



**City of Kingston
Report to Council
Report Number 16-259**

To: Mayor & Council
From: Gerard Hunt, Chief Administrative Officer
Resource Staff: Same
Date of Meeting: August 9, 2016
Subject: Integrated Tourism Strategy – Progress Report

Executive Summary:

At the Council meeting on October 6, 2015, Murray Matheson, Executive Director, Kingston Accommodation Partners (KAP) presented an overview of the work KAP had done to date to better align tourism focus in Kingston. The leadership KAP has shown demonstrates what can be achieved when a community organization participates in advancing Council's priorities for the benefit of the community. The development of an integrated tourism strategy is a priority set by Council (2014-2018).

Tourism is a significant driver for the Kingston and area economy. As such, an integrated tourism strategy that is supported by all the major players within the tourism industry is critical to success. As a result of KAP's efforts, significant collaboration has occurred, details of which will form part of the progress report to be presented by Murray Matheson on behalf of KAP and the other participating stakeholders.

Recommendation:

That Council request a further progress report in the third quarter of 2017 on the Integrated Tourism Strategy from Kingston Accommodation Partners.

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Authorizing Signatures:

ORIGINAL SIGNED BY CHIEF ADMINISTRATIVE OFFICER

Gerard Hunt, Chief Administrative Officer

Consultation with the following Members of the Corporate Management Team:

Lanie Hurdle, Commissioner, Community Services	Not required
Jim Keech, President and CEO, Utilities Kingston	Not required
Desiree Kennedy, Chief Financial Officer & City Treasurer	Not required
Denis Leger, Commissioner, Corporate & Emergency Services	Not required

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Options/Discussion:

Council's strategic priorities for creating a smart economy include the development of an integrated tourism strategy. An excerpt from Report 15-245 dated June 15, 2015 "Council's Strategic Priorities – Implementation Plan" under the "Create a smart economy" priority notes:

iv. Prepare and implement a city-wide tourism strategy

Recently the Kingston Accommodation Partners (KAP) completed a review and developed a tourism strategy that was presented at their annual general meeting. That strategy speaks volumes to the collective interest and vision for Kingston tourism, not only for Kingston but for the surrounding regions. A recommendation in this report [15-245] requests that Council learn more about KAP's findings by inviting them to present at a future Council meeting. At that time Council can consider embracing the vision that is presented. Opportunity exists to leverage KAP's leadership and through meaningful discussion align tourism marketing and attraction strategies, creating greater return on investment and refocusing marketing and advertising expenditures in a cohesive way. This is an example of how the community organization can participate and lead a priority as KAP has essentially advanced a city wide tourism strategy.

Over the course of the past 18 months, Kingston Accommodation Partners together with Tourism Kingston and other partners in the tourism industry have developed a much more integrated approach. Much work continues and the update provided by Kingston Accommodation Partners at the August 9, 2016 Council meeting includes:

- The history, process and results of the new Kingston brand
- Industry alignment and the integrated tourism strategy
- Details on product development since the October 6, 2015 report
- A discussion of the Memorandum of Understanding between KAP and Tourism Kingston
- Future opportunities, and
- A marketing update.

Existing Policy/By-Law:

Council's Strategic Priorities 2015-2018

Notice Provisions:

There are no notice provisions with this report.

Accessibility Considerations:

Not applicable.

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Financial Considerations:

There are no financial considerations at this time.

Contacts:

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Other City of Kingston Staff Consulted:

Not applicable.

Exhibits Attached:

Not applicable