

— Tourism —
KINGSTON

QUARTERLY REPORT

Kingston



Tourism Kingston Quarterly City Report



Attn: Lanie Hurdle
Chief Administrative Officer
City of Kingston
216 Ontario Street
Kingston, ON K7L2Z3

April 18, 2023

RE: Tourism Kingston Q1 2023 Report

Please find attached our summary report on the activities undertaken by Tourism Kingston for Q1: January through March 2023.

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 and Council's Strategic Priorities.

We are pleased to deliver our first-quarter activity measures within each of the seven portfolios. The tourism industry continues to recover, although not in comparison to pre-pandemic levels. This quarter reflects a continued effort to see maximum economic impact within the City of Kingston. Tourism Kingston was also recognized this quarter with two marketing effectiveness awards..

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,

A handwritten signature in black ink that reads "Megan Knott". The signature is fluid and cursive, with a long horizontal stroke at the end.

Megan Knott
EXECUTIVE DIRECTOR
Tourism Kingston



In mid-January, we launched Kingstonlicious. The annual program ran from January 16 through March 31 with 28 restaurant and brewery partners. Each month saw a new menu theme and offered \$25, \$50, and \$65 prix fixe menus. Participating restaurants were supported with an on-site photo shoot, social media graphics, and branded menus. We also presented six special events that matched Kingston chefs with guest chefs from across the country, including an Indigenous culinary event that paired Indigenous and non-Indigenous chefs for a day of exploration at the Isabel Bader Centre for the Performing Arts in support of Truth and Reconciliation.

Kingstonlicious was featured heavily in our winter campaign, alongside wellness and family activities, targeting couples and families in Toronto, Ottawa, and Montreal. In total, we generated 350K website sessions, with approximately 50% of that traffic to the Kingstonlicious page. This is 80% higher traffic than 2022 and 110% over the same period in 2019 (pre-pandemic).

We continued to move our proactive earned media strategy forward, pitching Kingston to media outlets and hosting journalists and influencers. We secured media coverage for the Kingston Canadian Film Festival, March Break activities, Kingstonlicious, and hotel packages. We partnered with Telefilm Canada to host 10 media and influencers during the film festival. We also partnered with Destination Ontario to host journalists from Foodism and Anishinabek News during Kingstonlicious. In total, we secured 281,515,718 earned media impressions.

In January, members of the Marketing and Communications team attended International Media Marketplace in New York. The event connects members of the travel and tourism industry with media from around the world. We provided media delegates from the New York Times, Boston Herald, CAA Magazine, and many others (48 in total!) with information on Kingston makers, creative industries, and other story ideas through a series of one-on-one meetings.

Our continued investment in search engine optimization, which includes fixing broken links, meta descriptions, alt tags, among other efforts, is really paying off. In February we optimized our 25 things to do posts (a top performing webpage each month) and we are now working on optimizing the weddings website. Organic search traffic to visitkingston.ca in January and February had the best performance for this period in four years, including pre-pandemic.

In March, the Marketing team, together with our partners at Alphabet Creative, were recognized with two Summit Marketing Effectiveness Awards. These are international awards that saw submissions from 14 countries. In the online advertising and marketing category, we received a silver award for our 2022 Weddings campaign. In the coronavirus communications category, we received a platinum award for our Closer campaign (our fall/winter 2021–2022 campaign).



| Marketing and Communications | 2023 Goal | Q1 | Q2 | Q3 | Q4 | 2023 Result | % goal actual |
|-------------------------------------|-------------|-------------|----|----|----|-------------|---------------|
| Website sessions | 1,250,000 | 357,539 | | | | 357,539 | 29% |
| Website pageviews | 1,820,000 | 489,287 | | | | 489,287 | 27% |
| Referrals to partners (web + phone) | 215,000 | 36,673 | | | | 36,673 | 17% |
| Advertising impressions | 75,000,000 | 14,434,066 | | | | 14,434,066 | 19% |
| Social media link clicks | 375,000 | 147,284 | | | | 147,284 | 39% |
| Social media engagements | 800,000 | 304,789 | | | | 304,789 | 38% |
| Social media impressions | 46,500,000 | 11,180,211 | | | | 11,180,211 | 24% |
| Total followers | 120,000 | 111,218 | | | | 111,218 | 93% |
| Proactive earned media stories | 110 | 11 | | | | 11 | 10% |
| Total media stories | 400 | 123 | | | | 123 | 31% |
| Total earned media impressions | 450,000,000 | 281,515,718 | | | | 281,515,718 | 63% |



Q1 was extremely busy for this sector. We supported two bids by Skate Kingston to host Skate Ontario bids for the 2023–2024 season. We took two sporting groups (Orienteering Kingston and Little League Canada Kingston) on site visits to the Kingston Penitentiary and had meetings with SLPC regarding these organizations using the venue next summer. We also had meetings with SLPC and the 9RunRun group to prepare for their running event that will take place at KP this fall.

Staff worked on four nominations for Sport Tourism Canada’s PRESTIGE awards: Volunteer of the Year (Clive Morgan, Cross Country); International Event of the Year (CORK Regatta); Canadian Event of the Year under \$1 million (Pickleball Canada Championships); and Canadian Event of the year over \$1 million (Tim Hortons Brier 2020). Winners will be announced in June 2023.

In January, staff continued the work started in December 2022 on the Memorial Cup 2024 bid with partners. While the Kingston Frontenacs were told they had a very strong bid, unfortunately the bid was not awarded to Kingston. The 2024 Memorial Cup has been awarded to a team outside of Canada for the first time in 26 years.

January saw a variety of ice-based events in town, as well as fencing. Highlights included Fencing Canada’s Canada Cup which, in partnership with the RMC fencing program, hosted more than 600 fencers to Kingston, and the Skate Ontario Synchro Series which brought 1,200 skaters to the Leon’s Centre. Kingston also hosted 60 Scottish curlers as part of the Strathcona Cup tour of Canada.

| Event Name | Date |
|--|-----------------|
| Kingston Ice Wolves Cup | Jan 6–8, 2023 |
| Taylor Hall Invitational Classic | Jan 13–15, 2023 |
| Skate Ontario Synchro Series #3 | Jan 21–22, 2023 |
| Fencing Canada - Canada Cup | Jan 27–29, 2023 |
| Causeway Classic Tournament | Jan 27–29, 2023 |
| Kingston Ringette Association Tournament | Jan 27–29, 2023 |
| Strathcona Cup | Jan 27–29, 2023 |



February was host to a variety of events, including three provincial championships – Two-Person Stick Curling, Dodgeball, and Mixed Doubles Curling. Kingston was very popular over the Family Day long weekend, hosting five sporting events. Lastly, the Blue Marlins had to turn down participants to their swim meet due to space limitations but were still able to host approximately 400 swimmers at the end of the month. Tourism Kingston hosted a Sport Town Hall at the INVISTA Centre, with 12 organizations represented. Organizations were asked to participate in the stakeholder portion of the Sport Facility Study: they shared feedback.

| | |
|---|-----------------|
| Two-Person Stick Provincials (Curling) | Feb 10–12, 2023 |
| RELM Sports Showdown in YGK | Feb 17–19, 2023 |
| Canadian Scrabble Classic | Feb 16–20, 2023 |
| Dodgeball Ontario Provincials | Feb 18–19, 2023 |
| Martial Arts & Fitness Training Festival | Feb 18–19, 2023 |
| B/A/JR/Adult Lead Qualifier #2 (Climbing) | Feb 19–20, 2023 |
| 2023 Ontario Mixed Doubles (Curling) | Feb 24–26, 2023 |
| Blue Marlins Swim Meet | Feb 24–26, 2023 |

March was another exciting month for ice sports. We hosted two provincial events – Speed Skating Ontario and Ontario Minor Hockey Association – along with the 25th Kids for Kids hockey tournament. This year’s Kids for Kids had more than 190 teams registered, with an average of 12 rooms per travelling team. Hotels in both Kingston and surrounding communities were full. The Leon’s Centre also hosted the staging camp for the Nexxice Synchro Team, which went on to compete at worlds afterwards in Lake Placid. We also discussed hosting the Synchro Team back in Kingston for a summer training camp.

| | |
|--|------------------------|
| Ontario Speed Skating Elite Championships | March 4–5, 2023 |
| Cheer Evolution - Winterfest | March 4, 2023 |
| Pickleball Ontario Easterns | March 18–19, 2023 |
| Kids for Kids Hockey Tournament | Mar 24–26, 2023 |
| Nexxice Synchro Training Camp | March 27–29, 2023 |
| AA OMHA Championships Weekend U10, U11, U16, U18 | March 31–April 2, 2023 |



2023 confirmed

| Event classification | Goals | Actual | Confirmed 2023 events |
|---|----------------|--------|---|
| Invitational tournaments | 50+ per year | 27 | // Regional: 10 RELM Sports events, Kids for Kids, Ice Wolves Cup, Kingston Ringette Association Tournament, Kingston United Girls & Boys Festival, Gaels Cup Girls & Boys, CORK Fall Regatta #1, CORK Fall Regatta #2, CORK Optimist Regatta // Provincial: Synchro Series #3, Climb Ontario Qualifier #3 // National: Canadian Scrabble Classic, Fencing Canada Cup, FOIL Kingston // International: Strathcona Cup, CORK International Optimist Regatta |
| Training camps | 2 per year | 1 | // Nexxice Synchro Worlds Training Camp |
| Sport business meetings and annual meetings | 5 per year | 2 | |
| Sport seminars/clinics | 10 per year | 1 | // 2023 Winter Martial Arts & Fitness Training Festival |
| Annual championships | 20 per year | 2 | // OMHA Championships Weekend #1, OMHA Championships Weekend #2 |
| Provincial championships (single sport) | 10 per year | 5 | // Ontario Speed Skating Elite Championships, Two Person Stick Championships, 2023 Mixed Doubles Provincials, OBA U17 & U19 Women’s Provincials, Dodgeball Ontario Provincials |
| Major national championships (single sport) | 1 per 3 years | 2 | // USPORTS Women’s Soccer Nationals // Vanier Cup |
| National championships (single sport) | 2 per year | 3 | // Sail Canada Youth Championships, Sail Canada Senior Championships, 2023 Canada BMX Limestone Nationals |
| International championships (single sport) | 1 per 5 years | 0 | |
| Multi-sport events or games | 1 per 10 years | 0 | |



SPORT AND WELLNESS

| Sport and Wellness | 2023 Goal | Q1 | Q2 | Q3 | Q4 | 2023 Result | % goal actual |
|---------------------------|--------------|-------------|----|----|----|-------------|---------------|
| Number of traces | 2,000 | 716 | | | | 716 | 36% |
| Number of bids prospected | 50 | 18 | | | | 18 | 36% |
| Number of bids submitted | 8 | 2 | | | | 2 | 25% |
| Number of bids won | 4 | 0 | | | | 0 | 0% |
| Room attendees | 20,000 | 4,768 | | | | 4,768 | 24% |
| Event attendees | 38,000 | 9,112 | | | | 9,112 | 24% |
| Estimated economic impact | \$15,000,000 | \$2,630,400 | | | | \$2,630,400 | 18% |

All numbers are based on date traces/leads began
Bids prospected - potential events
Bid submitted - bids that require a bid book presented to the sport organization for consideration to host.
Not all events require bids ie: training/smaller scale events/locally organized do not require bids.



TRAVEL TRADE

In early February, Noelle Piche joined Tourism Kingston as our Travel and Tour Development Specialist. Throughout the month, she visited accommodation and attraction partners to learn about their offerings in preparation for 2023 tradeshows.

In Q1, we participated in two successful industry trade shows and hosted one FAM tour for our cruise industry prospective operators.

The first trade show, in February, was the American Bus Association (ABA) in Detroit. During ABA, we made connections with 16 receptive tour operators. (Receptive tour operators are businesses that provide group tours to operators in other markets, including international markets.) Post-event, we strengthened these new connections with several email follow-ups as well as partner referrals. Email follow-ups provided relevant Kingston attraction and accommodation information aligned with the niche interests of each tour operator. Partner referrals connected tour operators with specific attraction and accommodation partners in Kingston.

In March, we attended Trade Market Intelligence, hosted virtually by Destination Ontario. Over the three-day trade show, we connected with eight receptive tour operators and wholesalers. We sent out a number of follow-up packages and made local partner referrals. We tracked all communications points (146, or 24% of our goal for the year), with 142 partner referrals in Q1 (41% of our annual goal) in Q1. The strong Q1 numbers reflect the success of the connections made at the trade shows this quarter.

We hosted a two-day FAM tour with the Great Lakes Cruise Association for prospective cruise industry leaders. This FAM tour included a stakeholder dinner to introduce industry partners to cruise representatives, as well as several attraction site visits and a local Kingston food tour. We worked closely with SLPC and Kingston Destination Group to deliver a thoughtfully curated itinerary for the guests. The itinerary included a Kingston Penitentiary tour, a trolley tour, and a tour of the Military Communication Museum, among other activities. The FAM tour was very well received by the cruise representatives and strong connections were made, and we made strong connections over the two days. In the follow-up process, more than 30 partner referrals were sent out, and we assisted operators in itinerary planning.

We are preparing for upcoming trade shows in Q2 and continuing to send out updated travel trade information to receptive tour operators. We are working closely with the City of Kingston on updating information on parking for tour buses (including the three bus parking spaces on King Street) and relaying that information to tour operators.



TRAVEL TRADE

| Travel Trade | 2023 Goal | Q1 | Q2 | Q3 | Q4 | 2023 Result | % goal actual |
|------------------------|-----------|-----|----|----|----|-------------|---------------|
| Number of traces | 600 | 146 | | | | 146 | 24% |
| Definite leads | 30 | 9 | | | | 9 | 30% |
| Referrals | 350 | 142 | | | | 142 | 41% |
| Cruise passengers | 800 | 385 | | | | 385 | 48% |
| Number of buses booked | 50 | 5 | | | | 5 | 10% |

All numbers are based on date traces/leads began
Traces - contact with clients and prospects
Definite leads - potential business that has turned into booked business
Referrals are when partner information is provided to a client, either by email referral or through SV
Buses booked in the quarter do not necessarily arrive in the quarter booked



BUSINESS EVENTS

The winter months of Q1 typically focus on working with conference planners in advance of upcoming gatherings in Kingston as well as hosting site visits for prospective events.

January 2023 included a full-day site visit with the CEO and event planner from Canada’s LGBT+ Chamber of Commerce (CGLCC), as well as a two-day site visit with planners from the Canadian Society of Association Executives. These two industry organizations will showcase Kingston to more than 350 corporate and association professionals who host their own meetings and conferences, thus creating tremendous follow-on business potential for the city. This month, we also invested time in finalizing Tourism Kingston’s participation in the all-important events of Ottawa Meet Week, which this year included a two-day Destination Direct meeting planner event, a one-day Tete-a-Tete trade show, and a multi-event day focused on education and industry recognition and networking.

Tourism Kingston was front and centre at Ottawa Meet Week during the first week of February. Our new trade show booth (Tete-a-Tete) and suite design (Destination Direct) both made a strong impact and generated fantastic awareness of Kingston’s offerings. Local accommodation partners joined Tourism Kingston staff at most events, creating a wonderful “Team Kingston” presence, and resulting in 55 meaningful interactions with meeting planners and organizers (18 one-on-one sessions at Destination Direct and 37 connections at Tete-a-Tete that led to substantive follow-up discussions).

We also launched our sales initiatives for the 2023 Kingston Weddings campaign and year two of the Threshold 360 partnership program, which showcases local accommodation and venue partners through virtual tours. Each of these initiatives has received strong support from local business partners.

In March, we continued our work to ensure that all the meetings and conferences coming to Kingston in April, May, and June have everything they need by way of accommodations, venues and meeting spaces, attractions, dining options, teambuilding experiences, and other extracurricular activities. Q2 will be our busiest period this year for business events, with 11 major gatherings coming to Kingston.

We also completed five significant conference RFPs, one in partnership with Downtown Kingston and another with the St. Lawrence Parks Commission. These RFPs are for events we hope to host in 2024 and 2025.



Q1 confirmed events for Kingston

- // AA Area 83 (April 2023)
- // Lions Club District A4 (April 2023)
- // IMPACT Sustainability Travel & Tourism (May 2023)
- // Canadian Aviation Historical Society (June 2023)
- // Canadian Gay & Lesbian Chamber of Commerce (June 2023)
- // Institute of Municipal Assessors (June 2023)
- // Jehovah's Witnesses (July 2023)
- // Northland Power (July 2023)
- // Ontario Exercise Physiology Association (July 2023)
- // Sani-Gear (July 2023)
- // National Joint Council (September 2023)
- // Camping in Ontario (November 2023)
- // Canadian Society of Association Executives (July 2024)

| Business Events | 2023 Goal | Q1 | Q2 | Q3 | Q4 | 2023 Result | % Goal Actual |
|---------------------------|-------------|-----------|----|----|----|-------------|---------------|
| Number of traces | 800 | 263 | | | | 263 | 33% |
| Tentative leads | 35 | 9 | | | | 9 | 26% |
| Definite leads | 40 | 15 | | | | 15 | 38% |
| Contracted room nights | 10,000 | 3,900 | | | | 3,900 | 39% |
| Estimated economic impact | \$2,000,000 | \$844,000 | | | | \$844,000 | 42% |

All numbers are based on date traces/leads began

Traces - contact with clients and prospects

Tentative leads - prospect converts to a business opportunity for the partners to respond to

Definite leads- booked business



During Q1, the first full quarter since the new Film Commissioner joined Tourism Kingston, the team did extensive legwork to lay the foundation for a busy production schedule in Kingston. This included travel to domestic and international industry markets, hosting targeted pitch meetings, hosting events, developing marketing materials, and launching an online database to support prospective productions.

In January, Donnie MacIntyre, Film Commissioner, travelled to Austin, Texas to attend Realscreen, the largest industry event for global unscripted TV producers. While there, he met with more than 70 producers to present Kingston as a production destination for the highly lucrative reality, documentary, factual, and unscripted genres. The leads generated at this event directly led to significant and ongoing discussions about attracting large-scale productions in partnership with major international platforms, including Netflix, Discovery, CBC, and Food Network. Among the series under discussion are new seasons of well-established series with large, pre-existing audiences and content intended to raise awareness of issues relevant to the Kingston community, such as prisoner reform within the Canadian correctional system and the history and culture of our Indigenous communities. These productions will lead to employment opportunities for local Kingston residents, a platform to promote the Kingston region and local businesses on national and international platforms, and visiting production crews that will add economic benefit to the community.

In February, we sponsored Prime Time, the annual conference hosted by the Canadian Media Producers Association in Ottawa. As a sponsor, we were given the opportunity to play a newly created promotional video in front of a large audience of conference attendees and given prominent booth space in a high-traffic area of the conference space. The Film team were in attendance and met with approximately 100 members of Canada’s production community. As a result of these meetings, we gained an opportunity to bid on a major Disney production and secured three end-to-end movie productions that are expected to begin filming in Kingston this summer. We are also actively engaged in conversations with major studios, including NBCUniversal, Paramount, and Apple TV+ about large, Tier 1 (>15M USD) productions that are expected to attract hundreds of cast and crew members to Kingston, beginning in Q2.

We also hosted and announced a number of events intended to open doors for members of the Kingston community who are interested in getting a foot in the door of the film and television industry and developing core skills. In March, we hosted a “Breaking In” event in collaboration with the Kingston Canadian Film Festival. At this well-attended event, more than 100 attendees were given an opportunity to network with some leading executives and creative personnel from Canada’s media industry. Industry guests included senior representatives from Entertainment One, CBC, and the Directors Guild of Canada, among others.

FILM & MEDIA



Also in partnership with KCFF, we announced a new initiative called 18MM. This intensive nine-month-long program will allow 10 participants, all aged 18 or under and enrolled at a Kingston high school, the opportunity to learn about filmmaking from producers and filmmakers from across Ontario. The program will consist of both in-class, theory-based education and hands-on filmmaking experience. Each participant will produce and direct their own short film, and also act as a crew member to support the production of their peers’ films. Upon completion, the participants will be given the red-carpet experience at the 2024 edition of KCFF when the short films are given a world premiere during the festival.

Finally, in Q1 we officially launched the first phase of ReelScout, an online database that will serve as a one-stop shop for any productions interested in filming in Kingston. Currently, ReelScout features more than 100 top filming locations from the Kingston region. We are actively adding more, and in the coming weeks we will also populate the database with local talent and crew members, accommodations, and culinary options so that producers can find everything they need at the click of a button, streamlining the process of bringing production of all sizes to Kingston.

| Productions | 2023 Goal | Q1 | Q2 | Q3 | Q4 | 2023 Result | % goal actual |
|---------------------------------------|-----------|----|----|----|----|-------------|---------------|
| Tier 1 (7+ days) | 3 | 1 | | | | 1 | 33% |
| Tier 2 (overnight to 1 week) | 10 | 0 | | | | 0 | 0% |
| Tier 3 (single day) | 10 | 0 | | | | 0 | 0% |
| Local productions (within 100km) | 10 | 1 | | | | 1 | 10% |
| Non-local Productions (>100km travel) | 25 | 0 | | | | 0 | 0% |

| Workshops/Events | 2023 Goal | Q1 | Q2 | Q3 | Q4 | 2023 Result | % goal actual |
|------------------|-----------|-----|----|----|----|-------------|---------------|
| Events | 10 | 2 | | | | 2 | 20% |
| Participants | 1,000 | 400 | | | | 400 | 40% |

| Scout Tours | 2023 Goal | Q1 | Q2 | Q3 | Q4 | 2023 Result | % goal actual |
|--------------|-----------|----|----|----|----|-------------|---------------|
| Tours | 60 | 0 | | | | 0 | 0% |
| Participants | 500 | 0 | | | | 0 | 0% |

MUSIC



Q1 saw the launch, curation, and showcase of multiple projects under the music portfolio.

The quarter began with 30+ interviews in support of the research for the Music Walking Tour, slated to launch in late June. This ongoing research and consultation continued throughout Q1.

Throughout Q1, the Music Commissioner curated programming and prepared for the launch of BANDWIDTH: industry insights. BANDWIDTH is a monthly series of panel discussions and networking events designed for musicians and music fans of all ages and experience levels. Each BANDWIDTH event will feature a moderated panel discussion by music industry experts and professionals, followed by an audience-driven Q&A and networking opportunity. The goal of this project will be to strengthen Kingston’s music scene through professional development, knowledge sharing, collaboration, and networking. BANDWIDTH launched in February and continues on a monthly basis at The Broom Factory into Q2. Audiences include high school students, St Lawrence College students in the Music and Digital Media program, and lifelong musicians and arts professionals. Each event has reached 75+ attendees and the audience response has been overwhelmingly positive.

Throughout February, curation and planning continued for the presentation of this year’s Music Video Initiative (MVI) Showcase. During the Kingston Canadian Film Festival in early March, all 11 music videos were screened to an enthusiastic crowd of more than 500 at the Regina Rosen Auditorium of the Kingston Grand Theatre. 11 local artists/ bands and 12 local production companies benefited from this ongoing initiative. The next iteration of this Initiative will launch during SPRING REVERB, Kingston’s newest music festival in downtown venues.

The Broom Factory continues to be a centre for collaboration, creating synergy and interaction within the community and music and film sectors. The community reaction has been very positive, further exemplifying the need for accessible all-ages music venues outside of bars and pubs. With events ending early, artists, arts workers, and audiences attest to it being a “safe space”: we have noticed larger audiences for concerts (measured against the same artist playing a bar show). The Broom Factory is also fossil fuel-free and “net zero ready”; the space may be featured as a case study for Music Declares Emergency (an environmental advocacy group whose purpose is to create a vehicle for musicians and the music industry to bring their influence to bear on climate breakdown mitigation). We have had big-name artists perform and tour the space (including Gord Sinclair of The Tragically Hip) and continue to make improvements based on the artist being first (rather than the traditional “bar sales come first” mentality).

MUSIC



Our presence at The Broom Factory has allowed for continued partnerships and collaboration with community groups. We partnered with ReelOut Queer Film Festival, KPP Concerts, Kingston Pride, Queen’s Department of History, City of Kingston’s Music Strategy Open House, and Kingston Canadian Film Festival to sponsor six all-ages community events that included and promoted music at The Broom Factory during Q1.

Also during Q1, the first Kingston “roadshow” showcase saw its first successful collaboration between KPP Concerts, The Broom Factory, Spectrasonic, and Club Saw (of Ottawa). A Kingston “roadshow,” featuring emerging pop-talent Luella, saw sold-out stages in Ottawa (Club Saw) and Kingston (The Broom Factory), in support of fanclubwallet (Ottawa’s rising indie star). Through this project and exposure, Luella was introduced to booking agents from three major booking agencies and is now in the process of officially signing a deal with one of them (which happens to be a major agency that also books acts like Neil Young and Elvis Costello.) Luella has already been added to Hamilton’s Supercrawl Festival (main stage) this September, one of Ontario’s biggest music festivals.

The roadshow initiative continued with a sponsored Kingston showcase at London’s City of Music Conference which featured three Kingston bands, allowing for networking, showcasing, and performance opportunities. This showcase also further strengthened municipal relations and learning opportunities between London and Kingston’s music offices. Future roadshow and showcase opportunities are currently in development thanks to this blossoming relationship. Similar roadshow opportunities are currently in curation during SPRING REVERB (June 1–4) and POP Montreal (September).

Lastly, consultations continued to support Roswell Rehearsals, Kingston’s only public rehearsal space for artists. This organization was forced to close in late 2022 due to the development of the commercial area in which it had been housed. Conversation and efforts to assist during this process continues, as Roswell owners search for a suitable permanent venue. The Music Commissioner continues to tour appropriate city-owned assets that could be appropriate for short-term rehearsal locations for musicians.

MUSIC



Q1 highlights

| Event | Attendees |
|--|---------------|
| January | |
| Fanclubwallet and Luella – Kingston and Ottawa roadshows:Reelout Opening Night | 400 attendees |
| Shindig with local musicians The Gertrudes | 150 attendees |

| Event | Attendees |
|---|---------------|
| February | |
| Dr. Eric Fillion (Queen’s music and history) book launch for Distant Stage: Quebec, Brazil, and the Making of Canada’s Cultural Diplomacy | 50 attendees |
| City of Kingston’s Music Strategy Public Open House | 75 attendees |
| Kingston Pride’s International Day of Pink’s Courage Awards and Drag Show | 150 attendees |
| BANDWIDTH: industry insights #1 | 75 attendees |
| Pizza Monster Punk Series featuring touring artists with local bands in support slots | 200 attendees |

| Event | Attendees |
|--|--|
| March | |
| Breaking In Film and Music Networking Event, Kingston Canadian Film Festival | 100 attendees |
| Music Video Showcase Screening, Kingston Canadian Film Festival | 500 attendees |
| Music Video Initiative performances, Kingston Canadian Film Festival | 400 attendees |
| BANDWIDTH: industry insights #2 | 70 attendees |
| City of Music Conference – Kingston Music Showcase | 250 international delegates of music industry professionals. |

MUSIC



| Live Events | 2022 Goal | 2022 Q1 | 2022 Q2 | 2022 Q3 | 2022 Q4 | 2023 Result | % Goal Actual |
|--|-----------|---------|---------|---------|---------|-------------|---------------|
| Kingston facilitated roadshows | 5 | 2 | | | | 2 | 40% |
| Artists/ bands impacted | 20 | 7 | | | | 7 | 35% |
| Workshops/ Professional Development Events | 6 | 3 | | | | 3 | 50% |
| Attendees at workshops/ events | 600 | 300 | | | | 300 | 50% |
| Sponsored Events | | | | | | | |
| Sponsored music events | 20 | 11 | | | | 11 | 55% |
| Attendees - sponsored events | 10000 | 2175 | | | | 2175 | 22% |
| Artists/ bands impacted | 500 | 100 | | | | 100 | 20% |

VISITOR SERVICES



The Visitor Information Centre saw approximately 100 guests a week during Q1. We promoted activities like skating at the Springer Market Square rink, Kingstonlicious events and venues, and new activations, like Stoked Sauna. We developed a “things to do in winter” list, initially to help our staff give recommendations to visitors: we then shared it through the Frontline portal as a resource for hotel staff and other partners.

This quarter, we also began the hiring process for summer staff to prepare for the busy summer season.

In Q1, we continued the work started in fall 2022 on our sustainability assessment through GreenStep Sustainable Tourism. The Visitor Information Centre has received Bronze certification from GreenStep, which is a good benchmark from which we can grow. We have developed an action plan to build on our overall sustainability practices. Many visitors view sustainability as an important issue. Part of our action plan will address how we communicate our efforts to our guests. In addition to the work done at the Visitor Information Centre, we also continue our work exploring sustainability for the destination as a whole. In this, we are collaborating with Sustainable Kingston, the City of Kingston’s Climate Leadership Group, and Greenstep, the organization guiding us through the process. The goal is to have an action plan to share with our partners and stakeholders by summer



| Visitors | 2023 Goal | Q1 | Q2 | Q3 | Q4 | 2023 Result | % goal actual |
|------------------------|-----------|-------|----|----|----|-------------|---------------|
| Number of interactions | 80,000 | 1,290 | | | | 1,290 | 2% |

| Sales | 2023 Goal | Q1 | Q2 | Q3 | Q4 | 2023 Result | % goal actual |
|-------------------------------------|-----------|----------|----|----|----|-------------|---------------|
| Retail | \$50,800 | \$6,082 | | | | \$6,082 | 12% |
| Commissions – attraction tickets | \$35,000 | \$0 | | | | \$0 | 0% |
| Enhanced profile – brochure racking | \$23,300 | \$12,550 | | | | \$12,550 | 54% |

| | | | | | | | |
|-------------|----------|----------|-----|-----|-----|----------|-----|
| Total sales | \$70,000 | \$18,632 | \$0 | \$0 | \$0 | \$18,632 | 27% |
|-------------|----------|----------|-----|-----|-----|----------|-----|



Our Partnership Coordinator has been working closely with partners to build overnight stay packages that bridge a variety of sectors, including attractions, experiences, and accommodations. Q1’s 39 packages included culinary and wellness experiences, along with family-friendly packages around key holidays. Package referrals to partners resulted in a combined total of 6,892 referrals. These referrals translate in the form of web, calls, and emails, to both hotel and operators. The result of these packages was a minimum of 406 room nights, based on Tourism Kingston curated packages.

For the Kingstonlicious launch in January, we also created overnight stay packages combined with \$100 VISA gift cards to encourage visitors to stay and dine on us. This package aimed to support both weekday and weekend visitation, with a two-night minimum stay Friday – Sunday. 17 Kingston hotel partners participated, some of whom created multiple packages. In the end, we had 23 packages for the duration of Kingstonlicious, resulting in a minimum of 353 room nights booked.

We collaborated with Little Cataraqui Conservation Centre for the 40th anniversary of Maple Madness, partnering with three hotels during the week of March Break, including both weekends on either side. A collaboration with March of the Museums with the inclusion of an Improbable Escapes game at the Military Communications and Electronics Museum connected two partners to this week-long event.

Wellness packages have been a strong focus of packaging during the low season. This resulted in partnerships with the Refinery Spa + Social House to curate exclusive hotel packages offering two custom experiences with participation from three historic inns. Glow Skincare Co. partnered with one hotel in Q1. Both packages provide a year-round signature offer.

A “Stoke & Chill” wellness package with Stoked Sauna Co. combined a sauna package at the Frontenac Club with stays at four hotel partners. This package ran throughout January, February, and March and generated 48 room nights.

We created and shared four hotel partners’ Family Day packages with inclusions of Kingston Frontenacs hockey game tickets, signed merchandise, and food credits for dining.

In March, our Partnership Coordinator attended Cycle Tourism Conference, Ontario by Bike, a one-day conference to learn about the impact of trails on residents and visitors and to hear from attractions across Ontario and Quebec that are welcoming cycle tourists to their businesses. We are working with cycle-friendly hotels and attractions to capitalize and connect visitors to Kingston trails and bike-friendly businesses.



During Q1, our Partnership Coordinator liaised with SLPC to ensure priority was placed on outreach to our accommodation partners regarding the 2023 Memorandum of Understanding. This MOU between accommodations and SLPC includes exclusive pricing, access to SLPC’s ticketing dashboard, and access to all events and experiences occurring at SLPC sites this season by way of hotel packaging. This agreement was sent to partners at the end of Q1 with signatures from four partners to date. We will work closely to support all accommodations that choose to partner with SLPC through this process and will continue to collaborate on package creation.

Partnership outreach remains a key area of focus as we develop relationships with attraction and experience partners in order to match their offerings with our accommodation partners. Key areas of exploration moving into Q2 include outdoor and wellness, family, cultural attractions, culinary experiences, and regional hub-and-spoke partnerships.

| Packaging | 2023 Goal | Q1 | Q2 | Q3 | Q4 | 2023 Result | % goal actual |
|-------------------------------|-----------|-------|----|----|----|-------------|---------------|
| See + Do packages | 45 | 5 | | | | 5 | 11% |
| Eat + Drink packages | 30 | 25 | | | | 25 | 83% |
| Rest + Relax packages | 12 | 4 | | | | 4 | 33% |
| Family packages | 12 | 5 | | | | 5 | 42% |
| Package referrals to partners | 22,500 | 6,892 | | | | 6892 | 31% |
| Minimum room nights | | 406 | | | | | |

** TK supported or created packages

BUDGET

| Revenue | Total Budget | Budget | Year to Date | Variance | % Spent |
|---|--------------|--------------|--------------|-------------|---------|
| Municipal Funding | \$ 1,526,844 | \$ 381,711 | \$ 381,711 | - | 100% |
| Other Revenue | | | | | |
| KAP Contribution | \$ 1,450,000 | \$ 362,500 | \$ 300,000 | \$ 62,500 | 83% |
| KAP - Other | \$ 50,612 | \$ 12,653 | - | \$ 12,653 | 0% |
| Unused MAT 35% Fund | \$ 198,000 | \$ 49,500 | - | \$ 49,500 | 0% |
| MAT STR | \$ 60,000 | \$ 15,000 | - | \$ 15,000 | 0% |
| SLPC | \$ 175,000 | \$ 43,750 | - | \$ 43,750 | 0% |
| Tourism Relief Fund - 2022 carryforward | \$ 207,958 | \$ 51,990 | \$ 118,641 | \$ (66,652) | 228% |
| Francophone - 2022 carryforward | \$ 42,148 | \$ 10,537 | \$ 31,806 | \$ (21,269) | 302% |
| Reconnect Grant | \$ 19,536 | \$ 4,884 | - | \$ 4,884 | 0% |
| VIC Sales & Commissions: | | | | | |
| Resale | \$ 70,000 | \$ 17,500 | \$ 6,865 | \$ 10,635 | 39% |
| Ticket sales & other revenue | \$ 41,354 | \$ 10,339 | - | \$ 10,339 | 0% |
| Brochure racking | \$ 20,000 | \$ 5,000 | \$ 13,100 | \$ (8,100) | 262% |
| Music Revenue | \$ 50,000 | \$ 12,500 | - | \$ 12,500 | 0% |
| Film Revenue | \$ 70,000 | \$ 17,500 | \$ 1,700 | \$ 15,800 | 10% |
| Film Incentive Funding - Mat 35% | - | - | \$ 1,500 | \$ (1,500) | 0% |
| Business Events Revenue | \$ 2,750 | \$ 688 | - | \$ 688 | 0% |
| Travel Trade Revenue | \$ 1,500 | \$ 375 | - | \$ 375 | 0% |
| Sport & Wellness Revenue | \$ 1,500 | \$ 375 | - | \$ 375 | 0% |
| Marketing Revenue | \$ 65,000 | \$ 16,250 | \$ 2,512 | \$ 13,738 | 15% |
| Marketing Revenue - Airport - 2022 carryforward | - | - | \$ 16,144 | \$ (16,144) | 0% |
| Other Funding | \$ 570,163 | \$ 142,541 | \$ 39,303 | \$ 103,238 | 28% |
| Canada Summer Jobs | | | | | |
| Summer Experience Program | | | | | |
| RTO9 Partnership Program | | | | | |
| Total Revenue | \$ 4,622,365 | \$ 1,155,591 | \$ 913,282 | \$ 242,310 | 79% |
| Expenditures | | | | | |
| Wages & Benefits | \$ 1,800,000 | \$ 450,000 | \$ 294,545 | \$ 155,455 | 65% |
| Other Administrative Expenses | \$ 239,857 | \$ 59,964 | \$ 111,385 | \$ (51,421) | 186% |
| Special Projects | \$ 200,000 | \$ 50,000 | \$ 140,724 | \$ (90,724) | 281% |
| Project Expenses | | | | | |
| Marketing Digital Content Media Relations | \$ 1,692,366 | \$ 423,092 | \$ 484,290 | \$ (61,199) | 114% |
| Tourism Relief Fund Grant | \$ 207,958 | \$ 51,990 | - | \$ 51,990 | 0% |
| Francophone Community Grant | \$ 42,148 | \$ 10,537 | - | \$ 10,537 | 0% |
| Reconnect Grant | \$ 19,536 | \$ 4,884 | \$ 3,772 | \$ 1,112 | 77% |
| Business Events | \$ 60,000 | \$ 15,000 | \$ 36,814 | \$ (21,814) | 245% |
| Travel Trade | \$ 60,000 | \$ 15,000 | \$ 11,598 | \$ 3,402 | 77% |
| Sport & Wellness | \$ 65,000 | \$ 16,250 | \$ 32,971 | \$ (16,721) | 203% |
| Film | \$ 50,000 | \$ 12,500 | \$ 28,898 | \$ (16,398) | 231% |
| Music | \$ 50,000 | \$ 12,500 | - | \$ 12,500 | 0% |
| Film Incentive | | - | - | - | 0% |
| Airport | | - | \$ 6,276 | \$ (6,276) | 0% |
| Visitor Services | \$ 135,500 | \$ 33,875 | \$ 21,459 | \$ 12,416 | 63% |
| Total Expenditures | \$ 4,622,365 | \$ 1,155,591 | \$ 1,172,733 | \$ (17,142) | 101% |
| Surplus/(Deficit) | - | - | (259,451) | 259,451 | |



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