— Tourism —
KINGSTON

SECOND QUARTER REPORT 2026



TOURISM KINGSTON QUARTERLY REPORT

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

July 14, 2026

RE: Tourism Kingston Q2 2026 report

Please find attached our summary report on the activities undertaken by Tourism Kingston for Q2: April through June 2026.

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.

Of note this quarter, Kingston welcomed the Great Lakes cruise ship Pearl Mist on May 21, bringing more than 130 visitors into the city for shopping, dining, and pre-booked experiences. The Ontario Hockey League (OHL) Priority Selection took place at Slush Puppie Place on June 19 - 20, attracting more than 2,500 visitors. This event has already been confirmed to return to Kingston in June 2027. The quarter wrapped up with Canada Celebrates FIFA World Cup 2026 at Springer Market Square on June 27. Featuring all-day activations and screenings of two matches, the event welcomed [NUMBER] attendees.

During Q2, our community engagement and consultation work evolved with the introduction of Tourism Kingston Partner Connect, a new sector-wide forum that brings together members of the former Sales/ Destination Marketing, Attractions, and Digital and Visual Creators committees. The forum provides both a Tourism Kingston update and a structured opportunity for partners to connect on areas such as sales, attractions, marketing, research and data, Kingston's creative industries, and digital creative work. The Music Advisory Committee continues to meet separately.

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

Megan Knott
CHIEF EXECUTIVE OFFICER
Tourism Kingston

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MARKETING & COMMUNICATIONS

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The Marketing and Communications team had a busy second quarter of activity across integrated campaigns, brand storytelling, award submissions, and digital engagement. The work was led by Director of Strategic Communications and Media Relations, Amanda Tryon, Manager of Marketing and Communications, Elaine Purnama, Brand & Communications Specialist, Meg Maveety, and, joining the team this quarter, Director of Digital and Content Strategy, Lexy Lamoureux. Ashley Bradshaw, Manager of Trade and Media, also supported marketing initiatives while leading the earned media portfolio.

Paid media

The Q2 media plan from agency of record Alphabet builds on momentum from Q1, with continued focus on FIFA World Cup 26, Forever Hip, Weddings, and Kingston's seasonal tourism offerings, while maintaining core leisure and experiential travel messaging across key markets.

Q2 FIFA World Cup 26 activity continues with a refined focus on distinct audience segments, including both international and domestic travellers. The campaign is fully bilingual to support key Canadian and international markets. New tactics include a Toronto Pearson Airport OOH campaign to reach high-value inbound travellers, along with traditional print distribution of brochures in high-traffic downtown Toronto locations to increase awareness and itinerary consideration for Kingston as a base for Ontario travel. These efforts support the "Beyond the Match" positioning by reinforcing Kingston's accessibility, accommodation options, and curated visitor experiences.

The Forever Hip campaign is now layered into seasonal campaign activity, expanding reach through cultural and music-focused partnerships. This includes a collaboration with Narcity to engage music enthusiasts in key feeder markets such as Toronto, Ottawa, and Montreal. These partnerships amplify Kingston's music identity and extend storytelling tied to The Tragically Hip, Creative Kingston Walking Tours, and related local cultural experiences.

The Marketing and Communications team continues to work with agency of record Search Warrant, supporting expanded digital services including SEO/SEM, Google Ad campaigns, and broader performance-based media initiatives across all sectors. This includes SEO content development, account-based marketing, AI-driven messaging campaigns, LLM-based advertising, digital ad flights, in-app placements, evergreen campaigns, and targeted seasonal messaging aligned to visitor intent.



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Owned media

Tourism Kingston launched the multi-channel "Forever Hip" campaign to celebrate the legacy of The Tragically Hip and drive tourism engagement leading up to the August 22 event. Central to this initiative was the creation of a dedicated campaign landing page and the publication of key editorial features, including the foundational "Everything You Need to Know About Forever Hip" guide and the localized human-interest story, "Running for the Hip: Kingston's Joe Reid Takes Gord Downie Tribute to Boston Marathon." The campaign significantly enhanced Kingston's physical landscape with a newly completed public art mural on the Chown parking garage and a second mural currently underway on Wellington Street. On digital channels, dynamic multimedia asset creation took center stage; the team produced a dedicated social media Reel from the Music from Miles Around exhibit and leveraged CrowdRiff creators to capture the "10 must-visit Tragically Hip stops in Kingston," which will cycle across social platforms throughout the summer. Looking ahead to the late summer and autumn seasons, Tourism Kingston also finalized a partnership with Black Dog Hospitality Group to feature Tragically Hip-themed cocktails and drinks across their venues to further sustain local momentum.

Tourism Kingston heavily supported Pride Month through a diverse mix of dedicated stories and curated social media content. Key feature publications included Kingston's Drag Scene Q&A, Rainbow Registered Kingston Businesses, and Your Guide to Kingston Pride. Creative asset development included on-site photography and video capture at Drag in the Park and the Black Dog Hospitality Pride Themed Drinks activation. To extend campaign reach, collaborative social posts were executed alongside Downtown Kingston, Myles Sexton, Kingston Pride, and Reelout. These initiatives were anchored by a custom Pride ad unit that utilized high-energy celebration video footage to drive traffic directly to the main Guide to Pride Month in Kingston.

Kingston welcomed the OHL Draft Priority Pick with extensive physical activations, including custom street decals, designed pole banners, and the distribution of hockey merchandise to local accommodation partners. Additionally, a custom 90-second Kingston promotional video spot was produced and showcased during the draft's pre-show, with comprehensive vertical and horizontal asset capturing managed via a CrowdRiff creator.

Concurrently, marketing campaigns ramped up for the June 27 Canada Celebrates event. Supported by a dedicated landing page, partner-specific ad units built in tandem with the City of Kingston, and a co-hosted Facebook event, the team creatively deployed past activation photography from Charlottetown, Mount Pearl, and Halifax to offer potential attendees an engaging sneak peek of the upcoming festivities.



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To bring these stories to life, we continued to invest in short-form video. Across Instagram Reels and TikTok, we produced 59 in-house videos that generated more than 4.7M views, amplifying Kingston's sport, culinary, cultural, and family-friendly experiences and priming the visitor pipeline for peak travel periods.

Awards

Tourism Kingston continued to advance award submissions and recognition opportunities throughout Q2 across marketing, film, and organizational excellence. Continued work with sector partners to showcase Tourism Kingston's work through award recognition opportunities across marketing, film, and organizational excellence.

The Film and Media Office submitted an application for the Location Managers Guild Awards for Best Film Commission, in recognition of exemplary and creative work performed beyond the usual services provided to location professionals.

Tourism Kingston also submitted three entries to the Summit International Awards, under the Summit Creative Awards, including the Small Means More – Business Events Campaign, the Visit Kingston website refresh, and the Tête-à-Tête trade show booth.

Within the Economic Development Officers (EDO) Awards, Tourism Kingston was put forward for Our City is Your City as Tourism Marketing Campaign of the Year.

In addition to campaign-focused recognition, Tourism Kingston was also nominated at the HRD Canada Awards for Excellence in Total Rewards and Recognition, highlighting outstanding employee compensation, benefits, and recognition practices.

Grants

Tourism Kingston continued to pursue and support grant opportunities across film, media, and cultural development throughout Q2.

The Film and Media Office reapplied to the Canadian Media Fund, which invests in Canadian creators and companies to develop audiovisual and interactive digital media content that reflects and connects audiences at home and internationally.

Tourism Kingston also reapplied to the Francophone Community Grants Program for 2026–2027, with a focus on French-language training for Tourism Kingston staff, along with secondary supports for partners to strengthen communication and engagement with the Francophone community.



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Q2 also provided opportunities to share a range of funding options with partners through multiple channels. Tourism Kingston is pleased to note that Juniper Café was awarded funding through RTO9 for videography and photography, for which a letter of support was provided.

Looking ahead, Q3 will include additional grant applications and funding opportunities for Tourism Kingston and partners, supporting continued enhancement of the visitor experience in Kingston.

Research and Data

During Q2, Tourism Kingston continued to advance research, and insights work to inform future marketing and destination development strategies. As part of ongoing preparation for FIFA World Cup 2026, focus was placed on understanding international visitor markets, including Germany, the United States, Italy, Canada, Croatia, Wales, Northern Ireland, Senegal, and Ghana. This work examined traveller motivations, expected length of stay, and potential barriers to visitation, providing insights to support the development of targeted marketing campaigns aligned with visitor needs and expectations.

Tourism Kingston also participated in a market intelligence study focused on 2SLGBTQI+ travel intentions related to Ontario, Canada. The research assessed tourism opportunities among 2SLGBTQI+ travellers across key Canadian, U.S., and international markets, and explored how this audience engages with Ontario as a leisure destination. Findings informed targeted campaign development, including a partnership with Pride Journey across web, social, and print advertising, as well as preparation for Pride programming during the quarter.

Work also continued with the development and integration of Tourism Kingston's data and insights dashboard, including ongoing work to integrate HubSpot and Environics data systems to strengthen reporting and audience understanding.

At the Q2 Tourism Kingston Partner Connect meeting, a dedicated data and research breakout group was held, where Q2 findings were shared and discussed with partners. The session also provided an opportunity to respond to questions and gather feedback to support ongoing refinement of Tourism Kingston's data and insights approach.

Earned media

In Q2, Tourism Kingston secured earned media coverage in domestic and international outlets highlighting the city's music, culture, film sector, and visitor experiences.



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To support summer visitation, we partnered with influencer Jennifer Weatherhead to create and share content focused on summer experiences in Kingston.

Ahead of the upcoming anniversary of The Tragically Hip's final concert, Tourism Kingston supported several media opportunities related to the band's connection to Kingston. Journalist Stephanie Wallcraft visited Kingston to develop future coverage. Additional coverage appeared in the Toronto Sun, print and digital (Kingston Commemorates Tragically Hip Goodbye Concert), That Eric Alper (The Tragically Hip Immortalize Their Final Tour With Landmark Live Album and CBC Rebroadcast), and SPILL Magazine (Kingston Celebrates The Tragically Hip).

International media relations activity resulted in two features by German travel journalist Holger Jacobs in fvw | TravelTalk, highlighting Kingston and the 1000 Islands region. We also hosted Seohee Kwak (The Korea Travel Times and Travie), Keiichiro Otsuka (Kyodo News), and German journalist Ulrich Clef. Coverage from these visits is expected later this year.

Kingston was also featured in The Hollywood Reporter article as Hollywood Pulls Back, Northern Ontario Steps Up, which examined film production activity across Ontario.

In June, Tourism Kingston attended the Travel Media Association of Canada (TMAC) Conference in Richmond, British Columbia. The team conducted more than 20 one-on-one appointments with travel journalists, editors, broadcasters, and content creators. One story has already resulted from these meetings, with additional opportunities currently in development.

Ashley, participated as a conference panelist, presenting on Working with Content Creators, Budgets, and Deliverables & Real ROI. During the conference, Tourism Kingston announced that Kingston will host the 2027 TMAC Conference. The host announcement included live music, culinary sampling, and a custom heat-press activation showcasing local experiences and partners. Looking ahead to Q2 2027, the TMAC Conference represents a strategic investment in Kingston's long-term visibility, bringing Canada's most influential travel storytellers to the city and generating authentic content that will strengthen Kingston's discoverability across traditional and AI-driven travel search platforms.

Ashley Bradshaw was also elected to the Travel Media Association of Canada's National Board of Directors for a two-year term.



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Partnerships

s part of our ongoing brand campaign, we launched a seasonal promotion showcasing Kingston's signature Canadian experiences alongside major moment-driven events, including the FIFA World Cup.

We partnered with Rome2Rio, a trip planning and itinerary platform, to promote Kingston internationally in the U.K., Germany, France, Panama, and the United States. Expanding Kingston's visibility in key international markets supports long-term visitor growth by increasing destination awareness among travellers actively researching and planning trips.

The wedding campaign returns with 6 partners secured for the 2026 campaign, including Kingston Destination Group, Doubletree by Hilton, Kingston Marriott, St Lawrence Parks Commission, Queen's University, and The Secret Garden Inn. The campaign positions Kingston as a wedding destination and supports year-round economic impact by attracting group travel, overnight stays, and event-related spending.

Partnership initiatives this quarter aligned with our marketing strategy to support attractions, experiences, and seasonal getaways. Year-round packages continued to be curated and distributed through accommodation partners, with a focus on culinary, cultural, and family experiences.

New packages developed this quarter included Summer of Soccer, Golf in Ontario, Pride, music festival, and historic experience packages featuring Fort Henry and Kingston Penitentiary. These initiatives generated XX referrals to partners. In addition to package development, we collaborated with XX partners on non-package initiatives, including earned media opportunities and the weddings campaign.

Ashley Bradshaw successfully completed the Taste of Place Leadership Training Program facilitated by the Culinary Tourism Alliance. The program focused on destination development, culinary tourism, and place-based storytelling to strengthen tourism experiences and visitor engagement.



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Speaking engagements

Megan Knott, CEO, lead and spoke at the eTourism Summit and City Nation Place Americas conferences, sharing insights on destination marketing and place branding.

Ashley Bradshaw, Manager, Trade and Media, presented at the Travel Media Association of Canada conference, discussing how Tourism Kingston works with creators and the long-term value these partnerships create.

These speaking opportunities elevate Kingston's profile within the tourism industry and reinforce Tourism Kingston's thought leadership in destination stewardship, marketing, media relations, and place branding.

These activities supported our 2026 annual plan goals:

// Develop high-impact destination experiences and packages.

// Enhance and grow key local and regional partnerships.

// Raise profile of Kingston through earned media.

// Leverage partnerships to generate revenue and drive further economic impact.

// Strengthen strategic partnerships with key provincial and national organizations.

// Establish a strong Kingston presence at the 2026 Travel Media Association of Canada Marketplace.

// Champion, steward, and amplify the Kingston brand across campaigns, initiatives, programming, and partnerships.

// Continue to refine strategic year-round marketing and communications to target leisure markets and audiences detailed in the Appendix "Marketing and Communications: Guiding principles, markets, strategies, and tactics."

// Strengthen the work of the sales sectors.

// Continue supporting Visitor Services.

// Continue supporting Film & Media and Music Office.



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// Continue to foster beneficial relationships with partner businesses and organizations.

// Continue to enhance visitkingston.ca

// Continue year-round profile and promotion.

// Implement special projects.

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

1 – Develop a tourism engagement and communication strategy with residents and community leaders.

6 – Facilitate transportation access for visitors

7 – Support the city to explore different investment models for the airport

12 – Support Esport development

16 – Target visitors to Ontario around marquee events, e.g., FIFA World Cup 2026

17 – Invest in a strategy to elevate Kingston within the tourism industry



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2026 annual goals

Marketing and Communications	2026 goal	Q1	Q2	Q3	Q4	2026 result	% goal actual
Website sessions	2,100,000	510,198	421,301			931,499	44%
Website pageviews	2,500,000	662,520	570,006			1,232,526	49%
Referrals to partners	375,000	32,198	39,751			71,949	19%
Advertising impressions	180,000,000	22,306,618				22,306,618	12%
Social media link clicks	600,000	131,324	198,143			329,467	55%
Social media engagements	2,000,000	321,135	687,158			1,008,293	50%
Social media impressions	38,400,000	8,602,314	13,386,167			21,988,481	57%
Total followers	155,000	138,500	141,470			141,470	91%
Proactive high-value earned media stories	200	96	30			126	63%
Total media stories	725	320	239			559	77%
Total earned media impressions	2,100,000,000	1,027,308,637	1,020,816,260			2,048,124,897	98%



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2026 annual goals

Packages	2026 goal	Q1	Q2	Q3	Q4	2026 result	% goal actual
See + Do packages	50	17	14			31	62%
Eat + Drink packages	40	11	5			16	40%
Rest + Relax packages	15	7	6			13	87%
Family packages	25	9	8			17	68%
Referrals to accommodation partners	46,269	3,240	3,562			6802	15%
Minimum room nights **	900	185	30			215	24%
Estimated economic impact		$28,197	$1,984,061			$2,012,258	

**Tourism Kingston supported or created packages*

Special projects	2026 goal	Q1	Q2	Q3	Q4	2026 result	% goal actual
Facilitated events, activations, or campaigns	65	31	18			49	75%
Attendees	5,000	1,728	800			2528	51%
Partners involved or impacted	250	60	50			110	44%

Economic impact source: ROVE Destination Insights Dashboard. Direct spend based on Average Daily Rate (ADR) and room night data.



SPORT energized

Estimated economic impact

Sport Tourism generated an estimated $14.5M of economic impact in Q2. One absence in this number is the impact of the Canada Celebrates FIFA World Cup event on June 27th.

These activities supported our 2026 annual plan goals:

In Q2, Tourism Kingston's Sport team advanced a strong portfolio of events and partnerships that generated measurable tourism impact, strengthened Kingston's hosting reputation, and supported the long-term growth of the local sport ecosystem. The work was led by Manager of Sport Business Development & Communications Rob Lendrum and Sport Tourism Specialist Evan Fraser.

Major Events and Tourism Impact

The Ontario Hockey League (OHL) Priority Selection positioned Kingston as both a premier sport hosting city and a destination for sport business events. While the live-streamed draft at Slush Puppie Place served as the anchor, the event generated multi-day economic impact through league meetings, team operations, and extended hotel stays across the city. This model demonstrates the value of attracting sport events that bring both competition and business activity to Kingston. The initial feedback on the event has been overwhelmingly positive and we look forward to hosting the draft next year.

The Canada Celebrates FIFA World Cup activation leveraged a global sporting moment to drive visitation and downtown vibrancy. The initiative attracted international visitors already traveling within Ontario and successfully mobilized local soccer organizations, cultural groups, and residents. The result was increased foot traffic, local spending, and a strengthened sense of community connected through sport.



SPORT energized

Building New Sport Assets and Communities

Q2 marked the launch of the Kingston Sentinels, a new semi-professional soccer club in its inaugural season. Tourism Kingston played a key role in supporting the club's early development through media outreach, promotional support, and partner connections. This foundational support is critical to establishing a sustainable sport asset that can generate ongoing visitation, community engagement, and future event hosting opportunities.

Tourism Kingston also continued to support local organizations such as Kingston Impact, whose delivery of the OBA Cup and JUEL Mayhem Tournament attracted more than 1,000 athletes and their families. These tournaments generated significant overnight stays while reinforcing Kingston's position as a competitive basketball hosting destination.

Support for Kingston Secondary School in hosting OFSAA Ultimate Frisbee highlighted the value of integrating tourism assets into sport events. The use of Kingston Penitentiary as a banquet venue provided a distinctive visitor experience for over 300 athletes. Similarly, the Limestone Race Weekend incorporated the Pen into its race route, further demonstrating how sport events can showcase Kingston's unique attractions and enhance the visitor experience.

Event Attraction, Funding and Pipeline Development

Strategic use of incentive funding helped secure the Football Canada Elite Flag Championship, strengthening relationships with key partners such as Queen's University and positioning Kingston for future football-related bids and events.

Tourism Kingston also continued to build future hosting opportunities through active engagement with KASSAA Athletic Directors, generating new leads for EOSSA and OFSAA championships. Ongoing relationship development with the OMHA ensures Kingston remains a preferred destination for multiple annual hockey tournaments, which consistently drive visitation and hotel occupancy.



SPORT energized

Grand Slam of Curling

In preparation for the upcoming Grand Slam of Curling Player's Cup (Dec 15 – 20, 2026), Tourism Kingston executed a targeted media event featuring Olympic champions Jennifer Jones and Rachel Homan alongside CBC host Devin Heroux. This initiative generated media exposure, supported early ticket sales, and energized Kingston's strong curling community.

Tourism Kingston is also working closely with the Greater Kingston Curling Club, which is leading local sponsorship efforts. This approach not only deepens community involvement but also provides a direct financial benefit to the club, helping to build local capacity while ensuring the event delivers lasting value beyond its immediate economic impact.

Eh! Game Expo and Esports Development

The Eh! Game Expo represents a strategic pilot in esports and gaming tourism for Kingston. Anchored by the "Fight for the Throne" competitive fighting game tournament, the Expo expands the audience reach by targeting casual gamers, families, and youth.

Positioned as both a tourism driver and a community-building initiative, the event is designed to seed and grow Kingston's local gaming ecosystem. As a first-of-its-kind effort, it will inform the development of a broader esports strategy and future event attraction in this emerging sector.

To support this work, Manager of Sport Business Development and Communications Rob Lendrum and Film Commissioner Joane Loton attended the Canadian Game Awards in Toronto on May 21, where Tourism Kingston promoted the event through a dedicated trailer, engaged directly with the gaming community, and established connections with Interactive Ontario. These efforts expand Kingston's presence within the esports and interactive media sector and support long-term industry growth.

Partnership Development and Sport Business Growth

Tourism Kingston continues to strengthen relationships with provincial sport organizations to drive future event opportunities. In Q2, the team hosted Ontario Cycling CEO Pam Julian for a site visit to explore Kingston as a future host for provincial championships and to begin discussions on sanctioning Woodbine's BMX track.



SPORT energized

As a direct outcome of this engagement, it has been confirmed that next year's Kingston Stage Race will include Ontario Provincial Championship events. This represents a significant step forward in positioning Kingston as a cycling destination while expanding the city's portfolio of sanctioned, high-performance competitions.

These activities supported our 2026 annual plan goals:

- // Promote Kingston as a sport hosting city
- // Support sport event hosting efforts with dedicated funding for organizations.
- // Grow the local sport community's capacity to host events
- // Expand Communication Channels
- // Continue to foster relationships with partners
- // Build and execute a Kingston Esport strategy
- // Demonstrate the value of sport tourism

Sport activities this quarter supported the following IDS initiatives:

5 - Prioritize improvements for sports and event facilities

12 - Support Esport development

16 - Target visitors to Ontario around marquee events, e.g., FIFA World Cup 2026



2026 annual goals

Sport	2026 goal	Q1	Q2	Q3	Q4	2026 result	% goal actual
Events prospected	250	95	20			115	46%
Events qualified	120	30	20			50	42%
Events supported	105	23	31			54	51%
Event attendees	87,000	44,531	28,907			73,438	84%
Room nights	60,000	20,129	15,012			35,141	59%
Estimated economic impact	$42,500,000	$21,295,356	$14,513,924			$35,809,280.00	84%

Numbers are based on the date that traces/leads begin

Economic impact source: Destinational International Sport Event Impact Calculator



Estimated economic impact

he Travel Trade sector had a strong second quarter of activity across cruise development, international sales missions, familiarization tours, and ongoing operator engagement. The work was led by Manager of Trade and Media, Ashley Bradshaw, with international market development for China led by International Travel Trade Coordinator, Ella Wang.

Cruise Development

In mid-May, Kingston welcomed the inaugural docking of the Pearl Mist at the new temporary deep-water dock facility. A total of 135 passengers were able to disembark directly into Kingston despite high winds that would have otherwise prevented tender operations. During Q2, we coordinated a welcome ceremony, including a plaque presentation, and worked with partners to facilitate four shore excursions and transportation into the downtown.

The successful docking demonstrated the value of the new facility and ensured visitors were able to experience Kingston as planned, supporting local tourism businesses and visitor spending. Planning is underway for an additional four shore excursion experiences for the September call, working with both new and returning partners.

Kingston has secured Pearl Mist calls through 2030, with additional arrivals and departures scheduled in future seasons. Further dock improvements remain underway to enhance the passenger experience and support long-term cruise development.

Ashley, attended the Canada New England Cruise Symposium in June, connecting with cruise line and destination partners from across the region. Key industry insights included the continued growth of the Canada/New England cruise market, which attracts approximately 3.2 million passengers annually, and research indicating that nearly 60% of cruise travellers return to destinations they first experience through a cruise visit. Industry discussions also highlighted increasing demand for authentic, locally driven experiences and storytelling, aligning strongly with Kingston's tourism offering.

Business Development Outcomes

We continued discussions with Victory Cruise Lines throughout the quarter, resulting in the confirmation of two 2027 cruise calls on September 27 and October 7. Kingston has also been identified as a contingency port for the 2026 season.

Shore excursion development discussions advanced with Victory Cruise Lines, including curated trolley tour experiences featuring



Bellevue House, PumpHouse Museum, Fort Henry, and the Military Communications and Electronics Museum. We also initiated discussions with Queen's University regarding the development of a new educational tour experience for cruise passengers.

A return site visit with Victory Cruise Lines representatives is planned for fall 2026.

Confirmed Cruise Calls

- // Pearl Mist: May 13 and October 8, 2027
- // Victory Cruise Lines: September 27 and October 7, 2027

These confirmed calls reflect continued momentum in Kingston's cruise development efforts and provide opportunities to grow visitor spending and shore excursion participation in future seasons.

Rendez-vous Canada

During Q2, we participated in Rendez-vous Canada (May 27–30) in Toronto alongside six tourism partners: Kingston Destination Group, St. Lawrence Parks Commission, Kingston Food Tours, Great Lakes Museum, Frontenac Club, and Diamond Hotel. Ashley Bradshaw and Ella Wang conducted more than 120 scheduled appointments with international buyers representing key markets across Europe, the United States, Australia, and Asia.

The event provided an opportunity to showcase Kingston's tourism offerings, strengthen existing travel trade relationships, and pursue new business opportunities for future visitation. Fourteen countries were represented through our scheduled appointments, with approximately half of Ashley's appointments already doing business in Kingston and 16 high-value opportunities identified for ongoing business development.

In partnership with Destination Ontario, we hosted three familiarization tours before and after Rendez-vous Canada, welcoming more than 40 international tour operators and travel media representatives to experience Kingston's accommodations, attractions, culinary experiences, and visitor offerings firsthand. FAM itineraries included 21 local businesses, musicians, attractions, and tourism operators, with an additional four tourism partners participating to introduce their products and experiences directly to delegates.

Ahead of Rendez-vous Canada, we hosted German travel journalist Holger Jacobs (FVW/Travel Talk) and tour operator Claudia Umscheid (Lernidee Erlebnisreisen GmbH). Following the event, we welcomed Kristen McNabb and Elisa Cutting (Fresh Tracks),



Leon Guimaraes (Discover Holidays), Renate Sorban (Te Ra Tours), Brandon Furyk (Onward Groups), and Julie King (Destination Canada – Australia Market Representative).

Travel trade relationships established today typically influence itineraries and visitor bookings one to three years in advance. Many operators are currently planning programs for 2027 and beyond, making early engagement essential to securing future visitation and economic impact for Kingston.

Familiarization Tours

In April, we welcomed 10 TUI Austria travel agents as part of a pan-Ontario itinerary. The half-day program included lunch, a Kingston Trolley tour, and visits to key tourism attractions.

Later in the month, we hosted 11 agents from Newmarket Holidays in the United Kingdom. The visit included a Kingston Trolley city tour and destination presentation, generating positive feedback and interest in incorporating Kingston into future Ontario corridor itineraries.

While both programs were half-day visits, participants experienced five key tourism attractions and experiences. Discussions remain underway regarding future departures and potential inclusion of Kingston within upcoming Ontario touring products.

Tour Operator Development

Throughout Q2, we continued active engagement with domestic and international operators, including Barb's Musical Tours, DeNure Tours, Short Trips, Newmarket Holidays, Discover Holidays, Great Canadian Holidays, Focus Tours, Frontline Tours, Hammond Tours & Travel, Chapman Cultural Tours, Parkbus, Zen Bus Lines, and Concord Tours.

Following discussions regarding the Grand Theatre production It's A Good Life If You Don't Weaken, Barb's Musical Tours confirmed plans for a new two-night Kingston package scheduled for October 2026, with an estimated 56 passengers. The program represents a new multi-day group tour offering and is expected to generate overnight visitation and visitor spending within the destination.

These ongoing partnerships support itinerary development, product awareness, and future group travel opportunities while strengthening Kingston's presence within the group tour marketplace.



International Market Development - Asia

As part of ongoing China market development efforts, Concord Tours conducted two overnight visits to Kingston during April, utilizing the DoubleTree by Hilton Kingston. These visits support relationship development and future group travel opportunities from the Chinese market.

Our International Travel Trade Coordinator, Ella Wang, contributed to CITAP+ Eastern Canada Chinese guide training through the development of a welcome and educational video designed to support industry readiness and improve understanding of Chinese visitor expectations.

We continue to work with operators and partners across Asian markets to support future visitation and strengthen international market relationships.

Industry Engagement

Preparations began for the Student & Youth Travel Association (SYTA) Annual Conference taking place in August, including participation in the appointment selection process and business development planning. Attendance at SYTA provides an opportunity to strengthen relationships within the student and youth travel sector and pursue future group travel opportunities for Kingston.

These activities supported our 2026 annual plan goals:

- // Promote destination tour packaging and itineraries.
- // Position Kingston as a hub for Great Lakes cruises.
- // Increase demand for Kingston in international markets.
- // Increase demand for Kingston in the education travel market.

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

6 – Facilitate transportation access for visitors.

8 – Advance waterfront infrastructure.



2026 annual goals

Travel Trade	2026 goal	Q1	Q2	Q3	Q4	2026 result	% goal actual
Tentative leads			29				
Definite leads	150	13	39			52	35%
Referrals to partners	500	102	257			359	72%
Cruise passengers	1,400	0	*135*			*135*	*10%*
Number of buses booked	130	4	85			89	68%
Estimated economic impact	$4,600,000	$150,082	$3,227,591			$3,377,673.00	73%

Numbers are based on the date traces/leads begin and buses booked; cruise numbers reflect actual passengers each quarter.
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: $2,356,071

The Business Events team had a strong second quarter of activity focused on sales missions, association engagement, and lead generation across key national markets. The work was led by Business Events Specialist Ted Robinson.

Sales events

Tourism Kingston attended the Canadian Society of Association Executives (CSAE) Western Summit in Winnipeg from April 21–24, 2026. As an event sponsor, the team connected with approximately 100 association executives and planners from across Western Canada, generating strong awareness for Kingston within a developing business events market and establishing meaningful connections with 25 association representatives.

Tourism Kingston also participated in Venue Series events in Montréal on May 7 and Ottawa on May 8, 2026. Across both events, 45 speed meetings were completed, resulting in 18 strong leads and significant interest in Kingston for executive retreats, board meetings, smaller sales gatherings, and team getaways. Nearly all meetings were with new planner contacts, expanding the city's reach within key feeder markets.

In June, Tourism Kingston attended the Canadian Society of Professional Event Planners (CanSPEP) National Conference in Regina from June 21–25. The conference brought together 47 independent meeting planners from across Canada. As a sponsor, Tourism Kingston hosted the morning coffee break on Day 2 and introduced attendees to the evolving partnership with the Gord Downie & Chanie Wenjack Fund, highlighting opportunities for planners to incorporate authentic reconciliation-focused programming into their events.

During the Supplier Showcase, Tourism Kingston engaged in meaningful conversations with 17 planners, each of whom expressed interest in pursuing Kingston for events they are planning over the next three years.

Events hosted:

- // Rotary District 7040 Conference
- // Intact Financial Managers Conference
- // International Applied Military Psychology Symposium
- // Bell Canada Directors Offsite Meeting



- // Ontario Provincial Police Veterans Association
- // Ontario Professional Fire Fighters Assocation
- // Ontario Library Association Library as Place Conference
- // North American Solstice and Sky Annual Meet-Up
- // Scouts Canada Leadership Team Meeting
- // Structures In Fire (SiF) Conference
- // National Emergency Number Association Ontario Conference

New leads in Q1:

- // National Association of Federal Retirees
- // Canadian Council for the Arts
- // Canadian Parents for French
- // Canadian Bar Association
- // MD Financial Management
- // TD Wealth Management
- // Global Centre for Pluralism
- // Canada Mortgage & Housing Corporation
- // Association of Canadian Port Authorities
- // Mental Health Commission of Canada
- // Federation des Caisses Desjardins
- // Fox Wise Technologies
- // Raymond Chabot Grant Thornton LLC
- // United Empire Loyalist Association of Canada
- // Canadian Accredited Independent Schools
- // Ontario Association of Cemetery and Funeral Professionals
- // Canadian Council on Animal Care
- // EMDR Canada
- // Sweet Adelines Internation – Eastern Canada Regions

Lost opportunities (including economic impact):

- // Photonics North Conference 2027 ($1,212,050) – lost due to lack of large venue to accommodate 800 people.



BUSINESS EVENTS

These activities supported our 2026 annual plan goals:

- // Promote Kingston as a year-round destination for business events and conferences.
- // Build sales pipeline for a future conference centre.
- // Generate new revenue and maximize Kingston presence at key national events
- // Promote Kingston sustainability initiatives to event organizers.
- // Enhance formal transportation partnerships for business events.
- // Demonstrate the value of business events.

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

4 – Support investment to develop a conference centre.



BUSINESS EVENTS

2026 annual goals

Business events	2026 goal	Q1	Q2	Q3	Q4	2026 result	% goal actual
Tentative leads	65	15	19			34	52%
Definite leads	50	8	10			18	36%
Events supported	60	6	11			17	28%
Contracted room nights	10,000	627	4,487			5114	51%
Estimated economic impact	$5,200,000	$358,659	$2,356,071			$2,714,730.00	52%

Numbers are based on the date that traces/leads begin.

Definite leads – booked business

Economic impact reflects room nights and indirect spend by delegates.

Economic impact calculator: Destinations International Event Impact Calculator

FILM & MEDIA



engaging

Estimated economic impact of film & media productions in Q2: $308,333

The Film and Media Office had a strong second quarter of activity across industry engagement, workforce development, and production attraction and support. The work was led by Film Commissioner Joanne Loton and Manager, Film & Media Strategy Tyler Platt

Industry Engagement & Partnerships

During Q2, Makers Meetup provided another opportunity for members of Kingston's creative industries to connect, exchange ideas, and explore potential collaborations. The event engaged over 40 attendees with contributions from 10 speakers representing a range of creative disciplines. The next Makers Meetup is planned for September 2026.

Slaight Music Video Program information sessions took place during Spring Reverb and in partnership with the Music Office on May 29. The Film and Media Office shared details on the production components of the program and supported applicants in advance of the submission deadline.

The Film and Media Office joined the Visitor Information Centre team in presenting to Queen's University Undergraduate Admissions and Recruitment, sharing highlights of Kingston as a destination alongside an overview of the role and objectives of the Film and Media Office.

The Film and Media Office continue to participate on the Canadian Film and Television Commissions (CFTC) planning committee for TIFF, alongside activations with Ontario Creates, CFTC, and the Association of Film Commissioners International (AFCI). Planning is also underway for Kingston and RTO9 regional participation at TIFF, including engagement at the newly launched TIFF Marketplace and the Access Canada TV Summit, held in conjunction with the festival.

The Film and Media Office, in partnership with Kingston Canadian Film Festival (KCFF), sits on the steering committee for the Borealis Film Prize, founded by Steve Jordan, creator of the Polaris Music Prize. The initiative is currently in development and will be announced at KCFF 2027 and launched in 2028. The prize brings together senior industry representatives from CMPA, CMF, Ontario Creates, CBC, and Telefilm to guide its development and position it as a national platform for Canadian film recognition.

FILM & MEDIA



engaging

The Film and Media Office continues to work with Brenda Paul, Associate Vice-Principal, Integrated Communications at Queen's University, on advancing filming access on campus. Collaboration is also ongoing with the Agnes and Isabel Bader Centres on filming requests. While Queen's University administration has indicated limited capacity to support larger productions, work continues to explore opportunities for exterior access, including a potential influencer/creator shoot with Universal Music to support Hip-related programming. An economic impact report is being developed to outline filming activity and opportunities to date, with the intent to support future discussions with Queen's leadership on expanded access to campus locations.

Joanne Loton and Manager of Sport Business Development and Communications Rob Lendrum attended the Canadian Game Awards in Toronto on May 21, where the Film and Media Office promoted Kingston through a dedicated trailer, engaged directly with the gaming and interactive media community, and established connections with Interactive Ontario.

Workforce Development & Training

The Film and Media Office met with Limestone Animation and confirmed a commitment to collaborate on the development of workshops, including programming to be introduced before the end of the year. Planning continues around timing, content, and workforce needs within the local animation sector.

Work is also underway to extend the Slaight Music Video Program, with a focus on developing additional business development programming and workshops for participating production companies.

In partnership with the Limestone District School Board, Reel Canada workshops were delivered on June 22–23, engaging approximately 100 students from Perth Road and Welborne Public Schools. These sessions will serve as a pilot for a broader rollout in the new school year, with expanded engagement planned across elementary and secondary schools.

The Film and Media Office has applied to the Canada Media Fund (CMF) to support a second season of the Producer Accelerator Program for 2026–2027. The workshop series has been expanded from four to six sessions, with an increased focus on preparing projects for pitch readiness and supporting the Kingston Script to Screen initiative launched at KCFF.

At KCFF, two projects were selected for mentorship and industry advancement. The Parkies, produced by local creators Melissa Eapen and Mickayla Pyke (Second Line Pictures), is being mentored by Shaftesbury Productions, with ongoing discussions with potential co-producers and CBC. Kaycee Leigh, another recipient, is receiving mentorship through 90th Parallel and recently

FILM & MEDIA



engaging

attended the Banff World Media Festival, continuing to develop partnerships with production companies and broadcasters. These initiatives reflect the Film and Media Office's ongoing commitment to supporting local creators and strengthening Kingston's screen-based creative economy.

In partnership with KCFF, the Film and Media Office has also supported an application to Telefilm to expand skills training for Slaight Music Video production companies. The initiative includes collaboration with Sunbelt to provide equipment access and support professional development for local production companies, strengthening regional capacity and industry growth.

Production Activity & Leads

I Will Find You, the Netflix limited series produced by Take 5 Productions and executive producer John Weber, premiered on June 18. The series, starring Sam Worthington and based on the bestselling novel by Harlan Coben, featured Kingston as a key filming location.

The production represents one of the largest recent film and television projects hosted in Kingston, generating approximately 30 production days and an estimated $2.26 million in local economic impact. Kingston Penitentiary is prominently featured in the first two episodes, with the trailer showcasing the site's cinematic value, including a notable vehicle escape sequence filmed on location.

This production continues to highlight Kingston's capacity to attract high-profile projects and reinforces Kingston Penitentiary's status as a world-class filming location. Beyond direct economic impact, the global reach of a Netflix release provides significant promotional value for Kingston as a screen destination.

The Canadian Screen Composers (CSC) overturned its decision on an unscripted series involving US producers Lucky 8 and Canadian service producers Blue Ant, approving the project to proceed. The Film and Media Office continues to support production planning in collaboration with Correctional Services Canada, including multiple tech scouts to assess logistics and site requirements ahead of a potential Fall 2026 shoot.

The Film and Media Office is also working with WildBrain Productions on a YA drama series for Netflix, with Kingston being considered for multiple filming locations and potential designation as a temporary production hub for a six-month period.

Discussions are ongoing with Aircraft Pictures regarding the project Weekends, which is targeting Kingston Penitentiary for early 2027 filming. Initial scoping has included logistics, costs, and available services.

The Film and Media Office added 45 new locations to the production directory during Q2, bringing the team to 120% of its annual target for location inventory growth.

FILM & MEDIA



engaging

These activities supported our 2026 annual plan goals:

// Attract studio productions.

// Attract and support independent productions.

// Support the animation studio.

// Grow key community partnerships

// Continue to add to and promote the Kingston Production Directory and Locations database.

// Expand the workshop series.

// Collaborate with the Music Office on quarterly Makers Meetups.

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

2 – Position Tourism Kingston as the lead agency for music and film.

9 – Integrate pre-existing creative strategies into the IDS.

10 - Establish sustainable funding for the Music Office and the Film and Media Office

11 - Continue to support the development of the film and animation studios

12 - Support Esport development



FILM & MEDIA

engaging

2026 annual goals

Productions	2026 goal	Q1	Q2	Q3	Q4	2026 result	% goal actual
Tier 1 (over one week)	6	0	0			0	0%
Tier 2 (overnight to one week)	8	0	3			3	38%
Tier 3 (single day)	10	1	3			4	40%
Local productions (within 100 km)	12	1	1			2	17%
Non-local productions (>100 km travel)	14	0	5			5	36%
Room nights from non-local productions	5,000	0	0			0	0%
Estimated economic impact (direct spend)	$3,000,000	$15,000	$308,333			$323,333	11%
Workshops/events							
Events	15	8	5			13	87%
Workshops	15	6	2			8	53%
Participants	900	375	520			895	99%
Location tours							
Tours	25	5	12			17	68%
Location/production directory							
Location listings	40	3	45			48	120%
Vendor/crew listings	60	9	7			16	27%
Vendor/crew/talent hires on productions	200	0	5			5	3%

Economic impact source: Tourism Regional Economic Impact Model (TREIM): Government of Ontario



Estimated economic impact of music in Q2: $107,043

The Kingston Music Office has had a full second quarter of activity across community programming, festivals and events, and industry development and promotion, led by Music Officer Moira Demorest and Marketing and Communications Coordinator, Creative Industries, Ryleigh Stringer.

Community programing

The final Youth Open Mic of the season took place on April 12, closing out a successful year of programming. The event welcomed a full roster of 15 performers and 50 guests, celebrating Kingston's emerging musical talent alongside community partners Kingston Live and Long & McQuade, who presented prizes to participants. The program continues to highlight Kingston's growing youth talent and serves as an important development pipeline, with spring showcases planned in alignment with City programming. Reflecting on her experience, Youth Open Mic regular Lily shared, "I've been to three of the open mics so far, and through those I've gained a lot of practice that's really helped me build my confidence and improve my musical ability. I remember the first time I performed; I was awful at controlling my breath, but I think I've gotten a lot better at that. I think that's thanks to all the practice I've done preparing for these events." Youth showcases and programming will continue throughout Q3.

During Q2, the Kingston Makers Meetup returned on April 7, welcoming more than 40 attendees and featuring 10 speakers representing music, film, and the broader creative industries. The event continues to build momentum as a space for networking, knowledge sharing, and collaboration, with new partnerships and creative projects emerging from each session. As one example, local artist KaKaow shared, "Through last year's Makers Meetup, I met Crybaby Curation, who goes by Maggie. She helped me create the graphics for my album 'Sweat' and the entire visual campaign leading up to the release. It was really cool, probably one of the coolest collaborations I've had in the art and music scene." Makers Meetup will return in September 2026.

Partnering with Departure Festival, three local emerging artists were provided the opportunity to showcase at Canada's largest music industry festival and conference .The opportunity connected Kingston musicians with more than 3,000 global visionaries, cultural thought leaders, and creative entrepreneurs, providing valuable exposure for local artists.

The quarter also featured Ahead by a Century: A Youth Open Mic Showcase on May 18 from the Visitor Information Centre patio in Confederation Park. Featuring a curated lineup of regular Youth Open Mic performers, the showcase highlighted the talent and growth of Kingston's young artists through a mix of original compositions and covers, kicking off a summer of Forever Hip programming.



MUSIC

resonant

Festivals & events

During Q2, we supported the annual Kingston Kiwanis Music Festival, held from March 26 to April 11. The festival has fostered musical development in the community since 1973, providing performance and learning opportunities for musicians. We supported several programs throughout the festival, including the Secondary School Bands program, which took place on April 2.

In May, we partnered with Homegrown Live Music Festival as the event celebrated its 18th year. The festival featured more than 140 acts performing across 17 venues throughout Kingston, while raising $7,800 in support of Joe's Music MILL in a single day.

Spring Reverb returned in Q2 with a lineup of professional development and industry programming. The festival featured 10 events, including a Financial Literacy Workshop presented by Canada's Music Incubator, a youth crash course in demo recording, the Slaight Music Video Program information session, a DIY merch drop-in, the Katarokwi Punk Rock Flea Market, two Mentorship Cafés, a discussion on reimagining music venues, and a recording studio tour. Together, these events provided local artists with opportunities to build skills, expand networks, and strengthen their careers.

We also supported the 2026 Skeleton Park Arts Festival through co-presented programming and on-site participation. As part of the festival, we co-presented and emceed Sounding Off on Sydenham Street, a panel discussion featuring artists and industry professionals sharing their experiences working in the music sector. The conversation focused on creating space for young women and gender-diverse individuals pursuing careers in music, offering insights into navigating the industry, overcoming barriers, and building sustainable creative careers.

Industry development & support

During Q2, we supported a Venue Roundtable, creating space for open conversation about the current landscape for music venues in Kingston. More than 10 venue owners and operators shared insights, challenges, and opportunities facing the sector. The gathering was generously hosted by The Isabel.

We also supported the Sport and Wellness team by coordinating local musical programming for the Canada Celebrates FIFA World Cup 2026 tour held in Springer Market Square on June 27. The activation featured live performances by local artists The Astros and DJ Mat Almeida as part of the community celebration.



In June, we joined Travel Trade's Ashley Bradshaw at the TMAC Mix & Mingle in Toronto. Through live music activations, button-making, and conversations with travel media and industry professionals, we showcased Kingston's vibrant music scene, festivals, and creative community to attendees.

We supported the launch of Music From Miles Around, a year-long exhibition celebrating Kingston's rich musical heritage and the people, places, and stories that have shaped the city's music scene. Opening on June 20 in the Market Wing Cultural Space at Kingston City Hall, the exhibition highlights generations of musicians, venues, and community builders who have contributed to Kingston's identity as a music city.

Through our ongoing Release Radar initiative, delivered in partnership with CFRC Music and Kingston Live, we continued to support local artists by promoting new music releases from the Kingston region. In Q2, we highlighted more than 20 local artists across our platforms, generating 9,234 impressions across eight posts. These results reflect the reach of our promotional efforts alone and do not include the additional amplification provided by CFRC through on-air play and release features, or by Kingston Live through their social channels.

The Kingston Music Advisory Committee (KMAC) continued to advance key priorities of the Kingston Music Strategy during Q2. Committee discussions focused on the ongoing development of a fair wage policy for musicians, building on work undertaken in previous quarters to support fair and sustainable compensation practices within Kingston's music sector. KMAC members also participated in Tourism Kingston's quarterly partner meetings, contributing music sector perspectives and strengthening connections across the broader tourism and creative industries.

During Q2, work continued to expand access to rehearsal space for Kingston musicians. Two new partnerships were identified and are being developed with Musiikki Café and The WhereHouse, creating additional opportunities for rehearsal space in the downtown area and supporting the needs of the local music community.



These activities supported our 2026 annual plan goals:

// Explore venues for sound recording opportunities, residencies, rehearsals, all-ages concerts, and pop-up showcases

// Identify two new locations for rehearsal space.

// Organize Kingston roadshows to showcase local artists

// Deliver 10 professional development events as part of Spring Reverb.

// Continue to foster existing partnerships and sponsor local music as part of existing festivals.

// Continue to coordinate the Kingston Music Advisory Committee, supporting policy development, music sector advocacy, and local industry trends.

// Partner with groups including Kingston Immigration Partnership, Kingston Literacy & Skills, Centre Culturel Frontenac, and Youth Imagine the Future.

// Participate in music programming and planning related to the tenth anniversary of The Tragically Hip's final concert in Kingston.

Music work this quarter supported the following IDS initiatives:

1:2 – Position Tourism Kingston as the lead agency for music and film.

3:9 – Integrate pre-existing creative strategies into the IDS.

Music's work this quarter aligned with the following Kingston Music Strategies supporting actions:

1:2 - Support community + industry efforts to create and activate music spaces, hubs, and incubators where artists can gain access to resources and support

2:4 - Work with community partners to deliver an annual music industry conference to facilitated professional development, capacity building, networking

2:7 - Enhance awareness of grant funding opportunities available (locally, provincially, and federally)

3:5 - Facilitate networking opportunities for local musicians (music and other creatives) through further investment in existing programs (Bandwidth, Slaight Music Video Program)

4:8 - Explore the creation of supports for musicians and music businesses, such as rebates for recording expenses incurred by local musicians and companies using local recording professionals, equipment, and/or spaces



2026 annual goals

Live events	2026 goal	Q1	Q2	Q3	Q4	2026 result	% goal actual
Kingston facilitated roadshows	9	0	4			4	44%
Artists/bands impacted	15	0	4			4	27%
Workshops/professional development events	35	8	15			23	66%
Attendees at workshops/events	1,300	390	683			1,073	83%
Sponsored events							
Sponsored music events	15	7	4			11	73%
Attendees, sponsored events	12,000	3,330	3507			6837	57%
Artists/bands impacted	600	355	186			541	90%
Estimated economic impact of sponsored events (direct impact)	$345,000	$132,497	$107,043			$239,540.00	69%
Kingston Production Directory							
Music listings	75	11	2			13	17%

Economic impact source: Tourism Regional Economic Impact Model (TREIM): Government of Ontario



VISITOR SERVICES

authentic

The Visitor Information Centre (VIC) continued to build on the success of its Enhanced Partnership Program during Q2, while expanding its satellite network with the addition of a new location at Queen's Endaayaan-Tkanónsote Residence. This expansion brings the total number of satellite visitor information locations to seven, further extending Tourism Kingston's reach and visitor servicing capacity.

As summer approaches, the VIC experienced a notable increase in visitor traffic and focused on community engagement through a variety of activations and outreach opportunities. New Pride-themed merchandise, including shirts and hats, was introduced in June, with 25% of Pride Collection proceeds supporting Kingston Pride. As of June 16, more than $600 had been raised through the initiative.

The VIC team also maintained a strong presence within the community through participation in several events and activations, including Drag in the Park, the Pride Community Fair, Princess Street Promenade, the OHL Priority Selection, and Queen's Summerhill festivities. These outreach efforts provided opportunities to engage directly with residents and visitors while promoting Kingston's tourism offerings and upcoming events.

Preparations were also underway for several major summer activations, including Canada Celebrates FIFA World Cup 2026 and Forever Hip. New Kingston-branded merchandise, including mini soccer balls, scarves, and soccer jerseys, was introduced to support FIFA-related programming, while a new Forever Hip tribute bundle was developed in anticipation of upcoming celebrations.

Q2 also marked a leadership and operational transition within Visitor Services, with Hailey Hynes joining the team on May 4. An active review of processes and procedures is underway to identify efficiencies and enhance operations. All summer staff were successfully onboarded during the quarter, with a strong emphasis placed on training and building attraction and destination knowledge to support the visitor experience throughout the busy tourism season.

These activities supported our 2026 annual plan goals:

// Grow retail offerings to reflect the Kingston brand.

Visitor Information Centre work this quarter aligned with the following IDS initiatives:

16 - Target visitors to Ontario around marquee events



2026 annual goals

Visitors	2026 goal	Q1	Q2	Q3	Q4	2026 result	% goal actual
Number of interactions	147,000	2,525	24,220			26,745	18%
Partner support							
Tickets sold for partners	$28,500	$125	$7,227			$7,352	25.8%
Revenue							
Enhanced Profile Program	$30,500	$21,600	$7,500			$29,100	95%
Merchandise	$83,500	$6,449	$31,900			$38,349	46%

GUIDING DOCUMENTS

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



Kingston's Integrated Destination Strategy 3.0



Tourism Kingston 2026 Annual Plan



Kingston Music Strategy



Sport Tourism Strategic Framework

DRAFT

TOURISM KINGSTON FINANCIAL SUMMARY

First quarter, ending March 31, 2026

Revenue	2026 Budget	June 26	Variance	% YTD
Municipal Funding	$ 1,675,000	$ 837,500	$ 837,500	50%
Cultural Services SLA	$ 100,000	$ 100,000		100%
Other Revenue				
KAP Contribution	$ 2,000,000	$ 1,000,000	$ 1,000,000	50%
KAP Contribution - Other	$ 30,000	$ 15,000	$ 15,000	50%
MAT 35% - Creative Industries	$ 450,000	$ 450,000		100%
MAT 65% - STR	$ 80,000	$ 8,759	$ 71,241	11%
Francophone 2025 -2026	$ 18,100	$ 12,208	$ 5,892	67%
Experience Ontario 2025 -2026	$ 38,000	$ 21,500	$ 16,500	57%
Ontario Cultural Attractions Fund		$ 80,000		100%
VIC Sales & Commissions:				
Resale	$ 80,000	$ 36,484	$ 43,516	46%
Ticket sales & other revenue	$ 25,000	$ 4,227	$ 20,773	17%
Brochure racking	$ 28,500	$ 28,500		100%
Music Revenue	$ 2,000	$ 1,850	$ 150	93%
Film Revenue	$ 20,000	$ 300	$ 19,700	2%
Business Events Revenue	$ 11,750	$ 2,500	$ 9,250	21%
Travel Trade Revenue	$ 3,000	$ 3,000		100%
Sport & Wellness Revenue	$ 2,000	$ 2,000		100%
Marketing Revenue	$ 55,000	$ 22,936	$ 32,064	42%
Other Funding	$ 350,780	$ 201,813	$ 148,967	58%
Total Revenue	**$ 4,969,130**	**$ 2,828,578**	**$ 2,140,552**	**57%**

TOURISM KINGSTON FINANCIAL SUMMARY

DRAFT

First quarter, ending April 31, 2026

Expenditures	2026 Budget	June 26	Variance	% YTD
Wages & Benefits	$ 2,045,000	$ 857,452	$ 1,187,548	42%
Other Administrative Expenses	$ 350,000	$ 281,508	$ 68,492	80%
Reserve	$ 50,000	$ 25,000	$ 25,000	50%
Software Maintenance	$ 75,000	$ 33,278	$ 41,722	44%
Project Expenses				
Marketing Digital Content Media Relations	$ 1,728,065	$ 821,356	$ 906,709	48%
Francophone Community Grant 2025 – 2026	$ 18,100	$ 18,100		100%
Experience Ontario 2024 – 2025	$ 38,000	$ 36,000	$ 2,000	95%
Ontario Cultural Attractions Fund		$ 40,000		
Business Events	$ 95,000	$ 83,226	$ 11,774	88%
Travel Trade	$ 95,000	$ 26,773	$ 68,227	28%
Sport & Wellness	$ 184,165	$ 126,211	$ 57,954	69%
Film	$ 69,800	$ 36,337	$ 33,463	52%
Music	$ 53,000	$ 35,794	$ 17,206	68%
Visitor Services	$ 98,000	$ 56,887	$ 41,113	58%
COGS	$ 70,000	$ 2,655	$ 67,345	4%
Total Expenditures	**$ 4,969,130**	**$ 2,480,578**	**$ 2,528,552**	**51%**
Surplus/(Deficit)		**$ 348,000**	**$ -388,000**	**6%**

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Tourism
KINGSTON