KINGSTON

2025 AGM

Tourism Kingston

- 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.





⁹GreenStep Sustainable Tourism Silver Certified DESTINATION – Tourism – KINGSTON

MEET THE STAFF

MEGAN KNOTT

(she/her)

Chief Executive Officer



BRITTNEY VELEY

(she/her)

Operations and Human Resources Manager

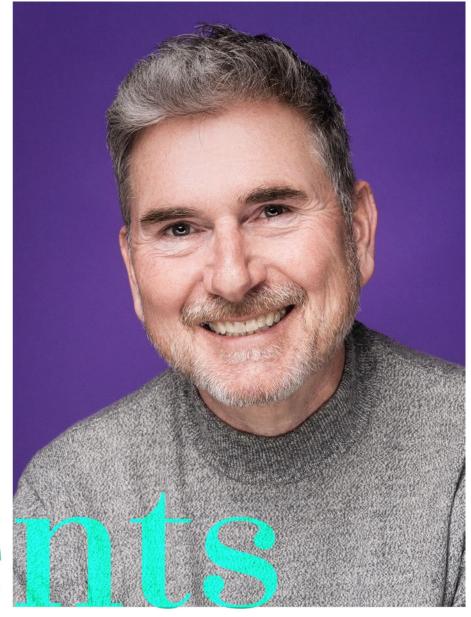


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(he/him)

Business Events Specialist

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EMMA LAMBERT

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Manager, Sport Partnerships, Wellness & Culture



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(she/her)

Travel and Tourism Development Specialist



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Film Commissioner



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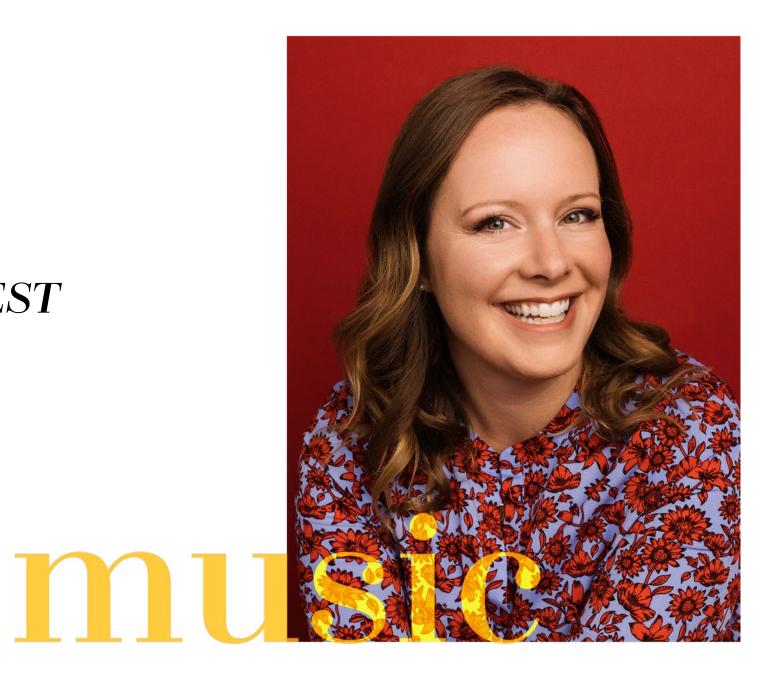
Film and Media Specialist



MOIRA DEMOREST

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Music Officer



RYLEIGH STRINGER

(she/her)

Marketing and Communications Coordinator, Creative Industries

creative

ANGÉLICA MENDIETA-SWEET

(she/her)

Manager of Visitor Services



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.

The IDS includes 25 initiatives falling within five pillars:

Social enterprise culture

2 Tourism experience

3 Tourism revenue

Longer-term developmental wins

5 Long-term sport and wellness initiatives



2024 IDS PROJECTS

Social enterprise culture

- // Implemented professional development and networking opportunities for the local creative industries sector
- *II* Expanded data collection for the Destination Insights Dashboard

Tourism experience

- // Coordinated communitywide activation to mark the April 2024 total solar eclipse in Kingston
- // Completed phase 2 of website redesign in English, French, and Chinese for relauch in spring 2025
- // Kingstonlicious 2024 supported culinary tourism and overnight visitation during shoulder season
- Embedded sustainability into the work of each portfolio

Tourism revenue

- // Leveraged the April total solar eclipse to organize communitywide activations, created innovative marketing campaigns, and generated overnight visitation
- // Developed and implemented strategic, year-round marketing campaigns
- // Supported shoulder- and low-season visitation through paid media investment

Longer-term developmental wins

- // Film production studio project finalized with build set for 2025
- // Deep-water dock development supported with hydrographic survey
- // Conference centre project moved to RFP stage
- // Animation studio project
 supported

Long-term sport and wellness initiatives

- // Supported a number of high-profile sport events
- // Created winning bids for new sport events in Kingston

TRAVEL TRADE

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By the numbers

1,319 cruise passengers

> 275 partner referrals

> > 96 operator leads

> > > 95

buses booked

\$3.4 M estimated economic impact

HIGHLIGHTS

- // Hosted 16 FAM tours with tour operators
- // Represented Kingston at Showcase Canada Europe hosted by Destination Canada
- Worked with the City of Kingston to create expanded tour bus parking to meet increased demand
- // Welcomed two new cruise ships to the Port of Kingston
- // Represented Kingston at five trade shows; ABA, RVC, SYTA, OMCA, and Showcase Canada
- // Raised Kingston's profile with the international cruise industry: Kingston was named a finalist as Destination of the

year at the Seatrade Cruise conference in Málaga, Spain

International Travel Trade

- // Represented Kingston at Destination Canada and Destination Ontario's virtual webinar series for 650+ Chinese tour operators
- // Created new itineraries to increase length of stay for group tours
- // Created video with Destination Ontario, promoting Kingston to Chinese operators
- // Grew subscribers to Chinese-language media: 2,773 WeChat subscribers and 1,516 Weibo subscribers

SPORT & WELLNESS

HIGHLIGHTS

- *II* Hosted major Canadian sporting events including the Vanier Cup and the Little League Canadian Championships
- II Submitted successful bids to host the 2025 Little League U13 National Championships, the 2025 and 2026 U17/U19 Ontario Cup Girls Basketball Championships, and the 2025 and 2026 JUEL Provincial Girls Basketball Championships
- II Welcomed events new to Kingston, including the Ontario Boccia Championships and the North American Orienteering Festival
- II With the Marketing team, relaunched the "Athletes of Kingston" feature series
- // Launched a volunteer recruitment page for local sporting events

By the numbers

21

bids submitted

12

bids won

82 events hosted

83,097

event attendees

59,233 contracted room nights



BUSINESS EVENTS

HIGHLIGHTS

- // Hosted the Canadian Society of Association Executives (CSAE) 2024 Summer Summit
- // Collaborated with 38 local partners to present a welcome reception for the CSAE Summit
- Worked with local charity Lionhearts to create the Food Recovery and Redistribution project

- // Submitted a winning bid to host the 2025 Canadian Society of Professional Event Planners conference
- // Launched a Business Events campaign to promote Kingston as an ideal location for small business events

By the numbers

33

major events hosted

8,988 contracted room nights

> 40 definite leads

\$4.7 M estimated economic impact

FILM & MEDIA

HIGHLIGHTS

// Hosted 28 location tours

- // Formalized tracking key economic indicators, including economic impact, local hires, and room nights associated with productions in Kingston
- Promoted local electrical tie-in locations for productions to reduce reliance on diesel generators
- // Developed a Producer Accelerator Program to launch in 2025

- II Secured funding for the Producer Accelerator Program from the Canada Media Fund and Ontario Creates
- // Presented 13 workshops
- // Developed new permitting forms for incoming productions
- // Supported capacity of surrounding communities to attract productions
- // Promoted Kingston as a production destination at key industry events

By the numbers

32

productions

6

tier 1 productions (over one week)

17

local productions (within 100 km)

28

scout tours

997

workshop/event participants





HIGHLIGHTS

- // Supported the completion of the Kingston Music Strategy
- // Created the Kingston Music Advisory Committee
- // Organized eight roadshows, showcasing local artists and building recognition in new cities
- // Coordinated local musical talent for Tourism Kingston-supported events, including the Little League Canadian Championships
- Collaborated with CFRC Music and Kingston Live to highlight 35+ musicians in "Release Radar" – new releases by local artists

- // Hosted nine Youth Open Mic events in partnership with Long & McQuade, featuring 86 participants and fostering local emerging talent
- // Facilitated 32 professional development opportunities with over 1,150+ attendees
- // Hosted professional development and cross-sector networking events in collaboration with the Canadian Live Music Association
- In partnership with Kingston Canadian Film Festival, launched the fourth iteration of the Slaight Music Video Program, connecting 22 local bands and production companies to create 11 music videos

By the numbers

1,157 workshop attendees

14 sponsored music events

> 10,747 event attendees



economic impact (sponsored events)

VISITOR SERVICES

HIGHLIGHTS

- // Supported the solar eclipse with staffing, merchandise, and special events at the Visitor Information Centre
- // Created new retail items in collaboration with local artists and suppliers
- // Added new community locations for brochure racking as part of the Enhanced Profile Program
- // Sponsored Clothes for Kids, helping them exceed their \$55 K goal
- // Unveiled the "BE KIND" piano at the VIC, painted by Hill Werth of Slow & Intentional

- // Through our Canada Summer Jobs partnerships, served as an incubator for student talent, fostering growth, innovation, and hands-on experience
- Created a "Green Team" at the Visitor Information Centre to implement new sustainability initiatives
- Developed a visitor sustainability pledge
- Continued progress on the 2024 Greenstep Action Plan — aiming for a higher certification level in 2025

By the numbers

137 K

\$228 K

in retail sales

\$37 K ticket sales for partners

MARKETING & COMMUNICATIONS

PROMOTED KINGSTON AS A FOUR-SEASON DESTINATION

Raised awareness for Kingston year-round, connecting visitors with local businesses

25 things to do (monthly)

Kingstonlicious (Jan to Mar)

Total solar eclipse (Jan to Apr)

Business events campaign (Apr to Dec)

Weddings (May to Dec)

Brand campaign (May to Dec)

Destination Ontario campaigns

- Domestic: winter, fall
 - Quebec: spring
 - U.S.A.: summer



BY THE NUMBERS

2.7 M* website sessions

380 K*

 $\frac{208\ M}{\text{advertising impressions}}$

444 proactive, high-value earned media stories **2.3** B earned media impressions

* 62% increase in website sessions and 37% increase in partner referrals vs. 2023



Total solar eclipse by the numbers

223 earned media stories secured

> 556 total media stories

 $490 \ M$ media impressions

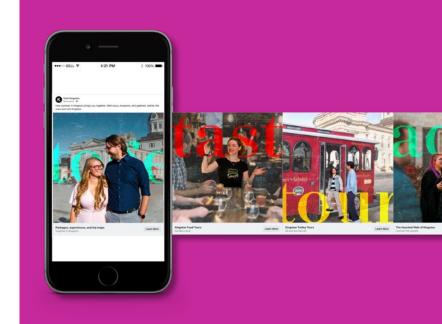
74,428 visitors

\$25.8 M economic impact

DIGITAL MARKETING & SOCIAL MEDIA

- // Completed two of three phases of website redesign - English, French & Chinese website
- // Launched a new online events calendar in English and French

- // Continued proactive strategy to build engaged audiences: aspirational content, contests, stories. 1.5 M social media engagements; 129 K followers, growing audience by 8%
- // Supported sales sector communications, including pre and post event mailers, targeted e-blasts, and press releases





PUBLICATIONS & INTERNAL COMMUNICATIONS

- // Updates: Visitor Guide; dining guides; sport facilities guide; film look book
- // Shared timely information with key internal audiences to support Integrated Destination Strategy priorities, advocate for our local tourism sector, and strengthen local understanding of the importance of tourism

- // Supported investment attraction and high-priority IDS projects, including deep-water dock, film production studio
- Secured \$218,490 in grant funding, supporting multiple projects including website events calendar redesign, total solar eclipse, and Kingstonlicious
- Provided research for case studies and advocacy work on the LaSalle Causeway closure, animation studio, and other projects



> Signature experiences
 > Year-round activities
 > Accommodations
 > Unique finds

BRANDING

- // Supported sales sector presence at trade shows and events: brand-first approach, always leading with and supporting Kingston brand
- // Environmental design: total solar eclipse, city pageantry, The HIP sign, VIC banners
- *II* 180+ graphic design projects supporting the brand and Tourism Kingston team



EARNED MEDIA

- // Proactively pitched Kingston stories to media
- II Secured coverage with The Globe & Mail, Toronto Star, Canadian Press, Narcity, Toronto Sun, CTV Morning Live, Forbes, and The Weather Network
- // Represented Kingston at the Travel Media Association of Canada trade show
- // Developed custom itineraries and hosted16 journalists and content creators to raiseprofile and build reputation for Kingston
- II In partnership with Destination Ontario, Hosted The Weather Network for multi-day shoot to promote fall activities and attractions

THE GLOBE AND MAIL*

Great Canadian escapes for less

With the cost of travel skyrocketing over the past few years because of inflation, more people are choosing to vacation doser to home. Bat even travelling domestically can still be expensive in Canada, where a return ticket across the country can cost \$600 to \$800, to formeting springing for a rental car when you tand. If you're willing to skip the flight and drive your own vehicle, some cities and regions are cheaper than others. These five destinations are rich in experiences that don't require spending a fortune.

FOR WALKABLE HISTORY

Kingston || Though it often flies under the radar for travellers, this city is for people of all ages – with historic sites, dozens of museums and memorable shopping experiences



A stroll through the Princess Street Promenade and Springer Market Square will give you a quick feel for what the historic downtown is all about: small artisan shops, quaint vibes and community events. Visting during one of the Doors Open Kingston & Area events (July 20, Aug. 24 and Sept. 28) can be well worth your while for a behind-the-scenes look at Kingston City Hall, Babcock Mill, the Perth Museum and several other sites. The city's arts and culture scene is surprisingly vast, and visitors can learn about it through self-guided tours that explore film, literary and musical landmarks, including ones connected to the Tragically Hip. How YO STAV WITHIN BUOCHT Kingston is easily ac-

Top: Kingston's K-Pass, which ranges from treal. Once there, the city is easy to get around by foot, bus or the Kingston Toronto, Ottawa or Monfoot, bus or the Kingston Toronto, Ottawa or Montop, the K-Pass (Stoo to Stee), which is a great way to reduce costs. It includes admission to some of the top attractions, such as fort Henry, the Creat Lakes Marine Museum, 1,000 Islands cruises and the Kingston Penitentary. For more savings, Visit Kingston offers various getaway packages that feature accommodations, entertainment, spa treatments and meals.

pecial to The Globe and Mail

MACLEAN'S



BT breakfast television

Kingston is hosting a massive culinary festival featuring seasonal recipes



Forbes

5 Must-See Attractions In Kingston, Ontario For A Family-Friendly Summer Getaway



Kingston, ON, Canada – September 20, 2019: Downtown Kingston upon Lake Ontario features many picturesque stops such as the information centre that features a large sign of Kingston's city name and a sculpture of a train. Less GETTY

Kingston is a premier Canadian destination for travelers and the perfect city for a long weekend family getaway. Kingston is positioned where Lake Ontario, the St. Lawrence River, and the

PARTNERSHIP & PACKAGING

- // Kingstonlicious, multi-week culinary festival, from January to March: 39 prix fixe partners and six signature events
- // Culinary packages: 18 hotels offered Kingstonlicious packages (\$100 Visa card), resulting in 760+ room nights
- // Partnered with two Rainbow Registered local accommodations for Kingston Pride overnight packages in June, including donation to a local LGBTQI+ charity

- Collaborated with Frontenac County, South Frontenac, and the City of Kingston on Open Farm Days to connect community through farming and food
- In partnership with KAP and RTO 9, collaborated with the Culinary Tourism Alliance on a fall Feast On[®] culinary event at MacKinnon Brothers Brewing, combined with overnight packages
- // Implemented overnight package incentives
 (\$100 Visa card) to support shoulder- and lowseason visitation: 240+ room nights



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WINNER	WINNER	WINNER	WINNER
Marketing Canada Award	Ontario Tourism Award of Excellence	Ontario Tourism Award of Excellence	Ontario Tourism Award of Excellence
Economic Developers	Tourism – Social Media &	Culinary Tourism –	Culinary Tourism Diversity, Equity
Association of Canada	Influencer Marketing	Leadership	& Inclusion Award – Call to Action
Promotional Event –			83: What Does Reconciliation
Total Solar Eclipse			Taste Like?*
			Tourism Industry Association of
			Ontario

Thank you to our partners and agencies for their support.

* With Gold Fife, Inclusive Voices, Isabel Bader Centre for the Performing Arts, and featured chefs and collaborators

awand

BEST IN CATEGORY

Summit Marketing Effectiveness Award

Consumer Website – Kingston Walking Tours

PLATINUM

Summit Marketing Effectiveness Award

Integrated Consumer Campaign – Total Solar Eclipse

SILVER

Summit Creative Award

Integrated Campaign – Consumer for Total Solar Eclipse

Thank you to our partners and agencies for their support.

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FINALIST	FINALIST	FINALIST	FINALIST	HONOURABLE MENTION
Canada Live Music Awards	Seatrade Cruise Awards	TIAC Canadian Tourism Award	PCMA Canada East Chapter	Economic Developers Council of Ontario Awards of Excellence
Music City of the Year	Destination of the Year	Culinary Tourism	Ted Robinson	of Excenence
		Experience	Inspirational Supplier of the Year Award	Visitor Attraction & Tourism Product Development – Total Solar Eclipse

Thank you to our partners and agencies for their support.

DESTINATION INSIGHTS PARTNERSHIP

- // Joined Destination Canada Data Collective
- // Worked with partners at ROVE to create quarterly visitation and visitor spend analysis
- // Enhanced Destination Insights Dashboard with new data points
 - Hotel
 - Sharing economy
 - Mobile insights
 - Canadian demographics
 - Review & rating
 - Economic impact



	2019	2023	2024	2024 vs 2019
Room nights	688,785	670,806	681,689	-1%
Leisure visitors	2,707,388	2,456,381	2,569,497	-5.1%
Business visitors	92,450	84,144	84,994	-5.3%
Total visitors	2,799,838	2,540,525	2,579,333	-7.9%
Visitor spending	\$415 M	\$490 M	\$512 M	+ 23.4% or 4% (inflation adjusted)
Economic activity	\$625 M	\$743 M	\$775 M	+ 2% (inflation adjusted)

Sources: Str, AirDNA, LASR, TREIM, Stats Canada, Tourism Impacts Canada.

THANK YOU

