threshold 360 allows partners to showcase 360-degree views of their properties on both their website and visitkingston.ca.

BUSINESS EVENTS



Events in Q2

- // May 11–31 Venture for Canada Annual Training Camp
- // May 16–18 Rugby Coaches Conference
- // May 23–34 Venture for Canada Alumni Summit
- // May 24–25 Great Canadian Cheese Festival
- // May 26–29 Ontario Association of College and University Housing Officers Conference
- // May 30–June 1 Ontario Clay and Glass Association FUSION Conference
- // June 3–5 ICLEI Local Governments for Sustainability Kingston Climate Summit
- // June 6–7 Association des juristes d'expression française de l'Ontario (AJEFO) Conference
- // June 11–14 Medical Laboratory Professionals Association of Ontario Strategy Summit
- // June 23–26 Canadian Society of Professional Event Planners National Conference

New leads/proposals (future business)

- // 27th Annual Friends for Life Bike Rally (including small event sponsorship)
- // Passenger & Commercial Vessel Association Conference 2027
- // Interpretation Canada Conference 2026
- // Master Brewers Association of the Americas Technical Conference 2026
- // Banff Forum XXVII 2030
- // Canada Wide Science Fair 2031
- // Ontario Motor Coach Association Marketplace 2027 or 2028
- // Police Association of Ontario Conference 2026
- // Pregnancy Care Canada Conference 2027
- // International Homicide Investigators Association Conference 2025

BUSINESS EVENTS



These activities supported our 2025 annual plan goals:

- // Promote Kingston as a year-round destination for business events and conferences.
- // Expand the unique venues section on the website.
- // Ensure the success of the 2025 CanSPEP Conference hosted in Kingston.
- // Leverage the Business Events portfolio to generate revenue and drive further economic impact.
- // Work with Lionhearts to formalize a structure for the Food Recovery and Redistribution Program.
- // 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.
- 10 – Develop/enhance enticing shoulder/winter tourism products.
- 13 – Create a sustainable tourism development plan.

Lost opportunities

This quarter, we received inquiries about or submitted proposals for the following events but had to decline or lost the business as we do not have the requisite meeting/conference/transportation infrastructure to support them. Estimated economic impact (EEI) of these lost opportunities has been calculated.

- // Professional Convention Management Association Canadian Innovation Conference 2026 and 2027 (\$350,000)
- // Federation of Humanities & Social Sciences Congress 2026 (\$1,500,000)
- // Indigenous Tourism Association of Canada 2027 (\$1,200,000)
- // Culinary Tourism Alliance Taste of Place Summit 2026 (\$400,000)
- // Canadian Association of Exposition Management 2026 (\$250,000)
- // Jehovah's Witnesses Regional Convention 2025 (\$1,980,000)



2025 annual goals

Business events	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Traces	60	11	9			20	33%
Tentative leads	49	3	11			14	29%
Definite leads	50	3	26			29	58%
Contracted room nights	10,965	356	3,914			4,270	39%
Estimated economic impact	\$5,823,621	\$213,440	\$2,085,342			\$2,298,782	39%

Traces – contact with clients and prospects
Definite leads – future business booked
Economic impact reflects room nights and indirect spend by delegates.
Economic impact calculator: Destinations International Event Impact Calculator

FILM & MEDIA



Estimated economic impact of film & media productions in Q2: \$2,535,468

Productions

Following five location tours in Q4 2024 and Q1 2025, Film and Media hosted the production *I Will Find You* at Kingston Penitentiary from April 7 to May 2 for two weeks of prep, one week of filming, and one week of wrap. The Netflix series used 50 local crew and background actors throughout the production and stayed for 17 nights at Kingston hotels, utilizing 1,325 hotel nights. The production also used local services including electricians, waste removal, and smoke alarm monitoring. Overall, the production generated \$2,198,483 in economic impact.

May 8–9, we hosted Season 11 of a reality TV series at Kingston Airport and Fort Henry. The production stayed one night in Kingston and hired four local production assistants. Two participants in the Producer Accelerator Program were placed on this production to gain producing experience and mentorship.

June 28–30, *STARTUP*, a French documentary series filmed in Prince Edward County. It is to be aired on TFO.

April 1–28, *Butter Bandits*, an indie feature, filmed in Belleville, using 40 local crew and talent.

Location scouts

In addition to a final technical scout for the production *I Will Find You*, staff hosted location scouts at Kingston Penitentiary for two other productions: one for Amazon and one for Telefilm.

Events

April 29, in collaboration with the Cinema Society of Kingston, we co-hosted the fifth edition of Show and Tell: a filmmakers' open mic at The Screening Room. Eight short films were shown, including one student film that our office supported with permits and location support. After each film, a Q & A session with the filmmaker took place.

FILM & MEDIA



In April, Film & Media Specialist Matthew Ing spoke at Cornwall and SDG Tourism's first annual Tourism Summit on the work we are doing to grow and develop the film and media industry in the region, including regional workshops and advice on attracting and supporting larger-scale productions.

Film Commissioner Joanne Loton attended the 2025 Ontario Film Office Forum in Toronto. She met with location managers and producers to discuss the opportunities for collaboration and how to strengthen working relationships between private industry and municipal agencies.

In June, Joanne attended the Banff World Media Festival. She met with multiple producers, filmmakers and advocacy groups to promote Kingston as a filming destination for both unscripted and scripted productions. The Banff World Media Festival is an international conference and marketplace. This trip gave the Film & Media team 27 leads to follow up on.

June 12, Matthew attended the Ontario Creates Regional Film Office FAM Tour in Toronto. He presented to seven executive producers from Los Angeles, including representatives from 20th Century Studios, Lucasfilm Ltd, Legendary Entertainment, and Netflix.

In June, we hosted two community roundtable sessions with Ontario Creates. Participants were able to learn about the financing landscape in Ontario and the suite of Ontario Creates programs that support film professionals, including opportunities for international business development. The Roundtable was facilitated by Erin Creasey, Director of Industry Development at Ontario Creates.

Local filmmaker [J. Joly released a study](#) for Kingston Economic Development, to provide a framework to decentralize, grow, and future-proof Ontario's domestic media production industry. The development of the study was supported by Kingston Film & Media

FILM & MEDIA



and Frontenac Business Services.

Professional development

After completion of our four Producer Accelerator Program workshops in Q1, four of the participants were placed on productions in Kingston in producer-level roles. These placements give them hands-on experience on large-scale productions, as well as valuable insights from experienced producers. Canada Media Fund and Ontario Creates provided financial support for this program.

In April, in Bloomfield, we held a workshop, "Getting your business involved in filming" in collaboration with Prince Edward County Economic Development. We had 27 participants, and following the webinar, added four new locations in Prince Edward County to our locations directory.

Throughout May, staff completed training modules for the Ontario Green Screen (OGS) Sustainable Film Production Fundamentals course.

These activities supported our 2025 annual plan goals:

- // Expand the film & media workshop series.
- // Promote locations beyond Kingston Penitentiary for big-budget studio productions to increase the pipeline and diversify the style and genres of productions in Kingston.
- // 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			3	60%
Tier 2 (overnight to one week)	12	0	3			3	25%
Tier 3 (single day)	11	0	0			0	0%
Local productions (within 100 km)	16	0	2			2	13%
Non-local productions (>100 km travel)	10	1	3			4	40%
Estimated economic impact	\$2,000,000	\$991,616	\$2,535,468			\$3,527,084	176%

Workshops/events							
Events	15	10	5			14	93%
Participants	800	233	106			339	42%

Location tours							
Tours	20	7	4			11	55%

Location/production directory							
Location listings	100	12	6			18	18%
Vendor/crew listings	90	21	37			58	64%
Vendor/crew/talent hires on productions	200	102	70				0%

Economic impact source: Reel-Scout EI calculator

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Estimated economic impact of sponsored music events in Q2: \$194,978

While the Kingston Music Office contributes expertise and musical connections to a variety of events in Kingston and area (which are outlined in this report), estimated economic impact can only be calculated on directly sponsored events.

Sales and professional development events

May 21–22, Music Officer Moira Demorest attended the Canada After Dark forum, part of Ottawa’s inaugural Capital Music Week. As a guest speaker on a panel discussion about mid-sized music cities in Canada alongside Hamilton, Mississauga, Ottawa, and London’s Music Offices, Moira shared insights on how communities like Kingston can thrive as dynamic music hubs. The event brought together local and national leaders to explore strategies for supporting music ecosystems across the country. Kingston band The Wilderness was nominated for Best Album of the Year during the Capital Music Awards. The production of the band’s album was produced in Ottawa, qualifying The Wilderness for this Ottawa award.

Moira attended Lawnya Vawnya Festival in St. John’s. Now in its 15th year, [Lawnya Vawnya](#) showcases the independent music and arts community. This year’s edition featured concerts, networking events, panels, merchandise exhibitions, film screenings, and workshops. Moira moderated the “Producing Music Videos” panel, contributing to a national conversation on the intersection of music and visual storytelling. During the festivals programming, the Music Office networked with artists, attended concerts workshops and showcases, and networked with various visiting delegates which included label representatives (Mint Records), advocacy offices (Music NL, Music PEI), and festival programmers.

Moira also met with the Venture For Canada Fellows during their “Meet the Community: Uncovering Insights for the Community Impact Challenge” event at City Hall.

This quarter, the Music Office supported four opportunities for local artists to showcase their talents as a part of a Kingston roadshow. In partnership with local promoter Flying V Productions’ Emerging Artist Series, three local bands participated in a Kingston showcase, showcasing for Toronto’s music industry including festival organizers, award producers (Polaris Prize), and booking agents (Feldman Agency). This showcase resulted in positive feedback and mentorship for the artists, two successful headlining bookings, and continued conversations for artist representation and management support. A second roadshow was also facilitated in partnership with Ottawa Music Industry Coalition (OMIC), with lunch hour programming slots at Capital Music Week and the Canada After Dark Forum at the National Arts Centre. All Ontario Music Offices participated in this opportunity for a local showcase. Artists were provided networking opportunities, passes within the Capital Music Week’s programming, as well as opportunity to perform for visiting industry, organizers, and cultural programmers.

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Youth Open Jam

April 12, the Kingston Music Office hosted its second Youth Open Jam in partnership with Roswell Rehearsals, Kingston's premier rehearsal space. This free event welcomed a mix of returning participants and new faces, with nine young musicians taking part. The jam also welcomed a new host and mentor: Paul Barton, a local music teacher.

Youth Open Mic

Our monthly Youth Open Mic series wrapped this quarter, with events hosted at venues across Kingston. Almost 30 youth participants signed up to perform throughout Q2. One participant shared, "If you're a young musician in Kingston, you should absolutely, positively, 100% sign up for the Youth Open Mic. I had lots of fun participating, and I was able to develop my skills as a performer and make amazing connections with great people that I wouldn't have been able to make otherwise."

In addition to showcasing performers, we launched a Youth Open Mic volunteer team. This dedicated group helped with event setup and flow, and we're excited to continue growing the team in the fall. The impact of the series has extended beyond the events themselves. Two current Youth Open Mic performers have launched their own recurring open mic events in Kingston, inspired by their involvement in our program.

We were proud to support and sponsor a number of music festivals and cultural events, including the HomeGrown YGK Live Music Festival, which raised over \$15,000 for Joe's M.I.L.L., Kingston's musical instrument lending library. Our support included promotional strategy, production and volunteer coordination, and ongoing marketing. The festival involved 147 musical acts and attracted more than 1,500 attendees. Notably, the youth stage reached a "sold-out" capacity—an exciting indicator of growth among under-19 audiences, which we see as a promising avenue for the festival's sustainability and long-term development.

We also provided promotional support and hospitality and logistical support for Kiwanis Music Festival, welcoming adjudicators and elevating the festival's public presence.

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Support for local partners

This year's Spring Reverb festival, held May 29 to June 1, featured a strong slate of nine free industry events co-presented by the Kingston Music Office. We led and presented music industry workshops and panels, all barrier-free and accessible to emerging and professional musicians. We successfully integrated visiting artists into these sessions and hosted delegates from both the London Music Office and Creative Industries Ontario North. From panels on Canadian music law and business planning to hands-on workshops on DIY merch and digital marketing, these sessions offered valuable insights for artists, managers, and music workers. Over the course of the weekend, we welcomed more than 130 participants across five venues. As a part of Spring Reverb, our quarterly Makers Meetup event acted as a kick-off for the festival. The event had over 60 attendees and was a successful evening full of networking and connection.

In partnership with Skeleton Park Arts Festival, we co-produced two free community music workshops, in addition to assisting with festival-wide promotion, registration, and volunteer recruitment.

In May, we partnered with Kingston Literacy & Skills on "The Colores," a musical presentation by Columbian-Canadian artist Fabian Arciniegas. The Music Office supported the initiative through venue coordination, promotional support, artist and production logistics, and on-site staffing. The event drew 200 attendees.

Working with the Business Events portfolio, we provided curatorial support and event guidance for CANSep conference organizers. This conference employed three artists/bands and one local sound production company for their entertainment events.

Finally, the Music Office provided coordination and marketing support to the Festival of Live Digital Art (FOLDA), YGK Beer Fest, and Juvenis Festival. We also provided promotional and curatorial support to the Kingston Climate Summit, Black Dog Tavern, Holiday Inn, and Frontenac Club.

Slaight Music Video Program

We concluded the 2024–2025 cycle of the Slaight Music Video Program with a final presentation by St. Lawrence College marketing students, showcasing custom promotional plans for each participating artist. The Music Office provided ongoing support, feedback, and coordination throughout, underscoring our commitment to cross-sector creative collaboration.

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Applications for the fifth annual Slight Music Video Program opened in Q2. This initiative provides funding and support to local film production companies to create original music videos that spotlight Kingston's vibrant music scene, with a focus on emerging artists. By bridging the city's film and music communities, the program offers selected musicians professionally produced music videos, set to premiere at the 2026 Kingston Canadian Film Festival. This year saw record interest in the program, with 20 production companies and over 60 musicians applying. The Kingston Music Office, in collaboration with the Kingston Canadian Film Festival, is currently reviewing applications and narrowing the production companies to a top ten. These selected teams will then choose an artist to collaborate with, with production expected to begin mid-summer.

Release Radar

To support local artists, we've been highlighting new releases through our "Release Radar" initiative. This quarter, we promoted 23 local artists across our platforms. Currently the playlist is showcased at the Visitor Information Centre and on CFRC Radio.

Recently, CFRC was recognized nationally for its outstanding contributions to Kingston's music scene at the National Community Radio Awards Gala, earning the Local Talent Development Award from the National Community Radio Association. The Music Office provided a letter of support for this award, highlighting CFRC's dedicated work in amplifying local voices and supporting musicians and artists.

Kingston Music Advisory Committee

In Q2, the Kingston Music Advisory Committee convened to strengthen its connection to the local music community, share updates on the Music Office's activities, and provide a forum for discussion around sector needs. A key milestone was the launch of the committee's first working group, dedicated to researching and developing a fair wage policy for municipal music engagements, a supporting action of the Kingston Music Strategy (2.5). The group held its inaugural meeting in Q2 and will continue work in Q3, aiming to present a finalized report and draft policy recommendations by Q4. This initiative aligns with broader municipal goals of equity and fair compensation in the cultural sector.

Venue health remains a point of concern. Venues are cultural assets and essential infrastructure for the music economy, yet many operate with thin margins, limited ownership, and little access to public support. We are currently developing a venue roundtable to offer networking, advocacy, and resource-sharing, informed by successful models in Quebec and insights from the Canadian Live Music Association. We are monitoring the implications of Ontario's newly passed Bill 10. The legislation, which introduces potential criminal liability for landlords related to on-premises drug possession, raises significant concerns for venue operators, including

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increased insurance costs and lease uncertainty. In collaboration with the Canadian Live Music Association, we are encouraging Kingston venues to provide feedback and will continue to advocate for sector protections as legislative impacts unfold.

These activities supported our 2025 annual plan goals:

- // Strengthen music-friendly infrastructure.
- // Expand outreach and talent investment by assisting emerging artists with professional tour support.
- // Develop tool kits and promote resources for musicians and venues.
- // Create professional development and networking opportunities for local artists.
- // Support activation and development of spaces for musical experiences.
- // Provide support for local promoters, organizers, festivals, and venues.
- // 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.

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.
- 1.8 - Explore partnerships with the Union of Professional Musicians to create professional venue standards guidelines.



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- 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.
 - 2.4 – Work with community partners to deliver an annual music industry conference to facilitate professional development, capacity building, and networking opportunities.
 - 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.
 - 2.7 – Enhance awareness of grant funding opportunities available (locally, provincially, and federally) to local musicians.
 - 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 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			3	33%
Artists/bands impacted	20	0	4			4	20%
Workshops/professional development events	34	9	14			23	68%
Attendees at workshops/events	1,238	351	445			796	64%

Sponsored events							
Sponsored music events	15	4	5			9	60%
Attendees, sponsored events	11,499	2,218	6,500			8,718	76%
Artists/bands impacted	350	132	215			347	99%
Estimated economic impact of sponsored events	\$291,510	\$149,978	\$194,978			\$344,956	118%

Kingston Production Directory							
Music listings	50	33	5			33	76%

Economic impact source: TREIM

VISITOR SERVICES



Q2 visitor insights

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

- // 98.8% visitors to Kingston were from Canada.
- // 0.8% of visitors were from the U.S.
- // 0.2% of visitors were non-U.S. international.
- // 45% of visitors stayed overnight.
- // Canadian visitors travelled an average of 732 km.
- // American visitors travelled an average of 1,191 km.
- // Non-U.S. international visitors travelled an average of 9,467 km.
- // 77% of all travellers were repeat visitors to Kingston.

Credit card data suggests Kingston has welcomed a larger portion of U.S. visitors than mobile data shows, with Ontario, the U.S., and Quebec as Kingston's top three markets January–May based on spending. Spending by U.S. visitors is up 40% over last year. Each quarter we incorporate multiple data sources into our visitation and visitor spend estimates.

Visitor engagement

At the Visitor Information Centre, we welcomed 16,076 visitors this quarter, based on internal tracking. From interactions with selected guests, we learned that they came from predominantly Ontario and Quebec and as far away as Texas and Arizona, Germany, China, and Mexico.

Activities

In April, we wrapped up our time hosting St. Lawrence College student Dona Sabu as part of her placement. During her time with us, Dona made meaningful contributions by reviewing our Enhanced Profile Program across the entire sector.



VISITOR SERVICES

This quarter saw the successful launch of our 2025 makers program, welcoming eight new local artisans and expanding our support for Kingston's creative economy.

We also delivered several activations, starting with a highly successful event at the Ottawa REDBLACKS game, where we connected with over 150 guests. Our booth featured an escape room experience and prize giveaways. Our pop-up at the Kingston Pride Parade was another highlight, offering face painting, temporary tattoos, and T-shirt decorating. We also collaborated with Travel Trade colleagues to welcome the *Pearl Mist* to Kingston. We hosted a pop-up activation in partnership with the Military Communications and Electronics Museum, creating a hands-on opportunity for visitors to engage with Kingston's military heritage in a fun and accessible way.

We began discussions with Murney Tower to help celebrate their 100th anniversary this year. Plans are underway for a special story time event at the Visitor Information Centre to mark the occasion and share this historic milestone with families and the broader community.

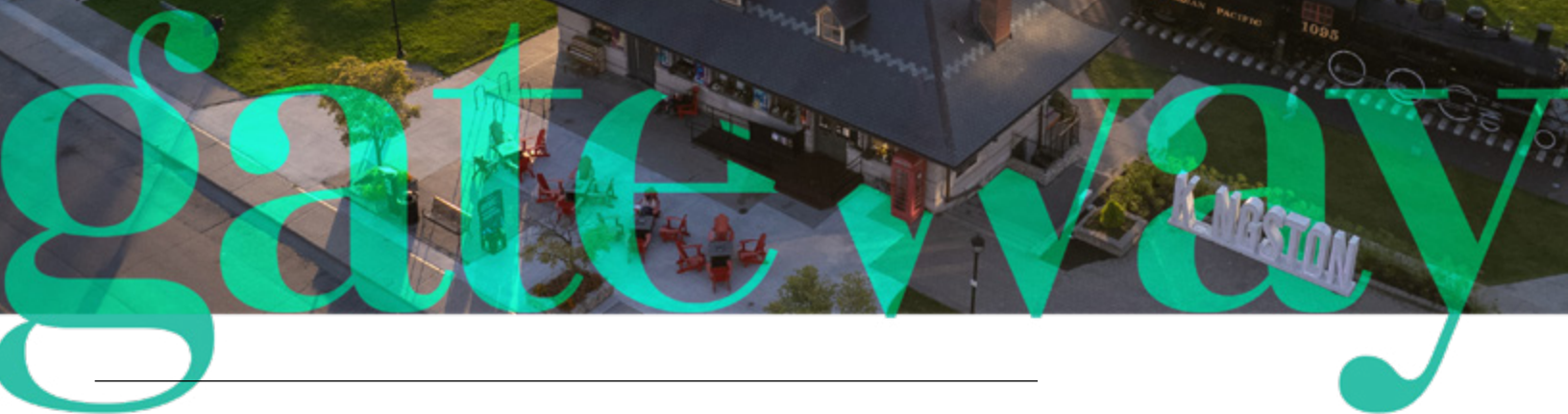
Partnerships

Before the quarter ended, we were pleased to welcome two new businesses to our Enhanced Profile Program: WHIT Kingston and Lake Boat Tours in Loughborough Lake.

We continue to expand our brochure distribution efforts, with Kingston Penitentiary emerging as our busiest location—requiring restocking twice a week to meet visitor demand. This highlights both the strong interest in local experiences and the value of maintaining high-traffic racking sites. This quarter, we added our branded brochure racks to the Great Lakes Museum and to the Endaayaan-Tkanónsote Residence at Queen's University.

Our ticket sales for community partners ramped up this quarter. At the Visitor Information Centre, we sell tickets for Fort Henry and Kingston Pen Tours, Kingston Food Tours, Kingston Destination Group, S.S. *Keewatin* tours, and The Haunted Walk.

VISITOR SERVICES



Sustainability initiatives

June 4–5, Tourism Kingston had a booth at the Kingston Climate Summit to connect with participants and to share information on sustainable tourism. Marketing materials focused on five ways local businesses and organizations can be part of the sustainable tourism movement:

- // WELCOME: Rainbow Registered
- // TRAVEL: Ontario By Bike certification
- // STAY: Green Key certification
- // FARM TO TABLE: Feast On certification
- // FOOD SECURITY: Lionhearts Food Reclamation & Redistribution

We ordered a bike repair station to be installed at the Visitor Information Centre in Q3 to establish the VIC as a bicycle-friendly hub by Ontario By Bike. We have also surveyed downtown Kingston to update our information on bike racks. We added more than 100 bike racks to our mapping system. We worked with Ontario by Bike to support downtown Kingston's application as a bicycle-friendly Business Area and to become a Destination Partner.

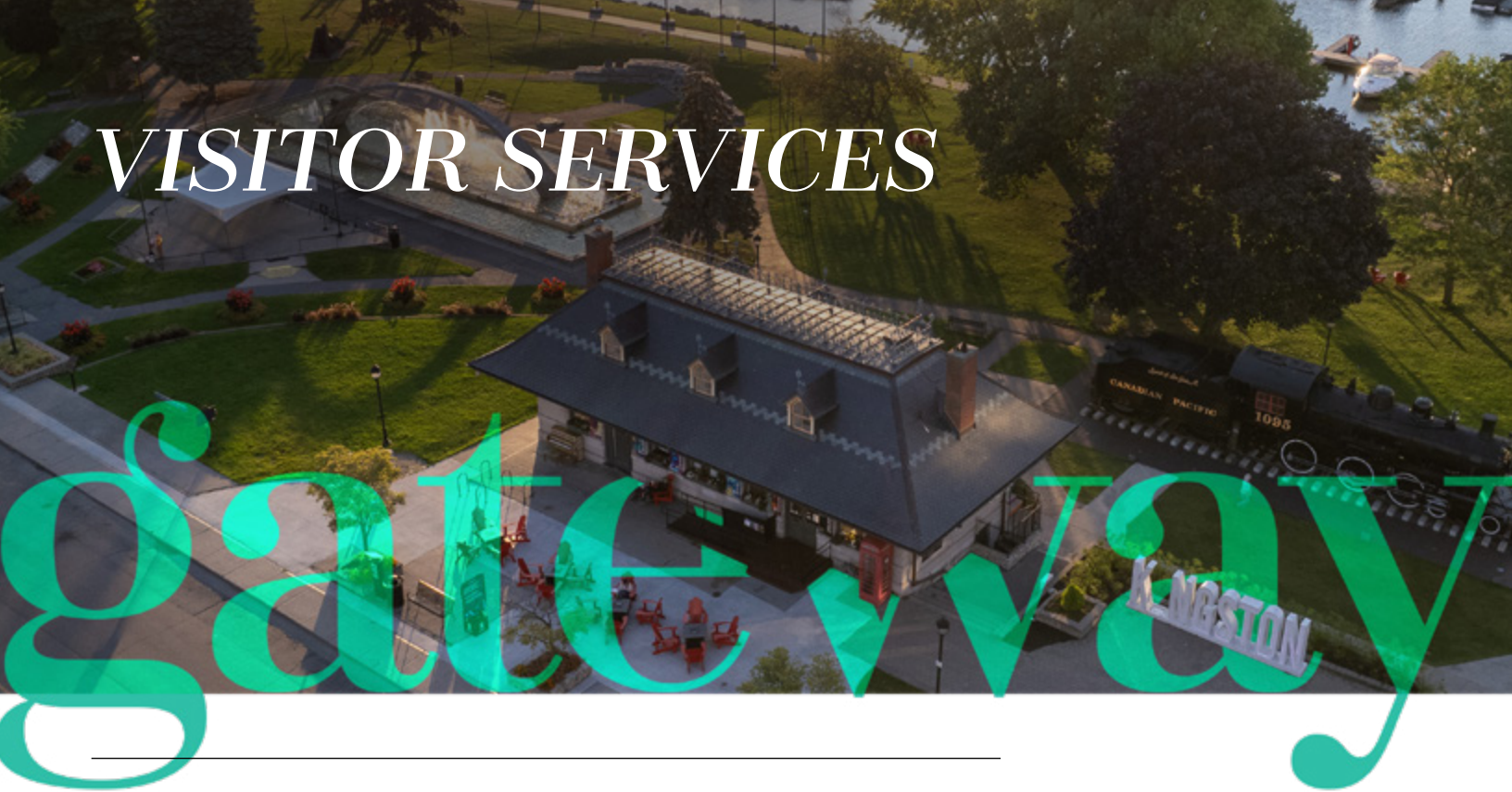
We participated in a lunch and learn session hosted by Lionhearts, which encouraged accommodations partners to support and join their mission. We onboarded two new partners after this event and began discussions with a third.

These activities supported our 2025 annual plan goals:

- // Expand retail offerings.
- // Improve data collection.
- // Grow the Visitor Information Centre (VIC) as a one-stop shop for tourism experiences.
- // Champion sustainable practices.

Visitor Services work this quarter supported the following IDS initiatives:

13 – Create a sustainable tourism development plan.



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			19,456	14%

Partner support							
Tickets sold for partners	\$25,000	\$832	\$6,057			\$6,889	28%

Revenue							
Enhanced Profile Program	\$28,500	\$11,100	\$13,019			\$24,119	85%
Merchandise	\$77,000	\$6,847	\$28,079			\$34,926	45%

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



TOURISM KINGSTON FINANCIAL SUMMARY

Second quarter, ending June 30, 2025

Revenue	2025 Budget	Year to Date	Variance	% YTD
Municipal Funding	\$ 1,619,676	\$ 809,838	\$ 809,838	50%
Municipal Other - Cultural Services SLA	\$ 148,500	\$ 148,500		100%
Other Revenue				
KAP Contribution	\$ 1,750,000	\$ 875,000	\$ 875,000	50%
KAP Contribution - Other	\$ 28,000	\$ 14,000	\$ 14,000	50%
MAT 35% - Film & Media	\$ 350,000	\$ 350,000		100%
MAT 65% - STR	\$ 70,000	\$ 15,598	\$ 54,402	22%
Francophone 2024 - 2025	\$ 22,700	\$ 16,500	\$ 6,200	73%
Experience Ontario 2024 - 2025	\$ 30,000	\$ 13,500	\$ 16,500	45%
VIC Sales & Commissions:				
Resale	\$ 77,000	\$ 34,926	\$ 42,074	45%
Ticket sales & other revenue	\$ 25,000	\$ 6,889	\$ 18,111	28%
Brochure racking	\$ 28,500	\$ 24,119	\$ 4,381	85%
Music Revenue	\$ 53,500	\$ 52,960	\$ 540	99%
Film Revenue	\$ 18,500	\$ 18,500		100%
Business Events Revenue	\$ 7,500	\$ 3,625	\$ 3,875	48%
Travel Trade Revenue	\$ 3,000	\$ 3,000		100%
Sport & Wellness Revenue	\$ 5,000	\$ 5,000		100%
Marketing Revenue	\$ 80,000	\$ 80,000		100%
Partnership Revenue	\$ 40,000	\$ 20,000	\$ 20,000	50%
Other Funding	\$ 312,020	\$ 308,315	\$ 3,705	99%
Total Revenue	\$ 4,668,896	\$ 2,800,270	\$ 1,868,626	60%
Expenditures				
Wages & Benefits	\$ 1,828,166	\$ 904,822	\$ 923,344	49%
Other Administrative Expenses	\$ 300,000	\$ 168,512	\$ 131,488	56%
Reserve	\$ 50,000	\$ 25,000	\$ 25,000	50%
Software Maintenance	\$ 65,000	\$ 19,375	\$ 45,625	30%
Project Expenses				
Marketing Digital Content Media Relations	\$ 1,728,065	\$ 978,149	\$ 749,916	57%
Partnerships	\$ 40,000	\$ 19,710	\$ 20,290	49%
Francophone Community Grant 2024 - 2025	\$ 22,700	\$ 22,700	0	100%
Experience Ontario 2024 - 2025	\$ 30,000	\$ 30,000		100%
Business Events	\$ 95,000	\$ 36,060	\$ 58,940	38%
Travel Trade	\$ 95,000	\$ 38,465	\$ 56,535	40%
Sport & Wellness	\$ 135,465	\$ 60,111	\$ 75,354	44%
Film	\$ 56,000	\$ 37,349	\$ 18,651	67%
Music	\$ 53,500	\$ 31,046	\$ 22,454	58%
Visitor Services	\$ 98,530	\$ 52,367	\$ 46,163	53%
COGS	\$ 71,470	\$ 6,941	\$ 64,529	10%
Total Expenditures	\$ 4,668,896	\$ 2,423,667	\$ 2,173,760	52%
Surplus/(Deficit)	-	\$ 376,604		



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— *Tourism* —
KINGSTON