



**City of Kingston
Information Report to Council
Report Number 18-390**

To: Mayor & Council
From: Gerard Hunt, Chief Administrative Officer
Resource Staff: Not applicable
Date of Meeting: November 20, 2018
Subject: Quarterly report: Tourism Kingston – Q3 2018

Executive Summary:

In accordance with the Service Level Agreement entered into between the City of Kingston and Tourism Kingston (see [Report to Council 16-325](#)), the attached report (Exhibit A) provides detailed reporting on Q3 2018 for Tourism Kingston. Section 2.0 “Transparency, Reporting and Accountability” of the Service Level Agreement indicates “Tourism Kingston will be accountable to the Council of the City of Kingston in the performance of the activities and services provided in accordance with the provisions of this Agreement and /or as determined in the approved annual operating budget.” Specific direction to Tourism Kingston on reporting is included in Section 2.3 which reads in part:

“2.3 Tourism Kingston shall communicate with the City as follows:

- a) Annually, by way of the draft budget, annual work plan and Tourism Kingston’s Strategic Plan as updated to reflect the priorities of City Council;*
- b) Annually, by way of the Annual Financial Report as required by Clause 4.6 of this Agreement;*
- c) Quarterly, by way of Activity Reports to demonstrate the progress of Tourism Kingston in achieving its Strategic Plan and the impact of Tourism Kingston’s actions and programs on the key performance measures of tourism as set out in Appendix B of this Agreement. The Quarterly Reports shall form the basis of an Annual Year in Review Report to Council. All Activity Reports shall be publicly accessible”...*

November 20, 2018

Page 2 of 4

The attached report is provided in fulfillment of the quarterly reporting requirement noted above.

Recommendation:

There is no recommendation as this report is provided for information only.

November 20, 2018

Page 3 of 4

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 & CEO, Utilities Kingston	Not required
Desirée Kennedy, Chief Financial Officer & City Treasurer	Not required
Denis Leger, Commissioner, Corporate & Emergency Services	Not required

November 20, 2018

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Options/Discussion:

Exhibit A to this report provides an activity report from Tourism Kingston on results for Q3 2018.

Existing Policy/By-Law:

Report to Council 16-325 dated October 4, 2016

Notice Provisions:

There are no notice provisions with this report.

Accessibility Considerations:

There are no accessibility considerations with this report.

Financial Considerations:

Section 4 of the Service Level Agreement relates to financial operations and provides clear parameters on funding to Tourism Kingston to undertake its core activities.

Contacts:

Gerard Hunt, Chief Administrative Officer 613-546-4291, ext. 2205

Other City of Kingston Staff Consulted:

Not applicable.

Exhibits Attached:

Exhibit A – Q3 2018 Tourism Kingston report to Council

945 Princess St. at Innovation Park, Suite 106
Kingston, ON
K7L 0E9

November 7, 2018

Attn: Mr. Gerard T. Hunt, CPA, CMA
Chief Administrative Officer
City of Kingston
216 Ontario St.
Kingston, ON
K7L 2Z3

Dear Gerard,

Re: Tourism Kingston Q3 2018 Report

Further to the above, please find attached our summary report on the activities undertaken by Tourism Kingston for the period of July through September 2018.

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 Tourism Kingston's Strategic Plan and Council's Strategic Priorities.

- Attraction Priorities
- Growth & Retention Priorities
- High Priority Growth Sectors
- Visitor Experience Centre (VEC)
- Partnership Services
- Integrated Tourism Marketing Strategy

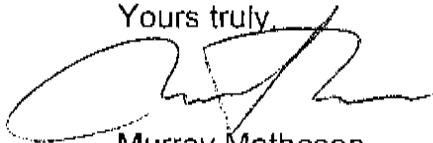
City Council received Tourism Kingston's second quarter activity report on September 4th, 2018. We are pleased to deliver our third quarter ("Q3") activity measures within each of the 6 portfolios. Included with the Q3 Report is monthly highlight reports accepted by the Board of Directors.

→ Tourism ←
KINGSTON

945 Princess St. at Innovation Park, Suite 106
Kingston, ON
K7L 0E9

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, appearing to read 'Murray Matheson', written over a faint dotted line.

Murray Matheson
Interim Executive Director



EXECUTIVE SUMMARY

This report outlines Tourism Kingston's financial update and performance metrics for the third quarter of 2018.

Financially, Tourism Kingston is on target.

Operationally, we are overcoming the disruption of recent leadership and staff changes.

Tourism Kingston Quarterly Financial Summary
For the Nine Months Ending September 30, 2018

	Total Budget			Q1			Q2			Q3			Q4			TOTAL YEAR		
	Quarterly Budget	Quarterly Actuals	Variance	Quarterly Budget	Quarterly Actuals	Variance	Quarterly Budget	Quarterly Actuals	Variance	Quarterly Budget	Quarterly Forecast	Variance	Budget	Forecast	Variance			
Revenue																		
Municipal Funding	\$1,347,000	\$336,750	\$336,850	(\$100)	\$336,750	\$336,850	(\$100)	\$336,750	\$336,850	(\$100)	\$336,750	\$336,750	\$0	1,347,000	1,347,300	(300)		
Other Revenue																		
KAP Contribution	286,875	71,718	0	71,718	71,718	77,589	(5,871)	71,718	137,567	(65,849)	71,718	112,669	(40,951)	286,872	327,825	(40,953)		
VIC Sales & Commissions	65,000	16,251	6,088	10,163	16,251	15,337	914	16,251	80,872	(64,621)	16,251	29,700	(13,449)	65,004	131,997	(66,993)		
Kingston Psa Fund	100,000	24,999	0	24,999	24,999	100,000	(75,001)	24,999	0	24,999	24,999	0	24,999	99,996	100,000	(4)		
Other Funding	70,000	17,499	6,718	10,781	17,499	151,489	(133,990)	17,499	(40,507)	58,006	17,499	58,637	(41,138)	69,996	176,337	(106,341)		
Investment & Bank Interest														0	0	0		
Total Revenue	1,868,875	467,217	349,656	117,561	467,217	681,265	(214,048)	467,217	514,782	(47,565)	467,217	537,755	(70,538)	1,868,868	2,083,458	(214,590)		
Expenditures																		
Wages & Benefits	900,000	225,000	176,457	48,543	225,000	210,240	14,760	225,000	286,804	(61,804)	225,000	222,583	2,417	900,000	896,084	3,916		
Other Administrative Expenses	245,500	61,374	47,117	14,257	61,374	93,923	(32,549)	61,374	53,021	8,353	61,374	134,989	(73,615)	245,496	329,050	(83,554)		
Project Expenses																		
Marketing Digital Content Media Relations	192,000	48,000	49,958	(1,958)	48,000	157,255	(109,255)	48,000	91,305	(43,305)	48,000	20,000	28,000	192,000	318,518	(126,518)		
Meetings & Conferences	61,875	15,468	7,455	8,013	15,468	24,207	(8,739)	15,468	21,395	(5,927)	15,468	2,300	13,168	61,872	55,357	6,515		
Travel Trade	58,400	14,601	5,178	9,423	14,601	46,818	(32,217)	14,601	36,860	(22,259)	14,601	38,000	(23,399)	58,404	126,856	(68,452)		
Sport Tourism	188,300	47,076	54,615	(7,539)	47,076	55,090	(8,014)	47,076	21,478	25,598	47,076	17,000	30,076	188,304	148,183	40,121		
Film Kingston	118,900	29,724	9,224	20,500	29,724	36,587	(6,863)	29,724	23,948	5,776	29,724	19,000	10,724	118,896	88,759	30,137		
Visitor Services	88,500	22,125	14,445	7,680	22,125	29,267	(7,142)	22,125	34,336	(12,211)	22,125	18,750	3,375	88,500	96,785	(8,285)		
Ambassador Program	15,400	3,849	3,562	287	3,849	12,853	(9,004)	3,849	17	3,832	3,849	0	3,849	15,396	16,432	(1,036)		
Total Expenditures	1,868,875	467,217	368,011	99,206	467,217	666,240	(199,023)	467,217	569,164	(101,947)	467,217	472,622	(5,405)	1,868,868	2,076,037	(207,169)		
Surplus/(Deficit)		0	(18,355)	18,355	0	15,025	(15,025)	0	(54,382)	54,382	0	65,133	(65,133)	0	7,421	(7,421)		

**Market Sector Performance
YTD Q3 Results**

Tentative Room Nights	2018 Goal	2018 Actual YTD	% Goal Actual
Meetings & Conferences	7,000	4,290	61%
Sport Events	7,000	11,035	158%
Film Production Events	1,000	878	88%
	15,000	16,203	108%

*Tentative = prospect converts to a business opportunity for the partners to respond to

Definite Room Nights	2018 Goal	2018 Actual YTD	% Goal Actual
Meetings & Conferences	6,000	1,122	19%
Sport Events	5,000	12,651	253%
Film Production Events	500	253	51%
	11,500	14,026	122%

*Definite = tentative converts to a confirmed business opportunity for Kingston partners

Leads, Referrals, Permits	2018 Goal	2018 Actual YTD	% Goal Actual
Travel Trade (leads)	490	269	55%
Travel Trade (referrals)	84	415	494%
Film Shoots (permits or no permits)	40	20	50%
	614	704	115%

Leads = qualified tour operator that has interest for Kingston and shared with partners
Referrals = partner services requested by a tour operator

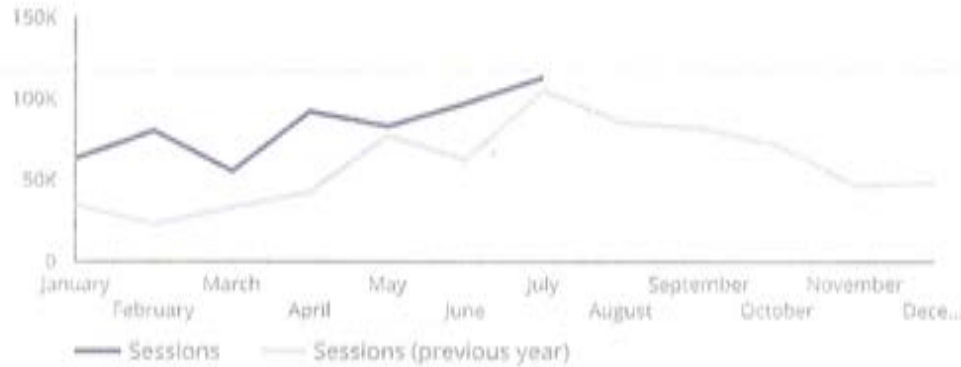
Passengers	2018 Goal	2018 Actual YTD	% Goal Actual
Number of VEC Visitors	109,130	171,954	158%
Tour Bus	51,000	69,485	136%
Cruise Ship	300	1,875	625%
	160,430	243,314	152%
VEC Sales			
Retail	\$48,750	\$88,497	182%
Commissions	\$16,250	\$36,139	222%
Total Sales	\$65,000	\$124,636	192%

MONTHLY DIGITAL REPORT

Jul 1, 2018 - Jul 31, 2018

CONSUMPTION

Is our content marketing working?



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 people who have visited your site more than once.

* All percent change is Year Over Year

SESSIONS
113.4K
↑ 7.7%

USERS
85.6K
↑ 0.1%

PAGE VIEWS
248.8K
↑ 12.3%

RETENTION

Are users coming back and consuming our content?

11,150
RETURN VISITORS

LEAD GENERATION

Are users converting online?

OPERATORS

HOTELS

27,548
↑ 54.7%

171
↓ -26.0%

2,313
↓ -28.9%

123
↓ -46.1%

WEB REFERRALS

CLICKS TO CALL

WEB REFERRALS

CLICKS TO CALL

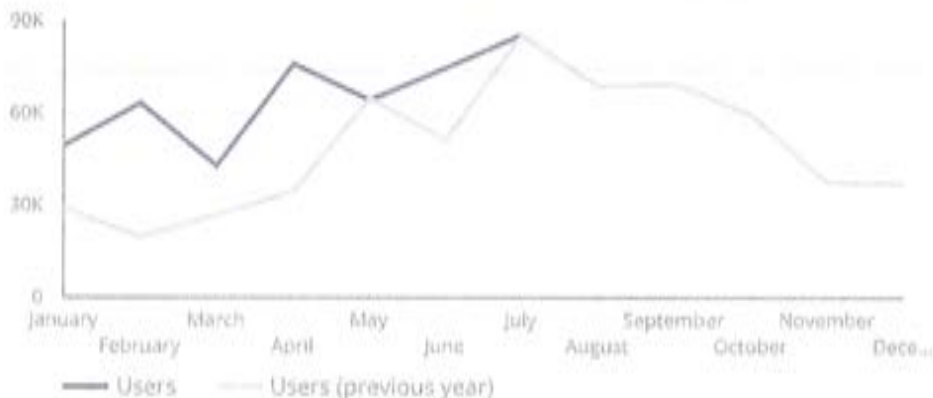
MONTHLY DIGITAL REPORT

Jul 1, 2018 - Jul 31, 2018

CONSUMPTION

How is our audience using our site?

USERS
85,579



GLOSSARY OF TERMS

USERS

of people who visited your site.

AVG. TIME ON SITE

Average time spent on site during one session.

PAGES/SESSION

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

00:01:57

↑ 12.8%

AVG. TIME ON SITE

2.19

↑ 4.4%

PAGES / SESSION

00:01:38

↑ 4.1%

AVG. TIME ON PAGE

SOCIAL MEDIA

An overview of activity on our social media channels

This data is cumulative to today's date.



5,257

INSTAGRAM FOLLOWERS



49,757

FACEBOOK LIKES



5,826

TWITTER FOLLOWERS



4,837,674

↓ -11.2%

IMPRESSIONS



18,860

↓ -65.3%

ENGAGEMENTS



32,681

↓ -36.1%

CLICKS

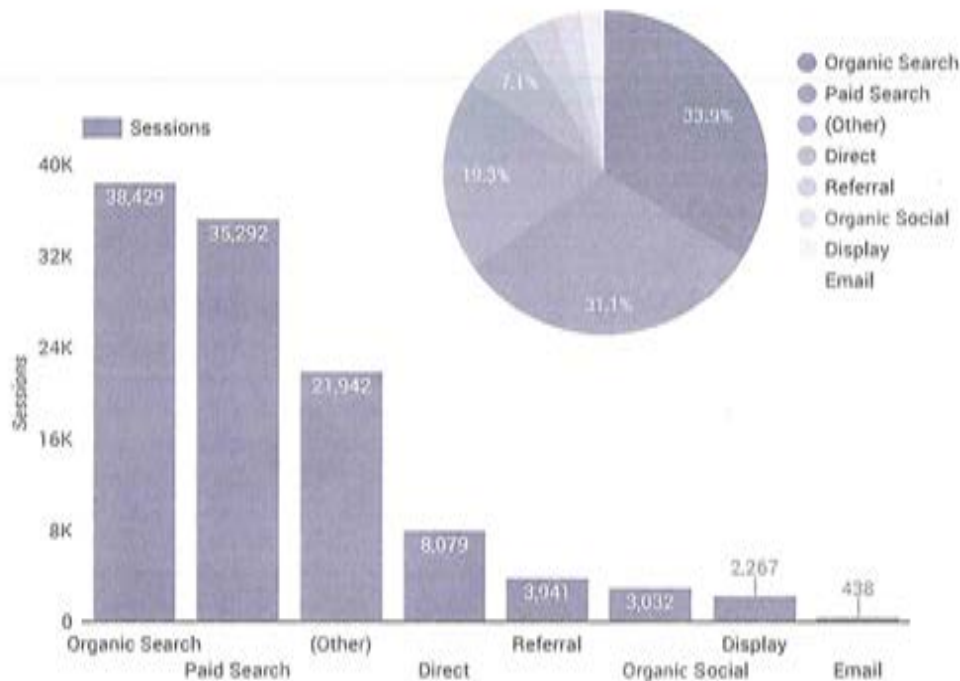
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MONTHLY DIGITAL REPORT

Jul 1, 2018 - Jul 31, 2018

Website Metrics

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



GLOSSARY OF TERMS

OTHER

Paid media sources like paid Facebook and Instagram, and YouTube.

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

Rank	City	Sessions
1.	Kingston	25,874
2.	Toronto	14,825
3.	Montreal	13,076
4.	Ottawa	8,749
5.	(not set)	2,319
6.	Hamilton	2,310
7.	Mississauga	2,024
8.	Belleville	1,666
9.	Oshawa	1,548
10.	Brampton	1,489

MOST VISITED PAGES

Rank	Page	Pageviews
1.	www.visitkingston.ca/25-things-to-do-in-july/	22,984
2.	www.visitkingston.ca/kingston-events/	20,895
3.	www.visitkingston.ca/	18,759
4.	www.visitkingston.ca/packages/kingston-penitentiary/	11,677
5.	www.visitkingston.ca/stay	10,978
6.	www.visitkingston.ca/see-do/k-pass/	7,348
7.	www.visitkingston.ca/see-and-do-kingston/1000-islands-cruises-kingston/	7,240
8.	www.visitkingston.ca/stay/	6,642
9.	www.visitkingston.ca/see-do/top-attractions/	4,301
10.	www.visitkingston.ca/king_stay_cats/hotels/	4,261

MONTHLY DIGITAL REPORT

Jul 1, 2018 - Jul 31, 2018

EMAIL MARKETING

An overview of email campaigns this month

CONSUMER NEWSLETTER

 **2,310**
TOTAL DELIVERIES

 **1,250**
TOTAL UNIQUE OPENS

 **369**
TOTAL CLICKS

 **12**
TOTAL UNSUBSCRIBES

 **54%**
AVERAGE OPEN RATE

 **30%**
AVERAGE CTR

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

MEMBER NEWSLETTER

 **71**
DELIVERIES

 **38**
UNIQUE OPENS

 **22**
CLICKS

 **0**
UNSUBSCRIBES

 **53%**
OPEN RATE

 **58%**
CTR

GLOSSARY OF TERMS

DELIVERIES

Number of successful emails sent.

UNIQUE OPENS

of people who opened your emails.

OPEN RATE

Opens divided by deliveries.

CLICKS

of clicks that were taken on your email.

CTR

Clicks divided by unique opens.

MONTHLY DIGITAL REPORT

Jul 1, 2018 - Jul 31, 2018

PAID DIGITAL

A snapshot of our digital ads in market this month.

FACEBOOK/INSTAGRAM NETWORK

Campaign name	Impressions	Reach	Link clicks	CTR ^v	Video Views
Post: "Kingston has been gifted with some of the hotte...	4.3K	4.1K	192	4.46%	null
12318_LiveMusic3	3.5K	3.4K	146	4.16%	282
August_Promo	12.2K	10.9K	465	3.82%	734
Post_7Dates	5.5K	5.2K	206	3.73%	null
JulyPromo	359.8K	136.4K	10.2K	2.77%	18.6K
12188_KPassSummer	196.9K	98.6K	4.1K	2.08%	null
12319_PenPromo	23.7K	18.8K	460	1.94%	null
Post_JulyFestivalGuide	104K	53.2K	1.5K	1.44%	null
Post_FoodLiteracy	68.7K	36.1K	895	1.3%	null
KickPush	379.3K	102.5K	3.1K	0.82%	11.9K
12188_SummerRetargeting	2.5M	288.3K	11.5K	0.46%	null
12319_PenPromo_Stream	54.6K	34.3K	67	0.1%	3.4K
12318_LiveMusic3_Stream	1.5K	1.5K	1	0.07%	73
Grand total	3.7M	593.2K	32.9K	0.88%	34.9K

GOOGLE ADWORDS SEARCH NETWORK

Campaign	Campaign type	Impressions	Clicks	CTR ^v
1. KA:18 Kingston Pen Tours	Search Only	26.1K	9.3K	35.51%
2. KA:18 Spring/Summer	Search Only	50.9K	11.2K	21.98%
3. KA:18 Things to do in July	Search Only	97.2K	15.3K	15.76%
4. KA:18 Things to do in August	Search Only	1.5K	232	15.44%
5. KA:18 Perpetual	Search Only	126.7K	2.7K	2.11%
Grand total		2.4M	41.3K	1.74%

BENCHMARKS: Facebook&Instagram CTR - 0.9-1.76% | Display - 0.09% | Video (YouTube) - 0.45%

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MONTHLY DIGITAL REPORT

Jul 1, 2018 - Jul 31, 2018

PAID DIGITAL

A snapshot of our digital ads in market this month.

GOOGLE ADWORDS DISPLAY NETWORK & YOUTUBE

	Campaign ▾	Campaign type	Impressions	Clicks	CTR	Video views
1.	LiveMusic3_YT_Bumper_TOROTT	Video	1.9K	4	0.21%	0
2.	LiveMusic3_YT_Bumper_MON	Video	3.2K	15	0.47%	0
3.	LiveMusic3_True_TOROTT	Video	221	0	0%	44
4.	LiveMusic3_True_Mon	Video	375	0	0%	92
5.	12319_PenPromo_Youtube_TorOtt	Video	19.7K	79	0.4%	0
6.	12319_PenPromo_Youtube_Mon	Video	7.4K	35	0.48%	0
7.	12319_PenPromo_GDN_TorOtt	Display Only	79.2K	25	0.03%	0
8.	12319_PenPromo_GDN_Mon	Display Only	241.7K	86	0.04%	0
	Grand total		353.6K	244	0.07%	136

BENCHMARKS: Facebook&Instagram CTR - 0.9-1.76% | Display - 0.09% | Video (YouTube) - 0.45%

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MONTHLY DIGITAL REPORT

Jul 1, 2018 - Jul 31, 2018

CONTESTS

Organic engagement from our contests on Facebook

CONTEST: Wolfe Island Music Festival

Post message: **UPDATE** Congratulations to... (1)



146,438

REACH



1,659

SHARES



1,529

REACTIONS



1,454

COMMENTS

#linKingston

Amount of user generated content from interactive sign



682
POSTS



593
USERS



717,073
IMPRESSIONS



631,335
REACH

MONTHLY DIGITAL REPORT

Jul 1, 2018 - Jul 31, 2018

FACEBOOK

A snapshot of our content marketing in action.

New likes
669

GLOSSARY OF TERMS

NEW LIKES
Likes generated this month.

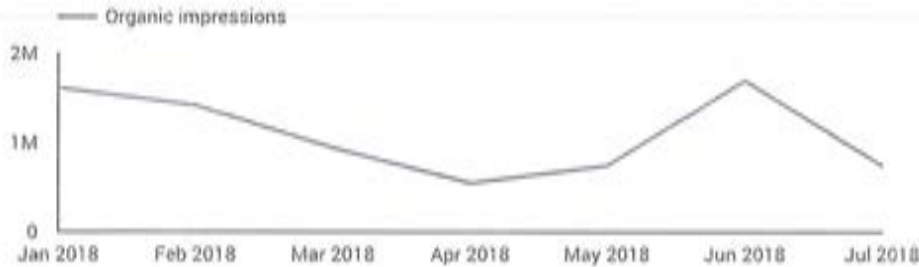
ORGANIC IMPRESSIONS
The number of times your content or page was viewed through non-paid activity.

ORGANIC REACH
The number of people who saw your content or page through non-paid activity.

VIRAL IMPRESSIONS
Impressions from shared content.

ORGANIC VIDEO VIEWS
Video views obtained through non-paid activity.

ENGAGEMENT RATE
of people Who liked, commented, shared, or clicked on your content divided by the # of people who saw the content.



741,732
ORGANIC REACH

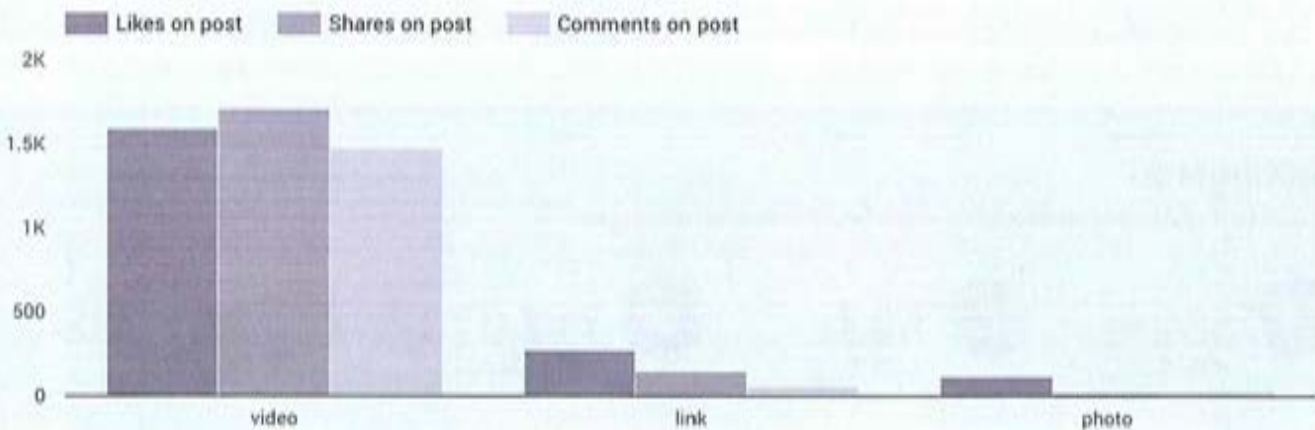
394,583
VIRAL REACH

76,073
ORGANIC VIDEO VIEWS

5.23%
ENGAGEMENT RATE

ENGAGEMENT BY POST TYPE

What types of content are users engaging with the most?



MONTHLY DIGITAL REPORT

Jul 1, 2018 - Jul 31, 2018

Website

Web referrals are almost twice as high as last year for operators during the month of July. Top Referrals for operators are:

- 7.7k - Kingston Pen
- 4.6k - 1000 Islands Cruises
- 1.9k - KPass
- 1.4k - Big Sandy Bay - Wolfe Island page on The Swim Guide
- 1.1k - Fort Henry

While lead generation for Operator clicks to call and Hotel web referrals and clicks to call is down from last year, they have risen significantly from June due to several campaigns in market including KPass, Summer Stay retargeting, and Kingston Pen.

Operator Web Referrals +40% and Clicks to Call +101%

Hotel Web Referrals +59% and Clicks to Call +89%

All website traffic metrics have risen slightly Year over Year and Month over Month, which follows the trends we saw last year. Looking ahead, we can see the decline in traffic begin during August of last year. This year we have several campaigns in market and plenty of content which should contribute to another increase in YoY traffic.

Organic search traffic saw an increase of almost 9k, likely due to the increase in tourism as summer holidays are in full force, and due to the increase in paid and organic activity which drives brand awareness and contributes to organic searches. Paid search, Paid Social (other), and Display all rose due to an increase in campaigns in market. Organic Social (social) fell by about 50%. A large portion of the organic social media posts did not link to the website but instead encouraged engagement and promotion of partners which is also very valuable.

The updated website went live July 30th.

Paid Media

We have several campaigns in market in addition to our monthly content promotion. The Kingston Pen and Live Music were live at the end of July and will see much more traction during the month of August. Campaigns are live on Facebook, Instagram, YouTube, and Google Display Network. Other paid media includes On Route and Kingston Music Posters in Toronto.

MONTHLY DIGITAL REPORT

Jul 1, 2018 - Jul 31, 2018

Email

The open rate for this month's Consumer newsletter is the highest we've had during 2018 at 54%. CTR was lower than last month but still well above our benchmarks. Our average CTR for the first 6 months of 2018 is 25%, so we are also above our own average with a CTR of 30% this month.

The Members newsletter had a few more successful deliveries. Open rate and CTR is lower than last month with both around the 50% mark. Our average for the first 6 months of 2018 is a 66% open rate and a 57% click-through rate. A member outreach component will be included in our 2019 planning to ensure the member newsletter is useful and valuable to members.

Organic Social

Social media impressions, engagement and clicks are all down from last year, however, the month of July only ran 1 Facebook contest. Contests contribute greatly to these metrics and two very successful contests were run during July of 2017 (Historic Inns and Kingston Getaway). Month over month, impressions and engagements are down slightly from June, again due to the difference between July's one contest and June's 4 contests.

Organic video views are up 590% from last month. Engagements are mostly coming from video posts this month, usually we see the most engagement on photos (since that is the contest post type). Video is a very eye-catching and engaging media and great for organic social, we should continue to post and share plenty of video content.

Coming Up

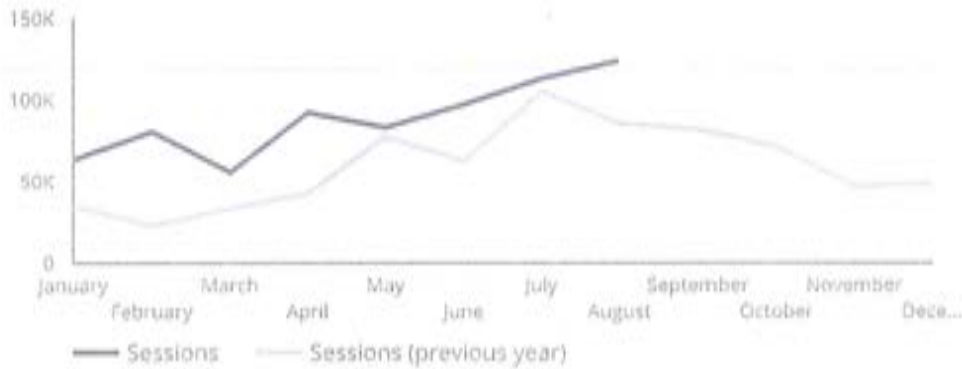
- Further development of Music promotion is in planning - working with The City Cultural Services team and Kingston music stakeholders
- Fall campaign includes: Food & Drink and Edible Ottawa, Visual & Performing Art microcampaign on Facebook, YouTube, and Google Display Network.
- 2019 planning is in full swing, with presentation at September marketing meeting

MONTHLY DIGITAL REPORT

Aug 1, 2018 - Aug 31, 2018

CONSUMPTION

Is our content marketing working?



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 people who have visited your site more than once.

* All percent change is Year Over Year

SESSIONS
124.3K
 ↑ 45.2%

USERS
97.7K
 ↑ 42.1%

PAGE VIEWS
231.9K
 ↑ 25.9%

RETENTION

Are users coming back and consuming our content?

13,965
 RETURN VISITORS

LEAD GENERATION

Are users converting online?

OPERATORS

HOTELS

22,444
 ↑ 43.2%

387
 ↑ 125.0%

1,843
 ↓ -21.4%

121
 ↓ -28.8%

WEB REFERRALS

CLICKS TO CALL

WEB REFERRALS

CLICKS TO CALL

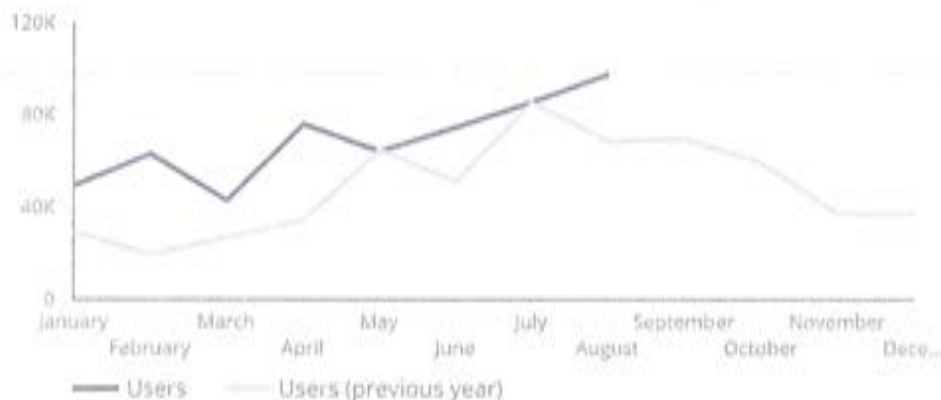
MONTHLY DIGITAL REPORT

Aug 1, 2018 - Aug 31, 2018

CONSUMPTION

How is our audience using our site?

USERS
97,717



GLOSSARY OF TERMS

USERS

of people who visited your site.

AVG. TIME ON SITE

Average time spent on site during one session.

PAGES/SESSION

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

00:01:29
↓ -18.1%

1.87
↓ -13.3%

00:01:42
↑ 8.9%

AVG. TIME ON SITE

PAGES / SESSION

AVG. TIME ON PAGE

SOCIAL MEDIA

An overview of activity on our social media channels

This data is cumulative to today's date.

5,747
INSTAGRAM FOLLOWERS

51,229
FACEBOOK LIKES

5,989
TWITTER FOLLOWERS

5,662,674
↑ 34.7%

26,997
↓ -23.1%

51,377
↑ 32.2%

IMPRESSIONS

ENGAGEMENTS

CLICKS

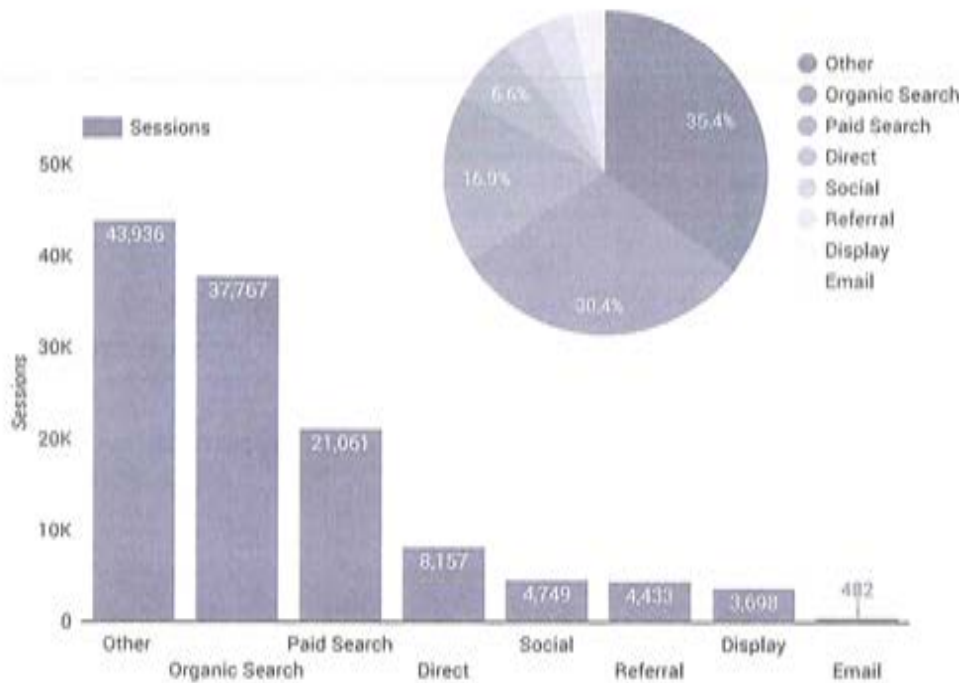
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MONTHLY DIGITAL REPORT

Aug 1, 2018 - Aug 31, 2018

Website Metrics

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



GLOSSARY OF TERMS

OTHER

Paid media sources like paid Facebook and Instagram, and YouTube.

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

Rank	City	Sessions
1.	Kingston	30,618
2.	Toronto	18,606
3.	Montreal	15,074
4.	Ottawa	9,842
5.	(not set)	2,732
6.	Mississauga	2,374
7.	Brampton	1,956
8.	Belleville	1,882
9.	Hamilton	1,795
10.	Oshawa	1,619

MOST VISITED PAGES

Rank	Page	Pageviews
1.	www.visitkingston.ca/	14,911
2.	www.visitkingston.ca/25-things-to-do-in-kingston-in-august-2/	12,211
3.	www.visitkingston.ca/events/	10,854
4.	www.visitkingston.ca/see-do/k-pass/	9,750
5.	www.visitkingston.ca/meeting-planners/accommodations-venues/kingst...	9,243
6.	www.visitkingston.ca/kingstons-beautiful-breakwater-park/	7,662
7.	www.visitkingston.ca/today/	6,618
8.	www.visitkingston.ca/packages/kingston-penitentiary-tours/	5,902
9.	www.visitkingston.ca/stay	5,835
10.	www.visitkingston.ca/see-do/top-attractions/	5,626

MONTHLY DIGITAL REPORT

Aug 1, 2018 - Aug 31, 2018

EMAIL MARKETING

An overview of email campaigns this month

CONSUMER NEWSLETTER

 **2,276**
TOTAL DELIVERIES

 **1,223**
TOTAL UNIQUE OPENS

 **454**
TOTAL CLICKS

 **14**
TOTAL UNSUBSCRIBES

 **54%**
AVERAGE OPEN RATE

 **37%**
AVERAGE CTR

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

MEMBER NEWSLETTER

 **79**
DELIVERIES

 **44**
UNIQUE OPENS

 **32**
CLICKS

 **0**
UNSUBSCRIBES

 **56%**
OPEN RATE

 **73%**
CTR

GLOSSARY OF TERMS

DELIVERIES

Number of successful emails sent.

UNIQUE OPENS

of people who opened your emails.

OPEN RATE

Opens divided by deliveries.

CLICKS

of clicks that were taken on your email.

CTR

Clicks divided by unique opens.

MONTHLY DIGITAL REPORT

Aug 1, 2018 - Aug 31, 2018

PAID DIGITAL

A snapshot of our digital ads in market this month.

FACEBOOK/INSTAGRAM NETWORK

Campaign name	Impressions	Reach	Link clicks	CTR ▾	Video Views
Post: "From Shaggy to Chicago, Cancer Bats to Caden...	22.9K	null	774	3.38%	null
Post: "Kingston has been gifted with some of the hotte...	57.9K	36.8K	1.7K	2.99%	null
FALL	529.7K	251.3K	14.9K	2.81%	15K
12318_LiveMusic3	331.9K	115.7K	8K	2.4%	23.9K
Post_7Dates	82.3K	52.5K	1.9K	2.25%	null
August_Promo	706.2K	206.3K	15.6K	2.21%	24.1K
12188_KPassSummer	245.8K	131.3K	5.3K	2.15%	null
12319_PenPromo	198.4K	114.6K	3.2K	1.6%	null
Post: "The Kingston Multicultural Arts Festival..."	18.5K	12.8K	248	1.34%	null
KickPush	186.4K	86.7K	1.2K	0.66%	3.3K
12188_SummerRetargeting	1M	197.6K	5.4K	0.52%	null
12319_PenPromo_Stream	444.5K	145.9K	437	0.1%	22.6K
FALL_Instreams	350.5K	138.2K	306	0.09%	17.4K
12318_LiveMusic3_Stream	112.6K	42.6K	73	0.06%	4.8K
Grand total	4.3M	966.4K	59K	1.36%	111.1K

GOOGLE ADWORDS SEARCH NETWORK

Campaign	Campaign type	Impressions	Clicks	CTR ▾
1. KA:18 Kingston Pen Tours (end Oct 28)	Search Only	20.1K	6.8K	33.84%
2. KA:18 Things to do in August	Search Only	25.5K	5.3K	20.89%
3. KA:18 Spring/Summer	Search Only	53.4K	8.7K	16.31%
4. KA:18 Things to do in September	Search Only	390	63	16.15%
5. KA:18 Perpetual	Search Only	72.6K	1.9K	2.62%
6. KPass Display - Summer 2018	Display Only	2.1M	2.7K	0.13%
Grand total		2.2M	25.5K	1.14%

BENCHMARKS: Facebook&Instagram CTR - 0.9-1.76% | Display - 0.09% | Video (YouTube) - 0.45%

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MONTHLY DIGITAL REPORT

Aug 1, 2018 - Aug 31, 2018

PAID DIGITAL

A snapshot of our digital ads in market this month.

GOOGLE ADWORDS DISPLAY NETWORK & YOUTUBE

	Campaign ▾	Campaign type	Impressions	Clicks	CTR	Video views
1.	LiveMusic3_YT_Bumper_TOROTT	Video	119.9K	232	0.19%	0
2.	LiveMusic3_YT_Bumper_MON	Video	191K	705	0.37%	0
3.	LiveMusic3_True_TOROTT	Video	8.8K	10	0.11%	4,300
4.	LiveMusic3_True_Mon	Video	14.6K	13	0.09%	7,690
5.	LiveMusic3_GDN_TorOtt	Display Only	431.9K	196	0.05%	0
6.	LiveMusic3_GDN_Mon	Display Only	440.7K	134	0.03%	0
7.	FALL_Pen_TO	Video	10.6K	48	0.45%	0
8.	FALL_Pen_OM	Video	5.6K	16	0.28%	0
9.	FALL_Music_TO	Video	5.4K	34	0.62%	0
10.	FALL_Music_OM	Video	3.9K	27	0.7%	0
11.	FALL_Display_Writers_TO	Display Only	191K	70	0.04%	0
12.	FALL_Display_Writers_OM	Display Only	192.5K	24	0.01%	0
13.	FALL_Display_Poutine_TO	Display Only	245.1K	124	0.05%	0
14.	FALL_Display_Poutine_OM	Display Only	243K	74	0.03%	0
15.	FALL_Display_Packages_TO	Display Only	303.3K	114	0.04%	0
16.	FALL_Display_Packages_OM	Display Only	304.3K	63	0.02%	0
17.	FALL_Display_Fright_TO	Display Only	153.2K	81	0.05%	0
18.	FALL_Display_Fright_OM	Display Only	153.4K	26	0.02%	0
19.	FALL_Display_FoodTours_TO	Display Only	149.9K	55	0.04%	0
20.	FALL_Display_FoodTours_OM	Display Only	150.8K	59	0.04%	0
	Grand total		5.5M	3.6K	0.07%	11,990

BENCHMARKS: Facebook&Instagram CTR - 0.9-1.76% | Display - 0.09% | Video (YouTube) - 0.45%

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MONTHLY DIGITAL REPORT Aug 1, 2018 - Aug 31, 2018

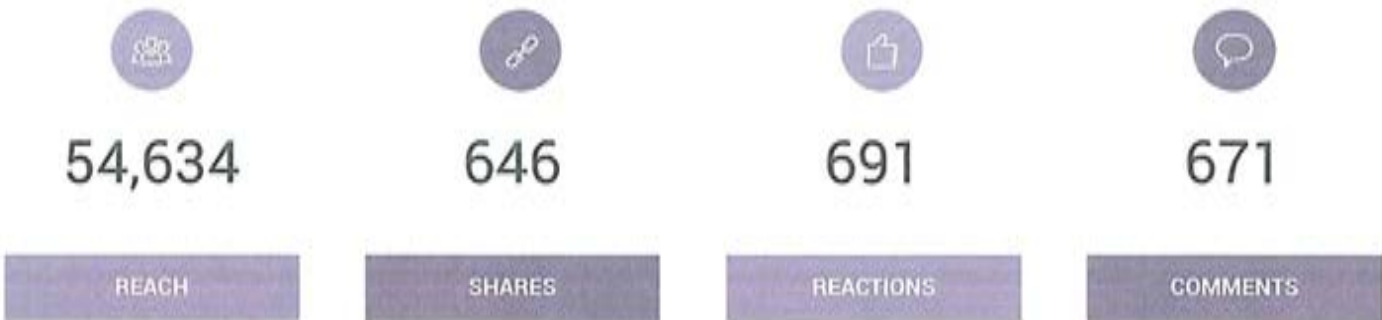
CONTESTS

Organic engagement from our contests on Facebook

CONTEST: An evening with Chicago Post message: *UPDATE: Congratulations to o... (1)



CONTEST: Back to the Farm Post message: **UPDATE: Congratulations to... (1)



#linKingston

Amount of user generated content from interactive sign



MONTHLY DIGITAL REPORT

Aug 1, 2018 - Aug 31, 2018

FACEBOOK

A snapshot of our content marketing in action.

New likes
1,218

GLOSSARY OF TERMS

NEW LIKES

Likes generated this month.

ORGANIC IMPRESSIONS

The number of times your content or page was viewed through non-paid activity.

ORGANIC REACH

The number of people who saw your content or page through non-paid activity.

VIRAL IMPRESSIONS

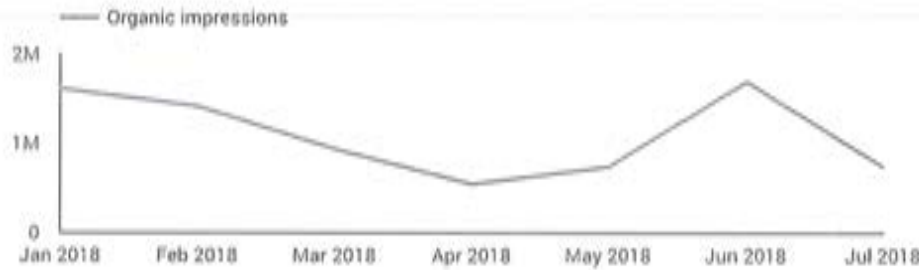
Impressions from shared content.

ORGANIC VIDEO VIEWS

Video views obtained through non-paid activity.

ENGAGEMENT RATE

of people Who liked, commented, shared, or clicked on your content divided by the # of people who saw the content.



1,052,549
ORGANIC REACH

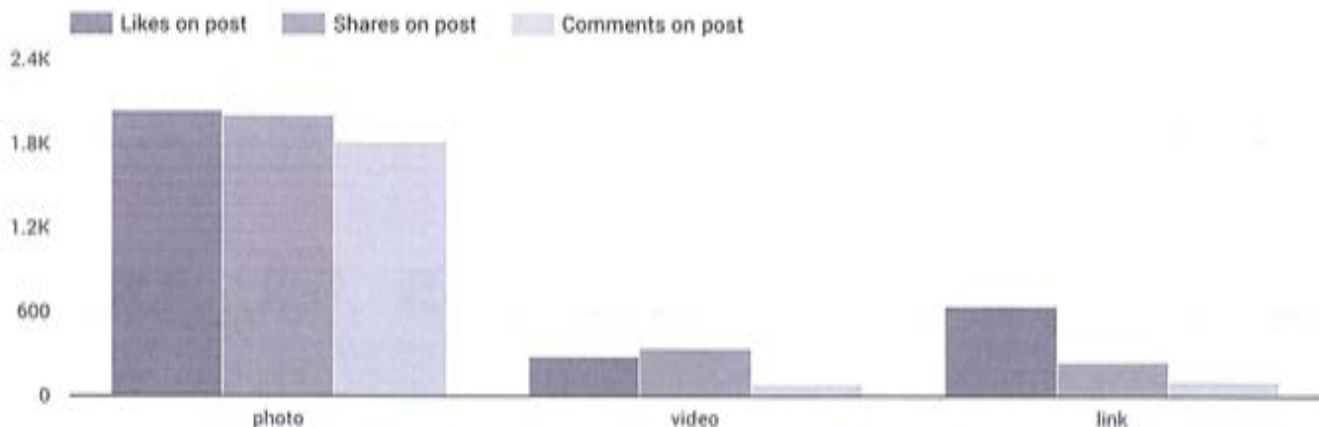
485,376
VIRAL REACH

39,961
ORGANIC VIDEO VIEWS

6.18%
ENGAGEMENT RATE

ENGAGEMENT BY POST TYPE

What types of content are users engaging with the most?



MONTHLY DIGITAL REPORT

Aug 1, 2018 - Aug 31, 2018

Website

Web referrals are much higher than last year for operators during the month of August.

Top Referrals for operators are:

- 4.4k - 1000 Islands Cruises
- 2.5k - Kingston Pen
- 1.2k - Fort Henry
- 1.1k - Kpass
- 563 - Kingston Trolley

Lead generation for Hotel web referrals and clicks to call is down from last year, we believe this is due to Kingston Pen packages success last year - we are looking into this further.

Website traffic continues to have risen slightly Year over Year and Month over Month, rejecting last year's curve of decline starting in August.

Paid social ad traffic rose by 22k from last month, due to the multitude of campaigns in market which is likely the main factor in the increase of MoM and YoY traffic increase. Both organic and paid search saw a slight decline, following the trend of decreased activity that we saw in 2017.

Paid Media

We have many campaigns in market in addition to our monthly content promotion. The Kingston Pen and Live Music were live during the month of August. We also had the Fall RTO9 partnership campaign go live during the last week of this month. The Fall campaign is promoting fall packages including promotion of Breakwater Park, the Pen, KPass, Live Music, and other content. Campaigns are live on Facebook, Instagram, YouTube, and Google Display Network. Other paid media includes On Route and Kingston Music Posters in Toronto.

Email

The open rate for this month's Consumer newsletter is tied for the highest we've had during 2018, once again coming in at 54%. CTR was higher than last month with an increase of 7%.

The Members newsletter had an additional 8 more successful deliveries. Open rate and CTR is slightly higher than last month. A member outreach component will be included in our 2019 planning to ensure the member newsletter is useful and valuable to members.

Social

Social media impressions and clicks are both increased by just over 30% from last year, and engagements are down by 23%. Month over month, impressions, engagements, and clicks are all up from July. Two contests ran during August which generated about 130k impressions between the two. The paid content on social was likely a large contributor to the increased MoM impressions, engagements, and link clicks.

Organic video views are down from last month, however, still much higher than we've typically seen throughout the year. Engagements are mostly coming from photo posts this month which is what we usually see (since that is the contest post type).

Coming Up

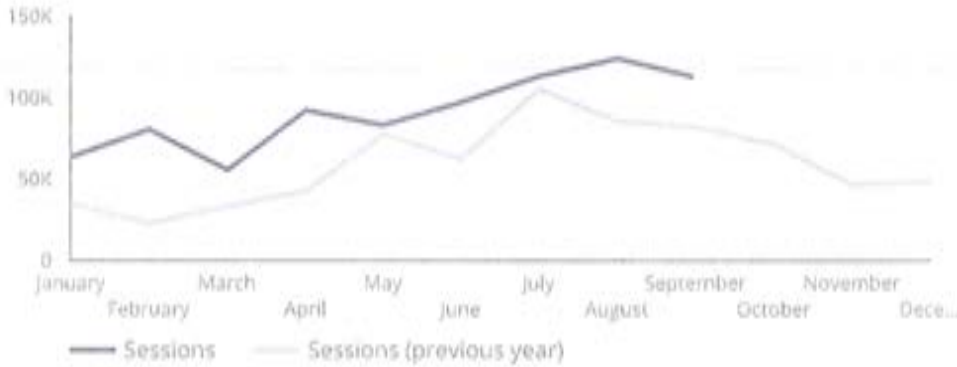
- Makers campaign in market
- Winter campaign promoting Lumina Borealis launching in October
- Fall campaign includes: Food & Drink and Edible Ottawa, Visual & Performing Art microcampaign on Facebook, YouTube, and Google Display Network.
- 2019 planning is in full swing, with presentation at September marketing meeting

MONTHLY DIGITAL REPORT

Sep 1, 2018 - Sep 30, 2018

CONSUMPTION

Is our content marketing working?



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 people who have visited your site more than once.

* All percent change is Year Over Year

SESSIONS
112.8K
 † 37.6%

USERS
88.8K
 † 27.3%

PAGE VIEWS
181.2K
 † 21.6%

RETENTION

Are users coming back and consuming our content?

13,788
 RETURN VISITORS

LEAD GENERATION

Are users converting online?

OPERATORS

HOTELS

19,790
 † 121.3%

311
 † 227.4%

1,751
 † 46.9%

162
 † 121.9%

WEB REFERRALS

CLICKS TO CALL

WEB REFERRALS

CLICKS TO CALL

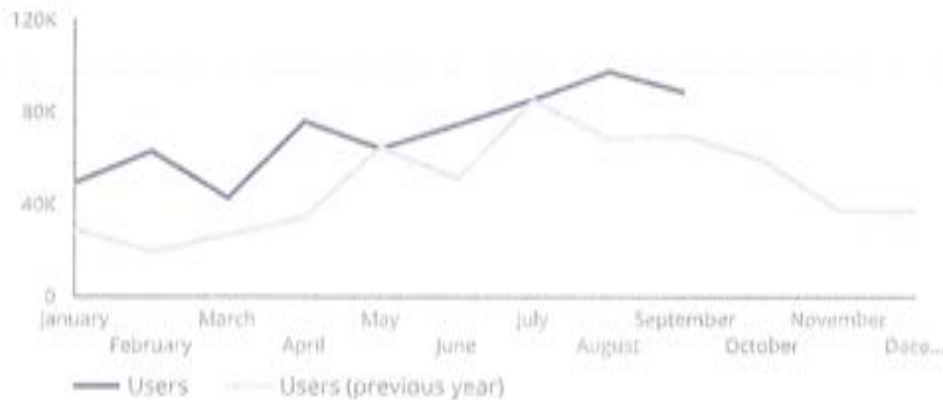
MONTHLY DIGITAL REPORT

Sep 1, 2018 - Sep 30, 2018

CONSUMPTION

How is our audience using our site?

USERS
88,785



GLOSSARY OF TERMS

USERS

of people who visited your site.

AVG. TIME ON SITE

Average time spent on site during one session.

PAGES/SESSION

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

00:01:11
↓ -4.4%

AVG. TIME ON SITE

1.61
↓ -11.6%

PAGES / SESSION

00:01:57
↑ 28.9%

AVG. TIME ON PAGE

SOCIAL MEDIA

An overview of activity on our social media channels

This data is cumulative to today's date.

6,017
INSTAGRAM FOLLOWERS

52,011
FACEBOOK LIKES

6,040
TWITTER FOLLOWERS

6,400,606
↑ 13.0%

IMPRESSIONS

28,179
↓ -38.7%

ENGAGEMENTS

42,523
↑ 48.7%

CLICKS

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MONTHLY DIGITAL REPORT

Sep 1, 2018 - Sep 30, 2018

GLOSSARY OF TERMS

PAID SOCIAL

Paid media sources like paid Facebook and Instagram, and YouTube.

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

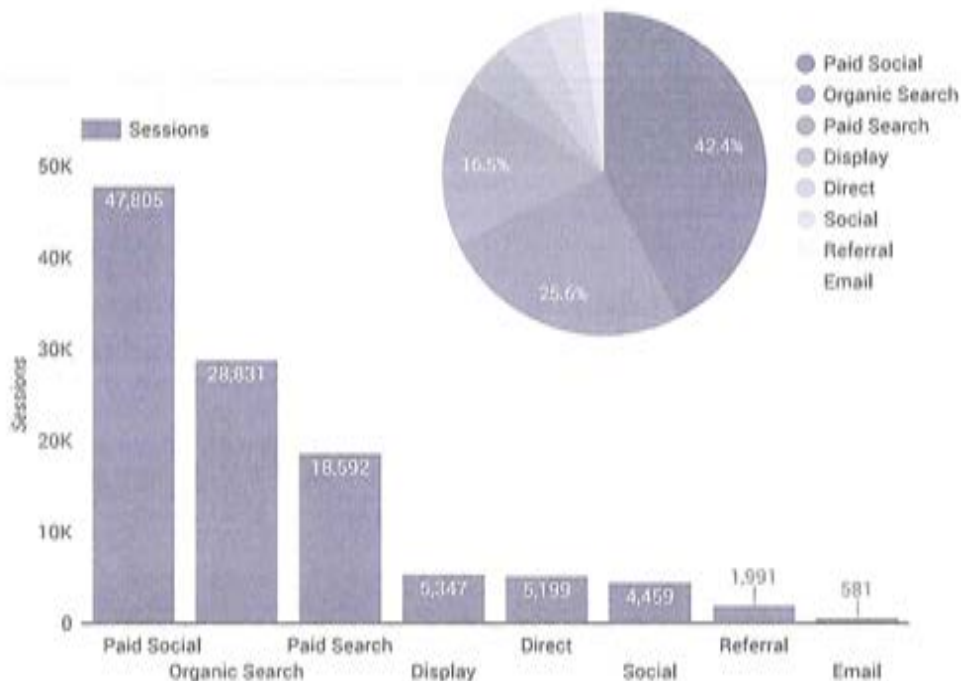
Visitors referred by links on other websites.

DISPLAY

Visitors from display advertising.

Website Metrics

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



Website Metrics - Top 10

TRAFFIC BY CITY

Rank	City	Sessions
1.	Kingston	30,441
2.	Toronto	18,588
3.	Montreal	13,421
4.	Ottawa	8,120
5.	Mississauga	2,334
6.	(not set)	2,320
7.	Brampton	1,936
8.	Belleville	1,570
9.	Hamilton	1,471
10.	Oshawa	1,141

MOST VISITED PAGES

Rank	Page	Pageviews
1.	www.visitkingston.ca/25-things-to-do-in-kingston-this-september/	16,994
2.	www.visitkingston.ca/packages/	13,067
3.	www.visitkingston.ca/	8,662
4.	www.visitkingston.ca/events/	7,633
5.	www.visitkingston.ca/25-things-to-do-in-kingston-in-october/	7,387
6.	www.visitkingston.ca/today/	6,397
7.	www.visitkingston.ca/kingstons-beautiful-breakwater-park/	5,898
8.	www.visitkingston.ca/meeting-planners/accommodations-venues/kingst...	5,198
9.	www.visitkingston.ca/packages/kingston-penitentiary-tours/	4,602
10.	www.visitkingston.ca/see-do/music/	4,233

MONTHLY DIGITAL REPORT

Sep 1, 2018 - Sep 30, 2018

EMAIL MARKETING

An overview of email campaigns this month

CONSUMER NEWSLETTER



2,526
TOTAL DELIVERIES



1,144
TOTAL UNIQUE OPENS



529
TOTAL CLICKS



12
TOTAL UNSUBSCRIBES



45%
AVERAGE OPEN RATE



46%
AVERAGE CTR

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

MEMBER NEWSLETTER *no delivery this month



0
DELIVERIES



0
UNIQUE OPENS



0
CLICKS



0
UNSUBSCRIBES



0
OPEN RATE



0
CTR

GLOSSARY OF TERMS

DELIVERIES

Number of successful emails sent.

UNIQUE OPENS

of people who opened your emails.

OPEN RATE

Opens divided by deliveries.

CLICKS

of clicks that were taken on your email.

CTR

Clicks divided by unique opens.

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MONTHLY DIGITAL REPORT

Sep 1, 2018 - Sep 30, 2018

PAID DIGITAL

A snapshot of our digital ads in market this month.

FACEBOOK/INSTAGRAM NETWORK

Campaign name ▾	Impressions	Reach	Link clicks	CTR	Video Views
September_Promo	360.9K	150.5K	8.3K	2.31%	13.6K
Post: "We've pulled in a great crop of things to keep..."	15.4K	10.3K	343	2.22%	null
Post: "The Kingston Multicultural Arts Festival..."	17.9K	14.7K	220	1.23%	null
Post: "Skywood Eco Adventure is a unique and excitin..."	60.4K	37.6K	825	1.37%	null
Post: "From Shaggy to Chicago, Cancer Bats to Caden..."	52.4K	35.6K	1.3K	2.43%	null
October_Promo	87.2K	41.4K	2.9K	3.36%	5.1K
Makers	128.2K	74.9K	2.6K	2.04%	15.8K
12410_FALL_Instreams	2M	305.9K	1.4K	0.07%	94.8K
12410_FALL	2M	631.4K	35.4K	1.8%	45.9K
12319_PenPromo_Stream	399.1K	137.6K	323	0.08%	17.7K
12319_PenPromo	136.8K	93K	2.4K	1.72%	null
12318_LiveMusic3_Stream	93.5K	47K	77	0.08%	4.1K
12318_LiveMusic3	122.5K	55.2K	3.9K	3.19%	20.8K
Grand total	5.4M	1.1M	60.1K	1.11%	218K

GOOGLE ADWORDS SEARCH NETWORK - Search Warrant

Campaign	Campaign type	Impressions	Clicks	CTR ▾
1. KA:18 October Events: Fort Fright	Search Only	3K	1K	40%
2. KA:18 Kingston Pen Tours (end Oct 28)	Search Only	14K	4K	32%
3. KA:18 Things to do in September	Search Only	28K	6K	21%
4. KA:18 October Events: Kingston Food Tours	Search Only	206	38	18%
5. KA:18 October Events: Haunted Walks	Search Only	1K	229	17%
6. KA:18 Spring/Summer	Search Only	38K	5K	13%
7. KA:18 October Events: Fall Public Market	Search Only	3K	372	11%
8. KA:18 Things to do in October	Search Only	8K	385	5%
9. KA:18 October Events: Serena Ryder	Search Only	1K	60	5%
10. KA:18 Perpetual	Search Only	64K	2K	3%
11. KA:18 October Events: John Mellencamp	Search Only	7K	194	3%
12. K-Pass Display - Summer 2018	Display Only	397K	501	+0%
Grand total		565K	20K	4%

BENCHMARKS: Facebook&Instagram CTR - 0.9-1.76% | Display - 0.09% | Video (YouTube) - 0.45%

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MONTHLY DIGITAL REPORT

Sep 1, 2018 - Sep 30, 2018

PAID DIGITAL

A snapshot of our digital ads in market this month.

GOOGLE ADWORDS DISPLAY NETWORK & YOUTUBE

Campaign	Campaign type	Impressions	Clicks	CTR
Makers_Bumper_3	Video	26K	59	+0%
Makers_Bumper_2	Video	24K	50	+0%
Makers_Bumper_1	Video	261	0	0%
LiveMusic3_YT_Bumper_TOROTT	Video	179K	413	+0%
LiveMusic3_YT_Bumper_MON	Video	334K	1K	+0%
FALL_Pen_TO	Video	65K	148	+0%
FALL_Pen_OM	Video	34K	99	+0%
FALL_Music_TO	Video	29K	77	+0%
FALL_Music_OM	Video	48K	82	+0%
FALL_Bumpers_TO	Video	279K	851	+0%
FALL_Bumpers_OM	Video	358K	837	+0%
12319_PenPromo_Youtube_TorOtt	Video	43K	106	+0%
12319_PenPromo_Youtube_Mon	Video	89K	132	+0%
Makers_GDN	Display Only	1M	312	+0%
LiveMusic3_GDN_TorOtt	Display Only	733K	275	+0%
LiveMusic3_GDN_Mon	Display Only	348K	109	+0%
FALL_Display_Writers_TO	Display Only	1M	427	+0%
FALL_Display_Writers_OM	Display Only	664K	111	+0%
FALL_Display_Poutine_TO	Display Only	1M	457	+0%
FALL_Display_Poutine_OM	Display Only	650K	199	+0%
Grand total		15M	9K	+0%

BENCHMARKS: Facebook&Instagram CTR - 0.9-1.76% | Display - 0.09% | Video (YouTube) - 0.45%

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MONTHLY DIGITAL REPORT

Sep 1, 2018 - Sep 30, 2018

LEAD GENERATION

A snapshot of our digital lead generation

LEAD GENERATION BY CHANNEL

Visit Kingston Website Performance

KINGSTON

Sep 1, 2018 - Sep 30, 2018

Default Channel Grouping

Website Sessions	Operator Web Referrals	Operator Phone Calls	KAP Web Referrals	KAP Phone Calls	KAP Newsletter
112,805	19,790	311	1,751	162	154
↓ -9.2%	↓ -11.8%	↓ -19.6%	↓ -5.0%	↑ 33.9%	↓ -32.2%

Default Channel Grouping	Sessions	Operator Web Referrals	Operator Phone Calls	KAP Web Referrals	KAP Phone Calls
1. Paid Social	47,805	4,836	114	834	91
2. Organic Search	28,831	6,049	38	315	18
3. Paid Search	18,592	6,659	102	290	13
4. Display	5,347	187	10	35	6
5. Direct	5,199	865	23	147	14
6. Social	4,459	592	2	11	2
7. Referral	1,991	453	18	110	15
8. Email	581	149	4	9	3

TOP WEBSITE VISIT REFERRALS

Event Action	Total Events
http://www.1000islandscruises.ca/	3.1K
http://www.kingstonpentour.com/	1.4K
http://www.forthenry.com/	1.4K
http://www.kingstonribandbeerfest.com/	759
http://www.fortfright.com/info/	736
http://www.kingstonfoodtours.ca/	713
https://www.downtownkingston.ca/events	691
http://postmediakiosk.milibris.com/reader/70746d3b-2402-4f93-b67d-c5...	652
http://www.fallforkingston.com/	615
http://www.kingstonfair.com/	584
https://kingstonpublicmarket.ca/	549
http://www.kpass.ca/index.cfm/buy/	483
https://www.kingstonwalks.ca/	465
http://www.frontenacarchbiosphere.ca/explore/fab-trails/hike/hiking-trai...	431

BENCHMARKS: Facebook&Instagram CTR - 0.9-1.76% | Display - 0.09% | Video (YouTube) - 0.45%

Alphabet®

MONTHLY DIGITAL REPORT

Sep 1, 2018 - Sep 30, 2018

CONTESTS

Organic engagement from our contests on Facebook

CONTEST: Fort Fright Prize Package

Post message: Fall is officially here, and you k... (1)



90,486

REACH



1,643

SHARES



1,557

REACTIONS



1,616

COMMENTS

CONTEST: John Mellencamp Contest

Post message: ***John Mellencamp Contest U... (1)



75,490

REACH



1,288

SHARES



1,150

REACTIONS



1,168

COMMENTS

#linKingston

Amount of user generated content from interactive sign



812
POSTS



662
USERS



683,452
IMPRESSIONS



512,035
REACH

MONTHLY DIGITAL REPORT

Sep 1, 2018 - Sep 30, 2018

FACEBOOK

A snapshot of our content marketing in action.

New likes
1,233

GLOSSARY OF TERMS

NEW LIKES

Likes generated this month.

ORGANIC IMPRESSIONS

The number of times your content or page was viewed through non-paid activity.

ORGANIC REACH

The number of people who saw your content or page through non-paid activity.

VIRAL IMPRESSIONS

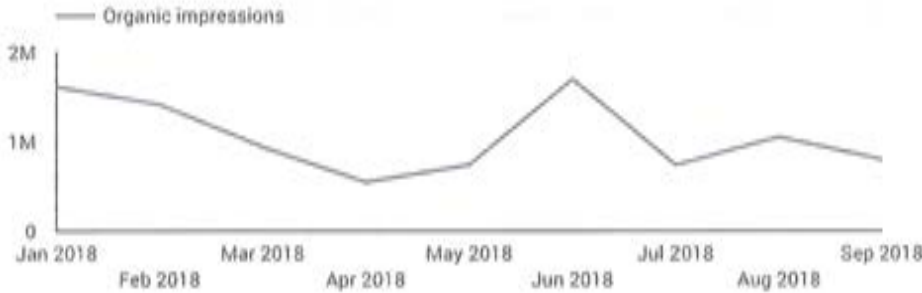
Impressions from shared content.

ORGANIC VIDEO VIEWS

Video views obtained through non-paid activity.

ENGAGEMENT RATE

of people Who liked, commented, shared, or clicked on your content divided by the # of people who saw the content.



797,209
ORGANIC REACH

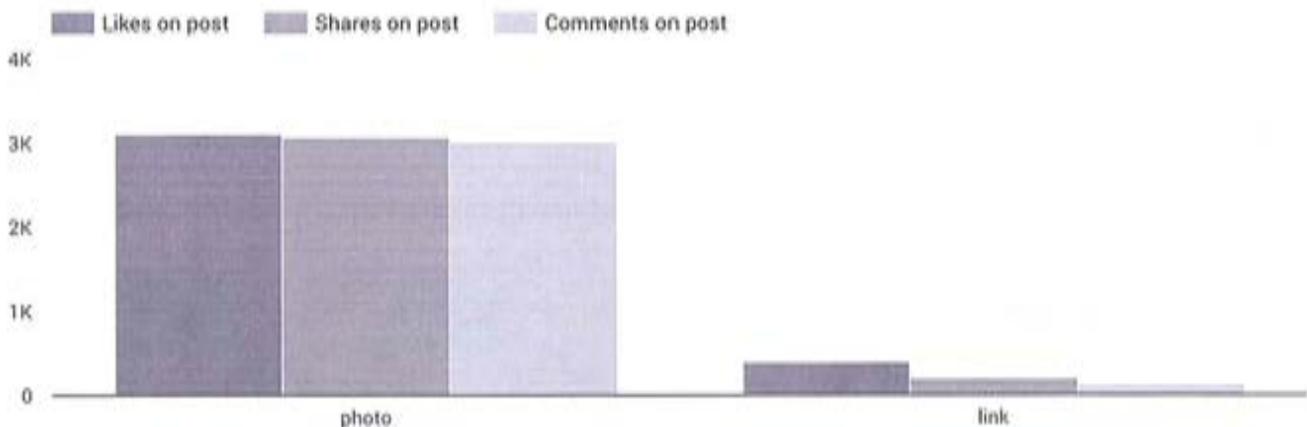
445,386
VIRAL REACH

8,587
ORGANIC VIDEO VIEWS

5.03%
ENGAGEMENT RATE

ENGAGEMENT BY POST TYPE

What types of content are users engaging with the most?



MONTHLY DIGITAL REPORT

Sep 1, 2018 - Sep 30, 2018

Website

Web referrals and Clicks to Call for both operators and hoteliers are higher year over year for September due to the RTO9 Fall Campaign. Referrals and clicks are down slightly from last month which follows the seasonal trends we are used to seeing.

Website traffic declined slightly since August, again following seasonal trends, but is also 37% higher than last year.

Paid Social

We have many campaigns in market in addition to our monthly content promotion. Campaigns in market include The Kingston Pen Promo, Live Music, Fall RTO9, and Makers Campaign. Campaigns are live on Facebook, Instagram, YouTube, and Google Display Network. All campaigns have been optimized for the best performing channels, ad types, and audiences to ensure maximum performance. Other paid media includes On Route and Kingston Music Posters in Toronto.

Music Campaign

Our live music campaign continues to generate impressions, video views, and traffic to the website. The October Canvas piece on Facebook has gone live and has a CTR (link) of over 6% (CTRs usually come down slightly after the first few days of ad run, but this is still incredibly high). Our video and sponsored content pieces on Facebook, GDN, and YouTube continue to drive awareness and traffic to the website.

Makers Campaign

GDN and YouTube bumper ads are getting a very economical average CPM which is great for awareness, CTR is a little lower than our benchmarks but similar to what we see in other campaigns and is still driving very cost-efficient traffic to the website.

Facebook has a little more expensive average CPM than we've seen in the past but the CTRs are great. Maker Ad 1 has a CTR (all) of 3.13% which is well above our benchmarks. The individual ad units are flighted throughout the campaign. All ads that have run so far have CTRs (all) over our benchmarks.

Paid Search

We saw an improvement in conversion rate inside the '25 things to do' campaigns of (+1.5%) month over month which we attribute to the new highlighted events ads.

Email

Our email subscriber list has reached over 2500 this month with 2,526 successful deliveries to inboxes. CTR is slightly lower than the last few months but it still almost double industry standard.

The Members newsletter was not deployed in September.

Social

Social media impressions have increased year over year and month over month and organic Facebook metrics continue to improve thanks to Lexy. Clicks are up Year over Year and down slightly from last month, whereas Engagements are down Year over Year but up slightly from last month.

Coming Up

- Winter campaign promoting Lumina Borealis launching in November
- Fall campaign includes: Food & Drink and Edible Ottawa, Visual & Performing Art microcampaign on Facebook, YouTube, and Google Display Network.
- Paid Search content for December including Lumina Borealis

TOURISM KINGSTON HIGHLIGHTS
JULY 2018

MARKETING & COMMUNICATIONS

- July 1 – 3 Hosted Global News travel writer for media FAM
- July 12 RTO9 photo shoot with George Fisher / focus was building and architecture.
- July 12-15 Hosted Canadian Blog House for media FAM
- July 24 Launch of Tourism Kingston x Ignite digital media hub & hard copy magazine
- July 25 – 27 Hosted freelance journalist Catalina Margulis / travel writer for the Globe, TO Star etc...
- July 31 visitkingston.cn hard launch supported by WeChat and Weibo digital campaigns

FILM OFFICE

- July 1-31 Photographed more than a dozen locations for promotion in the OMDC Provincial Locations Database – met with industry associations surrounding promotion/outreach and training workshops, including the Directors Guild of Canada, ACTRA, Film Ontario and the Canadian Media Producers Association
- July 10 Secured a partnership with Queen's Film & Media on 50th anniversary reunion in April 2019
- July 12 Represented a partnership with the Kingston Film Office on Ontario Media Development Corporation industry advisory and formed an agreement with Bell Fibe TV1 surrounding \$40,000-\$60,000 in licensed community production annually
- July 18-21 Hosted the highly popular UK series "Great Canal Journeys" with Timothy West and Prunella Scales, featuring Kingston Thousand Island Cruises, the historic vendors market and Fort Henry

SPORT TOURISM

- July 7 Secured two national events with Kingston Pickleball Club
 - Pickleball Canada National Championships 2019 and 2020 at INVISTA Centre
 - June 2019 and June 2020
 - 900 competitors and 1800 room nights' total
- July 11 Secured two international events with CORK
 - 2019 ILCA Laser Radial Youth World Championships and 2019 ILCA Laser 4.7 Youth World Championships
 - July 2019 and August 2019
 - 300 competitors and 3850 room nights' total
 - 2020 Kingston Brier Bid has sold 2212 advance tickets to date (109% of goal)
 - Curling Canada will reach their final decision on September 30, 2018

Tourism
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TRAVEL TRADE, MEETINGS & CONFERENCES

- July 3 Hosted 2 travel agents from Meso Reisen for a 2-night FAM
- July 10 Hosted Lakeshore Excursions for lunch while they were in Kingston qualifying for Great Lakes Cruising and discussed enhancing program offerings throughout the season
- July 20 Call with Jonview for their annual upcoming meeting in October to provide pre/post and spousal activities along with any destination support required (35 rooms for 2 nights previously booked with property directly)
- July 26 RFP being sent to partners for open block of rooms in early October for Hack-a-Thon event. Planning includes the Film Office as well

VEC

- July 1st Canada Day – VEC is open under its extended hours schedule Sun-Wed 930am-8pm, Thurs-Sat 930am-9pm
- July 3rd-5th Welcome table with Pop up Banners at Portsmouth Olympic Harbour for CORK Viper 640 Regatta – Dave
- July 3rd FAM Tour with Grace from TIAC in preparation for upcoming Chinese Tour operator visit
- July 4th Participated in seminar for Understanding the Chinese Traveler at the Delta Hotel
- July 10th Hosted lunch for Grant from Lakeshore Excursions
- July 13th Chris performs Official Welcome Proclamation for Canada Blog House blogger Sandy Allen and accompanied them on a FAM tour around city
- July 15th Ambassador table at new Queen's conference "Dark Matter" at Agnes Etherington

ORGANIZATIONAL

- July Setting up the integration between our CRM – Simpleview and the visitkingston website
- July 11 Integrated Destination Strategy Workshop – draft strategy expected July 30th
- July 23 MAT Agreement signed

August 2018

MARKETING & COMMUNICATIONS

- August 1 China URL visitkingston.cn went live
- August 1-3 Media tour with Lori Sweet from www.voyagewriters.com
- August 5-9 Media tour with freelance journalist Mark Stevens (x-TMAC president)
- August 12 Covered a Classic Kingston Food Tour – average viewership of 688 // 103 referral clicks to restaurants on tour
- August 14 Story from Japanese media tour with seraj.jp published
- August 20 Canadian Blog House Kingston feature part two published
- August 20-21 Secured 88jio88 for an Instagram account takeover

FILM OFFICE

- August 1-31 Photographed more than a dozen locations for promotion in the OMDC Provincial Locations Database, including Sydenham Ward, Springer Market Square, Leon's Centre, Kingston Boxing Gym, Frontenac County Courthouse, historic inns and more – met with industry representatives and local production community members regarding 2019 Strategic Plan
- August 1 Met with Kingston Economic Development Corporation surrounding potential film studio locations/opportunities -Met with St Lawrence Parks Commission and Corrections Canada around filming access at the Kingston Penitentiary
- August 2 Met with Film Ontario and the Ontario Media Development Corporation surrounding provincial changes and opportunities
- August 3 Met with representatives of Secret Location and Ubisoft surrounding the interactive digital media sector
- August 7 Negotiated full page advertising and editorial in Playback Magazine, Canada's film and television industry publication (circulating to 16,000+ industry subscribers and on-site at the Toronto International Film Festival and American Film Market)
- August 8-11 Hosted "Made in Japan" television series shoot for nationwide broadcast in Japan
- August 12 Hosted Bonnie Doon music video shoot
- August 16 Developed Queen's Film & Media 50th Anniversary partnership and plans for April 2019
- August 16-18 Hosting Sail Canada shoot at Portsmouth Olympic Harbour
- August 28 Attended Interactive Ontario and Canadian Media Producers Association networking event

SPORT TOURISM

- August 2-5 First annual 1000 Islands Open tournament ran at Portsmouth Olympic Harbour
 - Organizers are looking to secure dates for 2019
- August 17-21 - Olympic Classes Regatta (CORK) featured athletes from the World Championships in Denmark where two qualified to sail at the 2020 Olympics in Tokyo
 - 2020 Brier Bid Committee led a site tour with a representative from Curling Canada
 - Official announcement made on October 30, 2018

MEETINGS & CONFERENCES

- August 8 Created spousal program suggestions for Ontario Plumbing Inspectors Association coming to Kingston for their conference in June of 2019 (100 overnight rooms)
- August 13-15 Attended Incentiveworks Tradeshow in Toronto with 6 partners and met with 220 meeting planners when they stopped at booth (increase from 203 in 2017 and 167 in 2016). New to 2019 was a Kingston event held pre-MPI Rendezvous at a venue in Toronto featuring a Kingston musician and local beverages with appetizers along with a personalized invite for site/FAM tours in the future.
- August 21-22 Hosting Conference site tour of accommodations and attractions for upcoming November 2019 Epidemiology Conference with 84 total overnight rooms

TRAVEL TRADE

- Aug 1 Cruise ship Victory II Inaugural visit to Kingston. Met with Chairman, Director of Operations, Director of Destination development and Passenger Programs
- Aug 2 Toronto Sales Mission to provide information on attractions and meals to incentivize Chinese Inbound Tour Operators to book overnights. Met with Sheppard AuCoach, LT Group, X&H Development, Freewind Bus Service, Traveler Tour Inc., A&C International Inc., and Tian Ma / NGH Tours
- Aug 24th Partnering with KAP in FAM tour with Gace Xin from TIAO and presenting TK's travel trade activities to 15 Asian companies

VEC

- August Visitor table at all CORK regattas
- August 2 Staff present to welcome the Victory II, Chris performed official welcome
- August 17 Chris hosted a media FAM tour with Turnip Seed Travel
- August 18 Chris participated in mayoral proclamation for Canada/US Friendship Day

September 2018

MARKETING & COMMUNICATIONS

- Sept 5th Partnered up with SLC Marketing students for a 48-hour Kingston promotion challenge - average viewership of 1074 // 754 engagements // 150 new followers across all platforms
- Sept 9th Promoted Multicultural Arts Festival // average viewership of 764
- Fort Fright Instagram Takeover (end of September)
- SLC Fall Instagram Takeover (end of September)

FILM OFFICE

- Sept 1-15 Issued more than a half dozen film permits, serviced major enquiries from Discovery HD, CNN, Film Forge and TV Asahi (Japan) among others and Updated web site and promotional video with locations
- Sept 2-8 Hosted a 4-day documentary shoot for Destination Canada and the Washington Post; Facilitated hiring of 3 local drivers, a photographer, and a make-up artist from within the Kingston area
- Sept 6-15 Represented the Kingston Film Office at the Toronto International Film Festival (TIFF), one of the world's largest film markets; Connected with more than 50-100 film industry professionals, including producers, directors, scouts, production companies and organizations
- Sept 6th Playback Magazine's Fall issue began circulation, with a 2-page editorial and advertisement announcing the Kingston Film office (Canada's film and television industry publication, circulating to 16,000+ industry subscribers and on-site at the TIFF and American Film Market)
- Sept 14th Supported Lacey Productions on a feature film proposal to the National Screen Institute, to be shot entirely in Kingston
- Sept 20th Meeting with the Kingston Police in regards to drone operations, regulations and community training in conjunction with Transport Canada

SPORT TOURISM

Highlights:

- Kingston will be sending city representatives to the International Children's Games (ICG) in Lake Placid in January 6-11, 2019
 - TK prospecting multi-sport events including ICG (Summer, Winter)
 - Former Canadian host cities include Windsor, Kelowna and Hamilton
- 1000 Islands Gran Fondo increased participation by 53% in 2018

Upcoming Events:

- Press Conference at Leon's Centre November 1, 2018
- 2018 U Sports Cross Country November 10, 2018 (Fort Henry)
- 2018 Canadian Cross Country Championships November 24, 2018 (Fort Henry)
- CSTA Sport Tourism Forum November 29, 2018 (Infinity Convention Centre, Ottawa)
 - Networking opportunity with NSO's, PSO's and other DMO's

MEETINGS & CONFERENCES

Industry Update:

According to Skift Weekly Review, the meetings and events sector has experienced major growth in recent years, with companies devoting a larger portion of their marketing budgets to running and sponsoring branded events. Single-day conferences and seminars are most popular, while pop-ups and festivals remain niche choices for most corporations. Meanwhile, most organizations need to do more to track attendees and figure out how to convert potential leads after the event ends.

- Sept. 7th RFP for Festivals and Events Ontario Feb/Mar of 2020 with possibility of 900 room nights and 300 attendees
- Sept. 13th Hosting appreciation event for local event and meeting planners to maintain and build relationships with the goal of increased revenue generation to hotels and local maker's
- Sept. 25th First committee meeting and site tour for 2019 MPI Prix Prestige Gala Awards to maintain and build new relationships with Ottawa based meeting planners and MC organizations
- Sept. 28th Volunteering with Connect event for Chamber of Commerce for B2B exposure and promotion to local organizations of Tourism Kingston

TRAVEL TRADE

Industry Update:

As per Skift Research, the internet was supposed to make travel agents obsolete. Why bother heading into your local store if you could just search for flights and hotels online? While it's true that the likes of Expedia and Booking.com have eaten into their business, travel agents have survived.

- Sept. 5th In coordination with EcDev and CoK, TK hosted a 22-person delegation from South Korea and discussed topics of sustainability, planning and how to welcome /track visitors to their region
- Sept 13th September Destination Ontario Sales Mission to Upstate NY and NYC postponed (due to new government)
- Sept 27th Toronto Sales Mission to provide information on attractions, meals and overnight accommodations to incentivize Chinese Inbound Tour Operators to book overnights. Meeting with A&C International Inc., Canada Fortune Travel Inc., Canada Huachen International Travel Ltd, China Visit Tour, CTC Beyond International Ltd and Estar Travel & Tours Inc.

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VEC

- Increase in visitor traffic to the VEC +15.7% in foot traffic through the VEC. At the midpoint for September, traffic for the month is up by 43.8%
 - VEC experienced a sales increase of 31.5% over August 2017 numbers
 - Tour bus update – August tour buses tracked by VEC staff was 276 buses. The vendors in Confederation Park have been pleased with the number of tour buses visiting the area
- Sept 5th The VEC participated at the Queen's Sidewalk sale and Sept 19th SLC "Vendor Day". To promote the city and assist the students in discovering Kingston outside of their campus.
- Sept 17th Chris hosted a Fam tour with a Korean Delegation of Government Officials
- Chris performed many Welcomes and Proclamations at various events over the month such as The Limestone City Car Classic, Korean Delegation meeting with EcDev, United Way Kickoff breakfast, Walk of Hope for Ovarian Cancer, Kingston Multicultural Arts Festival, Garrison Kingston Family Fun Fest, Ontario Paramedic Memorial Bike Ride and the CIBC Run for the Cure
- Sept 23rd MS Hamburg arrives in port, Ambassadors present to welcome passengers

ORGANIZATIONAL

- Simpleview and Alphabet working to map the data from the CRM (Simpleview) to the website. Once this is done, we'll make the integration live - which means the visitkingston.com website listings will be populated by Simpleview
- Communicate to database contacts that the new integration is set up (and what that means). We'll also remind them that they have access to update their contact and company information which will then automatically update their listing on the website