

– Tourism –
KINGSTON

COME ALIVE

2025 annual report – *A city in motion*

IN MOTION

\$566 M

VISITOR SPEND

2.8 M

VISITORS

629,500

ROOM NIGHTS

46%

OVERNIGHT VISITORS

\$872 M

ECONOMIC IMPACT





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A MESSAGE TO OUR PARTNERS

The Kingston tourism sector has much to celebrate in our 2025 accomplishments across our portfolios. Despite ongoing challenges, including the LaSalle Causeway disruptions, we worked together to attract and host visitors to Kingston, showcasing the strength of our community.

Tourism requires significant planning, often over many years before the results are fully realized. Continued investment in community infrastructure delivers meaningful benefits for both residents and the visitor economy. The Cricket Field renovations completed in 2024 are a strong example, enabling Kingston to host the Canadian Little League Championships that year and supporting their return in 2025.

In 2025, Tourism Kingston and our partners continued to advance other priority infrastructure projects, including the downtown conference centre. Progress on projects of this scale requires clear vision, sustained financial commitment, and strong collaboration.

Following extensive community consultation, we also launched a new Integrated Destination Strategy and a new culinary strategy to guide our work in the years ahead. The development of these strategies reflects the significant progress we have made together and positions Kingston for continued growth.



Megan Knott
Chief Executive Officer



Operations

Visitor Services

Megan Knott

Chief Executive Officer

Brittney Veley

Director of Operations

Claire Matthews

People & Culture
Coordinator

Hailey Hynes

Visitor Services Specialist,
Visitor Information Centre



Sales

Alex Elliott

Managing Director,
Sales

Rob Lendrum

Manager, Sport Business
Development and
Communications

Ted Robinson

Business Events Specialist

Evan Fraser

Sport Tourism Specialist



Ella Wang

International Travel
Trade Coordinator



Ashley Bradshaw

Manager, Trade and Media



Music

Moira Demorest

Music Officer

Ryleigh Stringer

Marketing and
Communications
Coordinator,
Creative Industries

Film and Media

Joanne Loton

Film Commissioner

Tyler Platt

Manager, Film and
Media Strategy



Marketing and Communications

Derek Rowcliffe

Creative Director

Amanda Tryon

Director, Marketing
and Communications

Lexy Lamoureux

Director of Digital and
Content Strategy

Elaine Purnama

Manager, Marketing
and Communications



Meg Maveety

Brand and
Communications Specialist

ALIVE IN THE COMMUNITY

EXTERNAL BOARDS & COMMITTEES

Megan Knott

- // Destinations International Canadian destination leadership committee
- // Downtown Kingston BIA (ex officio)
- // Kingston Accommodation Partners (ex officio)
- // Kingston Economic Development Corporation (ex officio)

Ashley Bradshaw

- // Australian Society of Travel Writers awards jury

Joanne Loton

- // Ontario Film Communities Alliance
- // Ontario Film Office Forum Planning Committee
- // Borealis Film Prize
- // Association of Film Commissioners International

Tyler Platt

- // Cinema Society of Kingston
- // Ontario Green Screen

Moira Demorest

- // HomeGrown Live Music Festival board of directors
- // Kingston School of Art board of directors
- // Limestone Music Celebration organizing committee

Ted Robinson

- // Meeting Planners International Ottawa chapter education committee
- // Professional Convention Management Association Canada East Chapter: community engagement and inclusion committee
- // Business Associate Advisory Committee for the Canadian Society of Professional Event Planners

SPEAKING OPPORTUNITIES

We secured speaking opportunities for the Tourism Kingston team at the following events:

Taste of Place Summit | MPI's theEVENT (the Canadian conference for Meeting Planners International) | Professional Convention Management Association's Canadian Innovation Conference | CSAE National Conference | Ontario Tourism Summit | City of Music Conference, Creative Cities Summit | Capital Music Week, Canada After Dark Forum | Lawnya Vawnya | Banff Mountain Film Festival | Destinations International Annual Convention | SYTA Conference | City Nation Place Americas | Tourism Opportunities Forum | Cornwall and SDG Regional Tourism Summit | Film Office Summit | Destination Marketing Podcast | Forward Motion (a Tourism Industry Association of Ontario podcast).

THE PLAN IN MOTION

Tourism Kingston's work is guided by strategies that are built on industry trends and best practices, community consultation, and long-term goals.

The third iteration of the IDS was completed in 2025 to set new goals for Kingston as a destination. Its guiding principles are:

- to place Kingston residents at the heart of tourism*
- to enable strategic, inclusive, and sustainable growth, and*
- to celebrate and empower Kingston's creative and cultural identity.*

The renewed IDS was approved by the board of directors of Tourism Kingston and Kingston Accommodation Partners, as well as Kingston City Council.

The IDS includes 17 initiatives falling within five pillars:

- // Resident-centric engagement and governance**
- // Infrastructure investment and optimization**
- // Music, film, media, and cultural leadership**
- // Key tourism demand generators**
- // External partnerships development**

Read the IDS online:

visitkingston.ca/IDS



The 2025 Culinary Tourism Strategy builds on the work accomplished since Kingston's first culinary strategy document in 2018. It aims to build Kingston's culinary landscape and strengthen its local food system, positioning the city as a leading gastronomic destination.

The Culinary Tourism Strategy includes 18 initiatives falling within three pillars:

- // Leadership resource and development**
- // Product and partnership development**
- // Supporting the local food system**

Read the Culinary Tourism Strategy online:

visitkingston.ca/culinarystrategy



ALIVE IN THE STORY

- // Updated the visitkingston.ca website in English, French, and Chinese to make it easy to navigate and search.
- // Launched the "Our city is your city" campaign to attract Canadian visitors.
- // Launched Fresh, a Kingston culinary magazine, distributed at local hotels, with an inaugural summer/fall 2025 issue
- // Created separate English and French versions of the second issue of Fresh/Frais, published January 2026.
- 🍴 Showcased Feast On® certified establishments, Green Key certified hotels, bike-friendly, and Rainbow Registered businesses and organizations on the website.
- // Created formal bid proposals to host future conferences, travel trade markets, and sport tournaments.
- // Raised Kingston's profile with 205 proactive, high-value earned media stories.

BY THE NUMBERS

2.7 M

website sessions

272 K

partner referrals

138 K

total followers

25 M

ad impressions

3.2 B

earned media impressions



ALIVE IN PARTNERSHIP

- // Coordinated the fifth iteration of Kingstonlicious, which included premier prix fixe menus at 39 locations.
- // Created seven Kingstonlicious signature events, which drew nearly 400 attendees.
- // Generated 396 room nights at local accommodations through Kingstonlicious packages.
- // Secured 20 speaking opportunities for Tourism Kingston staff at industry conferences, trade shows, webinars, and podcasts.
- // Initiated a new partnership with Golf in Ontario, packaging overnight stays in Kingston with golfing at local courses.
- // Partnered with Attractions Ontario on Instagram contests, highlighting Kingston's culinary scene and family attractions.
- 🍴 Promoted Kingston's Feast ON[®] culinary venues.

BY THE NUMBERS

162

overnight packages

resulting in...

30 K

partner referrals

1,389

room nights

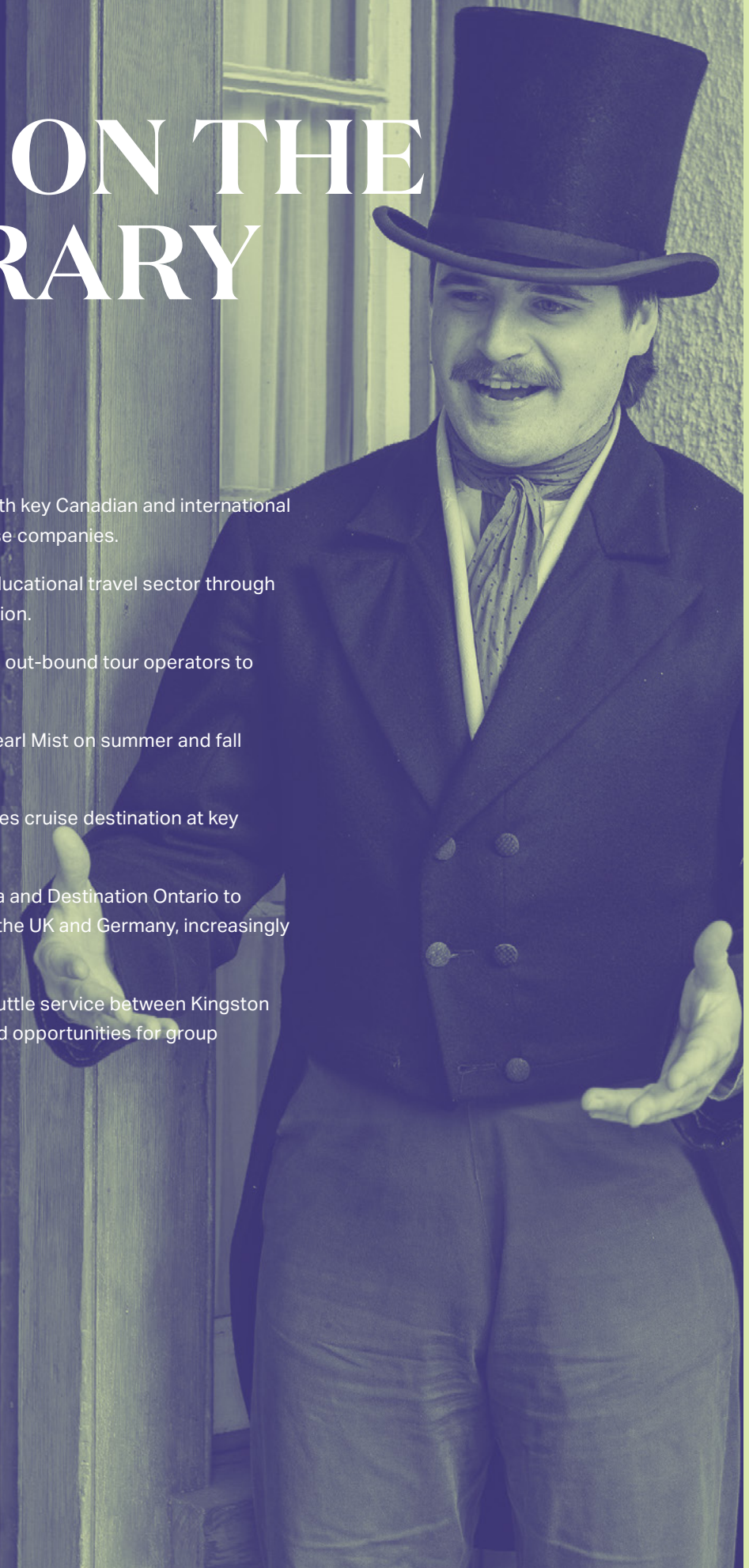
\$1.85 M

economic impact



ALIVE ON THE ITINERARY

- // Conducted familiarization tours with key Canadian and international tour operators, including U.S. cruise companies.
- // Made key connections with the educational travel sector through the Student Youth Travel Association.
- // Prepared for the return of Chinese out-bound tour operators to Canada in 2026.
- // Welcomed back the cruise ship Pearl Mist on summer and fall visits to Kingston.
- // Promoted Kingston as a Great Lakes cruise destination at key international cruise trade shows.
- // Partnered with Destination Canada and Destination Ontario to connect with tour operators from the UK and Germany, increasingly important market.
- // Worked with partners on a new shuttle service between Kingston and Gananoque, offering expanded opportunities for group travellers exploring the region.



BY THE NUMBERS

590

cruise passengers

503

partner referrals

127

tour buses booked

\$5.3 M

economic impact



ALIVE IN SPORT

- // Attracted new sport events to Kingston, including two major fishing tournaments.
- // Expanded our support of sailing events to include foiling, one of the top new sectors in sailing.
- // Celebrated accessibility in sport with a sledge hockey tournament.
- // Welcomed the Little League Canadian Championships back to Kingston.
- // Worked with community partners to develop an Esport strategy for Kingston.
- // Promoted Kingston as a sport host to national organizations at the Sport Events Congress.



BY THE NUMBERS

117

events supported

91,402

event attendees

55,493

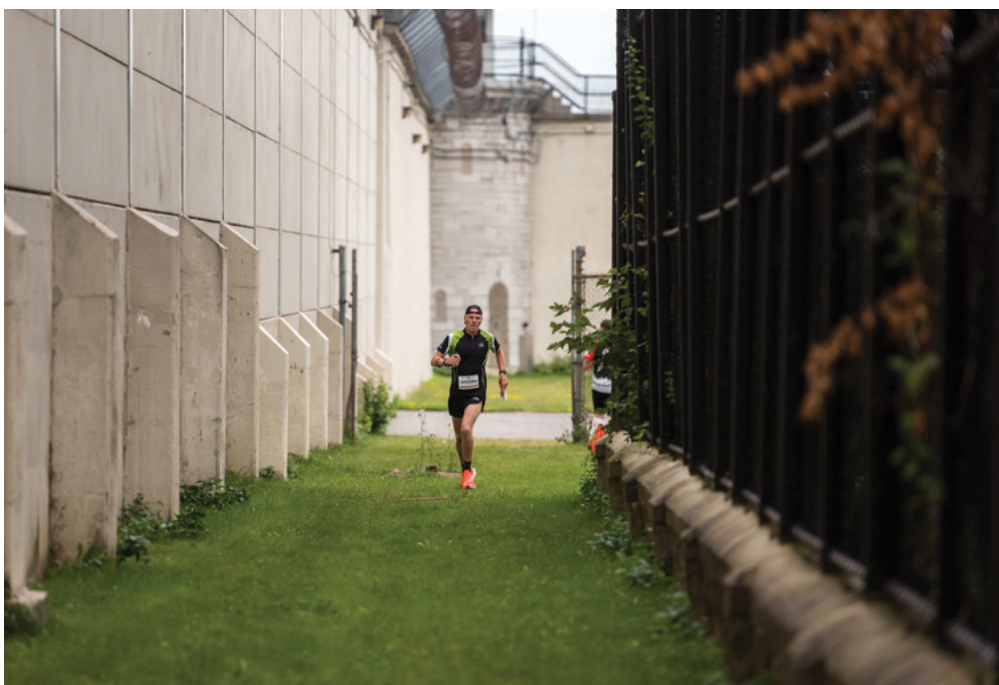
contracted room nights

45

future events booked

\$44.8 M

economic impact



hosted events

- // Little League Canadian Championships
- // U 19 Pan Am Girls' Volleyball Championships
- // Ottawa REDBLACKS training camp and fan fest
- // Ontario Native Basketball Invationals
- // Football Canada Elite Nationals
- // RowOn Beach Sprints Cup

...and 111 more.

ALIVE IN BIG MOMENTS

- // Hosted a conference centre workshop for local partners with industry experts to bolster our Team Kingston approach to city-wide events once a conference centre is in place.
- // Showcased Kingston as an ideal location as the host of the Canadian Society of Professional Event Planners national conference.
- 🍃 Expanded the Food Recovery and Redistribution Program, with 13 local partners committed to recover food waste from their events and establishments. In 2025, local hotels, restaurants, and caterers diverted 47,117 pounds of food (\$249,743 in value) to the program.
- // Worked with Sport colleagues to promote sport-related business events in Kingston.
- // Hosted "travelling FAMS" to bring the Kingston experience to conference organizers in Montreal and Toronto.



BY THE NUMBERS

47

events hosted

8,227

contracted room nights

39

future events booked

\$4.5 M

economic impact



hosted events

- // Association des juristes d'expression française de l'Ontario (AJEFO) Conference
- // Canadian Labour Congress Labour College of Canada summer school
- // ICLEI Local Governments for Sustainability Climate Summit
- // Canadian Association of Movers annual conference
- // Rugby Coaches Conference
- ...and **41 more.**
- // New York/Ontario Shrine Association annual conference

ALIVE ON SCREEN

- // Attracted major productions like *The Greatest* (Amazon Prime Video), which brought 120 cast and crew to the city over six days and used 20+ locals as background performers.
- // Launched the Producer Accelerator Program to train and mentor local producers through workshops and mentorship.
- // Provided location and talent scouting support to production companies in the Slaight Music Video Program.
- // Hosted community roundtables with Ontario Creates to connect local producers with Ontario funding and international business development opportunities.
- // Launched a pitch competition for local screenwriters and producers.
- // Pitched Kingston as a location to national and international producers at the Toronto International Film Festival, Prime Time industry conference, and Banff Mountain Film Festival.
- 🍃 Promoted the electrical grid tie-ins available in Kingston and area to incoming productions.



BY THE NUMBERS

34

productions

6

Tier 1 productions
(over one week)

27

location tours

\$10.4 M

economic impact

248

vendor/crew hires on productions



productions

// I Will Find You (Netflix)

// Funny Farm (Bell Media)

// Devil in Disguise (NBC Universal)

// The County (HGTV)

// The Amazing Race Canada (CTV)

...and 28 more.

// Burps, Butts, and Bones
(TV Ontario)

ALIVE ON STAGE

- // Engaged the community through Youth Open Mics, a special Intergenerational Open Mic at the Kingston Senior Centre, and a bilingual event at Théâtre Le Sésame.
- // Continued connecting local artists through quarterly Makers Meetup events, which featured speaking and promotional opportunities.
- // Presented a sold-out musical showcase of local artists in celebration of International Women's Day.
- // Created roadshows for Kingston artists to showcase their work to national booking agencies, management, and venue operators. These roadshow opportunities included paid showcase opportunities at Pop Montreal, folk music conferences, and Capital Music Week.
- // Partnered with the Kingston Canadian Film Festival on the Slight Music Video Program, which helped fund and produce 10 professional music videos featuring local artists and production companies.
- // Provided professional development workshops for local musicians on industry-related topics including DIY sound recording, event production, and entertainment law.
- // Grew the Release Radar initiative, partnering with CFRC Radio and Kingston Live to showcase local musicians throughout the year.
- // Worked with the Kingston Music Advisory Committee on issues affecting the health of the local industry, including fair wages for artists.



BY THE NUMBERS

14

sponsored events

35

professional development workshops

8

kingston roadshows

436

artists supported

\$ 368 K

economic impact



ALIVE WITH VISITORS

- // Launched a new makers program, welcoming eight new artisans to sell their work at the VIC.
- // Hosted activations by the Museum of Health Care, Fort Henry, Murney Tower Museum, the Military Communications and Electronics Museum, and the Great Lakes Museum.
- // Hosted special events for Chinese New Year and Family Day.
- 🍃 Received Gold certification for the Visitor Information Centre (VIC) from GreenStep Canada.
- 🍃 Installed a bike repair station at the VIC and became certified as a bike-friendly hub by Ontario By Bike.
- // Hosted two makers markets in partnership with the Music Office, as well as a book launch.
- // Employed six tourism information officers for the summer through the Canada Summer Jobs program.
- // Grew the Enhanced Profile Program, adding brochure racks to the Great Lakes Museum, and Endaayaan Tkanónsote Residence at Queen's University.



BY THE NUMBERS

95 K

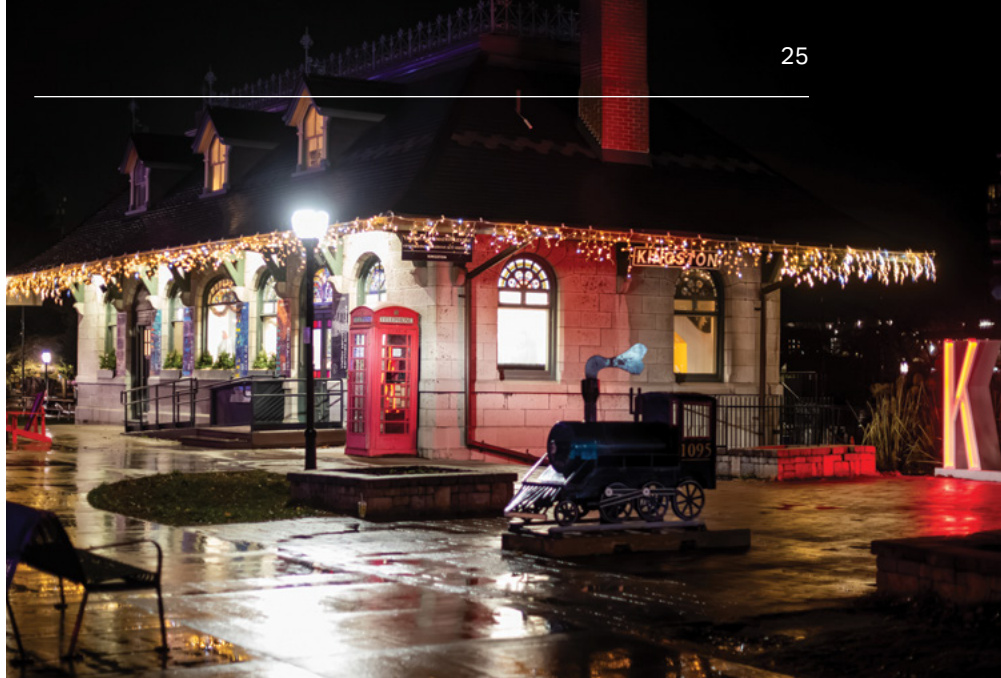
visitors served

\$89 K

in retail sales

\$45 K

tickets sold for partners





2025 Tourism Kingston audited financial statement

visitkingston.ca/about



2025 BOARD OF DIRECTORS

PJ Lee

Chair

**City of Kingston
appointees:**

**Kingston
Accommodation
Partners appointees:**

Marijo Cuerrier

Ex officio

Jeff Downie

Treasurer

**Mayor
Bryan Paterson**

Michael Springer

Donna Gillespie

Ex officio

Megan Howes

Secretary

**Councillor
Wendy Stephen**

Peter Karkoulis

Lanie Hurdle

Ex officio

Sivani Vinayaga

Past Chair

**Councillor
Don Amos**

Erin Finucan

Jai Bhatti

Krista LeClair

Ex officio

Scott Henderson

Director

Ryan Rowe

Bonnie Ruddock

Ex officio

awards

WINNER



Brand video: Maawanijitaadaa,
come together in Kingston

FINALIST

**Tourism Industry
Association
of Ontario**

Tourism Marketing
Partnership award:
2024 Total Solar
Eclipse campaign

SILVER

**Summit
Creative Award**

Integrated Consumer
Campaign: Our city is
your city campaign

THANK YOU TO
OUR PARTNERS,
AGENCIES,
SUPPLIERS, &
VISITORS FOR A
SUCCESSFUL YEAR.

