



**City of Kingston  
Information Report to Council  
Report Number 19-112**

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|                         |  |
|-------------------------|--|
| <b>To:</b>              | <b>Mayor and Members of Council</b>                      |
| <b>From:</b>            | <b>Lanie Hurdle, Acting Chief Administrative Officer</b> |
| <b>Resource Staff:</b>  | <b>Not applicable</b>                                    |
| <b>Date of Meeting:</b> | <b>April 16, 2019</b>                                    |
| <b>Subject:</b>         | <b>Quarterly Report: Tourism Kingston – Q4 2018</b>      |

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**Executive Summary:**

In accordance with the Service Level Agreement entered into between the City of Kingston and Tourism Kingston ([Report to Council 16-325](#)), the attached report (Exhibit A) provides detailed reporting on Q4 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”...*

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

April 16, 2019

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**Recommendation:**

This report is for information purposes only.

April 16, 2019

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**Authorizing Signatures:**

ORIGINAL SIGNED BY CHIEF ADMINISTRATIVE OFFICER

**Lanie Hurdle, Acting Chief Administrative Officer**

**Consultation with the following Members of the Corporate Management Team:**

|   |              |
|---|--------------|
| Gary Dyke, Commissioner, Corporate & Emergency Services   | Not required |
| Peter Huigenbos, Acting Commissioner, Community Services  | Not required |
| Jim Keech, President & CEO, Utilities Kingston            | Not required |
| Desirée Kennedy, Chief Financial Officer & City Treasurer | Not required |

April 16, 2019

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**Options/Discussion:**

Exhibit A to this report provides an activity report from Tourism Kingston on results for Q4 2018.

**Existing Policy/By-Law:**

[Report to Council 16-325](#), dated October 4, 2016

**Notice Provisions:**

Not applicable

**Accessibility Considerations:**

Not applicable

**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:**

Lanie Hurdle, Acting Chief Administrative Officer 613-546-4291 extension 1231

**Other City of Kingston Staff Consulted:**

Not applicable

**Exhibits Attached:**

Exhibit A Q4 2018 Tourism Kingston Report



945 Princess St. at Innovation Park, Suite 106  
Kingston, ON  
K7L0E9

January 27, 2019

Attn: Lanie Hurdle  
Acting Chief Administrative Officer  
City of Kingston  
216 Ontario Street  
Kingston, ON  
K7L 2Z3

**RE: Tourism Kingston Q4 2018 Report**

Please find attached our summary report on the activities undertaken by Tourism Kingston for the period of October 1, 2018 through December 31<sup>st</sup>, 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 (IDS) and Council's Strategic Priorities.

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

Financially, Tourism Kingston achieved its targets within budget. However, Tourism Kingston did have to rely on the City to support spends that were unbudgeted ( Visitor Guide) as well as deplete some of its reserve funds. This has been address and will see a plan in place for 2019 that will put funds back into reserves as well as balance the amount that is owed to the City.

Strategically, Tourism Kingston alongside key partners being The City of Kingston and KAP completed the Integrated Destination Strategy which will guide the sales and marketing plans for Tourism for the next 5 years. Tourism Kingston, KAP and RTO 9 also partnered on the Culinary Strategy which will align with the IDS.

Operationally, Tourism Kingston overcame several staff changes. The 2019 staff compliment will be more balanced to budget still allowing us to sell Kingston as a destination.

Sectors that saw the most growth in Q4 were film and cruising. These are identified in the Integrated Destination Strategy as areas that would benefit from further focus and financial investment. We will continue to work with the City to ensure that Tourism Kingston is supporting the growth of these sectors.

We are pleased to deliver our third quarter (“Q4”) activity measures within each of the 6 portfolios. 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.

Best,

*Megan Knott*

Megan Knott  
Interim Executive Director  
Tourism Kingston

**Market Sector Performance  
Q4 Stats with Results**

| <b>Tentative Room Nights</b> | <b>2018 Goal</b> | <b>2018 Q4</b> | <b>2018 Results</b> | <b>% Goal Actual</b> |
|------------------------------|------------------|----------------|---------------------|----------------------|
| Meetings & Conferences       | 7,000            | 1,534          | 5,824               | 83%                  |
| Sport Events                 | 7,000            | 800            | 11,835              | 169%                 |
| Film Production Events       | 1,000            | 200            | 1,078               | 108%                 |
|                              | <b>15,000</b>    | <b>2,534</b>   | <b>18,737</b>       | <b>125%</b>          |

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

| <b>Definite Room Nights</b> | <b>2018 Goal</b> | <b>2018 Q4</b> | <b>2018 Results</b> | <b>% Goal Actual</b> |
|-----------------------------|------------------|----------------|---------------------|----------------------|
| Meetings & Conferences      | 6,000            | 794            | 1,916               | 32%                  |
| Sport Events                | 5,000            | 6,731          | 19,382              | 388%                 |
| Film Production Events      | 500              | 100            | 353                 | 71%                  |
|                             | <b>11,500</b>    | <b>7,625</b>   | <b>21,651</b>       | <b>188%</b>          |

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

| <b>Leads, Referrals, Permits</b>    | <b>2018 Goal</b> | <b>2018 Q4</b> | <b>2018 Results</b> | <b>% Goal Actual</b> |
|-------------------------------------|------------------|----------------|---------------------|----------------------|
| Travel Trade (leads)                | 490              | 783            | 1052                | 215%                 |
| Travel Trade (referrals)            | 84               | 1376           | 1791                | 2132%                |
| Film Shoots (permits or no permits) | 40               | 22             | 42                  | 105%                 |
|                                     | <b>614</b>       | <b>2181</b>    | <b>2885</b>         | <b>470%</b>          |

Leads = qualified tour operator that has interest for Kingston and shared with partners

Referrals = partner services requested by a tour operator

| <b>Passengers</b>      | <b>2018 Goal</b> | <b>2018 Q4</b>  | <b>2018 Results</b> | <b>% Goal Actual</b> |
|------------------------|------------------|-----------------|---------------------|----------------------|
| Number of VIC Visitors | 109,130          | 21,296          | 193,250             | 177%                 |
| Tour Bus               | 51,000           | 30,338          | 99,823              | 196%                 |
| Cruise Ship            | 300              | 0               | 1,875               | 625%                 |
|                        | <b>160,430</b>   | <b>51,634</b>   | <b>294,948</b>      | <b>184%</b>          |
| VIC Sales              |                  |                 |                     |                      |
| Retail                 | \$48,750         | \$21,893        | \$110,390           | 226%                 |
| Commissions            | \$16,250         | \$14,066        | \$50,205            | 309%                 |
| <b>Total Sales</b>     | <b>\$65,000</b>  | <b>\$35,959</b> | <b>\$160,595</b>    | <b>247%</b>          |

**Tourism Kingston  
Financial Statements  
Year Ended December 31, 2018**

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## **INDEPENDENT AUDITOR'S REPORT**

To the Board of Directors of Tourism Kingston

We have audited the accompanying financial statements of Tourism Kingston which comprise the statement of financial position as at December 31, 2018 and the statements of operations, changes in fund balances and cash flow for the year then ended, and a summary of significant accounting policies and other explanatory information.

### **Management's Responsibility for the Financial Statements**

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

### **Auditor's Responsibility**

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

## **Opinion**

In our opinion, these financial statements present fairly, in all material respects, the financial position of Tourism Kingston as at December 31, 2018, and the results of its operations and cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

## **Other Matter**

Our audit was conducted for the purpose of forming an opinion on the basic financial statements taken as a whole. The current year's supplementary information included in the Schedule of Operations by Department is presented for purposes of additional analysis and is not a required part of the basic financial statements. Such supplementary information has been subjected to the auditing procedures applied in the audit of the basic financial statements and, in our opinion, is fairly stated in all material respects in relation to the basic financial statements taken as a whole.

Chartered Professional Accountants

Licensed Public Accountants

Kingston, Ontario

May 14, 2018

**Tourism Kingston**  
**Statement of Financial Position as at December 31, 2018**

|  | <u>2018</u>              |
|--|--------------------------|
| <b>Assets</b>  |                          |
| Current Assets   |                          |
| Cash   | \$ 272,046               |
| Accounts receivable (note 3)                                       | 14,140                   |
| Receivable from Kingston Economic Development Corporation (note 3) | 105,790                  |
| Inventory – tourism items for resale                               | 14,252                   |
| Sales tax recoverable (note 3)                                     | 89,969                   |
| Prepaid expenses and refundable deposits (note 4)                  | 34,938                   |
|  | <u>531,135</u>           |
| Capital Assets (note 6)  | 56,494                   |
|  | <u><u>\$587,629</u></u>  |
| <b>Liabilities</b>   |                          |
| Current Liabilities  |                          |
| Accounts payable and accrued liabilities                           | \$ 202,025               |
| Payable to City of Kingston (note 16)                              | 120,365                  |
|  | <u>322,390</u>           |
| Deferred Contributions Related to Capital Assets (note 8)          | 4,965                    |
| Deferred Lease Inducements (note 9)                                | 4,146                    |
|  | <u>331,501</u>           |
| <b>Fund Balances</b>   |                          |
| Investment in Capital Assets (note 10)                             | 51,529                   |
| Board Restricted (note 5)  | 40,000                   |
| Unrestricted   | 164,599                  |
|  | <u>256,128</u>           |
|  | <u><u>\$ 587,629</u></u> |
| <b>Commitments and Contingencies (note 13)</b>                     |                          |
| <b>Economic Dependence (note 17)</b>                               |                          |
| <b>Restructuring (note 18)</b>                                     |                          |
| Approved on behalf of the Board:                                   |                          |
| Member   |                          |
| Member   |                          |

See accompanying notes to financial statements.

**Tourism Kingston  
Statement of Operations  
Year Ended December 31, 2018**

|  | 2018             |
|--|------------------|
| <b>Revenues</b>  |                  |
| Contributions from the Corporation of the City of Kingston (note 16) | \$1,347,400      |
| Provincial government contributions (note 11)                        | 55,900           |
| Resale materials   | 72,353           |
| Events and seminars  | 1,296            |
| Partnership revenue and corporate investors (note 12)                | 548,983          |
| Amortization of deferred contributions (note 8)                      | 24,336           |
| Commissions & online reservations (net)                              | 49,036           |
|  | <u>2,099,304</u> |
| <b>Expenses</b>  |                  |
| Accounting and legal (note 13 and 16)                                | 42,267           |
| Advertising  | 198,487          |
| Amortization   | 33,532           |
| Bank charges   | 5,862            |
| Equipment rental   | 119              |
| Events and meetings  | 85,719           |
| Information technology support (notes 13 and 16)                     | 22,922           |
| Insurance  | 4,571            |
| Memberships and licenses   | 26,490           |
| Office and miscellaneous   | 15,406           |
| Professional contractors   | 379,885          |
| Professional development   | 1,056            |
| Rent (note 13 and 16)  | 106,418          |
| Resale materials   | 40,977           |
| Salaries and benefits  | 882,260          |
| Sponsorships and donations   | 168,659          |
| Telephone  | 10,630           |
| Travel   | 71,065           |
|  | <u>2,096,325</u> |
| <b>Excess of revenue over expenses</b>                               | <u>\$ 2,979</u>  |

**Tourism Kingston  
Statement of Changes in Fund Balances  
Year Ended December 31, 2018**

|  | <b>Investment in<br/>Capital Assets</b> | <b>Board<br/>Restricted</b> | <b>Unrestricted</b> | <b>Total<br/>2018</b> |
|--|---|-----------------------------|---------------------|-----------------------|
| <b>Transfer of Equity</b>                    | \$ -                                    | \$ 40,000                   | \$ 213,149          | \$ 253,149            |
| Deficiency of<br>revenues over<br>expenses   | (9,195)                                 | -                           | 12,174              | 2,979                 |
| Change in<br>investment in<br>capital assets | 60,724                                  | -                           | (60,724)            | -                     |
| <b>Balance at<br/>end of year</b>            | <b>\$ 51,529</b>                        | <b>\$ 40,000</b>            | <b>\$ 164,599</b>   | <b>\$ 256,128</b>     |

See accompanying notes to financial statements.

**Tourism Kingston  
Statement of Cash Flow  
Year Ended December 31, 2018**

|  | 2018       |
|--|------------|
| <b>Cash flow from (used in) operating activities</b>         |            |
| Excess of revenues over expenses                             | \$ 2,979   |
| Deduct items not affecting cash                              |            |
| Amortization   | 33,532     |
| Amortization of deferred capital contributions               | (24,336)   |
| Deferred lease inducements                                   | 4,146      |
|  | 16,321     |
| <b>Changes in non-cash working capital balances</b>          |            |
| Accounts receivable  | 4,226      |
| Inventory  | 1,762      |
| Sales tax recoverable  | (66,203)   |
| Prepaid expenses and refundable deposits                     | (3,373)    |
| Accounts payable and accrued liabilities                     | 105,743    |
|  | (9,007)    |
| Receivable from to Kingston Economic Development Corporation |            |
| Payable to City of Kingston                                  | 169,855    |
|  | 219,324    |
| <b>Cash flow used in investing activities</b>                |            |
| Purchase of capital assets                                   | (60,724)   |
| Transfer of equity   |            |
|  | 158,600    |
| <b>Net increase in cash</b>                                  | 113,446    |
| <b>Cash at beginning of year</b>                             | 113,446    |
| <b>Cash at end of year</b>                                   | \$ 272,046 |

See accompanying notes to financial statements.

# **Tourism Kingston**

## **Notes to Financial Statements**

### **Year Ended December 31, 2018**

#### **1. Purpose of the Corporation**

Tourism Kingston (the "Corporation") is incorporated without share capital as a not-for-profit corporation under the laws of Ontario. The Corporation's purpose is to generate/increase overnight visitation that out paces provincial industry results by working closely with community partners and executing against Tourism Kingston's sales plan in the four pillars of Film, Meetings and Conferences, Travel Trade, and Sport all fully supported by the Visitor Information Centre.

#### **2. Significant Accounting Policies**

These financial statements have been prepared in accordance with Part III of the CPA Canada Handbook - Accounting Standards for Not-for-Profit Organizations. Significant accounting policies include the following:

##### **(a) Investments**

Investments in term deposits are recorded at cost plus accrued interest, which approximates market value.

##### **(b) Inventory**

Inventory represents resale materials at the Visitor Information Centre. Inventory is valued at the lower of cost and net realizable value, where cost is computed using the average cost method. Obsolete and slow-moving items are written down to their estimated net realizable values.

##### **(c) Revenue Recognition**

The Corporation follows the deferral method of accounting for contributions.

Operating grants are recorded as revenue in the period to which they relate. Grants approved but not received at the end of an accounting period are accrued. Where a portion of a grant relates to a future period, it is deferred and recognized in the subsequent period.

Restricted contributions are recognized as revenue in the year in which the related expenditures are incurred.

Unrestricted contributions are recognized as revenue when received or receivable, provided that the amounts to be received can be reasonably estimated and collection is reasonably assured.

**Tourism Kingston  
Notes to Financial Statements  
Year Ended December 31, 2018**

**2. Significant Accounting Policies (continued)**

(c) Revenue Recognition (continued)

Revenues from resale materials, events and seminars and commissions are recognized when merchandise is received by or service is provided to the customer, when the consideration is fixed or determinable and when collection is reasonably assured.

Revenues from partners and other corporate investors towards various programs, events and meetings delivered by the Corporation are recognized when there is persuasive evidence of an arrangement for funding, the price is fixed or determinable and collection of the relevant receivable is probable.

(d) Capital Assets

Capital assets are recorded at cost and amortization is provided using the straight-line method over the estimated useful lives of the assets as follows:

|                         |          |
|-------------------------|----------|
| Computer software       | 2 years  |
| Computer hardware       | 3 years  |
| Furniture and equipment | 5 years  |
| Display units           | 7 years  |
| Voicemail system        | 7 years  |
| Leasehold improvements  | 10 years |
| CRM system              | 10 years |
| Videos                  | 2 years  |

(e) Donated Materials and Services

The Corporation receives donated advertising services from the provincial government. Because of the difficulty of determining the fair market value, donated advertising services are not recognized in these financial statements.



**Tourism Kingston**  
**Notes to Financial Statements**  
**Year Ended December 31, 2018**

**2. Significant Accounting Policies (continued)**

(f) Deferred contributions

Deferred contributions related to capital assets represent financial assistance received for the purchase of capital assets. This financial assistance is deferred and amortized to income on the same basis as the related capital assets.

(g) Deferred Lease Inducements

Deferred lease inducements represent various lease inducements received from the landlord pursuant to a lease agreement for premises occupied by the Corporation. These lease inducements include an initial rent-free period and reduced rent payments in the early periods of the lease. The deferred lease inducements are amortized on a straight-line basis against rent expense over the term of the lease.

(h) Use of Estimates

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the year. Actual results could differ from those estimates.

**3. Accounts Receivable**

|  | <u>2018</u>       |
|--|-------------------|
| Kingston Economic Development Corporation contributions receivable | \$ 105,790        |
| Federal contributions receivable                                   | 89,969            |
| Provincial contributions receivable                                | 13,975            |
| Tourism Kingston trade receivables                                 | 165               |
|  | <u>\$ 209,899</u> |

The allowance for doubtful accounts is \$Nil.

**Tourism Kingston**  
**Notes to Financial Statements**  
**Year Ended December 31, 2018**

**4. Prepaid Expenses and Refundable Deposits**

|                     | <u>2018</u>      |
|---------------------|------------------|
| Event sponsorship   | \$ 20,000        |
| Contracted services | 6,108            |
| Rent                | 4,060            |
| Travel costs        | 3,530            |
| Media               | 742              |
| Memberships         | 498              |
|                     | <u>\$ 34,938</u> |

**5. Board Restricted Funds**

The Corporation restricts net assets for various future expenditures under other board restricted funds. The expenses of the board restricted fund have been approved by the Board of Directors up to the following amounts:

|       | <b>Board<br/>Approval</b> | <b>Opening<br/>Balance</b> | <b>Actual<br/>Transfer in<br/>Year</b> | <b>Expenses<br/>in Year</b> | <b>Ending<br/>Balance</b> |
|-------|---------------------------|----------------------------|--|-----------------------------|---------------------------|
| Brier | 40,000                    | 40,000                     | -                                      | -                           | 40,000                    |
|       | <u>\$ 40,000</u>          | <u>\$ 40,000</u>           | <u>-</u>                               | <u>-</u>                    | <u>\$ 40,000</u>          |

**Tourism Kingston**  
**Notes to Financial Statements**  
**Year Ended December 31, 2018**

**6. Capital Assets**

|   | <u>2018</u>      |                                     |                 |
|---|------------------|-------------------------------------|-----------------|
|   | <u>Cost</u>      | <u>Accumulated<br/>Amortization</u> | <u>Net</u>      |
| Computer software                           | \$77,430         | \$68,519                            | \$8,911         |
| Computer hardware                           | 64,784           | 59,159                              | 5,625           |
| Furniture and equipment                     | 38,792           | 38,639                              | 153             |
| Display units                               | 48,861           | 48,861                              | -               |
| Voicemail system                            | 12,400           | 12,400                              | -               |
| Leasehold improvements -<br>Innovation Park | 63,069           | 59,067                              | 4,002           |
| Video Library                               | 34,108           | 22,445                              | 11,663          |
| CRM System                                  | <u>27,516</u>    | <u>1,376</u>                        | <u>26,140</u>   |
|   | <u>\$366,960</u> | <u>\$310,466</u>                    | <u>\$56,494</u> |

**7. Deferred Revenue**

Deferred revenue consists of cash received in advance for operations for which the related expenses will not be recognized until a later period. The deferred revenue is \$Nil.

**8. Deferred Contributions Related to Capital Assets**

The changes in the deferred contributions balance for the year are as follows:

|                                   | <u>2018</u>     |
|-----------------------------------|-----------------|
| Contributed capital               | \$ 29,301       |
| Less amounts amortized to revenue | (24,336)        |
| Balance at end of year            | <u>\$ 4,965</u> |

**Tourism Kingston**  
**Notes to Financial Statements**  
**Year Ended December 31, 2018**

**9. Deferred Lease Inducements**

Changes in deferred lease inducements balance for the year are as follows:

|   | <u>2018</u>     |
|---|-----------------|
| Balance at beginning of year              | \$ -            |
| Add NBV of amortized leasehold inducement | 8,834           |
| Add rent expense for the year             | 42,187          |
| Less rents paid during the year           | (46,875)        |
| Balance at end of year                    | <u>\$ 4,146</u> |

**10. Investment in Capital Assets**

Net assets invested in capital assets are calculated as follows:

|   | <u>2018</u>      |
|---|------------------|
| Capital assets  | \$ 56,494        |
| Less deferred contributions to related capital assets | (4,965)          |
|   | <u>\$ 51,529</u> |

**11. Provincial Government Contributions**

|                     | <u>2018</u>      |
|---------------------|------------------|
| Destination Ontario | \$ 55,900        |
|                     | <u>\$ 55,900</u> |

**Tourism Kingston**  
**Notes to Financial Statements**  
**Year Ended December 31, 2018**

**12. Partnership Revenue and Corporate Investors**

|   | <u>2018</u>       |
|---|-------------------|
| Kingston Destination Group                | \$ 10,000         |
| St. Lawrence Parks Commission             | 120,000           |
| Kingston Accommodation Partners           | 332,489           |
| City of Kingston                          | 25,972            |
| 1000 Islands Rockport Cruises             | 10,000            |
| Kingston Economic Development Corporation | 40,000            |
| Queen's University                        | 6,000             |
| Other                                     | 4,522             |
|   | <hr/>             |
|   | <b>\$ 548,983</b> |

**13. Commitments and Contingencies**

- (a) The Corporation is committed to a sub-lease for office space under an operating lease expiring July 2019. The annual lease payments amount to \$46,875 per year.
- (b) The Corporation is committed to a service level agreement with the City of Kingston for information systems and technology services. The annual charges for these services amounted to \$22,922.
- (c) The Corporation is committed to a service level agreement with the City of Kingston for accounting and reporting services. The annual charge for these services amounted to \$18,527.
- (d) The Corporation is committed to a three-year lease with the City of Kingston for the Visitor Information Centre. The lease expires on Dec 31, 2019. The Corporation paid rent of \$39,642

**Tourism Kingston**  
**Notes to Financial Statements**  
**Year Ended December 31, 2018**

**14. Pension Costs and Obligations**

The Corporation makes contributions to Empire Life on behalf of its staff to a group retirement savings plan (RSP). The plan offers employees with less than ten years of service a match up to a maximum of 5% of their gross annual salary; employees more than 10 years of service a maximum of 6% of their gross annual salary. In 2018, contributions were made to OMERS and are to be ported over to the new RSP plan, amounts expensed in 2018 \$52,512.

**15. Fair Value of Financial Instruments**

Financial instruments are initially recognized at fair value and then subsequently at amortized cost with gains or losses recognized in the statement of operations in the period in which the gain or loss occurs.

The carrying amounts for cash, accounts receivable and accounts payable approximate their fair market values because of the short-term nature of these instruments.

It is management's opinion that the Corporation is not exposed to significant interest rate, liquidity or credit risks arising from its financial instruments.

**16. Related Party Transactions**

The Corporation of the City of Kingston (the "City") significantly influences the Corporation by virtue of the fact that the City has representation on the Board of the Directors and is the major source of revenue for the Corporation.

The Corporation operates under a service level agreement with the City whereby the City pays certain expenses on behalf of the Corporation. The Corporation has a \$120,365 payable to the City at year-end related to its service level agreement.

The City provided revenues of \$1,347,400 to the Corporation.

The Corporation paid the City for information systems and technology services, rent for the Tourism Kingston's Visitor Information Centre and accounting services as described in note 13(b), (c) and (d).

The transactions are measured at the exchange amount, which is the amount of consideration established and agreed to by the related parties.

**Tourism Kingston**  
**Notes to Financial Statements**  
**Year Ended December 31, 2018**

**17. Economic Dependence**

The Corporation is economically dependent on the continued financial support of the Corporation of the City of Kingston. The Corporation derives a significant portion of its revenues each year from the City. Continued existence of the Corporation is dependent on the future financial support of the City.

**18. Restructuring**

During the 2016 Review Process, it was confirmed by City Council that the Destination Marketing Organization portfolio ("Tourism Kingston") would be separated from Kingston Economic Development Corporation.

During the 2017 year, Tourism Kingston was incorporated as a separate entity. Tourism Kingston established its own Board of Directors and hired an executive director and staff. Tourism Kingston has reported its net assets, revenues and expenses as a department of Kingston Economic Development Corporation for the fiscal year ending December 31, 2017.

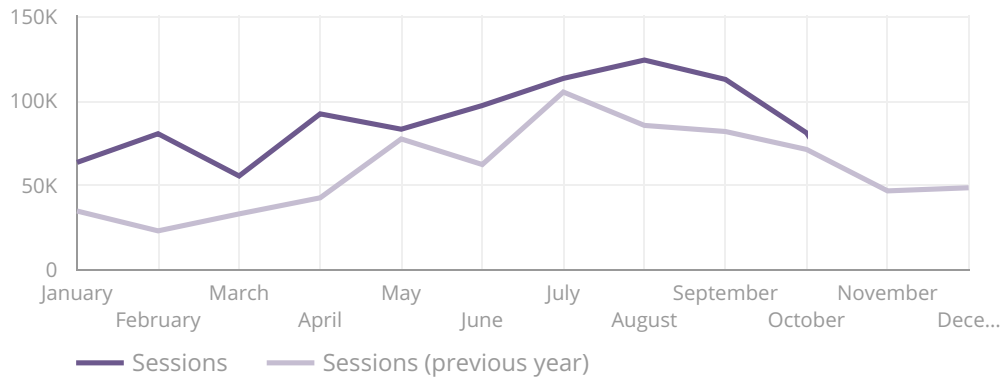
The separation of Tourism Kingston into a standalone not-for-profit Corporation is to be completed effective January 1, 2018. The expected net asset transfer from Kingston Economic Development Corporation to Tourism Kingston is \$282,450.

# MONTHLY DIGITAL REPORT

Oct 1, 2018 - Oct 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 user who have visited your site more than once.

\* All percent change is Year Over Year

**SESSIONS**  
**81.2K**  
 ↑ 13.8%

**USERS**  
**64.4K**  
 ↑ 8.3%

**PAGE VIEWS**  
**133.5K**  
 ↑ 3.8%

## RETENTION

Are users coming back and consuming our content?

**33.74%**  
 % RETURN VISITORS

## LEAD GENERATION

Are users converting online?

### OPERATORS

### HOTELS

|  |   |
|--|---|
| <p><b>19,434</b><br/>↑ 126.3%</p> <p>WEB REFERRALS</p> | <p><b>158</b><br/>■ 97.5%</p> <p>CLICKS TO CALL</p> |
|--|---|

|  |   |
|--|---|
| <p><b>975</b><br/>↑ 13.2%</p> <p>WEB REFERRALS</p> | <p><b>31</b><br/>■ -56.3%</p> <p>CLICKS TO CALL</p> |
|--|---|



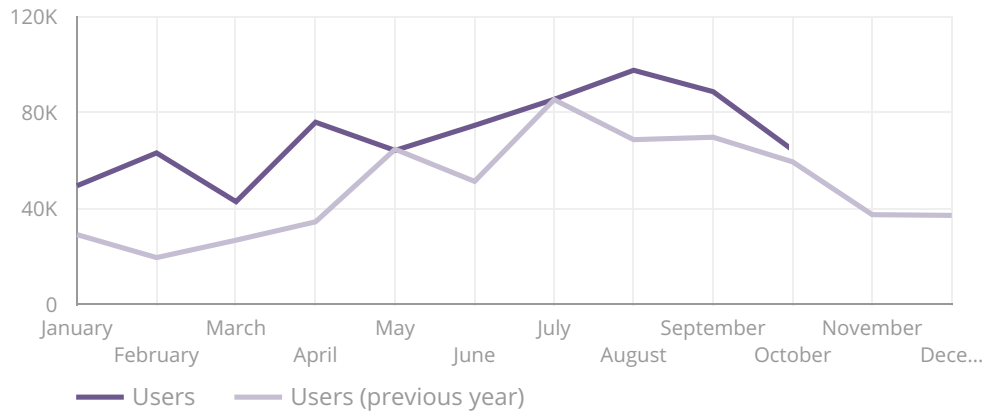
# MONTHLY DIGITAL REPORT

Oct 1, 2018 - Oct 31, 2018

## CONSUMPTION

How is our audience using our site?

**USERS**  
64,436



## 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

|   |   |   |
|---|---|---|
| <p><b>00:01:20</b><br/>-0.6%</p> <p>AVG. TIME ON SITE</p> | <p><b>1.64</b><br/>-8.7%</p> <p>PAGES / SESSION</p> | <p><b>00:02:04</b><br/>23.4%</p> <p>AVG. TIME ON PAGE</p> |
|---|---|---|

## SOCIAL MEDIA

An overview of activity on our social media channels

*This data is cumulative to today's date.*

**6,364**  
INSTAGRAM FOLLOWERS

**52,423**  
FACEBOOK LIKES

**6,120**  
TWITTER FOLLOWERS

**3,507,412**  
-60.9%  
IMPRESSIONS

**34,521**  
-78.6%  
ENGAGEMENTS

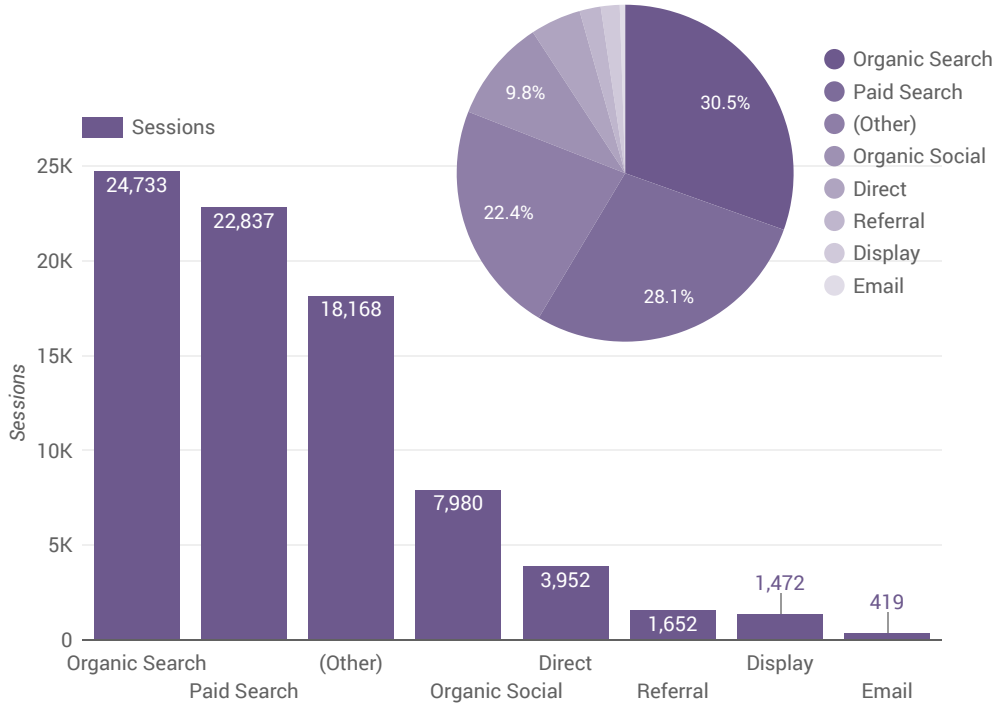
**27,054**  
-3.9%  
CLICKS

# MONTHLY DIGITAL REPORT

Oct 1, 2018 - Oct 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

| City           | Sessions |
|----------------|----------|
| 1. Kingston    | 25,055   |
| 2. Toronto     | 10,508   |
| 3. Montreal    | 9,321    |
| 4. Ottawa      | 6,283    |
| 5. (not set)   | 1,890    |
| 6. Belleville  | 1,361    |
| 7. Mississauga | 1,225    |
| 8. Hamilton    | 958      |
| 9. Brampton    | 931      |
| 10. Brockville | 876      |

### MOST VISITED PAGES

| Page  | Pageviews |
|---|-----------|
| 1. <a href="http://www.visitkingston.ca/25-things-to-do-in-kingston-in-october/">www.visitkingston.ca/25-things-to-do-in-kingston-in-october/</a>                   | 22,137    |
| 2. <a href="http://www.visitkingston.ca/">www.visitkingston.ca/</a>   | 6,318     |
| 3. <a href="http://www.visitkingston.ca/events/">www.visitkingston.ca/events/</a>   | 6,030     |
| 4. <a href="http://www.visitkingston.ca/9-kingston-eats-you-need-to-try-for-under-10/">www.visitkingston.ca/9-kingston-eats-you-need-to-try-for-under-10/</a>       | 5,419     |
| 5. <a href="http://www.visitkingston.ca/makers/">www.visitkingston.ca/makers/</a>   | 4,448     |
| 6. <a href="http://www.visitkingston.ca/meeting-planners/accommodations-venues/kingst...">www.visitkingston.ca/meeting-planners/accommodations-venues/kingst...</a> | 4,250     |
| 7. <a href="http://www.visitkingston.ca/25-things-to-do-this-november-in-kingston-2018/">www.visitkingston.ca/25-things-to-do-this-november-in-kingston-2018/</a>   | 3,062     |
| 8. <a href="http://www.visitkingston.ca/packages/">www.visitkingston.ca/packages/</a>   | 3,052     |
| 9. <a href="http://www.visitkingston.ca/today/">www.visitkingston.ca/today/</a>   | 2,968     |
| 10. <a href="http://www.visitkingston.ca/packages/kingston-penitentiary-tours/">www.visitkingston.ca/packages/kingston-penitentiary-tours/</a>                      | 2,349     |

# MONTHLY DIGITAL REPORT

Oct 1, 2018 - Oct 31, 2018

## EMAIL MARKETING

An overview of email campaigns this month

### CONSUMER NEWSLETTER



2,565

TOTAL DELIVERIES



1,146

TOTAL UNIQUE OPENS



466

TOTAL CLICKS



14

TOTAL UNSUBSCRIBES



45%

AVERAGE OPEN RATE



41%

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.

### 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.

# MONTHLY DIGITAL REPORT

Oct 1, 2018 - Oct 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: "With so many restaurants in Kingston, how can ...  | 84.8K       | 41.6K         | 3.6K         | 4.29%        | null          |
| Post: "We've pulled in a great crop of things to keep..." | 62.6K       | 37.4K         | 1K           | 1.67%        | null          |
| Post: "The PumpHouse Museum is just one of Kingsto..."    | 119K        | 56.4K         | 754          | 0.63%        | null          |
| Post: "In our first post covering Kingston's fabulous..." | 34K         | 19.8K         | 837          | 2.46%        | null          |
| October_Promo   | 200.9K      | 94.3K         | 5.4K         | 2.7%         | 12.4K         |
| NovemberPromo   | 50K         | 28.7K         | 1.3K         | 2.56%        | 4K            |
| Makers  | 143.8K      | 83.7K         | 4.5K         | 3.12%        | 15.1K         |
| 12410_FALL_Instreams                                      | 459.1K      | 162.4K        | 352          | 0.08%        | 22.3K         |
| 12410_FALL  | 268K        | 147.1K        | 4.1K         | 1.52%        | 7.2K          |
| 12319_PenPromo_Stream                                     | 277.6K      | 110.9K        | 256          | 0.09%        | 12.4K         |
| 12319_PenPromo  | 117.5K      | 80K           | 2.1K         | 1.77%        | null          |
| 12318_LiveMusic3_Stream                                   | 76.7K       | 37.7K         | 44           | 0.06%        | 3.3K          |
| 12318_LiveMusic3  | 135.7K      | 65.6K         | 5.9K         | 4.32%        | 30.7K         |
| <b>Grand total</b>  | <b>2M</b>   | <b>663.9K</b> | <b>30.1K</b> | <b>1.48%</b> | <b>107.4K</b> |

# MONTHLY DIGITAL REPORT

Oct 1, 2018 - Oct 31, 2018

## PAID DIGITAL

A snapshot of our digital ads in market this month.

### GOOGLE ADWORDS DISPLAY NETWORK & YOUTUBE

| Campaign <sup>2</sup> ▾       | Campaign type <sup>1</sup> ▾ | Impressions | Clicks    | CTR        |
|-------------------------------|------------------------------|-------------|-----------|------------|
| Makers_Bumper_3               | Video                        | 105K        | 250       | +0%        |
| Makers_Bumper_2               | Video                        | 39K         | 120       | +0%        |
| Makers_Bumper_1               | Video                        | 27K         | 66        | +0%        |
| LiveMusic3_YT_Bumper_TOROTT   | Video                        | 167K        | 510       | +0%        |
| LiveMusic3_YT_Bumper_MON      | Video                        | 251K        | 1K        | +0%        |
| FALL_Pen_TO                   | Video                        | 79K         | 80        | +0%        |
| FALL_Pen_OM                   | Video                        | 36K         | 52        | +0%        |
| FALL_Music_TO                 | Video                        | 33K         | 28        | +0%        |
| FALL_Music_OM                 | Video                        | 83K         | 76        | +0%        |
| FALL_Bumpers_TO               | Video                        | 62K         | 64        | +0%        |
| FALL_Bumpers_OM               | Video                        | 131K        | 125       | +0%        |
| 12319_PenPromo_Youtube_TorOtt | Video                        | 98K         | 78        | +0%        |
| 12319_PenPromo_Youtube_Mon    | Video                        | 426K        | 382       | +0%        |
| Makers_GDN                    | Display Only                 | 1M          | 359       | +0%        |
| LiveMusic3_GDN_TorOtt         | Display Only                 | 888K        | 362       | +0%        |
| LiveMusic3_GDN_Mon            | Display Only                 | 359K        | 98        | +0%        |
| FALL_Display_Packages_TO      | Display Only                 | 392K        | 172       | +0%        |
| FALL_Display_Packages_OM      | Display Only                 | 213K        | 42        | +0%        |
| FALL_Display_Fright_TO        | Display Only                 | 169K        | 97        | +0%        |
| FALL_Display_Fright_OM        | Display Only                 | 112K        | 34        | +0%        |
|                               | <b>Grand total</b>           | <b>6M</b>   | <b>5K</b> | <b>+0%</b> |

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

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# MONTHLY DIGITAL REPORT

Oct 1, 2018 - Oct 31, 2018

## PAID DIGITAL

A snapshot of our digital ads in market this month.

### GOOGLE ADWORDS SEARCH NETWORK - Search Warrant

|     | Campaign  | Campaign type | Impressions ▾ | Clicks     | CTR        |
|-----|---|---------------|---------------|------------|------------|
| 1.  | KA:18 Perpetual                                 | Search Only   | 44K           | 2K         | 4%         |
| 2.  | KA:18 Things to do in October                   | Search Only   | 33K           | 5K         | 14%        |
| 3.  | KA:18 October Events: Fort Fright               | Search Only   | 22K           | 8K         | 39%        |
| 4.  | KA:18 Spring/Summer                             | Search Only   | 21K           | 3K         | 16%        |
| 5.  | KA:18 Kingston Pen Tours (end Oct 28)           | Search Only   | 12K           | 4K         | 29%        |
| 6.  | KA:18 November Events: Thank you: Canada Tour   | Search Only   | 7K            | 405        | 6%         |
| 7.  | KA:18 October Events: Fall Public Market        | Search Only   | 6K            | 526        | 8%         |
| 8.  | KA:18 October Events: Serena Ryder              | Search Only   | 6K            | 175        | 3%         |
| 9.  | KA:18 October Events: John Mellencamp           | Search Only   | 3K            | 88         | 3%         |
| 10. | KA:18 October Events: Haunted Walks             | Search Only   | 2K            | 496        | 22%        |
| 11. | KA:18 November Events: Santa Parade             | Search Only   | 2K            | 542        | 33%        |
| 12. | KA:18 Things to do in November                  | Search Only   | 1K            | 232        | 17%        |
| 13. | KA:18 Things to do in December                  | Search Only   | 639           | 72         | 11%        |
| 14. | KA:18 Lumina Borealis                           | Search Only   | 578           | 137        | 24%        |
| 15. | KA:18 November Events: Dia de los Muertosa      | Search Only   | 517           | 32         | 6%         |
| 16. | KA:18 October Events: Kingston Food Tours       | Search Only   | 258           | 28         | 11%        |
| 17. | KA:18 December Events: Kingston Holiday Market  | Search Only   | 209           | 101        | 48%        |
| 18. | KA:18 November Events: Judgement of Kingston    | Search Only   | 155           | 61         | 39%        |
| 19. | KA:18 December Events: Art Fest Christmas       | Search Only   | 114           | 25         | 22%        |
| 20. | KA:18 December Events: Fat Goose Holiday Market | Search Only   | 36            | 11         | 31%        |
|     | <b>Grand total</b>                              |               | <b>162K</b>   | <b>25K</b> | <b>15%</b> |

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

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# MONTHLY DIGITAL REPORT

Oct 1, 2018 - Oct 31, 2018

## YTD TOTALS OF PAID CAMPAIGNS

A snapshot of performance to date of ongoing and finished campaigns.

### FALL CAMPAIGN



IMPRESSIONS  
19,882,863



CLICKS  
63,917



VIDEO VIEWS  
1,462,891

### MAKERS CAMPAIGN



IMPRESSIONS  
2,773,987



CLICKS  
8,850



VIDEO VIEWS  
267,704

### LIVE MUSIC CAMPAIGN



IMPRESSIONS  
5,349,333



CLICKS  
23,291



VIDEO VIEWS  
1,210,480

### PEN PROMO CAMPAIGN



IMPRESSIONS  
7,875,304



CLICKS  
12,178



VIDEO VIEWS  
822,446

# MONTHLY DIGITAL REPORT

Oct 1, 2018 - Oct 31, 2018

## LEAD GENERATION

A snapshot of our digital lead generation

### LEAD GENERATION BY CHANNEL

| Visit Kingston Website Performance |                        |                      |                   |                 |                | KINGSTON                 |
|------------------------------------|------------------------|----------------------|-------------------|-----------------|----------------|--------------------------|
| Oct 1, 2018 - Oct 31, 2018         |                        |                      |                   |                 |                | Default Channel Grouping |
| Website Sessions                   | Operator Web Referrals | Operator Phone Calls | KAP Web Referrals | KAP Phone Calls | KAP Newsletter |                          |
| 81,213                             | 19,434                 | 158                  | 975               | 31              | 107            |                          |
| -28.0%                             | -1.8%                  | -49.2%               | -44.3%            | -80.9%          | -30.5%         |                          |

| Default Channel Grouping | Sessions | Operator Web Referrals | Operator Phone Calls | KAP Web Referrals | KAP Phone Calls |
|--------------------------|----------|------------------------|----------------------|-------------------|-----------------|
| 1. Organic Search        | 24,733   | 5,419 (21.91%)         | 54 (0.22%)           | 304 (1.23%)       | 13 (0.05%)      |
| 2. Paid Search           | 22,837   | 10,547 (46.18%)        | 75 (0.33%)           | 192 (0.84%)       | 3 (0.01%)       |
| 3. (Other)               | 18,168   | 2,019 (11.11%)         | 9 (0.05%)            | 256 (1.41%)       | 2 (0.01%)       |
| 4. Social                | 7,980    | 416 (5.21%)            | 4 (0.05%)            | 20 (0.25%)        | 2 (0.03%)       |
| 5. Direct                | 3,952    | 545 (13.79%)           | 11 (0.28%)           | 98 (2.48%)        | 8 (0.2%)        |
| 6. Referral              | 1,652    | 333 (20.16%)           | 4 (0.24%)            | 72 (4.36%)        | 2 (0.12%)       |
| 7. Display               | 1,472    | 44 (2.99%)             | 1 (0.07%)            | 13 (0.88%)        | 1 (0.07%)       |
| 8. Email                 | 419      | 111 (26.49%)           | 0 (0%)               | 20 (4.77%)        | 0 (0%)          |

### TOP OUTBOUND CLICKS (WEBSITE REFERRALS TO PARTNERS AND COMMUNITY)

| Event Action  | Total Clicks |
|---|--------------|
| <a href="http://www.fortfright.com/info/">http://www.fortfright.com/info/</a>   | 6.4K         |
| <a href="http://www.1000islandscruises.ca/">http://www.1000islandscruises.ca/</a>   | 2K           |
| <a href="https://kingstonpublicmarket.ca/">https://kingstonpublicmarket.ca/</a>   | 1.2K         |
| <a href="http://www.kingstonpentour.com/">http://www.kingstonpentour.com/</a>   | 782          |
| <a href="https://www.wolfeisland.com/maze/">https://www.wolfeisland.com/maze/</a>   | 704          |
| <a href="http://www.frontenacarchbiosphere.ca/explore/fab-trails/hike/hiking-trails/rock-dunder">http://www.frontenacarchbiosphere.ca/explore/fab-trails/hike/hiking-trails/rock-dunder</a>   | 585          |
| <a href="http://www.kingstonfoodtours.ca/">http://www.kingstonfoodtours.ca/</a>   | 563          |
| <a href="https://hauntedwalk.com/kingston-tours/">https://hauntedwalk.com/kingston-tours/</a>   | 544          |
| <a href="http://www.forthenry.com/">http://www.forthenry.com/</a>   | 510          |
| <a href="http://postmediakiosk.milibris.com/reader/70746d3b-2402-4f93-b67d-c504c42892b2?origin=/catalog/official-kingston-visitor-gu...">http://postmediakiosk.milibris.com/reader/70746d3b-2402-4f93-b67d-c504c42892b2?origin=/catalog/official-kingston-visitor-gu...</a> | 495          |
| <a href="https://www.marriott.com/hotels/hotel-deals/ygkdk-delta-hotels-kingston-waterfront/">https://www.marriott.com/hotels/hotel-deals/ygkdk-delta-hotels-kingston-waterfront/</a>   | 482          |
| <a href="https://www.sherlocksescapes.com/">https://www.sherlocksescapes.com/</a>   | 382          |
| <a href="http://www.kingstongrand.ca/">http://www.kingstongrand.ca/</a>   | 378          |
| <a href="https://www.memorialcentrefarmersmarket.ca/">https://www.memorialcentrefarmersmarket.ca/</a>   | 374          |

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

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# MONTHLY DIGITAL REPORT

Oct 1, 2018 - Oct 31, 2018

## CONTESTS

Organic engagement from our contests on Facebook

CONTEST: Jeff Dunham

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



199,411

REACH



4,077

SHARES



3,162

REACTIONS



3,062

COMMENTS

CONTEST: The Ultimate Golden Girls Experience

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



26,363

REACH



291

SHARES



322

REACTIONS



338

COMMENTS

# MONTHLY DIGITAL REPORT

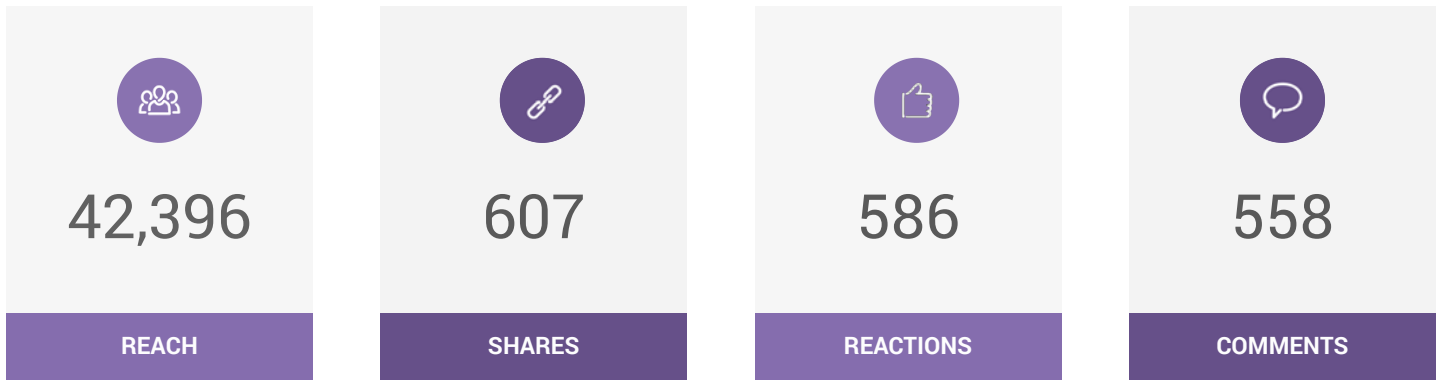
Oct 1, 2018 - Oct 31, 2018

## CONTESTS

Organic engagement from our contests on Facebook

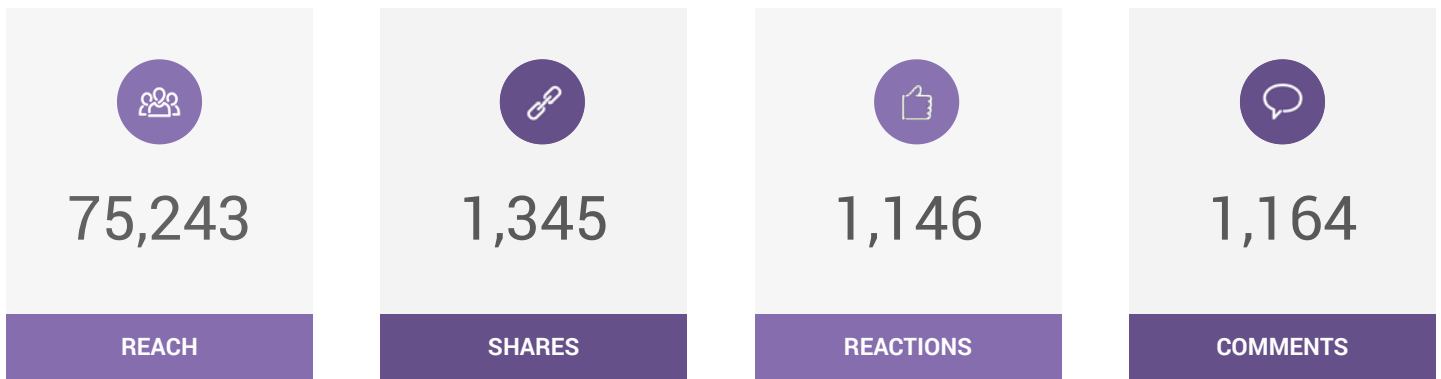
### CONTEST: The Thank You Canada Tour

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



### CONTEST: Paw Patrol Live

Post message: UPDATE: Congratulations to ou... (1) ▾



## #linKingston

Amount of user generated content from interactive sign



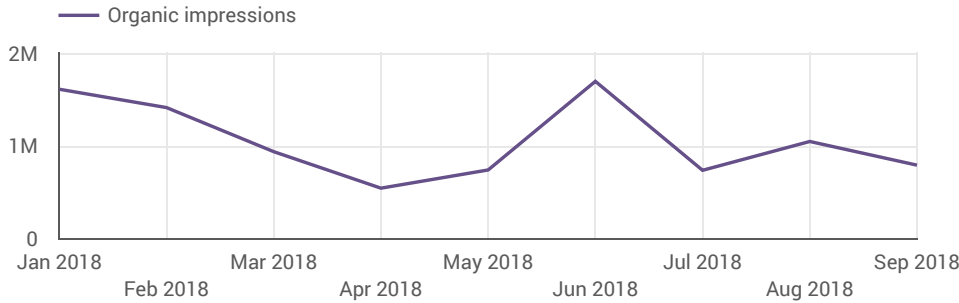
# MONTHLY DIGITAL REPORT

Oct 1, 2018 - Oct 31, 2018

## FACEBOOK

A snapshot of our content marketing in action.

New likes **720**



## 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.

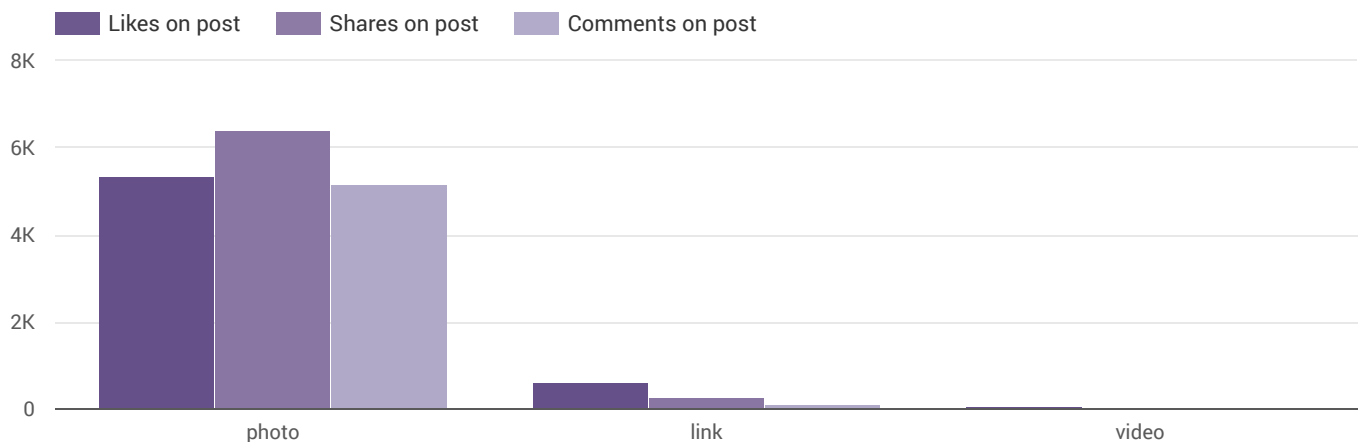
### ENGAGEMENT RATE

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

|   |   |
|---|---|
|  <p><b>1,239,787</b><br/>ORGANIC REACH</p>     |  <p><b>769,184</b><br/>VIRAL REACH</p>     |
|  <p><b>9,606</b><br/>ORGANIC VIDEO VIEWS</p> |  <p><b>4.96%</b><br/>ENGAGEMENT RATE</p> |

## ENGAGEMENT BY POST TYPE

What types of content are users engaging with the most?



# MONTHLY DIGITAL REPORT

Oct 1, 2018 - Oct 31, 2018

## Website

Web Referrals and Clicks to Call for operators and Web Referrals to hoteliers are higher year over year for October. Referrals and clicks are down slightly from last month which follows the seasonal trends we are used to seeing.

Website traffic continues to ebb as the winter approaches, but is also 14% higher than last year.

## Paid Social

We had 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 were 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 generated an impressive amount of impressions, video views, and traffic to the website. Our average CTR was well above benchmarks and the October Canvas piece generated the highest CTR (all) of over 5%. Facebook, Google Display, and YouTube worked together to create awareness and send traffic to the website to help solidify Kingston's position as a live music hub.*

## 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. Our best performing ad so far has been the Marnie video on Facebook which generated a CTR (all) of 7.49%. The individual ad units are flighted throughout the campaign. All ads that have run so far have CTRs (all) over our benchmarks.*

## Paid Search

New highlighted event campaigns contributing to improvements account wide:

- Cost-per-click is down 22% MoM
- Conversion rate is up 28% MoM
- Operator web referrals from paid search up 58% MoM

## Email

Open rates and CTR continue to be well above industry standards.

The Members newsletter was not deployed in October.

## Social

Social media impressions are showing a decrease in year over year which is a reflection of the Elton John contest and the Haunted Kingston program from last year which drove high metrics. Month over month is showing a decline in impressions and clicks which follows our seasonal trends of less activity in the winter, but there were just over 6,000 more engagements in October versus September which could be due to the increased number of contests that were in market.

## Coming Up

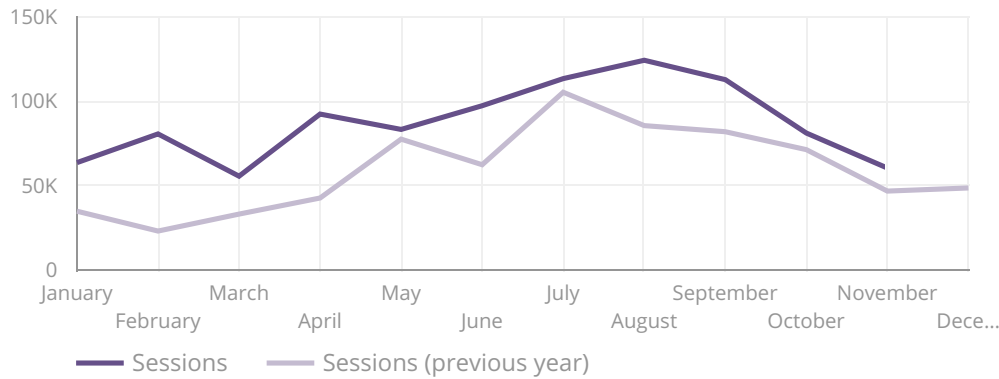
- Lumina campaign launched November 1st
- Paid Search content for December including Lumina Borealis

# MONTHLY DIGITAL REPORT

Nov 1, 2018 - Nov 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 user who have visited your site more than once.

\* All percent change is Year Over Year

**SESSIONS**  
**60.5K**  
 ± 29.1%

**USERS**  
**47.0K**  
 ± 25.6%

**PAGE VIEWS**  
**102.3K**  
 ± 20.4%

## RETENTION

Are users coming back and consuming our content?

**38.95%**  
 % RETURN VISITORS

## LEAD GENERATION

Are users converting online?

### OPERATORS

### HOTELS

|  |  |
|--|--|
| <br><b>10,415</b><br>± 28.3%<br><b>WEB REFERRALS</b> | <br><b>64</b><br>± 326.7%<br><b>CLICKS TO CALL</b> |
|--|--|

|  |  |
|--|--|
| <br><b>363</b><br>■ -17.9%<br><b>WEB REFERRALS</b> | <br><b>11</b><br>■ -15.4%<br><b>CLICKS TO CALL</b> |
|--|--|

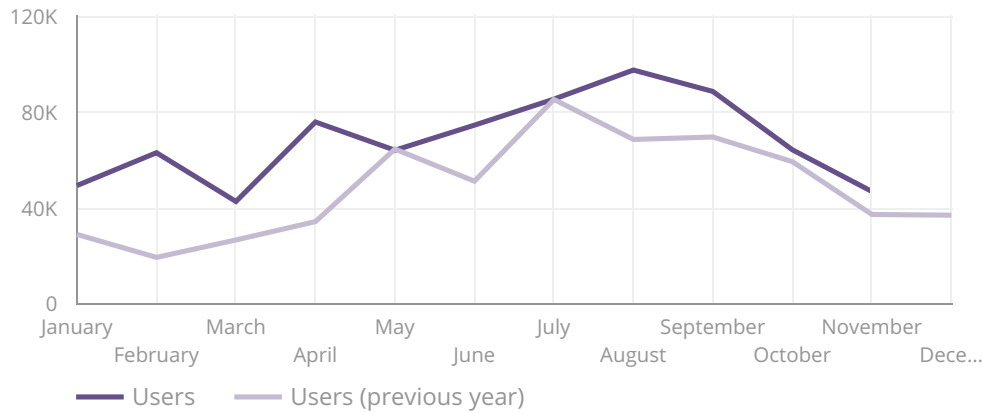
# MONTHLY DIGITAL REPORT

Nov 1, 2018 - Nov 30, 2018

## CONSUMPTION

How is our audience using our site?

**USERS**  
47,045



## 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



00:01:31

-4.5%

AVG. TIME ON SITE



1.69

-6.7%

PAGES / SESSION



00:02:10

12.4%

AVG. TIME ON PAGE

## SOCIAL MEDIA

An overview of activity on our social media channels

*This data is cumulative to today's date.*



6,364

INSTAGRAM FOLLOWERS



52,548

FACEBOOK LIKES



6,120

TWITTER FOLLOWERS



1,833,420

-39.3%

IMPRESSIONS



14,582

-60.4%

ENGAGEMENTS



23,349

59.4%

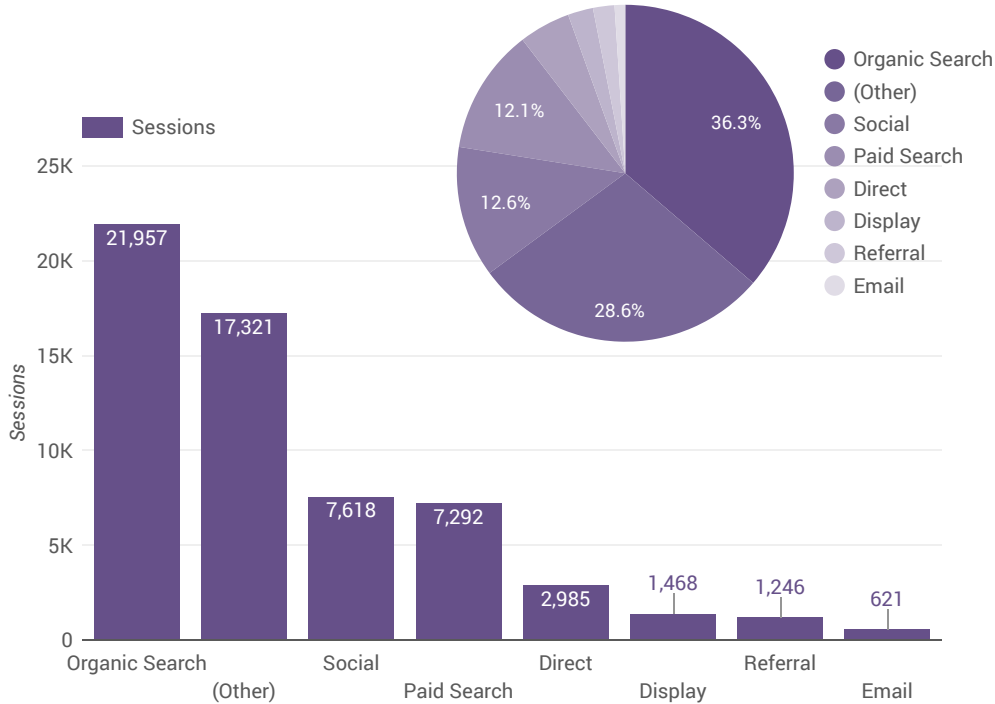
CLICKS

# MONTHLY DIGITAL REPORT

Nov 1, 2018 - Nov 30, 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

| City            | Sessions |
|-----------------|----------|
| 1. Kingston     | 22,950   |
| 2. Toronto      | 6,963    |
| 3. Montreal     | 5,411    |
| 4. Ottawa       | 4,462    |
| 5. (not set)    | 1,379    |
| 6. Belleville   | 898      |
| 7. Mississauga  | 778      |
| 8. Hamilton     | 575      |
| 9. Brockville   | 485      |
| 10. Quinte West | 450      |

### MOST VISITED PAGES

| Page  | Pageviews |
|---|-----------|
| 1. <a href="http://www.visitkingston.ca/25-things-to-do-this-november-in-kingston-2018/">www.visitkingston.ca/25-things-to-do-this-november-in-kingston-2018/</a> | 11,726    |
| 2. <a href="http://www.visitkingston.ca/25-things-to-do-this-december-in-kingston-2018/">www.visitkingston.ca/25-things-to-do-this-december-in-kingston-2018/</a> | 6,263     |
| 3. <a href="http://www.visitkingston.ca/events/">www.visitkingston.ca/events/</a>   | 6,044     |
| 4. <a href="http://www.visitkingston.ca/">www.visitkingston.ca/</a>   | 5,681     |
| 5. <a href="http://www.visitkingston.ca/see-do/winter/">www.visitkingston.ca/see-do/winter/</a>   | 5,315     |
| 6. <a href="http://www.visitkingston.ca/makers/">www.visitkingston.ca/makers/</a>   | 2,766     |
| 7. <a href="http://www.visitkingston.ca/kingstons-burger-bucket-list-2/">www.visitkingston.ca/kingstons-burger-bucket-list-2/</a>                                 | 2,762     |
| 8. <a href="http://www.visitkingston.ca/all-about-kingstons-lumina-borealis/">www.visitkingston.ca/all-about-kingstons-lumina-borealis/</a>                       | 2,350     |
| 9. <a href="http://www.visitkingston.ca/today/">www.visitkingston.ca/today/</a>   | 2,311     |
| 10. <a href="http://www.visitkingston.ca/west-end-kingston-favourites/">www.visitkingston.ca/west-end-kingston-favourites/</a>                                    | 2,303     |

# MONTHLY DIGITAL REPORT

Nov 1, 2018 - Nov 30, 2018

## EMAIL MARKETING

An overview of email campaigns this month

### CONSUMER NEWSLETTER



2,650

TOTAL DELIVERIES



1,167

TOTAL UNIQUE OPENS



510

TOTAL CLICKS



15

TOTAL UNSUBSCRIBES



44%

AVERAGE OPEN RATE



44%

AVERAGE CTR

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

### MEMBER NEWSLETTER



80

DELIVERIES



38

UNIQUE OPENS



16

CLICKS



0

UNSUBSCRIBES



48%

OPEN RATE



42%

CTR

## 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.



# MONTHLY DIGITAL REPORT

Nov 1, 2018 - Nov 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  |
|--|-------------|---------------|--------------|--------------|--------------|
| Post: "You can't really go wrong with a good burger,..."   | 107.9K      | 46.4K         | 2.8K         | 2.55%        | null         |
| Post: "This November, make the most of these chilly d..."  | 140.3K      | 59.9K         | 4.5K         | 3.2%         | null         |
| Post: "Lumina Borealis opens Friday! While you're in..."   | 40.4K       | 26.1K         | 982          | 2.43%        | null         |
| Post: "Kingston's West End is filled with great places..." | 67.9K       | 30K           | 2.2K         | 3.21%        | null         |
| Post: "Kingston is quickly becoming a beacon for coff..."  | 7.2K        | 5.2K          | 192          | 2.66%        | null         |
| Post: "In our first post covering Kingston's fabulous..."  | 31.7K       | 19.8K         | 630          | 1.99%        | null         |
| NovemberPromo  | 126.3K      | 66K           | 2.5K         | 2.01%        | 10.3K        |
| Makers   | 111K        | 67.6K         | 2.7K         | 2.41%        | 12.3K        |
| DecemberPromo  | 83.7K       | 43.8K         | 2.3K         | 2.69%        | 8.6K         |
| 12407_Lumina_Bumpers                                       | 320.5K      | 97.5K         | 246          | 0.08%        | 17.5K        |
| 12407_Lumina   | 71.5K       | 38K           | 1.7K         | 2.42%        | null         |
| <b>Grand total</b>   | <b>1.1M</b> | <b>325.1K</b> | <b>20.7K</b> | <b>1.87%</b> | <b>48.7K</b> |

# MONTHLY DIGITAL REPORT

Nov 1, 2018 - Nov 30, 2018

## PAID DIGITAL

A snapshot of our digital ads in market this month.

### GOOGLE ADWORDS DISPLAY NETWORK & YOUTUBE

| Campaign <sup>2</sup> ▾    | Campaign type <sup>1</sup> ▾ | Impressions | Clicks    | CTR        |
|----------------------------|------------------------------|-------------|-----------|------------|
| Makers_Bumpers             | Video                        | 84K         | 204       | +0%        |
| 12407_Lumina2018_Video_TOR | Video                        | 313K        | 942       | +0%        |
| 12407_Lumina2018_Video_OM  | Video                        | 303K        | 1K        | +0%        |
| Makers_GDN                 | Display Only                 | 2M          | 435       | +0%        |
| 12407_Lumina2018_Tor       | Display Only                 | 1M          | 640       | +0%        |
| 12407_Lumina2018_OM        | Display Only                 | 1M          | 673       | +0%        |
| <b>Grand total</b>         |                              | <b>5M</b>   | <b>4K</b> | <b>+0%</b> |



# MONTHLY DIGITAL REPORT

## YTD TOTALS OF PAID CAMPAIGNS

A snapshot of performance to date of ongoing and finished campaigns.

### MAKERS CAMPAIGN



IMPRESSIONS  
**4,872,918**



CLICKS  
**12,475**



VIDEO VIEWS  
**368,515**

### LUMINA CAMPAIGN



IMPRESSIONS  
**4,263,702**



CLICKS  
**5,982**



VIDEO VIEWS  
**759,530**

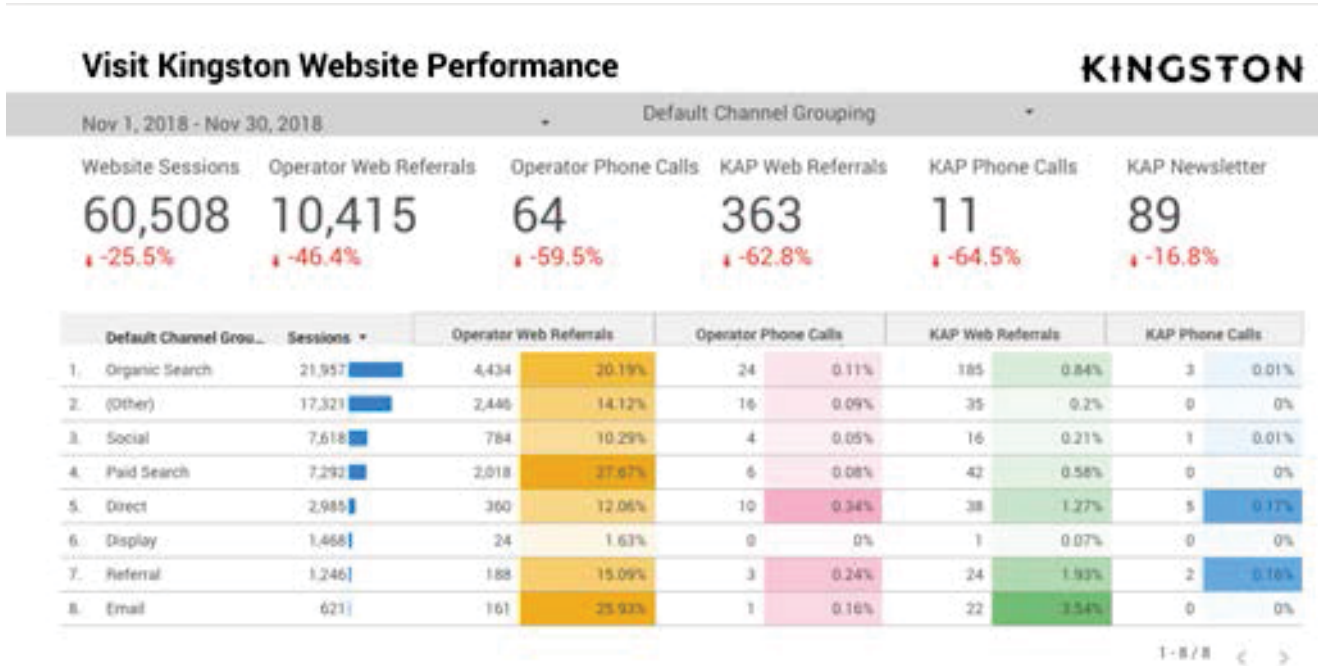
# MONTHLY DIGITAL REPORT

Nov 1, 2018 - Nov 30, 2018

## LEAD GENERATION

A snapshot of our digital lead generation

### LEAD GENERATION BY CHANNEL



### TOP OUTBOUND CLICKS (WEBSITE REFERRALS TO PARTNERS AND COMMUNITY)

| Event Action  | Total Clicks |
|---|--------------|
| <a href="https://www.luminaborealis.com/">https://www.luminaborealis.com/</a>   | 612          |
| <a href="http://www.kingstonfoodtours.ca/">http://www.kingstonfoodtours.ca/</a>   | 607          |
| <a href="https://www.kingstonsymphony.ca/concerts-events/calendar/all-things-christmas/">https://www.kingstonsymphony.ca/concerts-events/calendar/all-things-christmas/</a> | 582          |
| <a href="http://www.fatgoosecraftfair.com/">http://www.fatgoosecraftfair.com/</a>   | 488          |
| <a href="http://www.dominotheatre.com/playbill66.shtml">http://www.dominotheatre.com/playbill66.shtml</a>   | 478          |
| <a href="https://www.downtownkingston.ca/events">https://www.downtownkingston.ca/events</a>   | 446          |
| <a href="http://www.allcapslock.com/tone-deaf.org/">http://www.allcapslock.com/tone-deaf.org/</a>   | 413          |
| <a href="http://www.luminaborealis.com/">http://www.luminaborealis.com/</a>   | 412          |
| <a href="https://crca.ca/event/lantern-hike/">https://crca.ca/event/lantern-hike/</a>   | 379          |
| <a href="https://www.sherlocksescapes.com/">https://www.sherlocksescapes.com/</a>   | 366          |
| <a href="https://www.forthenry.com/events/lumina-borealis/">https://www.forthenry.com/events/lumina-borealis/</a>   | 354          |
| <a href="https://www.nickallinson.ca/copy-of-boards/">https://www.nickallinson.ca/copy-of-boards/</a>   | 342          |
| <a href="http://www.artfestontario.com/kingston/">http://www.artfestontario.com/kingston/</a>   | 335          |
| <a href="http://www.leonscentre.com/event/the-thank-you-canada-tour/">http://www.leonscentre.com/event/the-thank-you-canada-tour/</a>                                       | 313          |

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

Alphabet®

# MONTHLY DIGITAL REPORT

Nov 1, 2018 - Nov 30, 2018

## CONTESTS

Organic engagement from our contests on Facebook

CONTEST: Paw Patrol Live \*Round Two

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



47,729

REACH



772

SHARES



715

REACTIONS



744

COMMENTS

## #linKingston

Amount of user generated content from interactive sign



855  
POSTS



690  
USERS



709,411  
IMPRESSIONS



528,400  
REACH

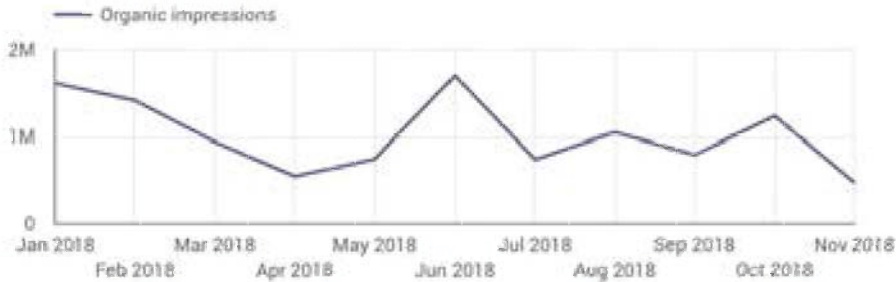
# MONTHLY DIGITAL REPORT

Nov 1, 2018 - Nov 30, 2018

## FACEBOOK

A snapshot of our content marketing in action.

New likes **239**



## 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.

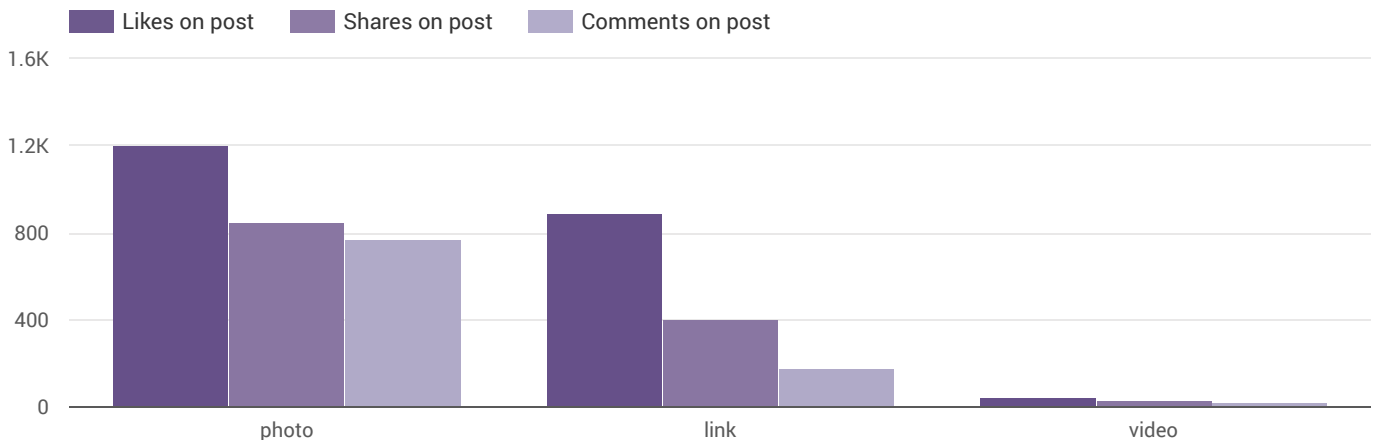
### ENGAGEMENT RATE

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

|   |   |
|---|---|
|  <p><b>473,776</b><br/>ORGANIC REACH</p>       |  <p><b>179,911</b><br/>VIRAL REACH</p>     |
|  <p><b>8,306</b><br/>ORGANIC VIDEO VIEWS</p> |  <p><b>5.39%</b><br/>ENGAGEMENT RATE</p> |

## ENGAGEMENT BY POST TYPE

What types of content are users engaging with the most?



# MONTHLY DIGITAL REPORT

Nov 1, 2018 - Nov 30, 2018

## Website

Web Referrals and Clicks to Call for operators are higher year over year for November, which shows an increase of interest in the activities available. Leads to Hotel partners are down slightly year over year for November.

Website traffic continues to ebb as the winter approaches, but is also 29% higher than last year with more users and more page views than last year as well.

## Paid Social

The Maker Campaign and Lumina campaign were both live during November. Campaigns were 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.

## 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. Our best performing ad so far has been the Marney video on Facebook which generated a CTR (all) of 7.49%. The individual ad units are flighted throughout the campaign. All ads that have run so far have CTRs (all) over our benchmarks.*

## Lumina Campaign

*The GDN and YouTube ads are delivering very high impressions and plenty of clicks to the website. The Ottawa/Montreal audience is performing slightly better in terms of link clicks, however, both audiences are performing well and we recommend continuing with the same budget split between audiences for the remainder of the campaign.*

*Facebook average CPM is within our average performance and the inclusion of the in stream ads is producing very high impressions for our budget. CTR is well above our benchmarks. Our Ottawa/Montreal audience is slightly less expensive to reach in terms of awareness but our Toronto audience has a higher engagement and CTR. We recommend keeping both audiences in market at equal budgets for the remainder of the campaign. Ad creative has been optimized towards the best performing pieces.*

## Paid Search

New highlighted event campaigns contributing to improvements account wide:

- Avg cost-per-click was reduced by ~ 20% MoM (\$0.26 to \$0.21)
- Interaction rate on our ads improved by 6% MoM (15% to 16%)

## Email

Open rates and CTR continue to be well above industry standards.

The Members newsletter was deployed in November and had a similar open rate to previous newsletter but a slightly lower click through rate.

## Social

Social media impressions are showing a decrease in year over year. Only one contest was run during the month of November which likely contributed. We did see a large increase in clicks year over year, which is likely due to great content pieces being shared on social which are driving visitors to the website. Month over month is showing a decline in impressions, engagement, and clicks which follows our seasonal trends of less activity in the winter.

## Coming Up

- Winter Campaign including Feb Fest, Family Day, and March Break content.

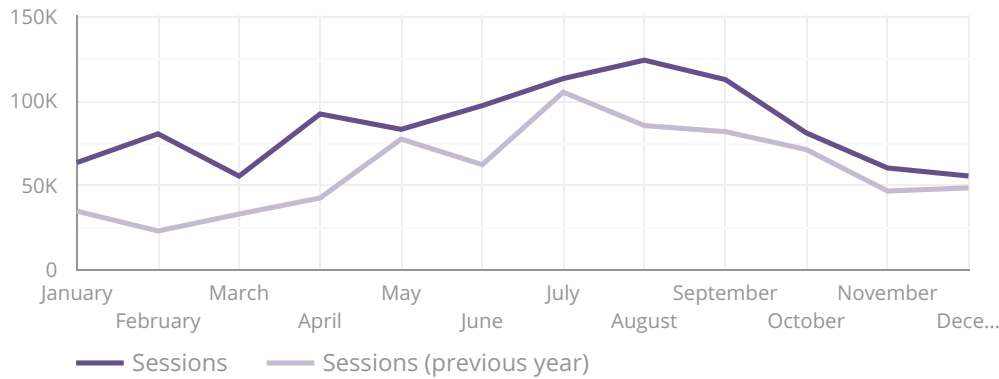


# MONTHLY DIGITAL REPORT

Dec 1, 2018 - Dec 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 user who have visited your site more than once.

\* All percent change is Year Over Year

**SESSIONS**  
**55.8K**  
 ± 14.4%

**USERS**  
**44.8K**  
 ± 20.6%

**PAGE VIEWS**  
**90.8K**  
 ± 5.4%

## RETENTION

Are users coming back and consuming our content?

**34.62%**  
 % RETURN VISITORS

## LEAD GENERATION

Are users converting online?

### OPERATORS

### HOTELS

|  |   |
|--|---|
| <br><b>8,907</b><br>-16.9%<br><b>WEB REFERRALS</b> | <br><b>113</b><br>264.5%<br><b>CLICKS TO CALL</b> |
|--|---|

|  |  |
|--|--|
| <br><b>307</b><br>-53.5%<br><b>WEB REFERRALS</b> | <br><b>15</b><br>-44.4%<br><b>CLICKS TO CALL</b> |
|--|--|

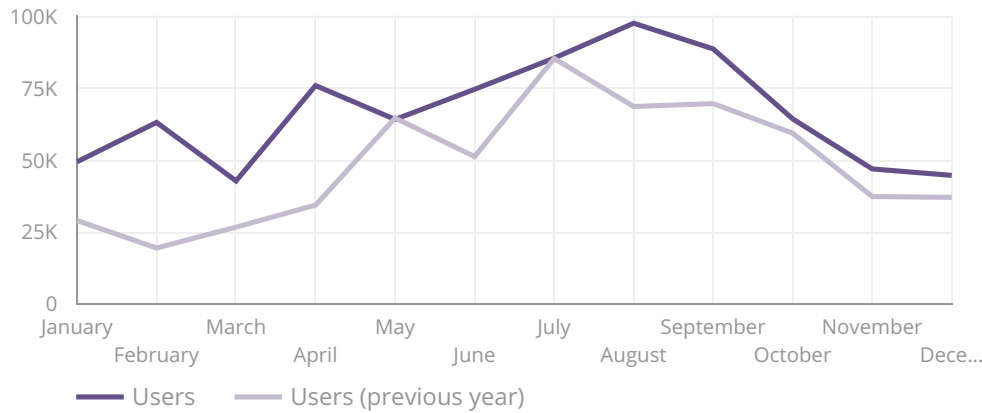
# MONTHLY DIGITAL REPORT

Dec 1, 2018 - Dec 31, 2018

## CONSUMPTION

How is our audience using our site?

**USERS**  
44,801



## 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



00:01:23

-17.3%

AVG. TIME ON SITE



1.63

-7.9%

PAGES / SESSION



00:02:11

+1.3%

AVG. TIME ON PAGE

## SOCIAL MEDIA

An overview of activity on our social media channels

*This data is cumulative to today's date.*



6,860

INSTAGRAM FOLLOWERS



52,745

FACEBOOK LIKES



6,232

TWITTER FOLLOWERS



1,853,643

-62.0%

IMPRESSIONS



17,651

-74.7%

ENGAGEMENTS



22,268

+47.0%

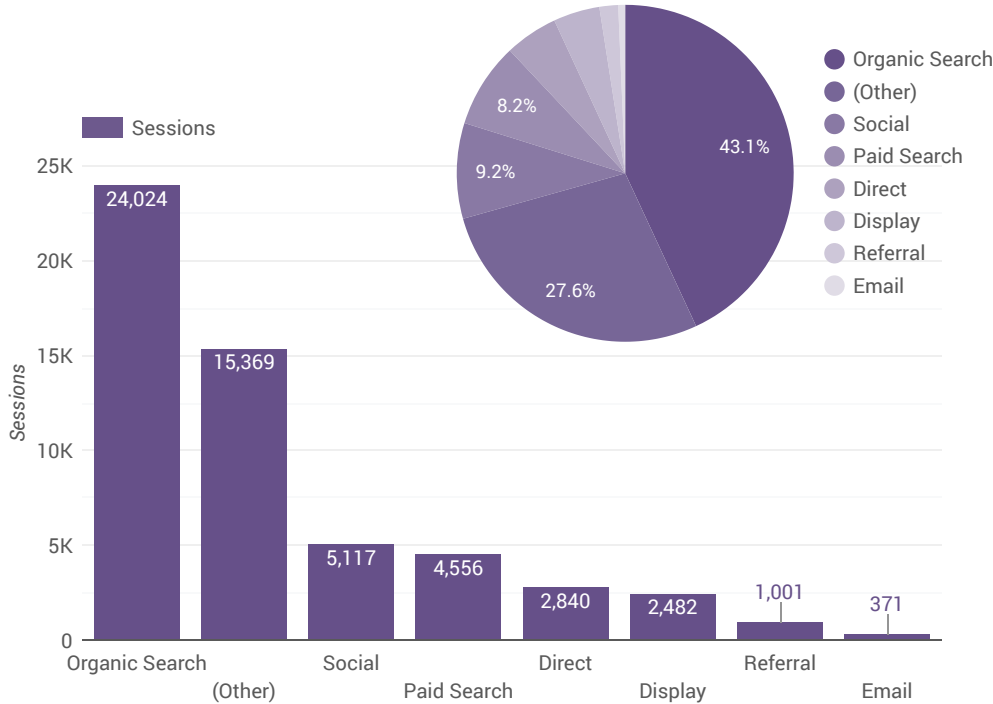
CLICKS

# MONTHLY DIGITAL REPORT

Dec 1, 2018 - Dec 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

| City            | Sessions |
|-----------------|----------|
| 1. Kingston     | 17,500   |
| 2. Toronto      | 7,524    |
| 3. Montreal     | 5,333    |
| 4. Ottawa       | 4,049    |
| 5. (not set)    | 1,648    |
| 6. Mississauga  | 972      |
| 7. Belleville   | 965      |
| 8. Brampton     | 646      |
| 9. Hamilton     | 613      |
| 10. Quinte West | 594      |

### MOST VISITED PAGES

| Page  | Pageviews |
|---|-----------|
| 1. <a href="http://www.visitkingston.ca/25-things-to-do-this-december-in-kingston-2018/">www.visitkingston.ca/25-things-to-do-this-december-in-kingston-2018/</a>             | 8,992     |
| 2. <a href="http://www.visitkingston.ca/">www.visitkingston.ca/</a>   | 5,559     |
| 3. <a href="http://www.visitkingston.ca/lumina-borealis-2018-19/">www.visitkingston.ca/lumina-borealis-2018-19/</a>   | 4,803     |
| 4. <a href="http://www.visitkingston.ca/25-things-to-do-in-kingston-in-january-2019/">www.visitkingston.ca/25-things-to-do-in-kingston-in-january-2019/</a>                   | 4,332     |
| 5. <a href="http://www.visitkingston.ca/see-do/winter/">www.visitkingston.ca/see-do/winter/</a>   | 4,252     |
| 6. <a href="http://www.visitkingston.ca/events/">www.visitkingston.ca/events/</a>   | 4,202     |
| 7. <a href="http://www.visitkingston.ca/makers/">www.visitkingston.ca/makers/</a>   | 3,072     |
| 8. <a href="http://www.visitkingston.ca/kingston-adventures-to-pair-with-your-lumina-borea...">www.visitkingston.ca/kingston-adventures-to-pair-with-your-lumina-borea...</a> | 3,063     |
| 9. <a href="http://www.visitkingston.ca/your-guide-to-nye-in-ygk/">www.visitkingston.ca/your-guide-to-nye-in-ygk/</a>   | 2,866     |
| 10. <a href="http://www.visitkingston.ca/today/">www.visitkingston.ca/today/</a>  | 1,925     |

# MONTHLY DIGITAL REPORT

Dec 1, 2018 - Dec 31, 2018

## EMAIL MARKETING

An overview of email campaigns this month

### CONSUMER NEWSLETTER



2,616

TOTAL DELIVERIES



1,120

TOTAL UNIQUE OPENS



347

TOTAL CLICKS



11

TOTAL UNSUBSCRIBES



43%

AVERAGE OPEN RATE



31%

AVERAGE CTR

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

### MEMBER NEWSLETTER



73

DELIVERIES



42

UNIQUE OPENS



13

CLICKS



0

UNSUBSCRIBES



58%

OPEN RATE



31%

CTR

## 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.

# MONTHLY DIGITAL REPORT

Dec 1, 2018 - Dec 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  |
|--|-------------|---------------|--------------|--------------|--------------|
| Winter_2019_Videos   | 107.2K      | 55.2K         | 4.1K         | 3.83%        | 6.8K         |
| Winter_2019_SponCont                                       | 81.5K       | 44K           | 1.6K         | 1.96%        | null         |
| Post: "With Kingston being a known foodie hub, it's no..." | 71.5K       | 32.7K         | 1.2K         | 1.73%        | null         |
| Post: "We are counting down to 2019! Ring in the new..."   | 37.4K       | 17.4K         | 729          | 1.95%        | null         |
| Post: "Tis the season! Make the most of Kingston's..."     | 86.9K       | 49.4K         | 2.1K         | 2.42%        | null         |
| Post: "Lumina Borealis opens Friday! While you're in..."   | 126.6K      | 70.2K         | 2.4K         | 1.92%        | null         |
| Post: "Kingston is quickly becoming a beacon for coff..."  | 46.5K       | 24.9K         | 613          | 1.32%        | null         |
| Makers   | 86.1K       | 54.2K         | 2.2K         | 2.55%        | 15.5K        |
| DecemberPromo  | 158.5K      | 69.8K         | 4K           | 2.5%         | 13.4K        |
| 12407_Lumina_Bumpers                                       | 343.2K      | 102K          | 223          | 0.06%        | 18.6K        |
| 12407_Lumina   | 59.2K       | 37.2K         | 1.2K         | 1.96%        | null         |
| <b>Grand total</b>   | <b>1.2M</b> | <b>384.7K</b> | <b>20.4K</b> | <b>1.69%</b> | <b>54.3K</b> |

# MONTHLY DIGITAL REPORT

Dec 1, 2018 - Dec 31, 2018

## PAID DIGITAL

A snapshot of our digital ads in market this month.

### GOOGLE ADWORDS DISPLAY NETWORK & YOUTUBE

| Campaign <sup>2</sup> ▾    | Campaign type <sup>1</sup> ▾ | Impressions | Clicks     | CTR        |
|----------------------------|------------------------------|-------------|------------|------------|
| Winter2019_Winter25Things  | Video                        | 12K         | 10         | +0%        |
| Winter2019_Brand_Bumper    | Video                        | 288K        | 624        | +0%        |
| Makers_Bumper_3            | Video                        | 476K        | 1K         | +0%        |
| Makers_Bumper_2            | Video                        | 526K        | 1K         | +0%        |
| Makers_Bumper_1            | Video                        | 548K        | 1K         | +0%        |
| 12407_Lumina2018_Video_TOR | Video                        | 338K        | 737        | +0%        |
| 12407_Lumina2018_Video_OM  | Video                        | 441K        | 1K         | +0%        |
| Winter2019_KidFriendly     | Display Only                 | 106K        | 125        | +0%        |
| Winter2019_Interactive     | Display Only                 | 114K        | 88         | +0%        |
| Winter2019_FamilyDay       | Display Only                 | 1M          | 823        | +0%        |
| Makers_GDN                 | Display Only                 | 2M          | 508        | +0%        |
| 12407_Lumina2018_Tor       | Display Only                 | 2M          | 978        | +0%        |
| 12407_Lumina2018_OM        | Display Only                 | 2M          | 1K         | +0%        |
| <b>Grand total</b>         |                              | <b>10M</b>  | <b>10K</b> | <b>+0%</b> |

### GOOGLE ADWORDS SEARCH NETWORK - Search Warrant

| Campaign   | Campaign type | Impressions ▾ | Clicks    | CTR        |
|--|---------------|---------------|-----------|------------|
| 1. KA:18 Lumina Borealis   | Search Only   | 16K           | 3K        | 20%        |
| 2. KA:18 Things to do in December                                  | Search Only   | 11K           | 1K        | 12%        |
| 3. KA:18 Perpetual   | Search Only   | 5K            | 637       | 12%        |
| 4. KA:18 December Events: Kingston Holiday Market                  | Search Only   | 2K            | 799       | 36%        |
| 5. KA:18 December Events: Santa in the Square                      | Search Only   | 2K            | 317       | 18%        |
| 6. KA:18 December Events: Art Fest Christmas                       | Search Only   | 991           | 383       | 39%        |
| 7. KA:19 Things to do in January                                   | Search Only   | 663           | 119       | 18%        |
| 8. KA:18 December Events: Fat Goose Holiday Market                 | Search Only   | 251           | 91        | 36%        |
| 9. KA:19 January Events: Banff Centre Mountain Film Festival Wo... | Search Only   | 126           | 11        | 9%         |
| 10. KA:19 January Events: Classic Kingston Food Tour               | Search Only   | 63            | 13        | 21%        |
| 11. KA:19 January Events: Meet the Maker - Wine & Dinner Series    | Search Only   | 5             | 1         | 20%        |
| <b>Grand total</b>   |               | <b>38K</b>    | <b>7K</b> | <b>18%</b> |

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

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# MONTHLY DIGITAL REPORT

Dec 1, 2018 - Dec 31, 2018

## LEAD GENERATION

A snapshot of our digital lead generation

### LEAD GENERATION BY CHANNEL

| Visit Kingston Website Performance |                        | KINGSTON                 |                      |                   |                 |
|------------------------------------|------------------------|--------------------------|----------------------|-------------------|-----------------|
| Dec 1, 2018 - Dec 31, 2018         |                        | Default Channel Grouping |                      |                   |                 |
| Website Sessions                   | Operator Web Referrals | Operator Phone Calls     | KAP Web Referrals    | KAP Phone Calls   | KAP Newsletter  |
| 55,760<br>↓ -7.8%                  | 8,907<br>↓ -14.5%      | 113<br>↑ 76.6%           | 307<br>↓ -15.4%      | 15<br>↑ 36.4%     | 56<br>↓ -37.1%  |
| Default Channel Grouping           | Sessions               | Operator Web Referrals   | Operator Phone Calls | KAP Web Referrals | KAP Phone Calls |
| 1. Organic Search                  | 24,024                 | 4,725 (19.67%)           | 85 (0.35%)           | 178 (0.74%)       | 9 (0.04%)       |
| 2. (Other)                         | 15,369                 | 1,496 (9.73%)            | 5 (0.03%)            | 23 (0.15%)        | 1 (0.01%)       |
| 3. Social                          | 5,117                  | 691 (13.5%)              | 2 (0.04%)            | 19 (0.37%)        | 1 (0.02%)       |
| 4. Paid Search                     | 4,556                  | 1,407 (30.88%)           | 6 (0.13%)            | 21 (0.46%)        | 0 (0%)          |
| 5. Direct                          | 2,840                  | 307 (10.81%)             | 5 (0.18%)            | 28 (0.99%)        | 0 (0%)          |
| 6. Display                         | 2,482                  | 28 (1.13%)               | 1 (0.04%)            | 8 (0.32%)         | 0 (0%)          |
| 7. Referral                        | 1,001                  | 164 (16.38%)             | 9 (0.9%)             | 22 (2.2%)         | 4 (0.4%)        |
| 8. Email                           | 371                    | 89 (23.99%)              | 0 (0%)               | 8 (2.16%)         | 0 (0%)          |

### TOP OUTBOUND CLICKS (WEBSITE REFERRALS TO PARTNERS AND COMMUNITY)

| Event Action  | Total Clicks |
|---|--------------|
| <a href="https://www.luminaborealis.com/">https://www.luminaborealis.com/</a>   | 1.3K         |
| <a href="http://www.luminaborealis.com/">http://www.luminaborealis.com/</a>   | 580          |
| <a href="https://www.luminaborealis.com/#tickets">https://www.luminaborealis.com/#tickets</a>   | 425          |
| <a href="http://www.artfestontario.com/kingston/">http://www.artfestontario.com/kingston/</a>   | 399          |
| <a href="http://www.kingstonfoodtours.ca/">http://www.kingstonfoodtours.ca/</a>   | 355          |
| <a href="https://www.cityofkingston.ca/residents/recreation/facilities/arenas/springer-market-square">https://www.cityofkingston.ca/residents/recreation/facilities/arenas/springer-market-square</a>   | 324          |
| <a href="https://www.downtownkingston.ca/events/2018/holiday-night-hours">https://www.downtownkingston.ca/events/2018/holiday-night-hours</a>   | 311          |
| <a href="http://www.kingstonregion.com/events/6888657--k-town-countdown/">http://www.kingstonregion.com/events/6888657--k-town-countdown/</a>   | 309          |
| <a href="https://crca.ca/event/lantern-hike/">https://crca.ca/event/lantern-hike/</a>   | 295          |
| <a href="https://www.forthenry.com/events/lumina-borealis/">https://www.forthenry.com/events/lumina-borealis/</a>   | 264          |
| <a href="http://www.kingstongrand.ca/">http://www.kingstongrand.ca/</a>   | 218          |
| <a href="http://www.1000islandscruises.ca/">http://www.1000islandscruises.ca/</a>   | 201          |
| <a href="https://www.sherlocksescapes.com/">https://www.sherlocksescapes.com/</a>   | 198          |
| <a href="http://postmediakiosk.milibris.com/reader/70746d3b-2402-4f93-b67d-c504c42892b2?origin=/catalog/official-kingston-visitor-gu...">http://postmediakiosk.milibris.com/reader/70746d3b-2402-4f93-b67d-c504c42892b2?origin=/catalog/official-kingston-visitor-gu...</a> | 193          |

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

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# MONTHLY DIGITAL REPORT

Dec 1, 2018 - Dec 31, 2018

## CONTESTS

Organic engagement from our contests on Facebook

CONTEST: Lumina Borealis

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



84,296

REACH



1,726

SHARES



1,728

REACTIONS



1,695

COMMENTS

## #linKingston

Amount of user generated content from interactive sign



868  
POSTS



692  
USERS



717,780  
IMPRESSIONS



531,641  
REACH



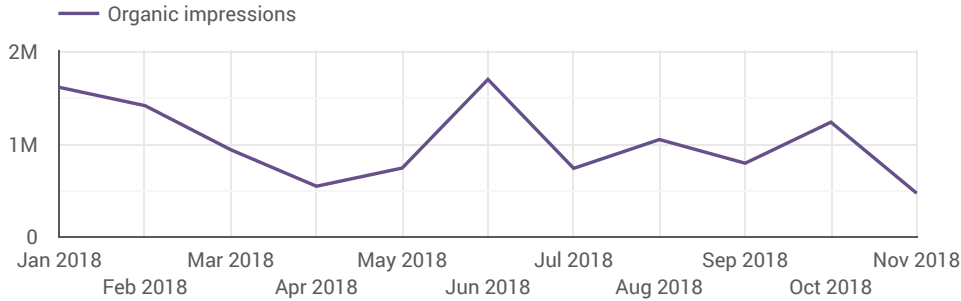
# MONTHLY DIGITAL REPORT

Dec 1, 2018 - Dec 31, 2018

## FACEBOOK

A snapshot of our content marketing in action.

New likes **332**



## 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.

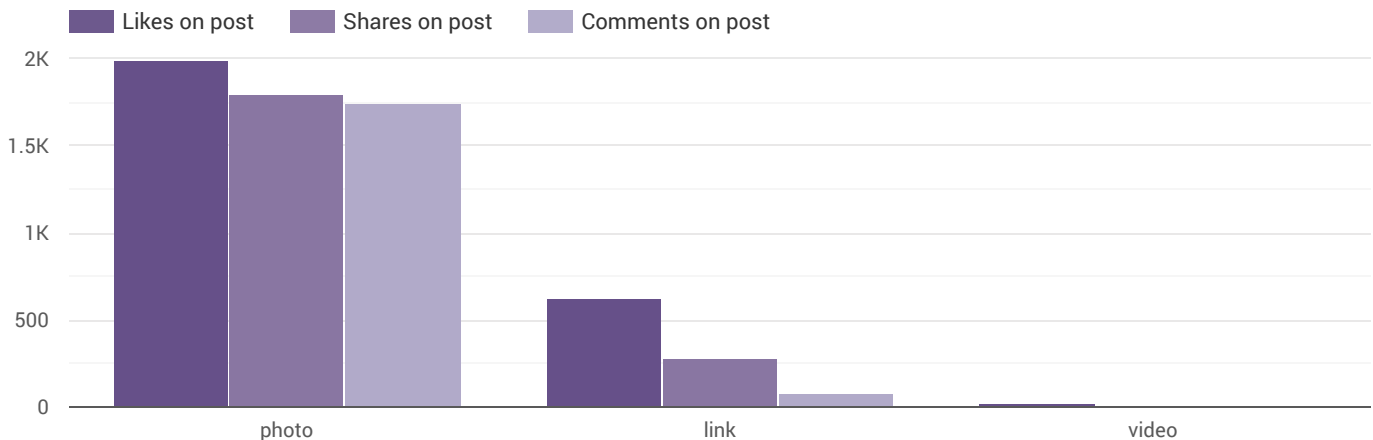
### ENGAGEMENT RATE

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

|   |   |
|---|---|
|  <p><b>427,833</b><br/>ORGANIC REACH</p>       |  <p><b>216,878</b><br/>VIRAL REACH</p>     |
|  <p><b>3,974</b><br/>ORGANIC VIDEO VIEWS</p> |  <p><b>5.42%</b><br/>ENGAGEMENT RATE</p> |

## ENGAGEMENT BY POST TYPE

What types of content are users engaging with the most?



# MONTHLY DIGITAL REPORT

Dec 1, 2018 - Dec 31, 2018

## Website

Website traffic only dropped slightly for December from November but continues to be higher than last year. Overall sessions for 2018 vs. 2017 were significantly higher as seen by the chart on page 1. Year over year, organic search delivered more sessions in large part due to our on-going investment in timely, relevant content development and SEO effort on pages like Lumina Borealis. Display ads delivered more than twice the number of visits due to an increase in Google Display Ads in our campaigns. Our email traffic also doubled since last year during the month of December. Organic social, paid social, and referral traffic were all on par with last year.

## Paid Social

The Maker Campaign and Lumina campaign were both live during December along with promoted content and the beginning of our Winter 2019 campaign. Campaigns were live on Facebook, Instagram, YouTube, and Google Display Network.

## Paid Search

- Overall click-through-rate improved by 13% month over month
  - Traffic to the Grand Theatre saw the largest change, an improvement of 37%
- Increased CTR's in December helped contribute to lower cost/visitor overall, down 28% month over month
- We did see a minor drop off in search demand the week of December 24, which is typical in the month of December

## Email

Open rates and CTR continue to be well above industry standards, however, December's email had about 10% fewer clicks than the previous few months.

The Members newsletter had a similar open rate to previous newsletters but a slightly lower click-through rate.

## Social

The decrease in social media impressions and engagements is due to a contrast of one contest this month compared to five contests during December of last year. Organic impressions are also continuing to decline due to the Facebook algorithm which is continually decreasing organic page reach in favour of friend (non-business accounts) and paid activity. We had almost double the clicks year over year, the majority of which is coming from our Facebook content. This is partly due to better-performing Facebook ads which were able to generate several thousand additional clicks with a smaller budget than the previous year and more clickable organic content.

## Coming Up

- Winter Campaign including Feb Fest, Family Day, and March Break content.