

— Tourism —
KINGSTON

FIRST QUARTER REPORT 2024



Tourism Kingston Quarterly Report



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

April 17, 2024

RE: Tourism Kingston Q1 2024 Report

Please find attached our summary report on the activities undertaken by Tourism Kingston for Q1: January through March 2024.

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 first-quarter activity measures within each of the seven portfolios. This quarter reflects a continued effort to see maximum economic impact within the City of Kingston.

We look forward to our continued work together. If you have any questions or require clarification on our activities or outputs, please do not hesitate to contact me.

Yours truly,

Megan Knott
CHIEF EXECUTIVE OFFICER
Tourism Kingston

MARKETING & COMMUNICATIONS



The Marketing and Communications team was recognized with a silver Marketing Effectiveness Award from [Summit International](#) for social media marketing. The award recognizes innovative and leading-edge creative work that uses strategy and results-based effectiveness to create solutions in today's marketplace. The team was also recognized with an Economic Developers Council of Ontario Award of Excellence, Tourist Attraction & Tourism Product Development for Kingstonlicious.

Our team secured an \$80,000 Ontario Cultural Attractions Fund grant to support the marketing and promotion of the total solar eclipse on April 8, 2024. We also secured \$51,142 through the Experience Ontario program to support Kingstonlicious, which ran mid-January to March 31.

Our winter campaign ran January through March targeting Toronto, Ottawa, and Montreal travellers. The campaign heavily featured Kingstonlicious as well as winter wellness experiences, and ReelOut Queer Film Festival and the Kingston Canadian Film Festival. Tourism Kingston, in partnership with Kingston Accommodation Partners, was a proud sponsor of both events. The campaign also promoted our Kingstonlicious "dine on us" offer, which provided a \$100 Visa gift card with select overnight packages.

In February, we launched the second phase of the [solar eclipse webpage](#), which featured events and programming to encourage visitors to come to Kingston for this exceptional experience. It also featured a map of viewing locations and information about parking and free transit on April 8. We also launched a solar eclipse campaign targeted to Toronto and Ottawa, both primary markets for Kingston that would not experience the total eclipse. Between January 1 and March 31, the solar eclipse page saw 142 K website sessions. We also developed and installed solar eclipse pageantry in the downtown core to welcome visitors to the city in early April.

Our earned media for this quarter aligned with our paid efforts with a focus on Kingstonlicious, the Kingston Canadian Film Festival, and the total solar eclipse. In January, we hosted influencer [Marisa Mercanti of The Day Dream Diaries](#) for a winter family getaway, and we hosted [Alice Phan of Meet and Eats](#) for a Kingstonlicious itinerary in February. Our proactive pitching for the total solar eclipse began in fall 2023 and has resulted in extensive coverage for Kingston, positioning the city as an ideal location in the path of totality. As of March 31, we have secured 76 proactive stories and 765 M media impressions.

Staff chaired or participated in the destination marketing committee, digital and visual communicators committee, attractions committee, and solar eclipse working group meetings.

MARKETING & COMMUNICATIONS



These activities supported our 2024 annual plan goals:

- // Connect travellers and residents with Kingston
- // Drive sales for local businesses, supporting the continued recovery of Kingston's tourism industry
- // Leverage incentives, funding opportunities, and strategic campaigns and initiatives to extend reach
- // Support the sales sectors with targeted communications strategies and tactics that reach their unique audiences

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

- 7 – Expand adoption of Kingston's brand
- 10 – Develop/enhance enticing shoulder/winter tourism products
- 11 – Enhance culinary tourism in Kingston
- 15 – Create targeted, flexible campaigns in Ontario
- 16 – Create flexible campaigns targeting key provincial markets
- 17 – Create flexible campaigns targeting new markets
- 20 – Create and animate downtown pedestrian-only zones

MARKETING & COMMUNICATIONS



2024 annual goals

Marketing and Communications	2024 goal	Q1	Q2	Q3	Q4	2024 result	% goal actual
Website sessions	1,650,000	512,738				512,738	31%
Website pageviews	2,300,000	670,211				670,211	29%
Referrals to partners (web + phone)	315,000	92,353				92,353	29%
Advertising impressions	90,000,000	32,933,373				32,933,373	37%
Social media link clicks	375,000	127,284				127,284	34%
Social media engagements	750,000	247,880				247,880	33%
Social media impressions	30,000,000	10,333,803				10,333,803	34%
Total followers	127,000	123,522				123,522	97%
Proactive high-value earned media stories*	120	76				76	63%
Total media stories	750	348				348	46%
Total earned media impressions	1,200,000,000	765,458,067				765,458,067	64%

* Each earned media story may appear in multiple syndicated media outlets.

PARTNERSHIPS



Estimated economic impact of special projects in Q1: \$81,735

Kingstonlicious returned for a season-long culinary festival, offering premier prix fixe menus at 39 locations (restaurants, cafés, breweries, and the Memorial Centre Farmers' Market). The program expanded to offer four different price points and menus that ranged from casual to fine dining. Kingstonlicious also offered six culinary events, with Kingston chefs creating one-off menus for an exclusive dining experience, often in collaboration with guest chefs. Kingstonlicious "dine on us" hotel packages provided a \$100 Visa gift card with select overnight stays at 18 accommodation partners. This package was valid for one-night stays during the week and two-night stays on Fri—Sat. Hotels reported the sale of 266 one-night packages and 248 two-night packages.

This quarter, we began conversations with the Ontario Restaurant Hotel Motel Association (ORHMA) to facilitate a regional restaurant association in Kingston. Initial conversations have resulted in restaurateurs applying for board positions and general association membership. We also began conversations with Open Farm Days 2024 and the Culinary Tourism Alliance Feast On Signature Experience program, both occurring in late Q3.

We continued our bi-monthly meetings with stakeholders and worked with partners across the city to encourage activation planning for the solar eclipse. Planned partner activities included both free and ticketed events, opening of attractions that are typically closed during this time of year, and one-off events.

This quarter, we began outreach to partners about the weddings microsite and campaign, which promotes Kingston as a destination for weddings: visitkingston.ca/weddings. Our partnership work for this quarter aligned with our marketing strategy with a focus on culinary with Kingstonlicious, family-friendly programs such as March of the Museums, and the total solar eclipse. Year-round packages continue to be curated and shared with accommodation partners with a focus on culinary and wellness experiences. In total, 23 packages were curated in Q1 and 16,890 referrals were sent to partners.

PARTNERSHIPS



External events attended:

- // Economic Developers Council of Ontario
- // Travefy Training Camp '24 (earning certification)
- // Murney Tower Museum 100th Anniversary Planning Committee
- // Open Farm Days 2024 kick-off and planning sessions

These activities supported our 2024 annual plan goals:

- // Create destination packaging
- // Grow destination partnerships
- // Develop engaging multi-month destination activations
- // Effectively promote packages to both visitors and partners
- // Grow partner engagement
- // Partner committee meetings

Partnerships and packaging work this quarter supported the following IDS initiatives:

- 9 – Support creation of flexible packages and itineraries
- 10 – Develop/enhance enticing shoulder/winter tourism products
- 11 – Enhance culinary tourism in Kingston

PARTNERSHIPS



2024 annual goals

Packaging*	2024 goal	Q1	Q2	Q3	Q4	2024 result	% goal actual
See + Do packages	45	1				1	2%
Eat + Drink packages	45	18				18	40%
Rest + Relax packages	20	0				0	0%
Family packages	20	4				4	20%
Package referrals to partners	40,000	16,890				16,890	42%
Minimum room nights	700	514				514	73%

*Tourism Kingston supported or created packages

Special projects	2024 goal	Q1	Q2	Q3	Q4	2024 result	% goal actual
Facilitated events or activations	15	12				12	80%
Attendees, facilitated events or activations	4,000	345				345	9%
Partners involved or impacted	75	65				65	87%
Estimated economic impact		\$81,735				\$81,735	

Economic impact source: Destination Insights Dashboard. Direct spend based on average daily rate and room night data for Visa program

SPORT AND WELLNESS



Estimated economic impact of Sport and Wellness in Q1: \$1,475,376

We supported more than 15 sporting events in Q1, including swimming competitions, hockey tournaments, and curling championships. Q1 was particularly busy for hockey: Kingston welcomed Team Canada and Team Finland for a Women's World pre-tournament game; the Frontenacs made the playoffs; the number of teams registered in Kids for Kids was the highest ever; and we landed three consecutive weekends of the OMHA hockey playoffs.

We welcomed Emma Lambert to the Tourism Kingston team in a new position as Manager, Sport Partnerships, Wellness, and Culture. Emma met with local sport organizations, venues, educational facilities, and prospective partners at both provincial and national levels to establish relationships, support upcoming events, and explore future sport hosting opportunities for Kingston.

At Sport Tourism Canada's Sport Events Congress in Winnipeg, we held one-on-one meetings with 22 national sport organizations. We promoted Kingston as a destination for sport-adjacent events (business meetings, training events, AGMs) to national sport organizations, inviting their Ottawa- and Toronto-based leadership to meet centrally in Kingston. We also gave a presentation pitching Kingston as a sport hosting destination to the more than 350 congress attendees, debuting our new sport hosting video, created in partnership with the Marketing and Communications team.



SPORT AND WELLNESS



We led a St. Patrick's Day wellness initiative in support of the Post-Secondary Working Group to engage Queen's University students and members of the community. This included a run and waterfront yoga event in partnership with Runners' Choice, Morro Yoga, and Fresh Healthy Cafe. 75+ participants enjoyed free wellness events and complimentary "Smoothies in the Square" and were invited to stick around for the free concert taking place in Springer Market Square, organized by the Music Officer.

We brought partners to the table (Swim Ontario and the Blue Marlins Swim Club) to support a motion to council to invest in new aquatic facilities in Kingston. Tourism Kingston provided a delegation and presented on the necessary investment to ensure an aquatic centre could feasibly host regional swim meets that would have a substantial economic impact, in addition to servicing community needs for additional recreational pool access. These efforts made direct use of the Kingston Sport Tourism Venue Inventory & Assessment.

These activities supported our 2024 annual plan goals:

- // Work with local organizations to support off-season events and tournaments
- // Prospect sport-adjacent events to Kingston in collaboration with Business Events
- // Proactively build our business in the sport tourism industry through networking, business-to-business, and educational opportunities
- // Create wellness experiences and itineraries

Sport and Wellness activities this quarter supported the following IDS initiatives:

- 10 – Develop/enhance enticing shoulder/winter tourism products
- 21 – Improve relationship with Queen's University
- 25 – Implement a sport and wellness tourism strategy

SPORT AND WELLNESS



2024 annual goals

Sport and Wellness	2024 goal	Q1	Q2	Q3	Q4	2024 result	% goal actual
Number of traces	2,000	408				408	20%
Number of bids prospected	50	22				22	44%
Number of bids submitted	20	4				4	20%
Number of bids won	10	3				3	30%
Number of events hosted	70	15				15	21%
Room nights	40,000	18,140				18,140	45%
Event attendees	38,000	32,604				32,604	86%
Estimated economic impact		\$1,475,376				\$1,475,376	

All numbers are based on date traces/leads began
Bids prospected - potential events
Bid submitted include both led and supported bids; not all bids require a formal bid proposal.
Economic impact source: Sport Tourism Canada’s STEAM calculator

TRAVEL TRADE



Estimated economic impact of Travel Trade in Q1: \$248,968

In January, staff attended the American Bus Association Marketplace in Nashville, where we held meetings with 39 tour operators from across North America. Post-event, in Q1 we had over 250 client traces and over 140 referrals to local partners.

Throughout January and February, we finalized details of upcoming spring FAM tours welcoming Jonview – Naar Italy, Focus Travel, and Concord Tours and Travel. We also created new Travify itineraries for four tour companies and provided itinerary assistance for cruise ships MS Hamburg and Pearl Mist.

Throughout Q1, we continued planning for the solar eclipse, co-chairing seven meetings of the solar eclipse working group. Staff also worked with two tour operators, Temple & Temple and Short Trips, to bring group tours into Kingston for the April 8 eclipse.

We also worked with St. Lawrence Parks Commission in preparation for Student Youth Travel Association (SYTA) activities later this year. We also completed the SYTA Tourism training modules for the educational travel sector.

Staff chaired or co-chaired the cruise committee, sales committee, and solar eclipse meetings.

These activities supported our 2024 annual plan goals to:

- // Increase brand awareness and intensify the travel trade market
- // Create new product development and packages
- // Position Kingston as a key cruise hub
- // Expand the education sector

Travel Trade work this quarter supported the following IDS initiatives:

- 9 – Support creation of flexible packages and itineraries
- 10 – Develop/enhance enticing shoulder/winter tourism products
- 18 – Support multi-channel visitor services program with focus on operators

TRAVEL TRADE



2024 annual goals

Travel Trade	2024 goal	Q1	Q2	Q3	Q4	2024 result	% goal actual
Number of traces	600	181				181	30%
Definite leads	75	6				6	8%
Referrals	450	141				141	31%
Cruise passengers	1,300	330				330	25%
Number of buses booked	75	4				4	5%
Estimated economic impact		\$248,968				\$248,968	

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 - provision of local partner information to clients

Buses booked are from accommodation partner statistics and do not always reflect the booking and the activity in the quarter recorded

Economic impact sources: TourTracker Pro (buses); University of Minnesota (Duluth) Great Lakes traffic study calculator (cruises)

BUSINESS EVENTS



Estimated economic impact of Business Events in Q1: \$257,477

This quarter, we began a partnership with Lionhearts on a new food reclamation and redistribution program. Working with our hotel, restaurant, and venue partners, Lionhearts will reclaim food left over from business events hosted in Kingston. Lionhearts has the infrastructure, volunteer support, and social service agency connections to ensure that surplus food gets distributed efficiently to those in our community dealing with food insecurity, and Tourism Kingston's ongoing work with business event hosts across the city will ensure that as many event organizers as possible take advantage of this opportunity. This initiative aligns with Tourism Kingston's commitment to sustainable tourism.

We established a host reception committee to prepare for the CSAE Summer Summit event in Q2. The Canadian Society of Association Executives (CSAE) is Canada's "association for associations": they have chosen Kingston as host city for their Summer Summit for the first time. This one-of-a-kind event will allow our local food, beverage, entertainment, and event service providers to showcase all they offer to association executives from across Canada, all of whom host their own business event gatherings. Our committee has representatives from key business sectors, preparing to host a Kingston Showcase evening in Kingston Penitentiary.

We attended a number of key provincial and national gatherings: Ottawa Meet Week; Destination Direct Canada (20 one-on-one meetings over two days with hosted buyers from across Canada); CSAE's Tete-a-Tete trade show for event organizers from the National Capital Region; education and networking events hosted by Meeting Planners International (MPI); the Canadian Society of Professional Event Planners (CanSPEP); and the Professional Convention Management Association (PCMA). Four local hotel partners joined us in the Tourism Kingston booth at the Tete-a-Tete trade show, and we showcased our strong transportation partnership with VIA Rail Canada by presenting attendees with a Kingston/VIA Rail shared space for the event. This series of events resulted in 95 significant discussions with event planners, 175 follow-up communications, and 12 strong leads for events in 2024 alone.

BUSINESS EVENTS



We made a presentation to the VIA Rail Canada Business Development team during the group's quarterly sales meeting. A strong partnership with VIA Rail allows us to provide accessible, affordable, and sustainable transportation options in all business event hosting proposals. As an example, our Q1 proposal to host the Canadian Society of Professional Event Planners national conference in 2025 included an assurance of a dedicated networking railcar to bring CanSPEP delegates to Kingston from Toronto, as well as significant discounts in transportation to Kingston from other cities.

In partnership with Queen's University Smith School of Business, we hosted the Society for Incentive Travel Excellence (SITE Canada) Learning Lounge and AGM. As SITE Canada's membership is based largely in the GTA, we hosted the event at the Smith School's Toronto campus, thus showcasing our hosting versatility to 70 SITE delegates.

These activities supported our 2024 annual plan goals:

- // Prioritize sustainability in business event planning
- // Target specific business events sectors
- // Increase revenue through the Enhanced Profile Program

Business Events activities this quarter supported the following IDS initiatives:

- 13 – Create a sustainable tourism development plan
- 21 – Improve relationship with Queen's University

BUSINESS EVENTS



2024 annual goals

Business Events	2024 goal	Q1	Q2	Q3	Q4	2024 result	% goal actual
Number of traces	1,000	351				35	35%
Tentative leads	30	13				13	43%
Definite leads	40	2				2	5%
Contracted room nights	9,000	3,523				3,523	39%
Estimated economic impact		\$257,477				\$257,477	

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

Economic impact reflects room nights and does not include indirect spend for delegates

Economic impact source: Destinations International Event Impact Calculator

FILM & MEDIA



Estimated economic impact of Film & Media in Q1: \$229,150

In Q1, we welcomed the latest Tier 1 (over one week) film production to be produced entirely end-to-end in Kingston. *Midnight Masquerade* was written, directed, and produced by a local resident and recent Queen's graduate. The Film & Media team has been supporting this project since its early script stage by leading location search and negotiations, connecting local crew with the production team, recruiting locals to fill background actor roles, and helping to select local vendors to provide catering and ancillary services on set. For this 14-day production, 15 hotel rooms were used by visiting cast and crew over 16 room nights. Twenty-two local residents were hired for entry, mid-level, and senior-level crew positions. Two local restaurants/catering services provided catering and craft services for all cast and crew each day on set. All wardrobe and set decorations were sourced and purchased locally in Kingston. Forty-five Kingston residents were hired as background performers. This production had an estimated economic impact of \$154,150.

We also welcomed five small-budget productions. These productions were entirely filmed, cast, and crewed locally, supported by local vendors, and produced by senior creatives from Kingston. Each of these was a Tier 2 production (overnight to one week). The productions were:

Blessings In Disguise

Seen Too Much

Voice In Divorce

Pygmalion

Other

The collective economic impact of these five small-budget productions was approximately \$75,000.

Along with the rest of the province, we saw a dramatic increase in interest from productions, ranging from local independent films to large studio productions from Netflix, Paramount, NBCUniversal, Amazon, and Lionsgate. After a lengthy downturn in studio productions following the dual industry strikes of 2023, there has been a recent surge in interest in production in Ontario. We're currently tracking almost 30 film and television productions with the potential to film in Kingston in Q2 and beyond.

FILM & MEDIA



Workforce development activities

Workshops:

- // How to pitch your project (22 attendees)
- // Digital media training (11 attendees)

One month 1-on-1 mentorship program:

- // How to develop and pitch your project (5 participants)

Networking:

- // Monthly Makers Meetup (160 attendees)

Special events

Kill Victoria premiere screening: *Kill Victoria* was filmed end-to-end in Kingston in the summer of 2023. We worked with the producers to implement a unique on-set training/mentorship program, partnering established production professionals with more than a dozen Kingston residents with little to no prior experience. The film had its world premiere at The Screening Room to a full audience that included cast, crew, and the senior production team. (111 attendees) The post-screening reception with the senior production team and local delegates celebrated our partnership and laid the groundwork for another production and mentorship program in 2024. (64 attendees)

18MM Youth Filmmakers training program: In partnership with Kingston Canadian Film Festival, (KCFF) we hosted a (sold-out) premiere screening of the nine short films produced by local high school students in 2023. (120 attendees)

25 Years, 25 Minutes pitch competition: We partnered with KCFF on a short film competition to celebrate the festival's upcoming 25th anniversary. Five finalists were selected to develop their film idea and pitch to a panel of jurists and a live audience. During the weeks leading up to the pitch, each participant received ongoing guidance and support from the Film & Media team. (75 attendees)

Filmmakers' Show & Tell: We partnered with the newly formed Cinema Society of Kingston to co-present this event at The Screening Room. Ten filmmakers – ranging from students to seasoned professionals – screened their shorts, music videos, and segments of longer-form productions, then discussed techniques, shared tips and advice, and took constructive and positive feedback from their colleagues in the audience. (52 attendees)

These activities supported our 2024 annual plan goals:

- // Build relationships with producers for end-to-end productions, using local crew and talent
- // Roll out workshop training series
- // Work with community partners to strengthen local production skillsets, resources, partnerships, and opportunities

Film and Media work this quarter supported the following IDS initiative:

- 4 – Develop a creative industries tourism plan

FILM & MEDIA



2024 annual goals

Productions	2024 goal	Q1	Q2	Q3	Q4	2024 result	% goal actual
Tier 1 (over one week)	4	1				1	25%
Tier 2 (overnight to one week)	10	5				5	50%
Tier 3 (single day)	10	0				0	0%
Local productions (within 100 km)	6	6				6	100%
Non-local productions (>100 km travel)	10	0				0	0%

Workshops/events							
Events	15	9				9	60%
Participants	800	620				620	78%

Scout tours							
Tours	20	2				2	10%
Participants	200	15				15	8%
Estimated economic impact		\$229,150				\$229,150	

Location/production directory							
Location listings	100	12				12	12%
Vendor/crew listings	100	19				19	19%

Economic impact sources: Producers' reporting and Film & Television EI calculator

MUSIC



Estimated economic impact of sponsored music events in Q1: \$67,490

In January, the Music Officer attended The Next Stage event in Ottawa, facilitated by the Canadian Live Music Association, which brings together people working in music and business to inspire economic innovation. During the event we explored partnership opportunities to enrich the Ottawa and Kingston music scenes: plans are underway to bring this collaborative event to Kingston.

Aligned with the Music portfolio's Bandwidth initiative, Q1 saw the launch of the monthly Youth Open Mic project. This project provides a platform for young artists to showcase their talents and receive mentorship from industry professionals. The aim is to support and foster Kingston's emerging music professionals, with plans for expansion into Q2 throughout the city.

In February, in honour of Black History Month, we presented a showcase and panel discussion featuring singer-songwriter Nambi and saxophonist/flautist Ras Burnett. The event was a co-presentation with community partners Kingston Improvising Music Collective/hEAR. In March, the Music Officer was also a panelist at the Queen's Conference on the Entertainment Industry.

The Limestone Music Celebration brought together 400+ music students on Queen's campus to take part in clinics, workshops, rehearsals, and a performance at Grant Hall. This event was a partnership with the Limestone District School Board, with additional support from the Limestone Learning Foundation, Specialist High Skills Major Program, and the DAN School of Drama and Music.

March saw the Slight Music Video Showcase at the Kingston Grand Theatre. More than 500 people attended the premiere of 10 local music videos that were funded in partnership with Tourism Kingston and the Kingston Canadian Film Festival. Now in its third year, the program connects local musicians with local production companies and provides honoraria for their work on new music videos.

In March, as part of the Kingston Music Strategy's (KMS) rollout, we launched an open call for community members to join the Kingston Music Advisory Committee. This committee will oversee the implementation of the KMS, help develop annual music work plans, and advise on ongoing needs in the music community. This committee will launch in early Q2.

MUSIC



To support the Post-Secondary Working Group, we coordinated a concert in Springer Market Square to provide alternative St. Patrick's Day activities for students. Nine local emerging bands, made up primarily of Queen's and St. Lawrence College students, performed for an estimated audience of 300. Each of these artists was provided with an honorarium by Tourism Kingston.

These activities supported our 2024 annual plan goals:

- // Strengthen music-friendly infrastructure
- // Create professional development and networking opportunities for local artists
- // Support activation and development of spaces for musical experiences
- // Increase connections and visibility in the community to support Creative Industries growth

Music work this quarter supported the following IDS initiatives:

- 4 – Develop a creative industries tourism plan
- 21 – Improve relationship with Queen's University

MUSIC



2024 annual goals

Live events	2024 goal	Q1	Q2	Q3	Q4	2024 result	% goal actual
Kingston facilitated roadshows	8	1				1	13%
Artists/bands impacted	25	3				3	12%
Workshops/professional development events	20	5				5	25%
Attendees at workshops/events	750	240				240	32%

Sponsored events							
Sponsored music events	25	4				4	16%
Attendees - sponsored events	15,000	1,325				1,325	9%
Artists/bands impacted	600	49				49	8%
Estimated economic impact of sponsored events		\$67,490				\$67,490	

Location/production directory							
Music listings	25	5				5	20%

Economic impact source: TREIM

VISITOR SERVICES



We saw a huge spike in visitor traffic beginning in March, as we prepared for the total solar eclipse. We stocked 40,000 Kingston-branded solar eclipse glasses, as well as T-shirts and hats, and a limited-edition eclipse poster designed by local artists Tara Pelow and Vincent Perez. We saw just under 10,000 visitors at the Visitor Information Centre (VIC) this quarter. For comparison, the VIC saw 1,290 visitors in Q1, 2023. When possible, we surveyed visitors to see where they were from and the reason for their visit. Thirty-eight per cent were local residents; 33 per cent were visiting friends or family; and 23 per cent were leisure visitors. Seventy per cent of non-resident visitors were from Ontario; 19 per cent from outside North America; and four per cent from Quebec.

We launched our 2024 Enhanced Profile Program to partners. This program gives tourism operators a variety of targeted marketing options, including brochure racking and digital ads. Added benefits this year include a new brochure rack at the Queen's University Athletics and Recreation Centre, in addition to the four existing locations around the city: the VIC, INVISTA Centre, Portsmouth Olympic Harbour, and Kingston Airport.

Staff participated in the solar eclipse planning, attractions, and sales committee meetings.

These activities supported our 2024 annual plan goals:

- // Increase retail offerings, including for special events
- // Promote the benefits of the Enhanced Profile Program to tourism partners

Visitor Services work this quarter supported the following IDS initiative:

10 – Develop/enhance enticing shoulder/winter tourism products

VISITOR SERVICES



2024 annual goals

Visitors	2024 goal	Q1	Q2	Q3	Q4	2024 result	% goal actual
Number of interactions	60,000	9,197				9,197	15%
Sales							
Retail	\$65,000	\$80,404				\$80,404	124%
Commissions – attraction tickets	\$28,500	\$0				\$0	0%
Enhanced profile – brochure racking	\$26,300	\$11,150				\$11,150	42%
Total sales	\$119,800	\$91,554				\$91,554	76%



digital report

KINGSTON

Overview - March 2024

The big picture of our digital activity this month



Web Sessions

224.6K

↑ 198.6%



Total Leads

33,420

↑ 148.7%



24,894,455

↑ 283.3%

Total Impressions



100,211

↑ 19.7%

Total Engagements



281,687

↑ 291.0%

Total Clicks

Impressions, Engagements, and Clicks include all digital activity

Mar 1, 2024 - Mar 31, 2024

Website

- Web sessions increased 198% YoY in March, and increased 51% MoM, generating 224k sessions.
- Despite having fewer campaigns in market than March 2023, we had a 198.6% increase in sessions, due to the success of the Solar Eclipse campaign.
- Our return visitors rate decreased from 14% to 6% MoM, due to a 55% increase in new users primarily going to the Solar Eclipse page. We typically see MoM increases in new visitors at around 10%. Our engagement rate remains unchanged.
- The consumer newsletter saw strong increases in CTRs and open rate, while the member newsletter saw a big decrease in CTRs, but a consistent open rate.
- Lead generation conversions continue to see strong performance MoM.

Paid Digital

Meta (FB/IG):

- Impressions jumped up 110% in March to 5.6M as we rolled out the brand campaign, Kingstonlicious and Solar Eclipse campaign across all channels and increased spend slightly on Meta. Link clicks saw an 89% increase, up to 62K.

Boosted Posts:

1.72% CTR (+15%) | \$0.28 CPC (+5%) | \$4.79 CPM (+22%)

- Impressions decreased by 31% and link clicks dropped by 21%, likely due to our 16% reduction in ad spend, and the rise in CPMs.
- Listicles continue to be our top-performing content and ads, delivering CTRs between 2-3%, while Kingstonlicious boosts are <1%.

Kingstonlicious:

0.65% CTR (-25%) | \$0.78 CPC (+68%) | \$5.03 CPM (+25%)

- The prospecting campaign saw a 32% decrease in CTRs, while our CPCs rose 75%. The cost increase is likely partially due to the solar campaign competing against us a bit as we see strong CPC increases across all campaigns in-market.
- Food & Drink audiences delivered the strongest CTRs (0.55%) and drove 50% of clicks generated. We were running a large number of food-focused ads, which is why we see these segments take the lead, though Entertainment remains close with a 0.51% CTR and 25% of the clicks.
- Users A25-34 and 65+ saw a 20% decrease in CTRs, while users A35-55 saw a 30% decrease.
- Users A55-65+ accounted for 74% of the clicks delivered with a 0.72% avg. CTR. Users A 65+ accounted for 52% of clicks and delivered the best CTR at 0.87%.
- Our remarketing campaign CTR remains consistent at 1.22% (-3%), but with a 75% higher CPM than our prospecting.
- Our frequency is ~7 for both campaigns, indicating we could invest more in future to test the point of maximum return.

Solar Eclipse:

1.22% CTR | \$0.46 CPC | \$5.57 CPM

- Our prospecting campaign is delivering a 1.14% CTR and our remarketing is delivering a 1.57% CTR.
- The nature interest audience delivered the strongest CTR at 1.19%, but all segments deliver comparable CTRs (1.09-1.19%).
- Users A55-65+ delivered 62% of the clicks. Our test of including users A18-24 resulted in a 1.04% CTR and 233 clicks.
- The generic carousel creative is our best-performing ad in every ad group, with a collective 1.27% CTR and 20K clicks.
- The "Video" ad delivered a 0.89% CTR and the "Merch" ad delivered a 0.73% CTR.

Brand Campaign:

2.16% CTR (+16%) | \$0.41 CPC (+3%) | \$8.78 CPM (+20%)

- The prospecting campaign CTR increased by 17%, and the remarketing increased by 20%.
- The prospecting campaign saw an 8% CPC increase and a 13% decrease in the remarketing. CPMs increased for both campaigns but only 4% for remarketing, and 25% for prospecting.
- The "Entertainment" audience delivered the highest CTR at 3%, but we saw 28% more clicks come from our new "Families" segment and deliver the lowest CPC at \$0.32.
- All segments saw CTR increases this month, with Entertainment, Travellers and Families delivering a 30% increase.

Creative performance:

- The carousel delivered a 2.86% CTR and a \$0.25 CPC.
- Wellness delivered the strongest CTR at 2.8% and a \$0.49 CPC.
- KCFF delivered a 1.74% CTR and \$0.36 CPC.

Mar 1, 2024 - Mar 31, 2024

Email

CONSUMER

Avg. open rate: +5% (38.94%)
Avg. CTR: +29% (16.85%)
Total unsub: -35% (20)

MEMBER

Avg. open rate: -5% (41.03%)
Avg. CTR: -80% (3.47%)
Total unsub: -% (0)

StackAdapt:

Brand Campaign:

1.71% CTR | \$0.40 CPC | \$6.80 CPM

- This is our first month of testing performance on StackAdapt vs. Primedatalytics in 2023. The CTRs are strong so far, while Primedatalytics delivered CTRs of >1%.
- The campaign generated 36K impressions and 630 clicks.
- Travel & Tourism and Food & Drink are the top-performing audience segments, driving 74% of the clicks and CTR of 1.8%.
- The "Culture" banners are driving the highest CTR at 2%, and a \$0.34 CPC.

Solar Eclipse:

0.21% CTR | \$2.79 CPC | \$5.84 CPM

- The campaign generated 772K impressions and 2,386 clicks.
- The costs are higher than we'd normally see due to the short timeframe and high budget for this campaign.
- The top performing audience segments are Budget travel/Family travel, followed by Science & Nature enthusiasts which is a new segment we're testing specifically within this campaign.
- The generic banners delivered CTRs ~20-30%, while the countdown banners are delivering higher CTRs at 0.5-1.2%.
- 300x600 banners deliver the highest CTRs.

Google:

Demand-Gen:

Solar Eclipse:

1.41% CTR | \$0.11 CPC | \$1.59 CPM

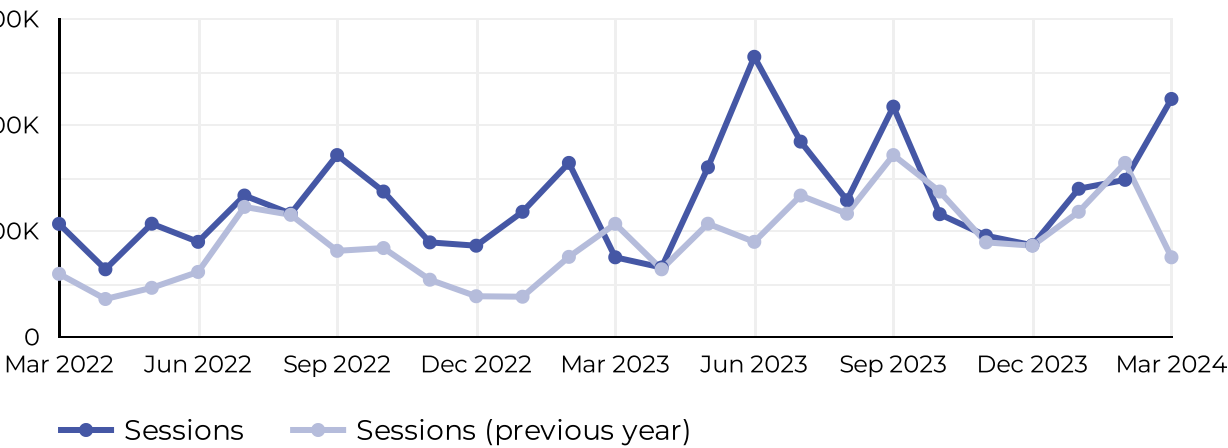
- This is our first test of Demand Gen campaigns, which are great for maximizing reach as they provide access to Google's most visual, entertaining channels (YouTube, Discover and Gmail).
- The Entertainment and Family audience segments delivered the highest CTRs at 1.6%
- The description with the highest CTR (2.5%) is: *For one of the best views in Canada: witness the April 8 total solar eclipse in Kingston.*
- The headline with the highest CTR (1.75%) is: *Stand in the path of totality.*
- Landscape images deliver the highest CTRs, while square images deliver the most clicks.

Paid Search

- MoM there was a sharp increase in outbound referrals, up 126% (6,067 vs 2,675)
- The majority of these were web referrals (6,014), but we also saw 31 phone calls to hoteliers & 22 phone calls to operators
- The Solar Eclipse campaign provided a big lift in results, producing 19% of all referrals seen in March
- While spend in this campaign increased by 64% from February, traffic from this campaign was up over 800% MoM
- Maple Madness also contributed to a strong month, producing 18% of all referrals
- In March, 49% of all web visits from ads resulted in a outbound web referral

Consumption

Is our content marketing working?



Sessions
224.6K
↑ 198.6%

Users
193.7K
↑ 220.5%

Page Views
294.6K
↑ 151.33%

Mar 1, 2024 - Mar 31, 2024

Glossary of Terms

- Sessions**
of times your site was visited.
- Users**
of people who visited your site.
- Page Views**
of pages that have been viewed on your site.
- % Return Visitors**
% of user who have visited your site more than once.
- * All percent change is Year Over Year

Retention

Are users coming back and consuming our content?

6
% Return Visitors

Lead Generation

Are users converting online?

Operators

24,715
↑ 98.45%

Web Referrals

137
↓ 38.29%

Clicks to Call

Hotels

8,369
↑ 1,027.89%

Web Referrals*

199
↑ 947.37%

Clicks to Call

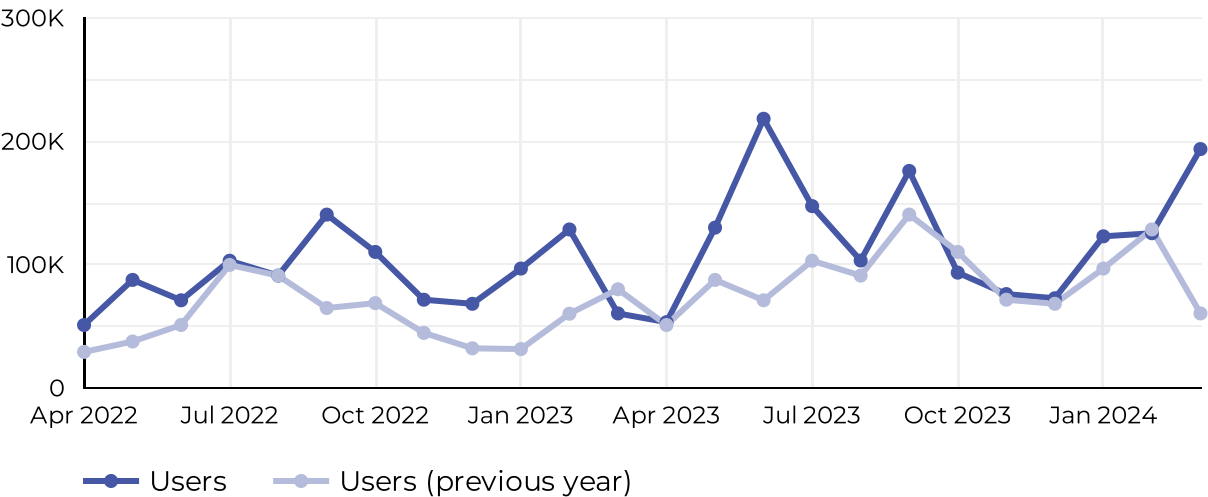
*Migration of Google Analytics took place in May. This review found that many hotel referrals are being captured as operator referrals, which has likely affected the breakdown of referrals in this report. This will be corrected going forward.

Consumption

How is our audience using our site?



Users
193,734



00:00:23

Avg. Engagement per Session



1.31

Pages/Sessions

Mar 1, 2024 - Mar 31, 2024

Glossary of Terms

Users

of people who visited your site.

Avg. Engagement per Session

Average length of time that the website was in focus in the browser.

Avg. Time on Site

Average time spent on site during one session.

Pages/Sessions

Average # of pages viewed per session.

Avg. Time on Page

Average time spent on a single page.

Impressions

The number of times your content was served to users on Twitter & Facebook.

Engagements

The total number of engagements across Twitter, Facebook, and Instagram.

Link Clicks

The number of clicks on links within your content on Twitter & Facebook.

* All percent change is Year Over Year

Social Media

An overview of activity on our social media channels



23,762

Instagram Followers



64,493

Facebook Page Likes



68,997

Facebook Page Follow



8,972

X Followers



2,784

TikTok Followers



5,746,342

↑ 101.1%

Impressions



96,023

↑ 20.6%

Engagements



59,803

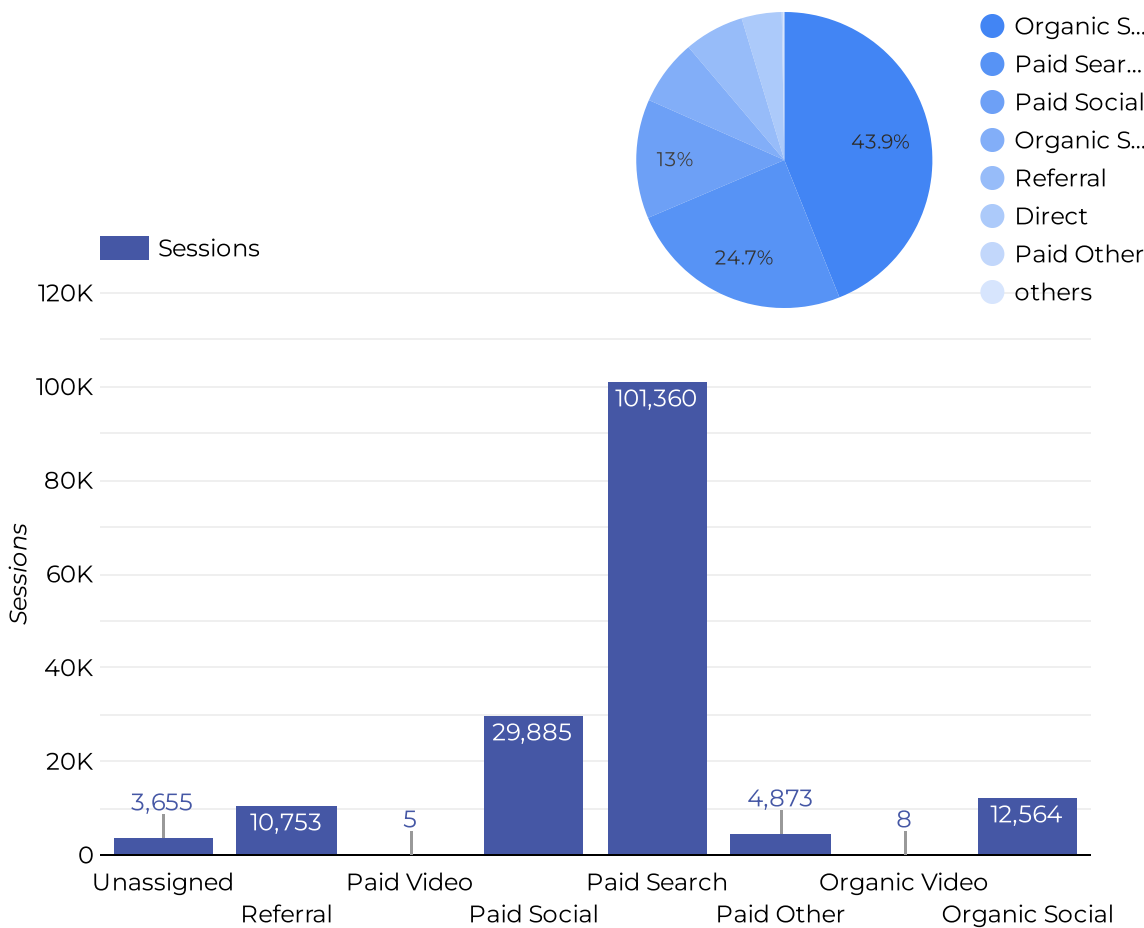
↑ 68.3%

Clicks

*totals for organic and paid Facebook, Instagram, Twitter

Website Metrics

Where is our audience coming from and what are they consuming?



Mar 1, 2024 - Mar 31, 2024

Glossary of Terms

- Unassigned**
Untagged sources.
- Organic Search**
Visitors referred by an unpaid search engine listing.
- Organic Social**
Visitors from organic social posts.
- Paid Search**
Visitors from paid search ads.
- Direct**
Visitors who visited the site by typing the URL directly into their browser or from bookmarks, untagged links within emails or documents.
- Referral**
Visitors referred by links on other websites.
- Display**
Visitors from display advertising.

Website Metrics - Top 10

Traffic by City

	City	Sessions ▾
1.	Toronto	45,462
2.	Kingston	35,009
3.	Montreal	13,075
4.	(not set)	11,964
5.	Ottawa	10,326
6.	Vancouver	3,956
7.	Winnipeg	3,509
8.	Mississauga	3,462
9.	Edmonton	3,419
10.	Calgary	3,249

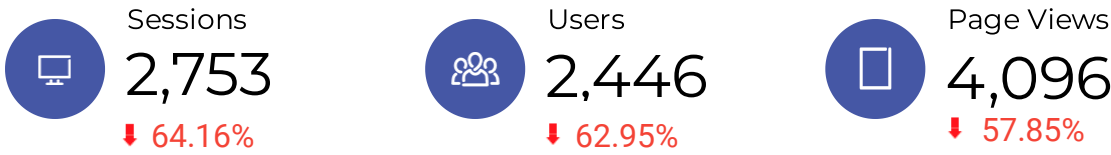
Most Visited Pages

	Landing page	Sessions ▾
1.	/eclipse2024	138,860
2.	/25-things-to-do-in-march	8,893
3.	/kingstonlicious	7,898
4.	/visitor-survey	5,970
5.	(not set)	5,255
6.	/	4,657
7.	/see-do/top-attractions	3,171
8.	/theme-packages/wellness-retreats	3,107
9.	/13-things-to-do-during-march-break...	2,766
10.	/kingstonlicious-events/wharf-and-fe...	2,106

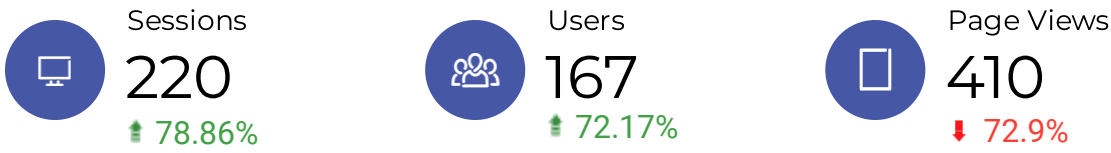
French and Chinese Sites

Website metrics from each of our French and Chinese sites

French

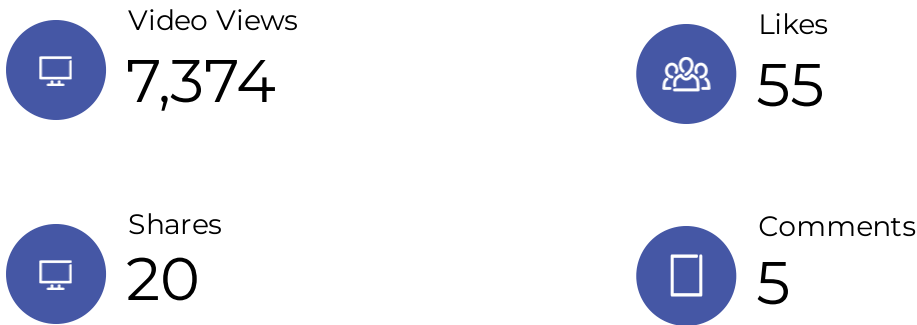


Chinese



TikTok

Metrics from VisitKingston's TikTok account for the month



Mar 1, 2024 - Mar 31, 2024

▼

Glossary of Terms

- Sessions**
of times your site was visited.
- Users**
of people who visited your site.
- Page Views**
of pages that have been viewed on your site.
- Video Views**
The number of times viewers watched your videos in the selected date range.
- Likes**
The number of likes your videos received in the selected date range.
- Comments**
The number of comments your videos received in the selected date range.

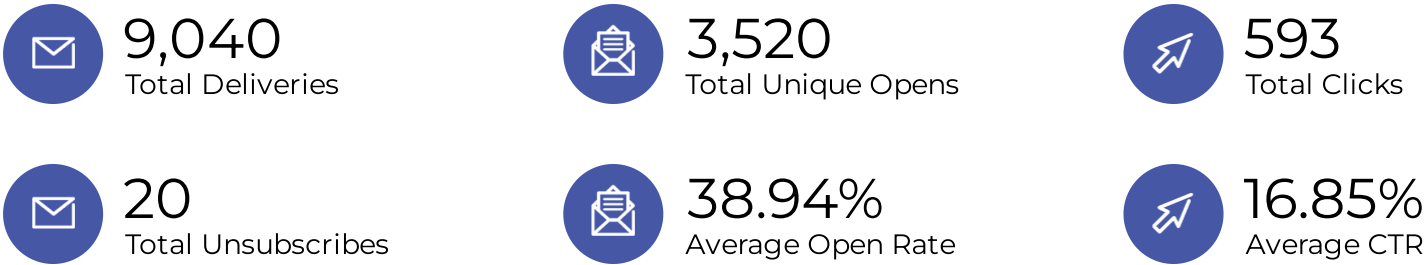
**comparison is year over year*

Email Marketing

An overview of email campaigns this month

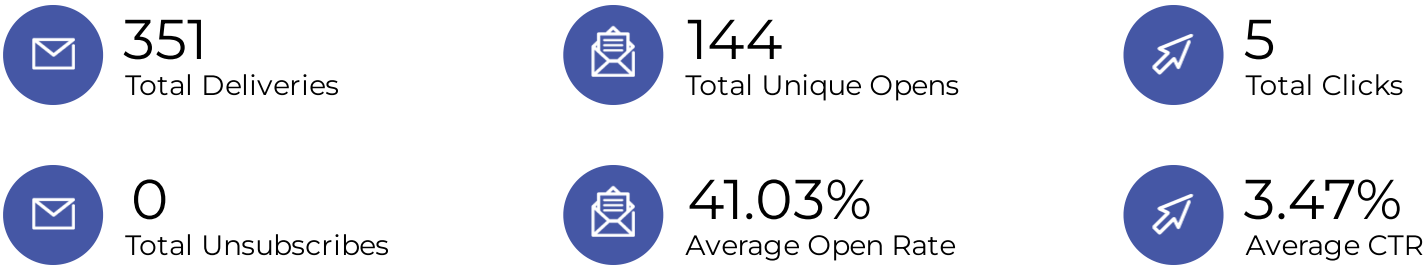
Mar 1, 2024 - Mar 31, 2024

Consumer Newsletter



Benchmarks: Open Rate - 24% | CTR - 12%

Member Newsletter



Glossary of Terms

Deliveries Number of successful emails sent.	Open Rate Opens divided by deliveries.	CTR Clicks divided by unique opens.
Unique Opens # of people who opened your emails.	Clicks # of clicks that were taken on your email.	

Mar 1, 2024 - Mar 31, 2024

Paid Digital | Content Boosting

A snapshot of our Meta ads in market this month

English Boosted Content

Ad Names	Impressions ▾	Link clicks	CTR	CPC	CPM
TK Boosted Post Traffic 25 things in march	88,911	1,653	1.86%	\$0.21	\$3.98
TK Boosted Post Traffic Kingstonlicious post	56,313	1,020	1.81%	\$0.24	\$4.40
TK (0208) Boosted Post Traffic Black Dog Tavern	44,911	215	0.48%	\$0.71	\$3.41
TK (0312) Boosted Post Traffic Wharf	43,628	333	0.76%	\$0.53	\$4.06
TK Boosted Post Traffic 13 things in March break	42,750	1,397	3.27%	\$0.13	\$4.14
TK (0326) Boosted Post Traffic 25 things in April	17,509	486	2.78%	\$0.13	\$3.62
TK (0212) Boosted Event Engagement Event Respo...	11,607	112	0.96%	\$0.59	\$5.72
TK (0212) Boosted Event Engagement Event Respo...	9,949	81	0.81%	\$1.88	\$15.33
TK (0312) Boosted Event Engagement Wharf	7,561	69	0.91%	\$2.57	\$23.41
TK (0207) Boosted Post Traffic KCFF	4,354	63	1.45%	\$0.28	\$3.99
TK (0208) Boosted Post Traffic LOVEKingston2024	2,286	8	0.35%	\$0.64	\$2.25
Grand total	329,779	5,437	1.65%	\$0.29	\$4.82

French Boosted Content

Ad set name	Impressions	Link clicks	CTR ▾	CPC	CPM
TK Boosted Posts Traffic FR TK March 25 things	39,272	906	2.31%	\$0.19	\$4.46
TK (0326) Boosted Posts Traffic FR 25 choses a faire ...	27,100	453	1.67%	\$0.29	\$4.80
Grand total	66,372	1,359	2.05%	\$0.22	\$4.60

Paid Digital | Kingstonlicious

A snapshot of our Meta ads in market this month

Meta

Campaign name	Impressions	Link clicks	CTR ▾	CPC	CPM
TK (2024) Kingstonlicious RMKT LPVs	339,395	4,141	1.22%	\$0.63	\$7.74
TK (2024) Kingstonlicious Prospecting Traffic	1,585,292	8,331	0.53%	\$0.85	\$4.45
Grand total	1,924,687	12,472	0.65%	\$0.78	\$5.03

*Prospecting campaigns were optimized towards website traffic. Remarketing campaigns were optimized towards landing page views

Mar 1, 2024 - Mar 31, 2024

Paid Digital | Solar Eclipse Campaign

A snapshot of our digital ads in market this month

Meta

Campaign name	Impressions	Link clicks	CTR	CPC	CPM
TK (2024) Solar Eclipse Prospecting Traffic	2,417,616	27,406	1.13%	\$0.43	\$4.87
TK (2024) Solar Eclipse RMKT LPVs	592,608	9,276	1.57%	\$0.54	\$8.40
Grand total	3,010,224	36,682	1.22%	\$0.46	\$5.57

StackAdapt

Campaign	Impressions	Clicks	CTR (%)	CPC	CPM
TK (2024) Solar Eclipse Display	2,710,315	5,671	0	\$2.79	\$5.84
Grand total	2,710,315	5,671	0	\$2.79	\$5.84

Google Display

Campaign	Impressions	Clicks	CTR	CPC	CPM
TK (2024) Solar Eclipse DMGen Traffic	10,465,721	147,695	1.41%	\$0.11	\$1.59
Grand total	10,465,721	147,695	1.41%	\$0.11	\$1.59

Paid Digital | Brand Campaign

A snapshot of our digital ads in market this month

Meta

Campaign name	Impressions	Link clicks	CTR	CPC	CPM
TK (2024) Brand Campaign Prospecting Traffic	244,115	5,657	2.32%	\$0.36	\$8.31
TK (2024) Brand Campaign REMKTG EN Traffic	64,604	1,013	1.57%	\$0.67	\$10.56
Grand total	308,719	6,670	2.16%	\$0.41	\$8.78

StackAdapt

Campaign	Impressions	Clicks	CTR (%)	CPC	CPM
TK (2024) Brand Campaign Display	329,982	5,855	2	\$0.38	\$6.79
Grand total	329,982	5,855	2	\$0.38	\$6.79

*Prospecting campaigns were optimized towards website traffic. Remarketing campaigns were optimized towards landing page views

Mar 1, 2024 - Mar 31, 2024

Lead Generation

A snapshot of our digital lead generation

Top Outbound Clicks (Website Referrals to Partners and Community)

Event Action	Total Clicks ▾
https://www.queensu.ca/physics/news-events/2024-total-solar-ecli...	5,855
https://cataraquiconservation.ca/pages/maple-madness	2,122
https://visitkingston.square.site/shop/2024-eclipse-merch/8?page=...	1,496
https://www.forthenry.com/event/solar-eclipse-2024/	965
https://www.cityofkingston.ca/residents/transit/bus-schedules	935
https://visitkingston.square.site/shop/2024-eclipse-merch/8?page=...	824
https://www.kingstonmuseums.ca/events/march-museums	823
https://www.stokedsaunaco.com/	658
https://www.cityofkingston.ca/residents/parking/parking-lots	540
http://www.kingstonfoodtours.ca/	531

Paid Digital

A snapshot of our digital ads in market this month

Google Search - Search Warrant

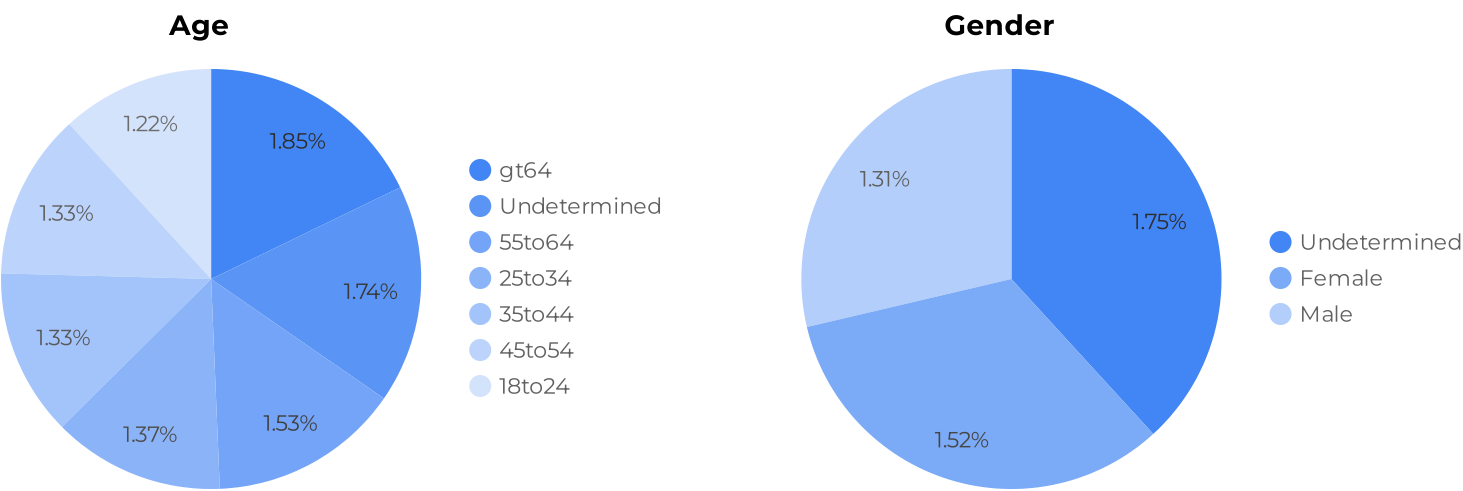
Session campaign	Impressions ▾	Clicks	CTR	Views
KA:23 2024 Solar Eclipse	20,702	4,509	21.78%	6,367
KA:24 Things to do in March	20,228	4,801	23.73%	9,579
KA:24 March Events: Kingstonlicious	4,706	743	15.79%	1,743
KA:24 March Events: Stoked & Chill Sauna Experience	3,836	419	10.92%	562
KA:24 March Events: Maple Madness	3,752	1,323	35.26%	1,469
KA:24 March Events: March of the Museums	2,331	500	21.45%	810
Grand total	56,869	12,469	21.93%	20,940

Website Audience

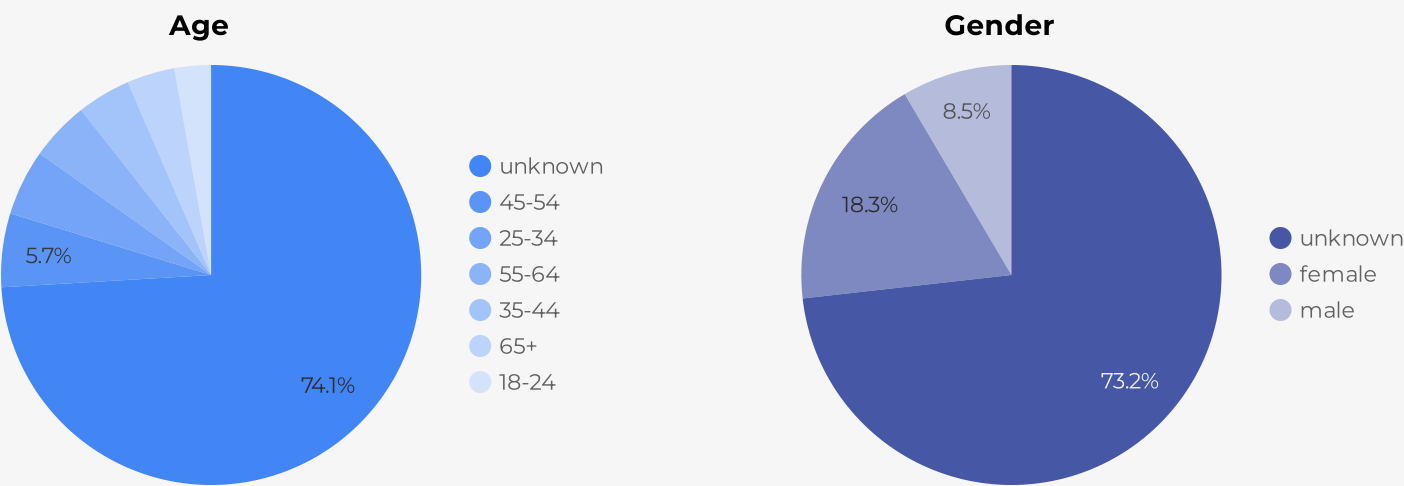
Mar 1, 2024 - Mar 31, 2024

A snapshot of the audience visiting our website

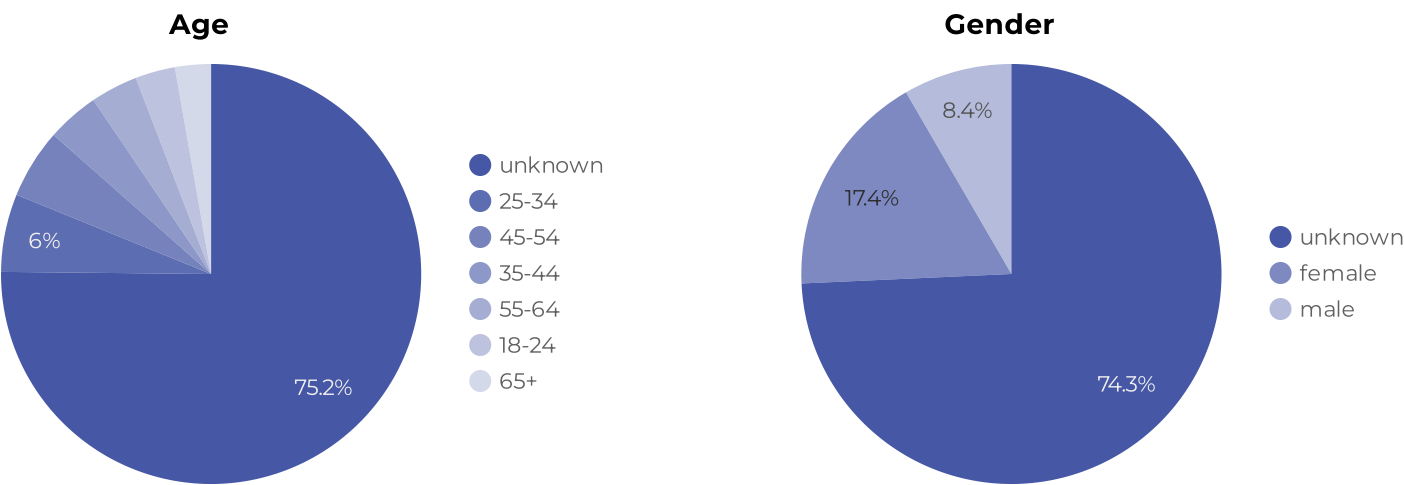
Click-through Rate by Audience on Google Ads



Hotel Leads by Audience



Operator Leads by Audience





Tourism Kingston
177 Wellington street, Suite 200
Kingston, Ontario
K7L 3E3

— *Tourism* —
KINGSTON