

KINGSTON

2024 AGM

Tourism Kingston



LAND ACKNOWLEDGMENT

Welcome/Boozhoo/Tekwanonwera:tons

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

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

GERARD HUNT AWARD 2024

Presented to

***ANDREA FERNANDA
VENEGAS ESPINA***

Tourism at St. Lawrence College
Graduating April 2024



Gerard Thomas Hunt
Kingston, Ontario
1957 – 2020



— *Tourism* —
KINGSTON

MISSION

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

– Tourism –
KINGSTON

VISION

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



MEET THE STAFF



MEGAN KNOTT

(she/her)

Chief Executive Officer

A professional headshot of Megan Knott, a woman with blonde hair, smiling, wearing a yellow blazer over a black top. The background is a solid purple color.

exec

BRITTNEY VELEY

(she/her)

Operations and Human Resources Manager

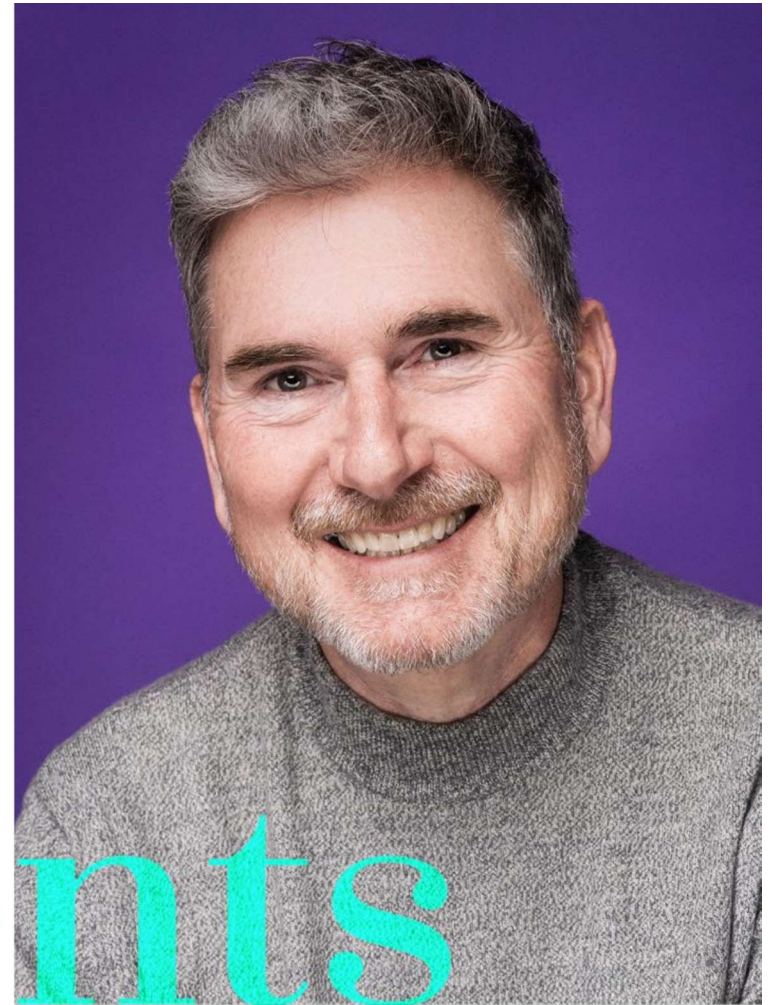


ops

TED ROBINSON

(he/him)

Business Events Specialist

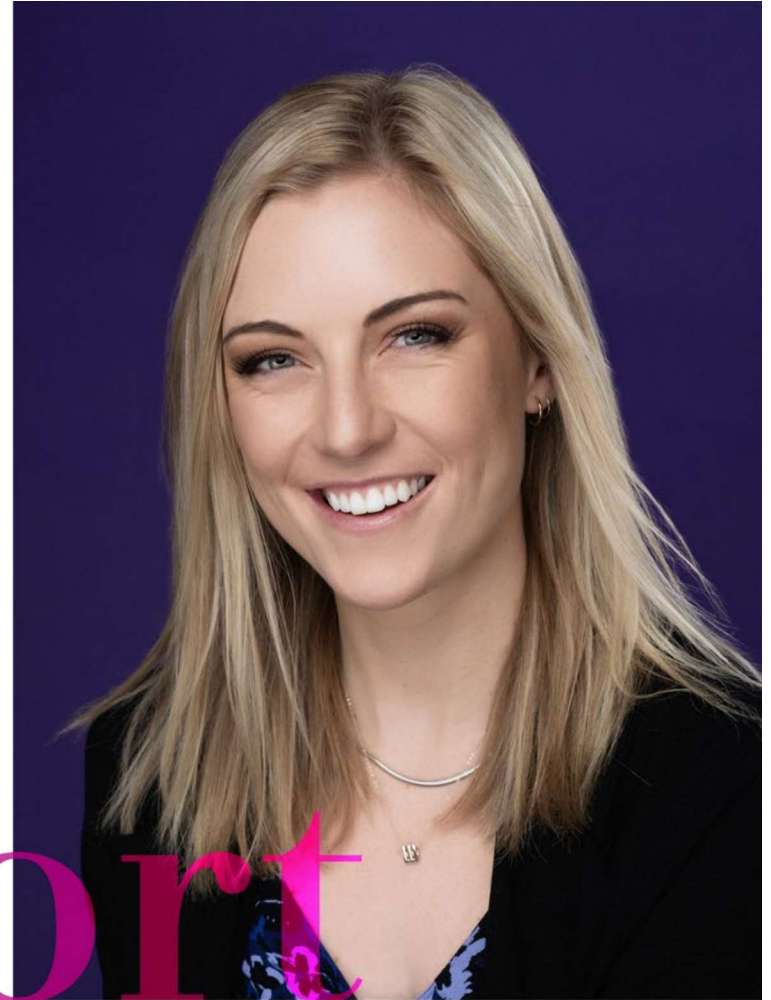


events

EMMA LAMBERT

(she/her)

Manager, Sport Partnerships,
Wellness & Culture



sport

NOËLLE PICHÉ

(she/her)

Travel and Tourism Development Specialist

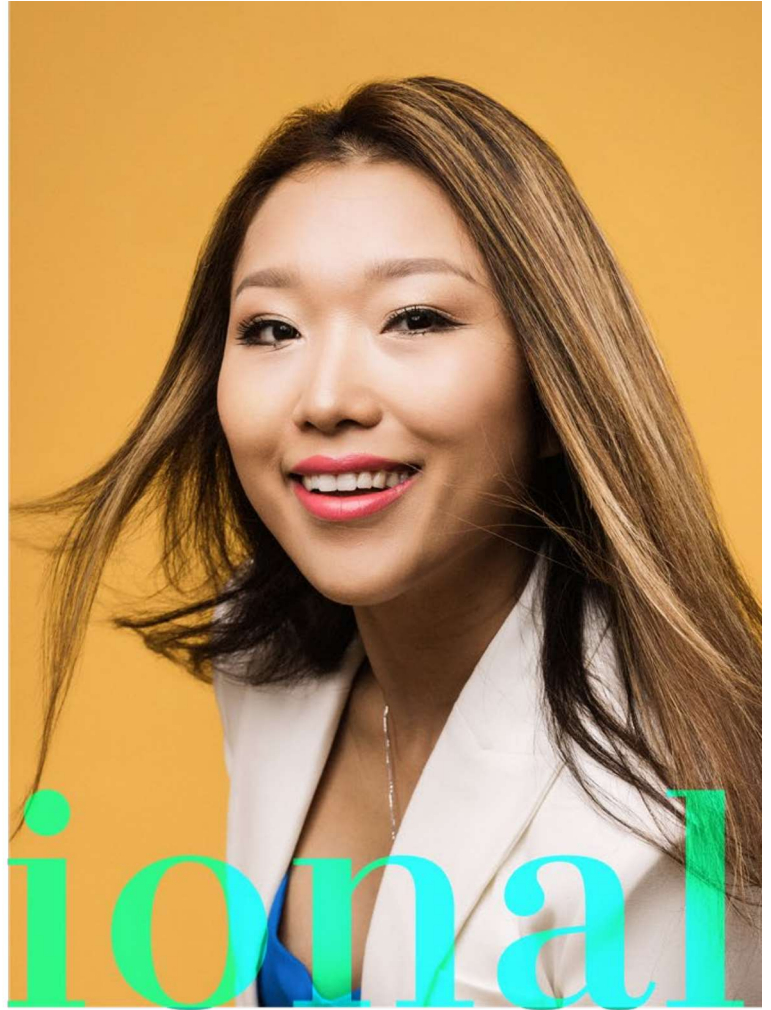
travel



ELLA WANG

(she/her)

International Travel Trade Coordinator

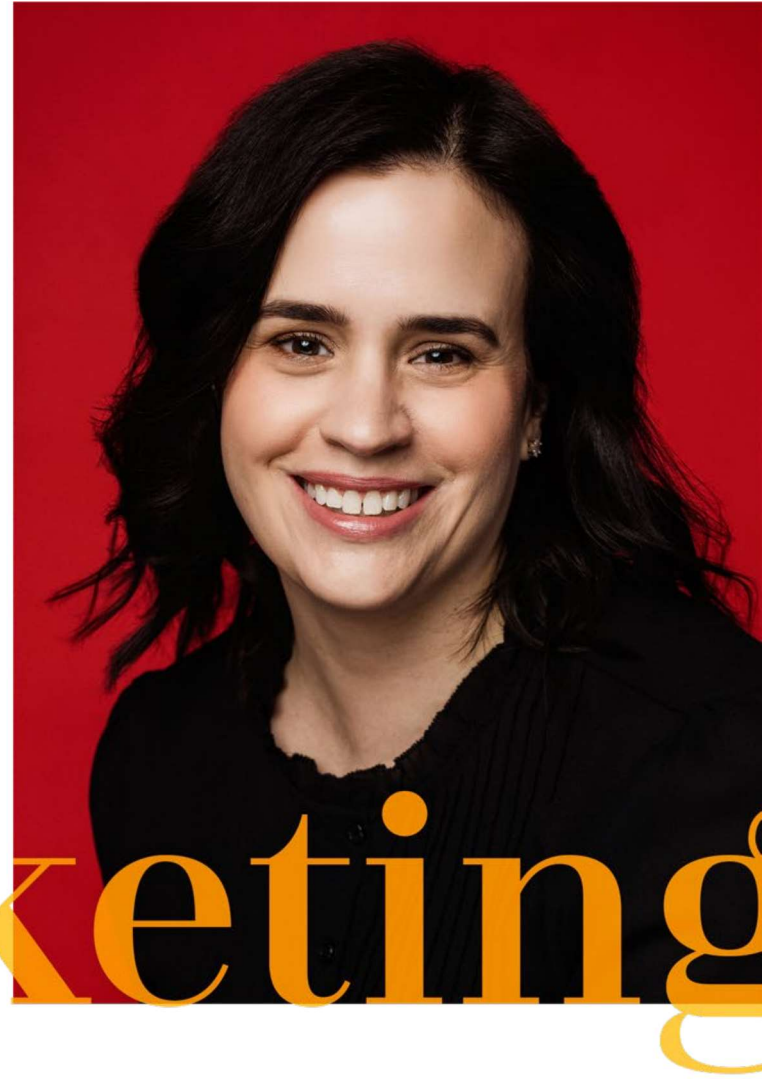


international

ALISON MIGNEAULT

(she/her)

Chief Marketing Officer



marketing

ANDREA GUNN

(she/her)

Editor, Strategic Communications

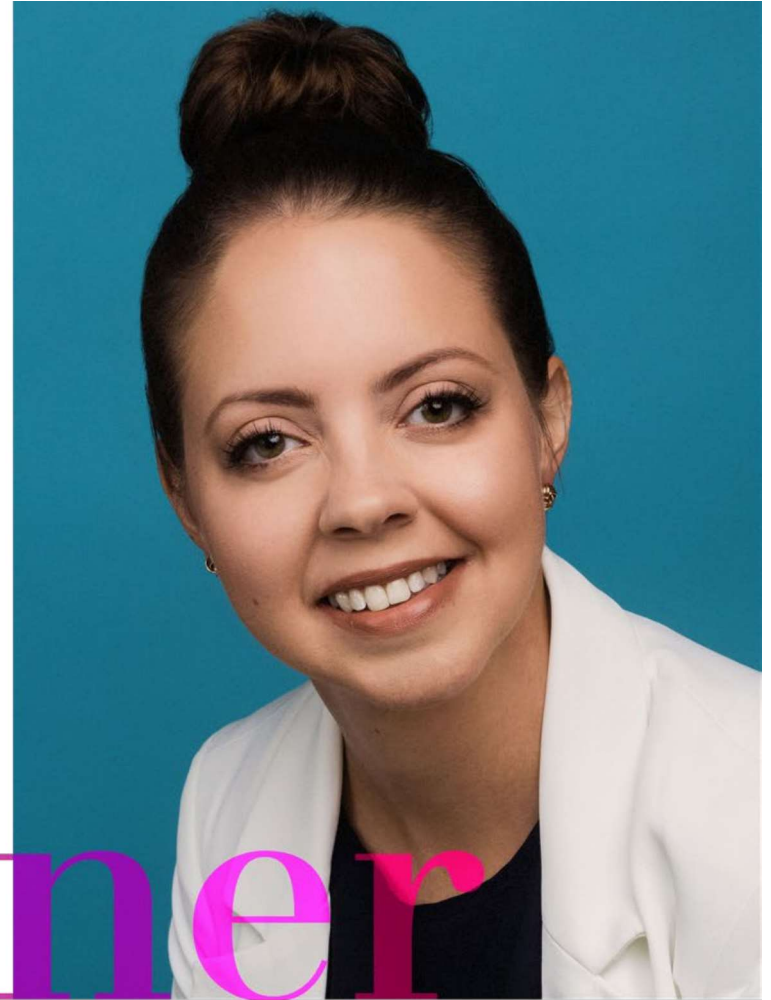


comms

ASHLEY BRADSHAW

(she/her)

Destination Development Manager



partner

DEREK ROWCLIFFE

(he/him)

Senior Graphic Designer



brand

EMILY CARLSON

(she/her)

Website Coordinator

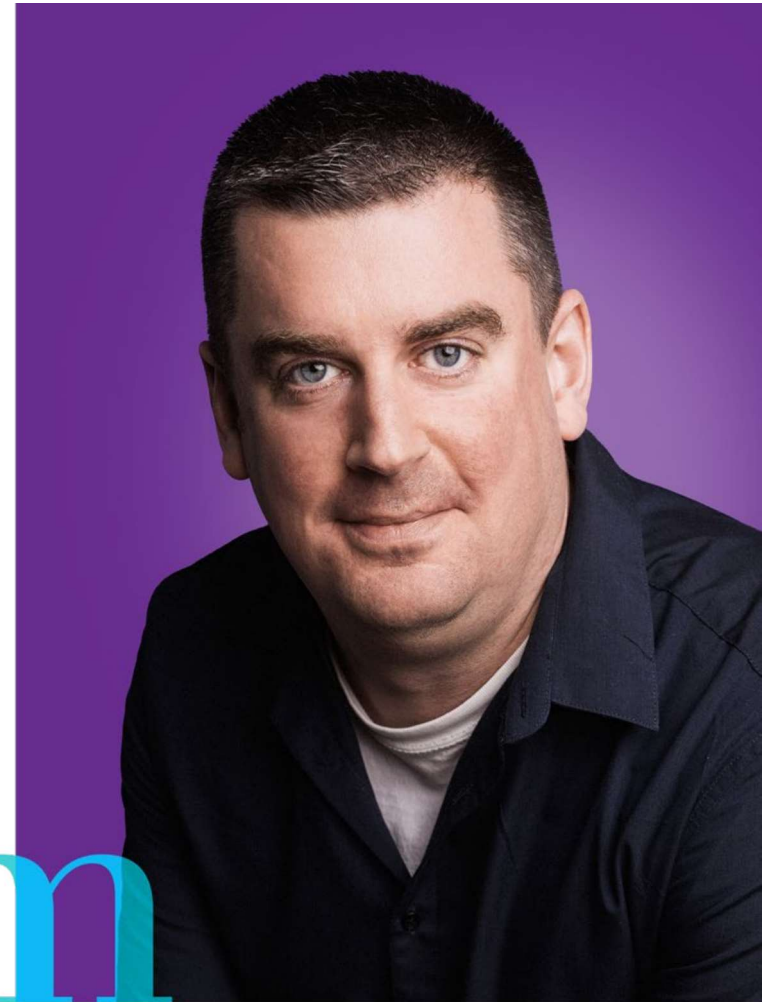
A portrait of Emily Carlson, a young woman with long brown hair, smiling. She is wearing a brown jacket over a grey top. The background is a solid teal color.

digital

DONNIE MACINTYRE

(he/him)

Film Commissioner

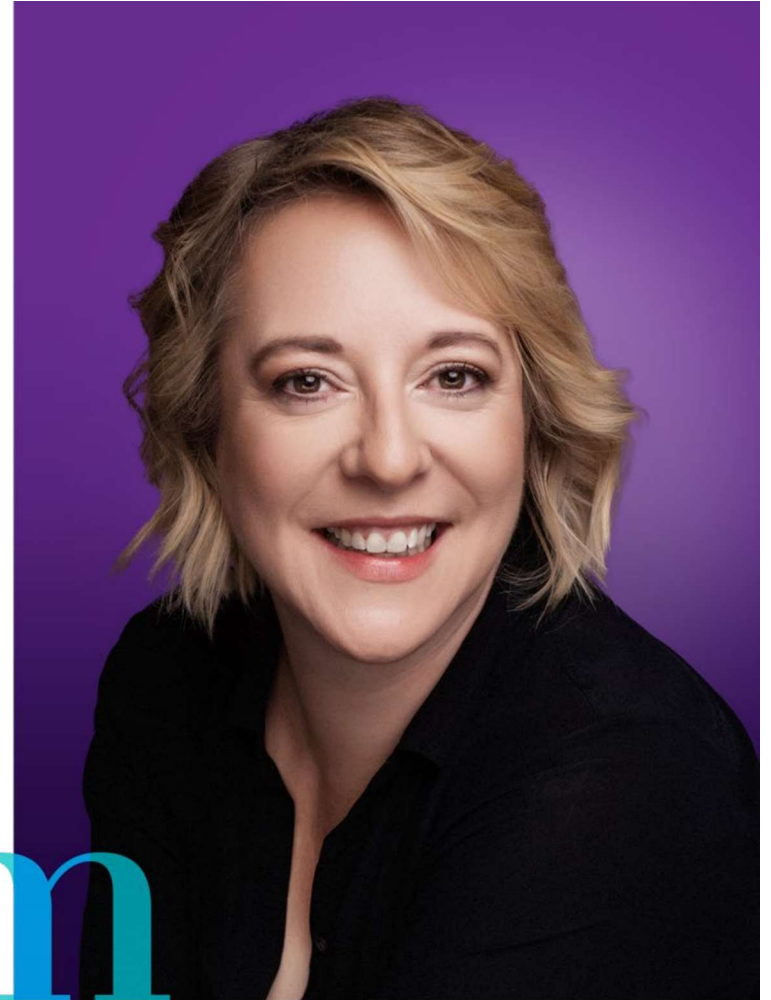


film

JOANNE LOTON

(she/her)

Film and Media Officer



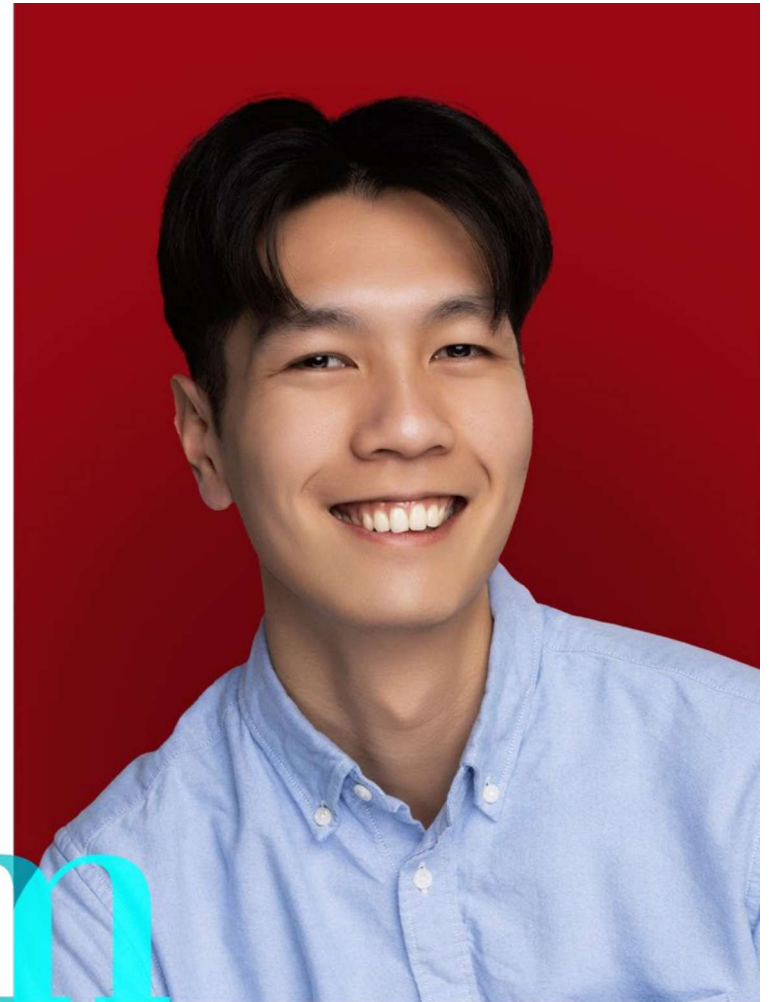
film

MATTHEW ING

(he/him)

Film and Media Specialist

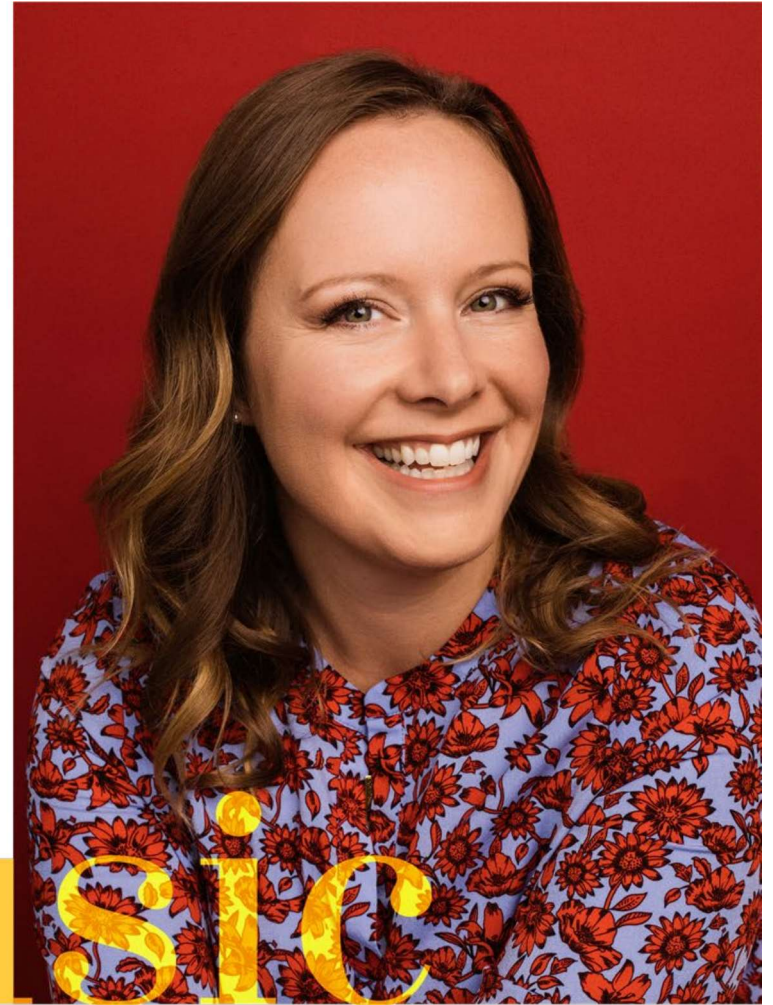
film



MOIRA DEMOREST

(she/her)

Music Officer



ANDRÉ SOUCY

(he/him)

Director, Visitor Services and Customer Experience



visitor

DESTINATION DEVELOPMENT HIGHLIGHTS

**Integrated Destination Strategy
(IDS)**

GUIDING PRINCIPLES

- // We focus on the betterment of Kingston residents through tourism, balancing economic objectives with social and environmental priorities.
- // We collaborate across all tourism stakeholders to leverage tourism opportunities.
- // We align with major city government and other public and private sector initiatives that reflect the tourism potential.

- // We celebrate the diversity of our destination by striving to ensure all players in our tourism ecosystem are represented and included.
- // We root our decisions in evidence and measure results of our actions enabling us to take calculated risks while also being accountable and responsible to our stakeholders.

pillars

The IDS includes 25 initiatives
falling within five pillars:

1

Social enterprise culture

2

Tourism experience

3

Tourism revenue

4

Longer-term developmental wins

5

Long-term sport and wellness initiatives

2023 IDS PROJECTS

Social enterprise culture

- // Implemented new destinations insight dashboard

Tourism experience

- // New packages and itineraries supported leisure and travel trade markets
- // Kingstonlicious supported culinary tourism
- // New product developed: Creative Kingston Walking Tours

Tourism revenue

- // Developed and implemented strategic, year-round marketing campaigns
- // Supported shoulder- and low-season visitation through paid media investment
- // Made progress on sustainable tourism development plan

Longer-term developmental wins

- // Created case for support for film production studio
- // Created case for support for a deep-water dock
- // Conference centre project moved to RFI stage

Long-term sport and wellness initiatives

- // Finalized Kingston Sport Tourism Venue Inventory & Assessment Study

TRAVEL TRADE



Travel Trade

HIGHLIGHTS

- // Hosted seven FAM tours, including a cruise FAM tour in partnership with Great Lake Shore Excursions and Destination Ontario FAM tours
- // Represented Kingston at the American Bus Association, Rendez-vous Canada, Ontario Motor Coach Association Marketplace, Cruise Symposium, and Markham sales mission events
- // Became members of Travefy; created 12+ new itineraries for operators
- // Showcased Kingston in Group Tour magazine, RVC, Jonview Tariff

International Travel Trade

- // Connected with DMOs, operators from North America and Mainland China
- // Partnered with Destination Canada
- // WeChat subscribers 2,693
- // Weibo subscribers 1,498
- // Aligned content with our fall & winter marketing campaigns
- // Launched paid WeChat campaign and gained 30% more impressions

By the numbers

1,225

cruise passengers

498

partner referrals

91

operator leads

78

buses booked



SPORT & WELLNESS

Sport & Wellness

HIGHLIGHTS

- // Hosted quarterly townhall
- // Attended Sport Events Congress and SpoHo
- // Supported development of a new aquatic facility through the sport facility study

By the numbers

11

bids submitted

9

bids won

121

events hosted

43,474

event attendees

13,834

contracted room nights

Sport & Wellness

HOSTED EVENTS

- // Kingston Ice Wolves Cup
 - // Taylor Hall Invitational Classic
 - // Kingston Ringette Association Tournament
 - // Strathcona Cup
 - // Dodgeball Ontario Provincials
 - // Canadian Keyforge National Championships
 - // Climb Canada Pan Am Training Camp
 - // Fall Bash: Greater Kingston AAA Hockey
 - // Hockey Helps the Homeless tournament
 - // Skate Ontario's Synchro Series
 - // Nexxice Synchro Training Camp
- ...plus 110 more sport and wellness events



A photograph of a man and a woman in a professional setting. The man, on the right, is wearing a dark suit jacket over a light blue shirt and a colorful lanyard with a badge. He is gesturing with his hands as if in conversation. The woman, on the left, is seen in profile, wearing a light-colored top. The background is blurred, showing other people in a dimly lit room. The text 'BUSINESS EVENTS' is overlaid in the center in a white, italicized serif font.

BUSINESS EVENTS

Business Events

HIGHLIGHTS

- // Worked with partners to move the Kingston Conference Centre project forward
- // Hosted Canada's 2SLGBTQI+ Chamber of Commerce for its first-ever conference outside Toronto
- // Won bid to host the Canadian Society of Association Executives 2024 Summer Summit Conference
- // Promoted Kingston as a premier business events destination at key industry gatherings in Ottawa, GTA, Montreal, and St. John's

By the numbers

36

major events hosted

12,005

contracted room nights

\$3.4 M

in estimated economic impact



FILM & MEDIA

Film & Media

HIGHLIGHTS

- // More than 20 productions filmed entirely or significantly in Kingston
- // Hosted 36 location tours with studios/producers from across Canada/U.S.
- // Joined Playback Locations Showcase, with Kingston profiled in Playback magazine, TIFF & American Film Market event publications
- // Expanded Kingston product database through Reel-Scout, adding accommodations
- // Workforce development:
 - // Six new workshop/networking series with more than 400 participants
 - // Launched 18MM program with KCFF: classroom and on-set training for high school students
- // Industry outreach:
 - // Prime Time (hosted by the Canadian Media Producers Association)
 - // Realscreen
 - // TIFF
 - // American Film Market

By the numbers

3

Tier 1 productions (7+ days)

12

Tier 2 productions (overnight to one week)

7

single-day productions

36

scout tours

13

workshops/events



MUSIC

of
**THE
BLUE**

Music

HIGHLIGHTS

- // Kingston shortlisted for Music City of the Year (Canadian Live Music Industry Awards)
- // Slight Music Video Program
- // Musiikki Merch Market
- // Launched Bandwidth, monthly series of free panels and workshops
- // Kingston roadshows in Montreal, London, and Ottawa
- // #YGKeys: Pride Piano

Community collaboration:

- // Limestone Music Celebration
- // SLC Music & Digital Media program
- // Kingston Music Strategy

By the numbers

26

Bandwidth events

1,450

workshop attendees

22

sponsored music events

8,000+

attendees at sponsored events

300+

artists impacted at sponsored events

8

Kingston roadshows

VISITOR SERVICES



Visitor Services

HIGHLIGHTS

Focus on sustainability:

- // New water refill station
- // Local products
- // Bronze certification by GreenStep

Provided multilingual visitor services

Community outreach:

- // Information booths at:
 - // Queen's Move-in day and Homecoming,
 - // Vanier Cup game,
 - // U SPORTS Women's Soccer Championships, and
 - // Friends for Life bike rally



BY THE NUMBERS

43,426

visitors

51%

from Ontario

12%

from Quebec

3%

from New York State

12%

from outside North America

\$86,600

in retail sales

\$44,500

in attraction ticket commissions

\$26,750

in Enhanced Profile Program sales

*MARKETING &
COMMUNICATIONS*

PROMOTED KINGSTON AS A FOUR-SEASON DESTINATION

Invested in new brand photography and videography; foundation for multi-year campaign

25 things to do (monthly)

Kingstonlicious (Jan to Mar)

Weddings (May to Dec)

Brand campaign (May to Dec)

**Destination Ontario campaigns
(domestic: winter, fall; U.S., May to July)**

campaigns

BY THE NUMBERS

2.3 M

pageviews

276 K

partner referrals

94 M

advertising impressions

33 M

social media impressions

716 M

earned media impressions

DIGITAL MARKETING & SOCIAL MEDIA

// **Creative Kingston Walking Tours:** researched, designed, and launched nine walking tours exploring Kingston's film, literary, and music scenes; supported by Tourism Relief Fund

// **Reels & TikTok strategy:** 2.9 M plays, 2.5 M impressions

// **Continued proactive strategy to build engaged audiences:** aspirational content, contests, stories, 910 K social media engagements; 119 K followers



PUBLICATIONS & INTERNAL COMMUNICATIONS

// **Updates:** Visitor Guide; Kingston map;
cruising brochure; dining guides

// **New:** Indigenous history of Kingston;
bike rack/repair map; bus parking map;
film look book

// **Cases for support:** deep-water dock;
film production studio

// **Successful grant applications: \$527,857**

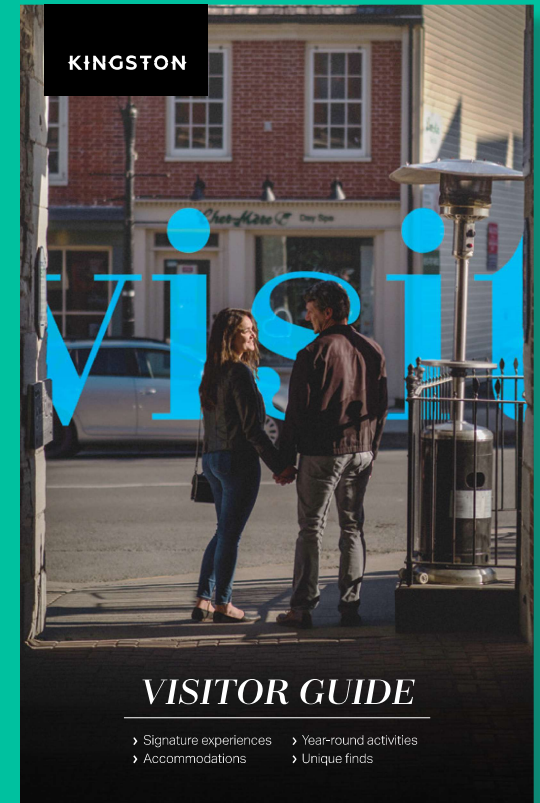
// Tourism Relief Fund

// Experience Ontario

// Francophone Community Grant Program

// Canada Summer Jobs

// SkillsNet



BRANDING

- // **Graphic design:** new branded jean jackets/badges, trade show collateral, Kingstonlicious menus, cases for support, and much more!
- // **Environmental design:** VIC wraps for walking tours, solar bike stations, CORK trailer, Queen's ARC brochure wall, hotel elevator wraps
- // 150+ graphic design projects supporting the brand



EARNED MEDIA

- // Proactively pitched Kingston stories to media
- // Hosted journalists and secured coverage: Breakfast Television, Toronto Sun, CTV Ottawa, IHeartRadio Canada, CPAC-TV, The Globe and Mail, National Post, Narcity
- // Represented Kingston at International Media Marketplace in New York and Travel Media Association of Canada tradeshow in Sudbury
- // Hosted 11 influencers: Justin Plus Lauren, Rachel Miller, Explore Magazine, Christopher Mitchell, and Myles Sexton

TORONTO SUN

IN VIEW: Life still doesn't feel the same 6 years after Gord Downie's death

lan shantz
Published Oct 17, 2023 - 4 minute read

About halfway through a lengthy sit-down interview with Rob Baker in downtown Kingston over the weekend, The Tragically Hip guitarist was talking about what he was keeping busy with these days.

Make no mistake, Baker has kept busy since the death of frontman Gord Downie on Oct. 17, 2017 — six years ago.



Gord Downie of The Tragically Hip performs at the Air Canada Centre in Toronto on Aug. 10, 2016. PHOTO BY ERNEST DOGROZUK /Toronto Sun

BT breakfast television

Romantic Canadian destinations to visit this Valentine's Day



Kingstonlicious is a culinary experience that gets the city buzzing

Global NEWS

Artists showcase talent at annual Artfest Kingston



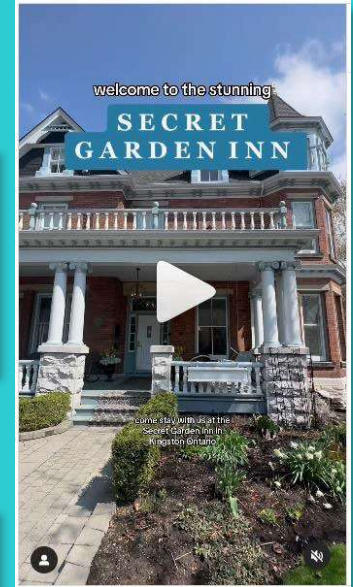
Saturday marked the second of three days for the 2023 'ArtFest Kingston', an arts festival that showcases some of Ontario's best small artists.

Carolyn Barnett is one of hundreds of artists of all varieties who descended on Kingston's city park for the festival.

Barnett is a garment creator who creates everything she sells by hand, and each is one of a kind.

She said ArtFest Kingston is one of her favourite shows to do every year

escapism



welcome to the stunning

SECRET GARDEN INN

Come stay with us at the Secret Garden Inn in Kingston Ontario

THE HOWORTHS
TRAVEL WRITING & PHOTOGRAPHY

Hop on and off Trolley

The Trolley route covers all of Kingston's historic old town and downtown shopping district, travelling as far East as Fort Henry and as far West as the Kingston Penitentiary, making stops at the city's most popular sites of interest. Stay on board for the full 75-min guided tour, or hop off to explore.



yahoo!sports

Want a unique trip to Canada? These small cities ranked as places you shouldn't skip



3. Kingston, Ontario

About midway between Ottawa and Toronto, the city of Kingston blends "European walkability" with history and the best of lakeshore living, rankings said. The city was Canada's first capital, from 1841 to 1844. It boasts Fort Henry, one of the only UNESCO World Heritage Sites in Ontario, where visitors can get a feel for what 19th-century military life was like.

Downtown, Kingston's small alleys, brick buildings, shops and local breweries are perfect for exploring. Whether your jam is boutique or thrift stores, there's a hidden gem waiting for you. Situated on Lake Ontario, visitors also have the opportunity to enjoy a range of watersports, including sailing, paddle boarding and windsurfing, rankings said.

PARTNERSHIP & PACKAGING

- // **Kingstonlicious, a prix fixe culinary program, January to March:**
28 restaurants and six signature events
- // **Culinary packages:** 17 hotels offered 23 Kingstonlicious “dine on us” packages and seven hotels offered Kingston Food Tour packages; both included a \$100 Visa gift card
- // **Developed partnerships with Stoked Sauna Co., GLOW Skincare Co., and Refinery Spa + Social House:** eight hotels, 10 wellness packages
- // **Worked with St. Lawrence Parks Commission to curate overnight packages for both Kingston Pen and Fort Henry:** six hotels, 11 packages
- // Enhanced community stakeholder partnerships with Queen’s University and Frontenac County
- // Co-led Katarokwi Indigenous Art and Food Market supporting events, activations, and hotel packages
- // **Launched “Shop on us” holiday program:** \$100 Visa gift card + discount at Visitor Information Centre: 15 hotel packages



BY THE NUMBERS

38

See + Do packages

34

Eat + Drink packages

10

Rest + Relax packages

12

family packages

27 K

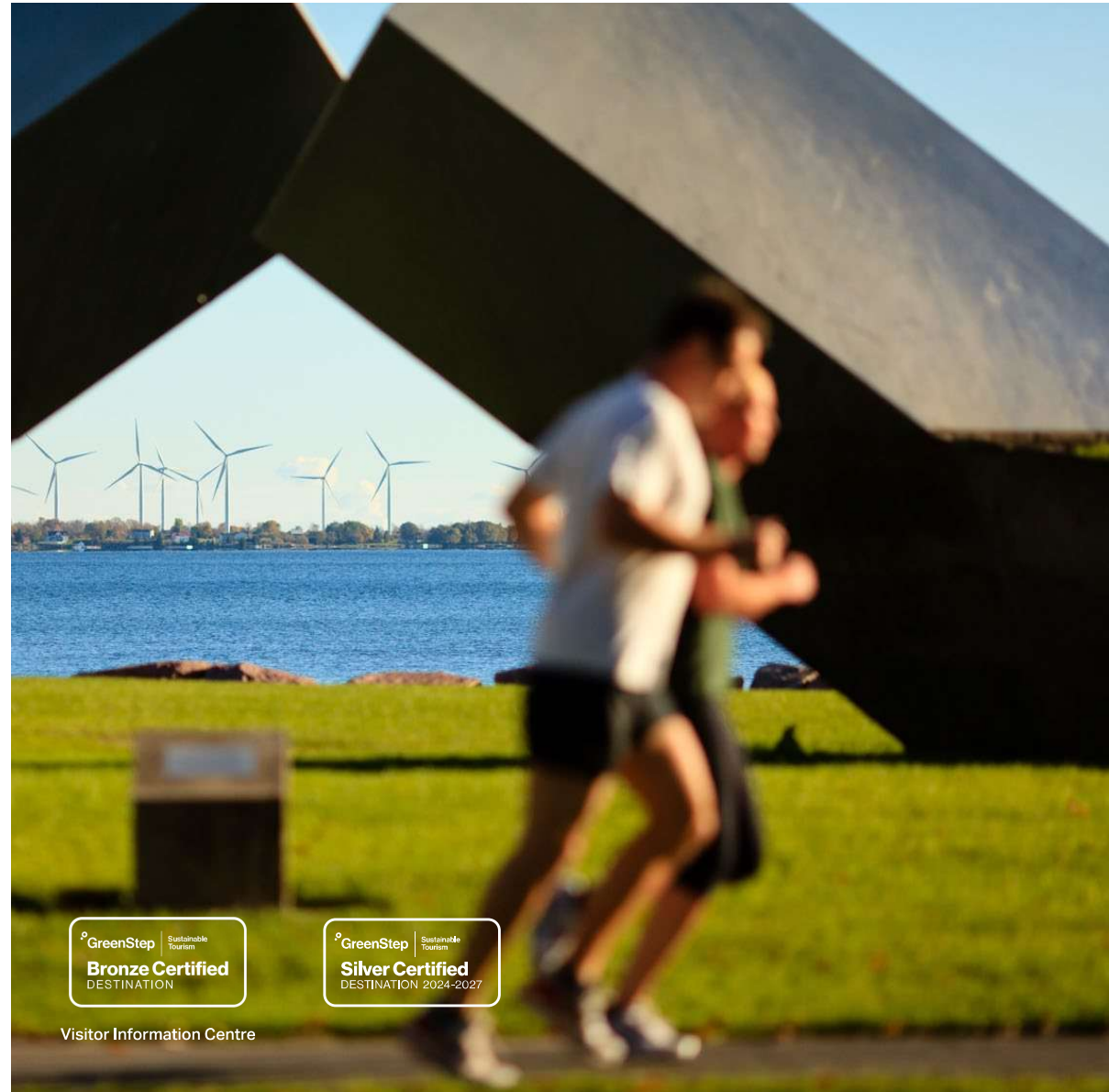
partner referrals

631

package room nights (minimum)

SUSTAINABILITY

- // Engaged GreenStep Solutions on a sustainable tourism assessment and to develop an action plan for the organization and destination.
- // This work began in 2022 and continued in 2023:
 - // Visitor Information Centre bronze certification
 - // Visitor Information Centre action plan implemented
 - // Destination certification process started
 - // Destination silver certification
 - // Destination action plan implemented



SUSTAINABLE TOURISM PLEDGE

Tourism Kingston strives to incorporate sustainability in all its operations. Our actions and initiatives are guided by our GreenStep Sustainable Tourism certification, the UN Sustainable Development goals, and the City of Kingston's climate leadership plan.



*EQUITY, DIVERSITY,
INCLUSION & INDIGENEITY*

SUPPORTING TRUTH & RECONCILIATION

- // Supported the return of the Katarokwi Indigenous Art and Food Market, Sundays in Springer Market Square June through October
- // Presented "Call to Action 83: What Does Reconciliation Taste Like?" as part of Kingstonlicious, pairing Indigenous chefs with Kingston chefs for a culinary exploration and celebration

- // Worked with Kanyen'kehá:ka artist Liv Rondeau to design a pin celebrating local Indigenous history, now for sale at the Visitor Information Centre



RAINBOW REGISTERED

- // Tourism Kingston partnered with Kingston Pride, providing sponsorship support and donating a portion of proceeds from the sale of Kingston Pride merch at the Visitor Information Centre
- // Developed Pride Kingston pin for Visitor Information Centre and installed Pride banners on the back patio
- // Hosted Drag in the Park in support of Trellis and the Friends for Life bike rally in August
- // Continued to make progress against our audit and assessment recommendations to provide an inclusive, safe, and supportive environment for staff and champion 2SLGBTQI+ friendly policies across the industry



awards

WINNER

**Ontario Tourism
Awards of Excellence**

Tourism Marketing
Campaign Over \$50 K -
Closer Campaign with
Alphabet® Creative

WINNER

**EDAC Marketing
Canada Award**

Digital Marketing &
Social Media

WINNER

**EDCO Award of
Excellence**

Tourist Attraction
& Tourism Product
Development -
Kingstonlicious

Thank you to our partners and agencies for their support.

awards

GOLD

Summit Creative Award

Diversity, Equity &
Inclusion Marketing

SILVER

Summit Marketing Effectiveness Award

Social Media
Marketing

BRONZE

Summit Creative Award

Public Relations
Program with
Tartanbond

SUSTAINABILITY CHAMPION

Downtown Kingston CORE Awards

André Soucy, Visitor
Information Centre

Thank you to our partners and agencies for their support.

2019

2022

2023

Room nights

695,731

605,041

628,300

-10%

Leisure visitors

2,256,300

1,613,000

1,721,600

-24%

Business visitors

207,000

60,600

159,900

-23%

Total visitors

2,696,000

1,674,000

1,880,600

-30%

Economic impact

\$480 M

\$492 M

\$544 M

+13%

Total visitors includes "other" in addition to business and leisure. 2023 early estimate pending final Statcan figures. Sources: Str, AirDNA, Statcan, Conference Board of Canada, Twenty31, TREIM, and others.

2023 vs 2019

THANK YOU

- Tourism -
KINGSTON