



**City of Kingston
Information Report to Council
Report Number 19-137**

To:	Mayor & Council
From:	Lanie Hurdle, Acting Chief Administrative Officer
Resource Staff:	Not applicable
Date of Meeting:	May 8, 2019
Subject:	Quarterly report: Tourism Kingston – Q1 2019

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 Q1 2019 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.

Recommendation:

This report is for information purposes only.

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 Enterprise 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
Sheila Kidd, Commissioner, Transportation & Public Works	Not required

Options/Discussion:

Exhibit A to this report provides an activity report from Tourism Kingston on results for Q1 2019.

Existing Policy/By-Law:

Report to Council 16-325 dated October 4, 2016

Notice Provisions:

There are no notice provisions with this report.

Accessibility Considerations:

There are no accessibility considerations with this report.

Financial Considerations:

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

Contacts:

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

Other City of Kingston Staff Consulted:

Not applicable.

Exhibits Attached:

Exhibit A – Q1 2019 Tourism Kingston report to Council



April 10, 2019

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

RE: Tourism Kingston Q1 2019 Report

Please find attached our summary report on the activities undertaken by Tourism Kingston for Q1 : the period of January through March 2019.

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 Integrated Destination Strategy and Council's Strategic Priorities.

We are pleased to deliver our first quarter Q1 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.

Yours truly,

Megan Knott

Megan Knott
Interim Executive Director
Tourism Kingston and Kingston Accommodation Partners

EXECUTIVE SUMMARY

This report outlines Tourism Kingston's financial update and performance metrics for the first quarter of 2019.

Financially, Tourism Kingston is in line to achieve its targets for 2019. The major points of focus for 2019 will be to replenish our reserve fund to a level that is equal to 6 months-worth of operating costs.

Operationally, we have explored many avenues to promote and sell Kingston.

The Film Office is focused on selling Kingston Pen as a must shoot location for production companies in Montreal, Ottawa and Toronto. They also continue to host site tours for major production companies and continue to build their digital asset bank for Kingston.

Travel Trade is focused on collaborating with the City of Kingston to attend Seatrade in order to promote Kingston as a must-see Port in Ontario. We also targeted the Markham area with a takeover in GO stations and will follow-up with a sales presentation to Chinese tour operators. In partnership with RTO 9 and KAP we also launched our French website and will now better communicate to our French speaking travelers.

Meetings and Conferences are exploring sales efforts in a technology supported way via LinkedIn. Kingston is targeting meeting planners and sending them information specific to Kingston and then following up with sales missions such as the one we just completed in Ottawa this month.

Sport Tourism office attended the Canadian Sport Tourism Association conference in Ottawa and gained over 55 leads to explore in 2019/20. Kingston was also ranked #12 in all of Canada for best place to host a sporting event and #3 in Ontario – behind Toronto and Ottawa.

Visitor Information Centre is gaining momentum with having completed their summer hiring and partnered with the SLC / City Office to offer these students 2 full days of training in collaboration with DBIA staff as well.

Marketing has completed a content calendar and social strategy for all of the sales segments. Tourism Kingston now has an industry communication piece that goes to each segments key stakeholders.

**Tourism Kingston Financial Summary
For the Three Months Ending March 31, 2019**

	Total Budget	Q1			Q2			Q3			Q4		
		Budget	Actuals	Variance	Budget	Actuals	Variance	Budget	Actuals	Variance	Budget	Actuals	Variance
Revenue													
Municipal Funding	\$1,347,000	\$336,750	\$336,750	\$0	\$336,750	\$0	\$336,750	\$336,750	\$0	\$336,750	\$336,750	\$0	\$336,750
Other Revenue													
KAP Contribution	319,000	79,750	79,750	0	79,750	0	79,750	79,750	0	79,750	79,750	0	79,750
VIC Sales & Commissions	159,209	39,802	11,454	28,348	39,802	0	39,802	39,802	0	39,802	39,802	0	39,802
Other Funding	196,942	49,236	176,726	-127,490	49,236	0	49,236	49,236	0	49,236	49,236	0	49,236
Brier Funding			265,000										
Total Revenue	2,022,151	505,538	869,680	-99,142	505,538	0	505,538	505,538	0	505,538	505,538	0	505,538
Expenditures													
Wages & Benefits	819,886	204,971	154,626	50,345	204,971	0	204,971	204,971	0	204,971	204,971	0	204,971
Other Administrative Expenses	178,893	44,724	57,546	-12,822	44,724	0	44,724	44,724	0	44,724	44,724	0	44,724
Project Expenses													
Marketing Digital Content Media Relations	223,160	55,791	60,261	-4,470	55,791	0	55,791	55,791	0	55,791	55,791	0	55,791
Meetings & Conferences	59,542	14,886	11,645	3,241	14,886	0	14,886	14,886	0	14,886	14,886	0	14,886
Travel Trade	60,000	15,000	7,481	7,519	15,000	0	15,000	15,000	0	15,000	15,000	0	15,000
Sport Tourism	247,399	61,851	55,584	6,267	61,851	0	61,851	61,851	0	61,851	61,851	0	61,851
Film Kingston	102,220	25,554	13,786	11,768	25,554	0	25,554	25,554	0	25,554	25,554	0	25,554
Visitor Services	114,950	28,734	15,890	12,844	28,734	0	28,734	28,734	0	28,734	28,734	0	28,734
Sport Development Fund	140,000	35,001	245,000	-209,999	35,001	0	35,001	35,001	0	35,001	35,001	0	35,001
MC/TT Incentive Fund	76,101	19,026	0	19,026	19,026	0	19,026	19,026	0	19,026	19,026	0	19,026
Total Expenditures	2,022,151	505,538	621,819	-116,281	505,538	0	505,538	505,538	0	505,538	505,538	0	505,538
Surplus/(Deficit)			247,861	17,139		0	0		0	0		0	0

**Market Sector Performance
Q1 Stats with Results**

Meetings and Conferences	2019 Goal	2019 Q1	2019 Result	% Goal Actual
Number of bids submitted	28	8	8	
Tentative room nights	640	1,369	1,369	213%
Number of bids won	16	6	6	38%
Definite Room Nights	640	475	475	74%

Travel Trade	2019 Goal	2019 Q1	2019 Result	% Goal Actual
Number of leads	316	4	4	1%
Number of referrals	1876	131	131	7%

*Majority of leads come in Q2+Q4

**Majority of referrals come in Q3+Q4

Sport Tourism	2019 Goal	2019 Q1	2019 Result	% Goal Actual
Tentative Number of bids	100	2	2	2%
Tentative Room Nights	7,000	1,400	1,400	20%
Number of bids submitted	4	1	1	25%
Number of bids won	1	4	4	400%
Definite Room Nights	5,000	800	800	16%
Participants	200	400	400	200%

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

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

***Referrals = partner services requested by a tour operator

Kingston Film Office				
Productions (Tentative)*	2019 Goal	2019 Q1	2019 Result	% Goal Actual
Tier 1 (large or 7+ days)	1	3	3	300%
Tier 2 (overnight to 1 week)	2	10	10	500%
Tier 3 (single day)	5	4	4	80%
Productions (Actual)**	2019 Goal	2019 Q1	2019 Result	% Goal Actual
Tier 1 (large or 7+ days)	1	0	0	0%
Tier 2 (overnight to 1 week)	10	5	5	50%
Tier 3 (single day)	40	3	3	8%
Workshops/Events	2019 Goal	2019 Q1	2019 Result	% Goal Actual
Events	7	5	5	71%
Participants	175	322	322	184%
Scout Tours	2019 Goal	2019 Q1	2019 Result	% Goal Actual
Tours	12	7	7	58%
Participants	44	21	21	48%

*Based on Date that Negotiations Began (NOT actual Production Date)

**Based on Actual Production Dates. Includes Festivals

***Missing KCFF Room Nights (TBC)

Social Media	2019 Goal	2019 Q1	2019 Result	% Goal Actual
Website Session	1,062,152	180,259	180,259	17.00%
Referrals to Partners (web+phone)	209,928	29,617	29,617	14.00%
Social Media Link Clicks	407,406	71,505	71,505	18.00%
Social Media Engagements	362,835	100,750	100,750	28.00%
Social Media Impressions	52,618,009	7,559,758	7,559,758	14.00%
Total Followers	68,470	68,981	68,981	101.00%

Note- Lower stats in Q1 2019 due to shorter run time for Lumina Borealis, and declining organic reach on Facebook

Visitor Information Centre (VIC)				
2019 Goal	2019 Q1	2019 Result	% Goal Actual	
Number of VIC Visitors*	103,115	5,035	5,035	2%
Tour Bus Passengers	100,000	4,515	4,515	5%
Cruise Ship Passengers	1,875	0	0	0%
VIC Sales	2019 Goal	2019 Q1	2019 Result	% Goal Actual
Retail	\$110,000	\$4,557	\$4,557	4%
Commissions- attraction tickets	\$45,000	\$53	\$53	1%
Total Sales	\$65,000	\$35,959	\$160,595	247%

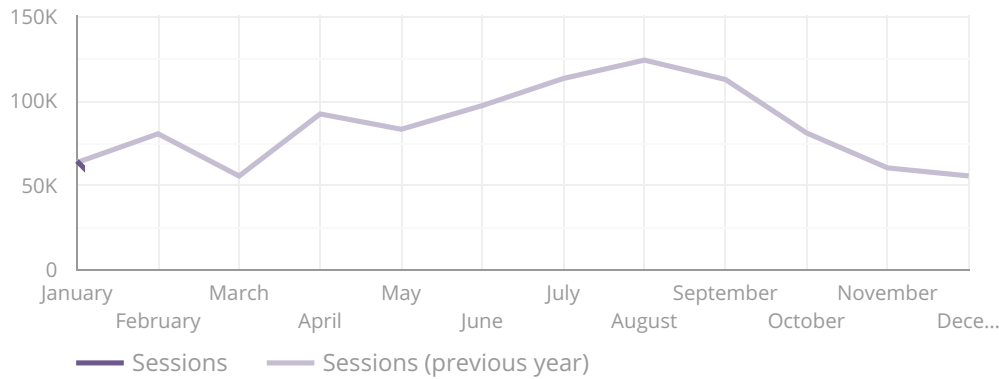
*Lower in Q1 due to shorter run time for Lumina and poor weather during FebFest

MONTHLY DIGITAL REPORT

Jan 1, 2019 - Jan 31, 2019

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

61.4K
 ↓ -3.6%

USERS


49.2K
 ↓ -0.6%

PAGE VIEWS

99.6K
 ↓ -10.6%

RETENTION

Are users coming back and consuming our content?



 **33.97%**
 % RETURN VISITORS



LEAD GENERATION

Are users converting online?

OPERATORS

HOTELS

 8,406 ↓ -24.9% WEB REFERRALS	 68 ↓ -23.6% CLICKS TO CALL
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 531 ↓ -48.2% WEB REFERRALS	 22 ↓ -65.6% CLICKS TO CALL
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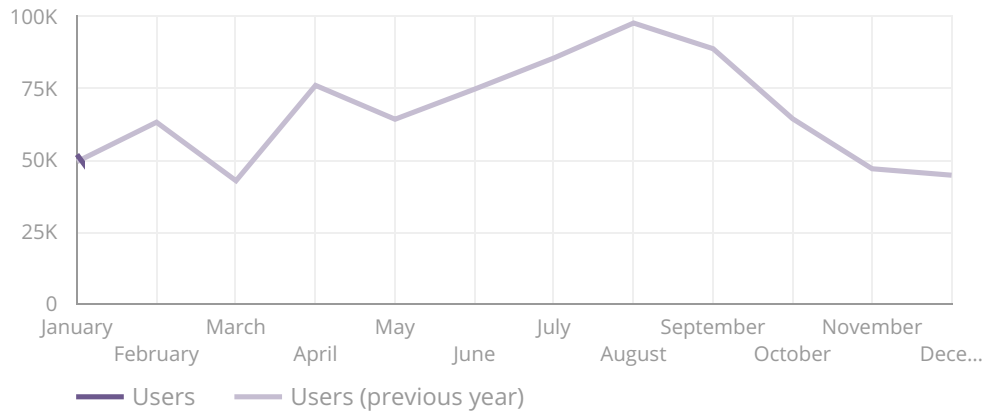
MONTHLY DIGITAL REPORT

Jan 1, 2019 - Jan 31, 2019

CONSUMPTION

How is our audience using our site?

USERS
49,207



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>00:01:16 ↓ -17.4%</p> <p>AVG. TIME ON SITE</p>	<p>1.62 ↓ -7.3%</p> <p>PAGES / SESSION</p>	<p>00:02:02 ↓ -0.2%</p> <p>AVG. TIME ON PAGE</p>
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SOCIAL MEDIA

An overview of activity on our social media channels

This data is cumulative to today's date.

7,264
INSTAGRAM FOLLOWERS

53,497
FACEBOOK LIKES

6,286
TWITTER FOLLOWERS

2,998,017
↓ -31.9%

IMPRESSIONS

41,846
↓ -14.9%

ENGAGEMENTS

31,891
↑ 25.8%

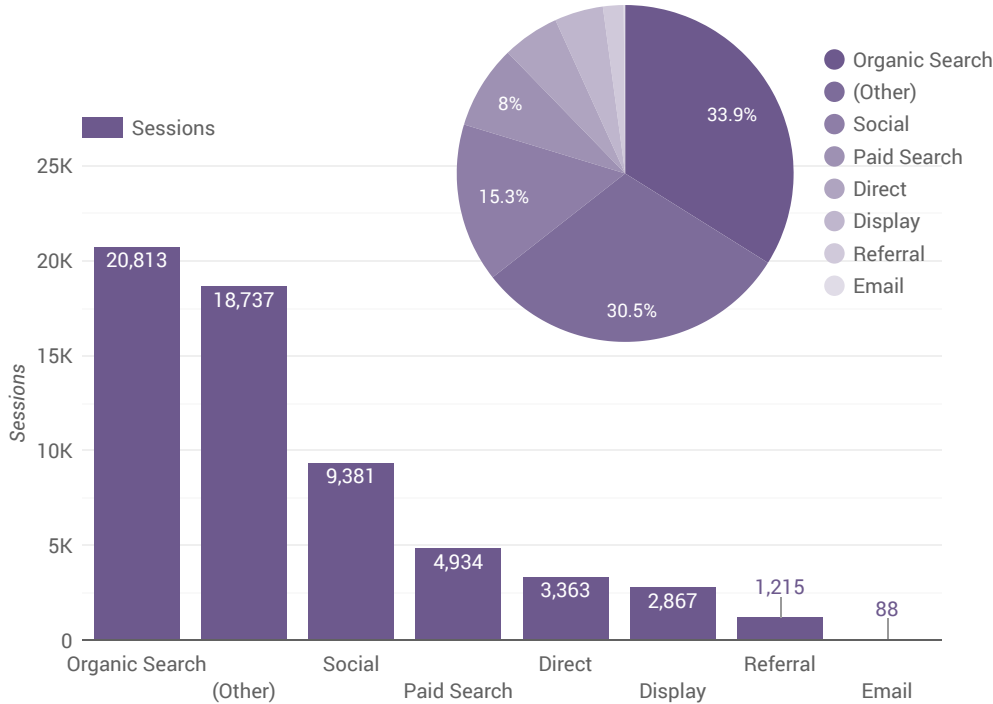
CLICKS

MONTHLY DIGITAL REPORT

Jan 1, 2019 - Jan 31, 2019

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	19,010
2. Toronto	7,073
3. Montreal	5,058
4. Ottawa	4,407
5. (not set)	1,632
6. Belleville	1,220
7. Mississauga	914
8. Quinte West	747
9. Brockville	676
10. Oshawa	638

MOST VISITED PAGES

Page	Pageviews
1. www.visitkingston.ca/25-things-to-do-in-kingston-in-january-2019/	10,911
2. www.visitkingston.ca/	9,060
3. www.visitkingston.ca/25-things-to-do-in-february-2019/	4,485
4. www.visitkingston.ca/where-to-eat-in-kingston-on-your-cheat-day-round-3/	4,285
5. www.visitkingston.ca/events/	4,077
6. www.visitkingston.ca/25-things-to-do-this-winter-in-kingston/	3,473
7. www.visitkingston.ca/insider-itineraries-heather-ford/	2,568
8. www.visitkingston.ca/packages/winter-getaways/	2,532
9. www.visitkingston.ca/meet-the-maker-kim-pollard/	2,395
10. www.visitkingston.ca/today/	1,711

MONTHLY DIGITAL REPORT

Jan 1, 2019 - Jan 31, 2019

EMAIL MARKETING

An overview of email campaigns this month

CONSUMER NEWSLETTER



No data
TOTAL DELIVERIES



No data
TOTAL UNIQUE OPENS



No data
TOTAL CLICKS



No data
TOTAL UNSUBSCRIBES



No data
AVERAGE OPEN RATE



No data
AVERAGE CTR

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

MEMBER NEWSLETTER



72
DELIVERIES



41
UNIQUE OPENS



14
CLICKS



0
UNSUBSCRIBES



57%
OPEN RATE



34%
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

Jan 1, 2019 - Jan 31, 2019

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	355.3K	139.9K	9.8K	2.77%	28.5K
Winter_2019_SponCont	416.7K	165.3K	5.7K	1.37%	null
Post: "The winter season is a magical time for Kingsto...	113.2K	55.1K	2K	1.74%	null
Post: "Meet Kim Pollard. Known for her big, beautiful,..."	61.8K	36.3K	2.9K	4.66%	null
Post: "Heather Ford, owner and founder of Green Acre..."	73.7K	42.4K	2.5K	3.44%	null
Post: "For the past two years, we've shown you where ..."	97.6K	39.3K	3.6K	3.65%	null
Post: "Any playlist filled with Kingston artists is an..."	54.3K	27.6K	996	1.84%	null
Brier_Video	457.2K	124.9K	null	null	63.7K
12407_Lumina_Bumpers	62.2K	51.3K	46	0.07%	3.7K
12407_Lumina	11.5K	10.1K	170	1.48%	null
Grand total	1.7M	502K	27.7K	1.63%	95.9K

MONTHLY DIGITAL REPORT

Jan 1, 2019 - Jan 31, 2019

PAID DIGITAL

A snapshot of our digital ads in market this month.

GOOGLE ADWORDS DISPLAY NETWORK & YOUTUBE

Campaign ² ▾	Campaign type ¹ ▾	Impressions	Clicks	CTR
Winter_FoodTours_V2	Video	40K	157	+0%
Winter2019_Winter25Things	Video	52K	89	+0%
Winter2019_Brand_Bumper	Video	2M	4K	+0%
12407_Lumina2018_Video_TOR	Video	86K	183	+0%
12407_Lumina2018_Video_OM	Video	104K	225	+0%
Winter2019_KidFriendly	Display Only	309K	370	+0%
Winter2019_Interactive	Display Only	339K	326	+0%
Winter2019_FamilyDay	Display Only	4M	3K	+0%
12407_Lumina2018_Tor	Display Only	258K	172	+0%
12407_Lumina2018_OM	Display Only	204K	159	+0%
Grand total		7M	8K	+0%

GOOGLE ADWORDS SEARCH NETWORK - Search Warrant

Campaign	Campaign type	Impressions ▾	Clicks	CTR
1. KA:18 Perpetual	Search Only	33K	1K	4%
2. KA:19 Things to do in January	Search Only	32K	3K	9%
3. KA:18 Lumina Borealis	Search Only	4K	834	19%
4. KA:19 Things to do in February	Search Only	2K	342	17%
5. KA:19 January Events: Banff Centre Mountain Film Festival Wo...	Search Only	1K	216	21%
6. KA:19 February Events: Kingston Canadian Film Festival	Search Only	553	152	27%
7. KA:19 January Events: Classic Kingston Food Tour	Search Only	202	55	27%
8. KA:19 March Events: Kingston Canadian Film Festival	Search Only	107	25	23%
9. KA:19 Things to do in March	Search Only	72	15	21%
10. KA:19 March Events: Luke Combs	Search Only	48	4	8%
11. KA:19 January Events: Meet the Maker - Wine & Dinner Series	Search Only	12	2	17%
Grand total		73K	6K	8%

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

Alphabet®

MONTHLY DIGITAL REPORT

Jan 1, 2019 - Jan 31, 2019

LEAD GENERATION

A snapshot of our digital lead generation

LEAD GENERATION BY CHANNEL

Visit Kingston Website Performance						KINGSTON	
Jan 1, 2019 - Jan 31, 2019						Default Channel Grouping	
Website Sessions	Operator Web Referrals	Operator Phone Calls	KAP Web Referrals	KAP Phone Calls	KAP Newsletter		
61,398 ↑ 10.1%	8,406 ↓ -5.6%	68 ↓ -39.8%	531 ↑ 73.0%	22 ↑ 46.7%	84 ↑ 50.0%		
Default Channel Grouping	Sessions	Operator Web Referrals	Operator Phone Calls	KAP Web Referrals	KAP Phone Calls		
1. Organic Search	20,813	3,974 (19.09%)	47 (0.23%)	238 (1.14%)	11 (0.05%)		
2. (Other)	18,737	1,849 (9.87%)	3 (0.02%)	77 (0.41%)	2 (0.01%)		
3. Social	9,381	569 (6.07%)	1 (0.01%)	21 (0.22%)	1 (0.01%)		
4. Paid Search	4,534	1,343 (27.22%)	4 (0.08%)	75 (1.52%)	1 (0.02%)		
5. Direct	3,363	410 (12.19%)	4 (0.12%)	61 (1.81%)	2 (0.06%)		
6. Display	2,867	39 (1.36%)	3 (0.1%)	23 (0.8%)	1 (0.03%)		
7. Referral	1,215	212 (17.45%)	5 (0.41%)	32 (2.63%)	3 (0.25%)		
8. Email	88	10 (11.36%)	1 (1.14%)	4 (4.55%)	1 (1.14%)		

TOP OUTBOUND CLICKS (WEBSITE REFERRALS TO PARTNERS AND COMMUNITY)

Event Action	Total Clicks
https://www.downtownkingston.ca/events/2019/feb-fest	1K
http://www.kingstonfoodtours.ca/	663
https://www.luminaborealis.com/	594
https://www.wolfeislandlodge.com/events-1/ultimate-winter-retreat	444
https://www.eventbrite.ca/e/high-tea-by-top-tier-bakery-tickets-44040778153	302
https://crca.ca/	296
http://www.luminaborealis.com/	246
http://postmediakiosk.milibris.com/reader/70746d3b-2402-4f93-b67d-c504c42892b2?origin=/catalog/official-kingston-visitor-gu...	225
http://www.kingstongrand.ca/	214
https://www.cityofkingston.ca/residents/recreation/facilities/arenas/springer-market-square	182
https://chezpiggy.com/	180
http://www.1000islandscruises.ca/	178
https://www.eventbrite.ca/e/meet-the-makers-wine-dinner-series-tickets-51588143526	167
https://www.thevrhut.com/	165

MONTHLY DIGITAL REPORT

Jan 1, 2019 - Jan 31, 2019

CONTESTS

Organic engagement from our contests on Facebook

CONTEST: Bryan Adams

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



222,119

REACH



4,315

SHARES



3,748

REACTIONS



3,687

COMMENTS

CONTEST: Paul Brandt

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



52,117

REACH



1,137

SHARES



1,042

REACTIONS



1,047

COMMENTS

#linKingston

Amount of user generated content from interactive sign



895
POSTS



693
USERS



730,952
IMPRESSIONS



532,371
REACH

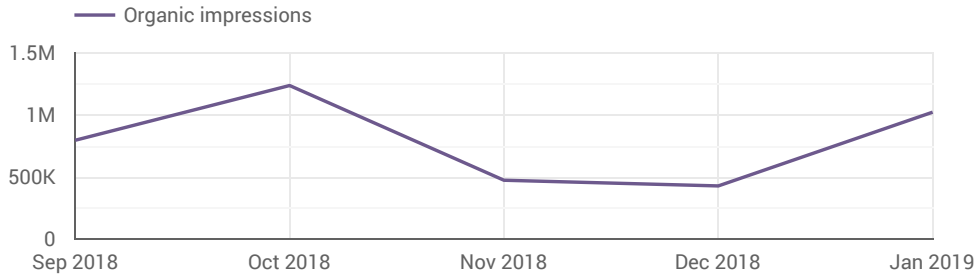
MONTHLY DIGITAL REPORT

Jan 1, 2019 - Jan 31, 2019

FACEBOOK

A snapshot of our content marketing in action.

New likes **821**



GLOSSARY OF TERMS

NEW LIKES

Likes generated this month.

ORGANIC IMPRESSIONS

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

ORGANIC REACH

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

VIRAL IMPRESSIONS





Impressions from shared content.

ORGANIC VIDEO VIEWS

Video views obtained through non-paid activity.

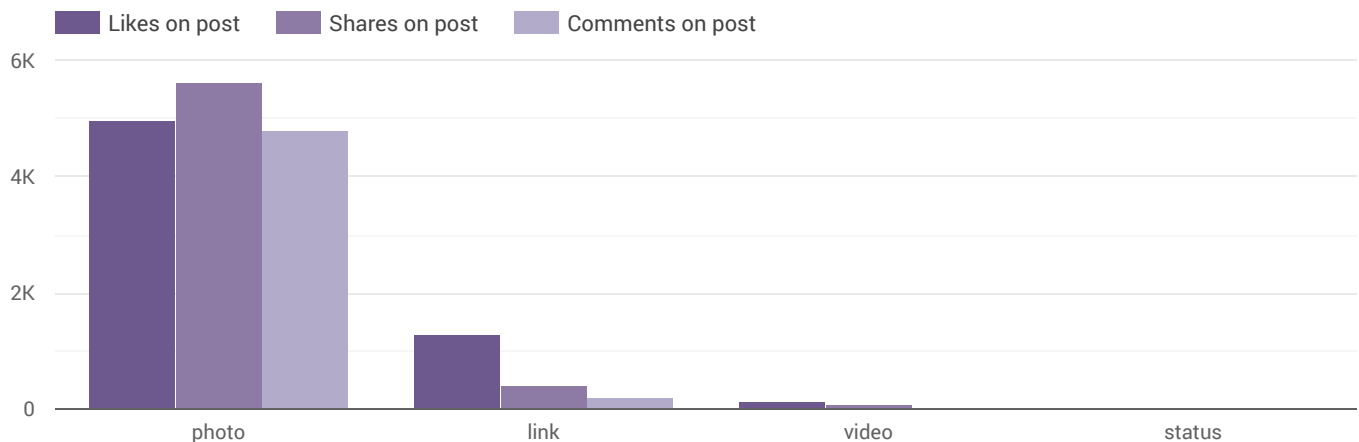
ENGAGEMENT RATE

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

 1,024,232 ORGANIC REACH	 657,474 VIRAL REACH
 12,467 ORGANIC VIDEO VIEWS	 7.34% ENGAGEMENT RATE

ENGAGEMENT BY POST TYPE

What types of content are users engaging with the most?



MONTHLY DIGITAL REPORT

YTD TOTALS OF PAID CAMPAIGNS

A snapshot of performance to date of ongoing and **completed campaigns.**

WINTER CAMPAIGN



IMPRESSIONS
13,875,848



CLICKS
38,904



VIDEO VIEWS
2,588,807

MONTHLY DIGITAL REPORT

Jan 1, 2019 - Jan 31, 2019

Website

Website traffic has increased since December by 10% showing a similar trend as last year and is flat year over year. Lead generation is down Year over Year but has shown a very large increase in Accommodation referrals Month over Month since December. The decrease in web referrals to operators and accommodations were largely affected by the shorter Lumina Borealis season with a significant decrease in clicks off to the Lumina Borealis partner site and accommodation leads from the Lumina Borealis pages in January.

Year over year, organic search, organic social, and display advertising delivered more sessions. Paid social delivered less traffic year over year due in part to a smaller budget for Facebook as our media spend is being diversified more into other channels like Display (as mentioned before, display advertising delivered more impressions with a 220% Year over Year increase), and the incremental increases in costs for social media advertising. Paid search traffic was down slightly year over year (see Paid Search insights for more information on cost increases). Referral traffic was also down year over year. New SEO tactics will look into link building which will increase the effectiveness and subsequent traffic from referral sources.

Paid Digital

The 2019 Winter campaign continues to drive awareness and traffic to the website on channels such as Facebook & Instagram, YouTube, and Google Display Network promoting themes of Feb Fest, March Break, 25 Things To Do, and more.

Overall digital spend this January was approximately 15k compared to 13k in January 2018. We generated 8.5M paid impressions in 2019 vs. the 3M in 2018 which has resulted in a large increase in awareness while keeping the traffic generation to the site steady.

Paid Search

Accommodation web referrals are up 300% from December

Search demand for the 'Heads in Beds' campaign saw a drastic increase in January

Overall cost-per-click increased in January as a result of more generic searches happening as opposed to event specific

Ex. things to do, entertainment, accommodations

Top performing event specific campaigns:

Lumina Borealis

Banff Centre Mountain Film Festival World Tour

Kingston Canadian Film Festival (February)

Email

Newsletter signups were twice as high during January as in December, adding 84 new members to our list.

Consumer newsletter not deployed - an error by Alphabet.

Social

There was a small decrease in social media impressions and engagements year over year which is likely due to the ongoing decrease of organic reach as Facebook's algorithms and inventory show our content to fewer and fewer people. Clicks have increased which suggests that our content is more enticing to audience members and are referencing our website and partners more. Organic impressions are up month over month from December which follows the previous year's trends as we begin to market the events such as Feb Fest, March Break, Family Day, and more. Posts with photos garner the most engagement by post type which is likely influenced by the content posts which are photo posts. We encourage continuing to use video content whenever possible as well.

Other than the contests, which always have incredible engagement, posts with the top engagement in January were the Ian Walsh Photo Contest posts and content articles on 25 Things to Do This Winter, Music Locales, Cheat Day, Meet the Maker, and Insider Guide.

Coming Up

- Winter Campaign including Feb Fest, Family Day, and March Break content.
- Markham Chinese Out Of Home Campaign
- Chinese Landing page updates

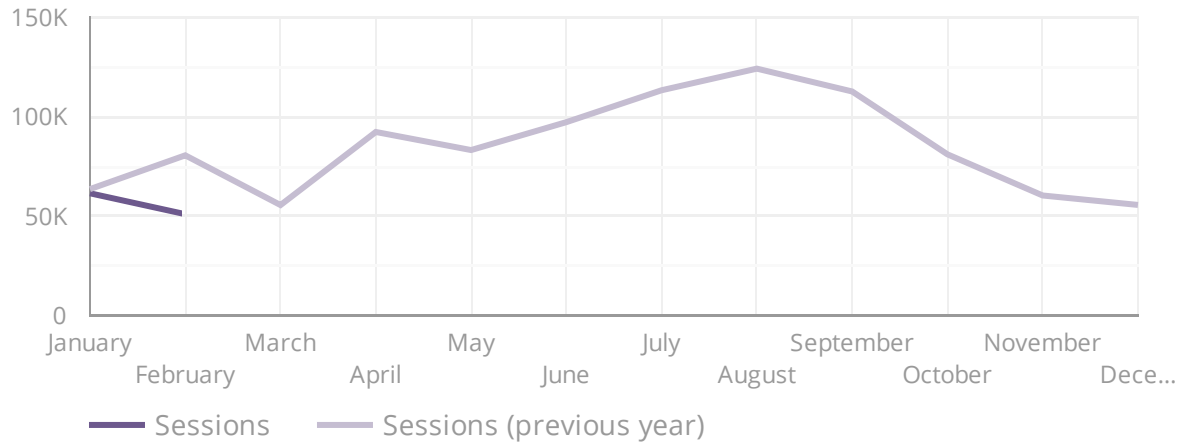
Alphabet®

MONTHLY DIGITAL REPORT

Feb 1, 2019 - Feb 28, 2019

CONSUMPTION

Is our content marketing working?



SESSIONS
50.9K
↓ -36.9%

USERS
40.9K
↓ -35.4%

PAGE VIEWS
86.7K
↓ -33.9%

GLOSSARY OF TERMS

SESSIONS

of times your site was visited.

USERS

of people who visited your site.

PAGE VIEWS

of pages that have been viewed on your site.

% RETURN VISITORS

% of user who have visited your site more than once.

* All percent change is Year Over Year

RETENTION

Are users coming back and consuming our content?



34.44%

% RETURN VISITORS

LEAD GENERATION

Are users converting online?

OPERATORS

HOTELS

 8,295 ↓ -17.2% WEB REFERRALS	 64 ↑ 16.4% CLICKS TO CALL
--	---

 536 ↓ -51.3% WEB REFERRALS	 33 ↑ 22.2% CLICKS TO CALL
--	---

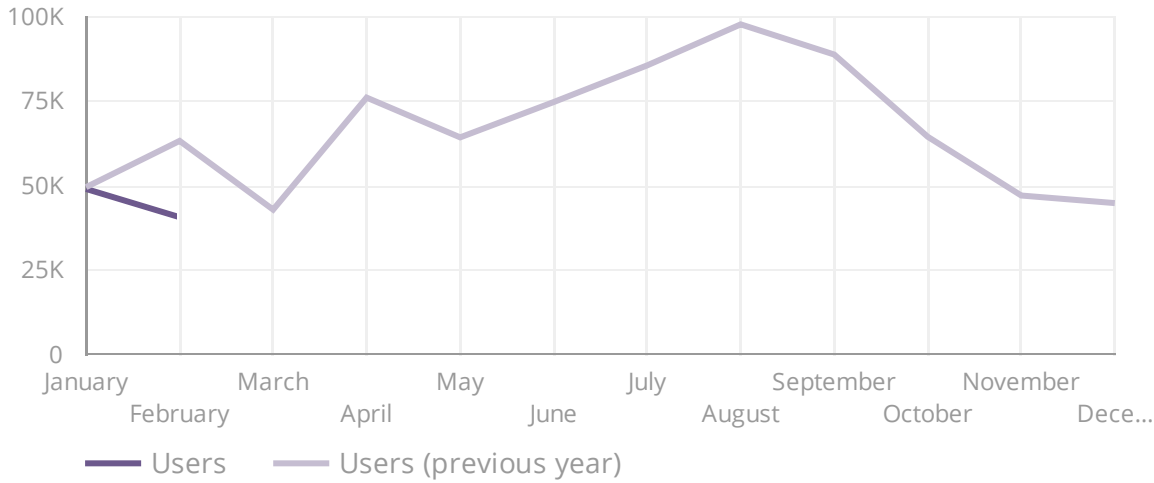
MONTHLY DIGITAL REPORT

Feb 1, 2019 - Feb 28, 2019

CONSUMPTION

How is our audience using our site?

USERS
40,853



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

00:01:21 ↑ 8.0%	1.7 ↑ 4.8%	00:01:55 ↓ -4.1%
AVG. TIME ON SITE	PAGES / SESSION	AVG. TIME ON PAGE

SOCIAL MEDIA

An overview of activity on our social media channels

This data is cumulative to today's date.

7,522
INSTAGRAM FOLLOWERS

53,673
FACEBOOK LIKES

6,348
TWITTER FOLLOWERS

1,905,754
↓ -42.3%

IMPRESSIONS

25,058
↓ -35.5%

ENGAGEMENTS

16,885
↓ -51.0%

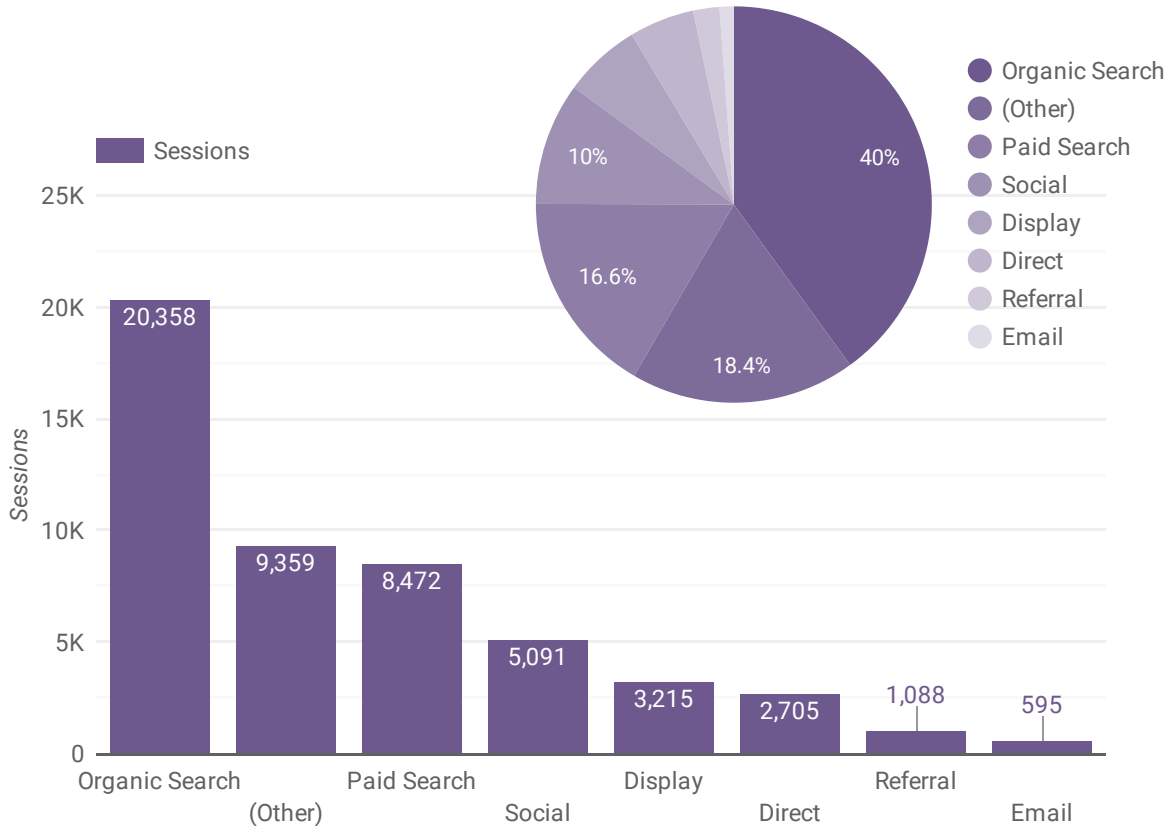
CLICKS

MONTHLY DIGITAL REPORT

Feb 1, 2019 - Feb 28, 2019

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	16,795
2. Toronto	5,637
3. Montreal	4,219
4. Ottawa	3,685
5. (not set)	1,382
6. Belleville	899
7. Mississauga	654
8. Brampton	535
9. Quinte West	508
1... Brockville	501

MOST VISITED PAGES

Page	Pageviews
1. www.visitkingston.ca/25-things-to-do-in-february-2019/	9,165
2. www.visitkingston.ca/	7,335
3. www.visitkingston.ca/events/	4,803
4. www.visitkingston.ca/25-things-to-do-in-march-2019/	3,239
5. www.visitkingston.ca/packages/winter-getaways/	2,680
6. www.visitkingston.ca/today/	1,959
7. www.visitkingston.ca/whats-your-love-valentines-day-in-kingston/	1,420
8. www.visitkingston.ca/your-guide-to-march-break-2019/	1,241
9. www.visitkingston.ca/stay-2/	1,214
10. www.visitkingston.ca/see-and-do-kingston/grand-theatre/	1,092

MONTHLY DIGITAL REPORT

Feb 1, 2019 - Feb 28, 2019

EMAIL MARKETING

An overview of email campaigns this month

CONSUMER NEWSLETTER



2,721
TOTAL DELIVERIES



1,239
TOTAL UNIQUE OPENS



490
TOTAL CLICKS



16
TOTAL UNSUBSCRIBES



46%
AVERAGE OPEN RATE



40%
AVERAGE CTR

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

MEMBER NEWSLETTER



91
DELIVERIES



49
UNIQUE OPENS



21
CLICKS



0
UNSUBSCRIBES



54%
OPEN RATE



43%
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

Feb 1, 2019 - Feb 28, 2019

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	285.9K	124.5K	5.4K	1.88%	20.6K
Winter_2019_SponCont	453.6K	149.7K	4.8K	1.05%	null
Publication : « "In bigger cities I've noticed... there are s...	34.5K	24.1K	null	null	17.1K
Post_AoK_TeamMcDonald	51.5K	7.5K	383	0.74%	null
Post: "With the bustle of the culinary scene in..."	38.9K	20.8K	553	1.42%	null
Post: "It takes a huge leap of faith to move your family..."	19K	13.1K	587	3.1%	null
Post: "Instead of a rehashed sound, Kingston has an..."	4.9K	4.2K	158	3.21%	null
Post: "Heather Ford may just be the quintessential..."	28.6K	17.9K	523	1.83%	null
Post: "For the past two years, we've shown you where t..."	3K	2.9K	94	3.08%	null
Post: "Any playlist filled with Kingston artists is an..."	41K	27.6K	514	1.25%	null
Post: "Ah, 2 weeks until Valentine's Day! A day..."	84.1K	32.3K	1.2K	1.41%	null
Grand total	1M	312K	14.2K	1.35%	37.7K

MONTHLY DIGITAL REPORT

Feb 1, 2019 - Feb 28, 2019

PAID DIGITAL

A snapshot of our digital ads in market this month.

GOOGLE ADWORDS DISPLAY NETWORK & YOUTUBE

Campaign ② ▾	Campaign type ① ...	Impressions	Clicks	CTR
Winter_FoodTours_V2	Video	74K	169	0.23%
Winter2019_Winter25Things	Video	55K	96	0.18%
Winter2019_Brand_Bumper	Video	783K	2K	0.24%
WinterCampaign2019_GuideMarchBreak	Display Only	1M	619	0.04%
Winter2019_MarchBreakPackages	Display Only	4M	2K	0.05%
Winter2019_KidFriendly	Display Only	560K	386	0.07%
Winter2019_Interactive	Display Only	831K	468	0.06%
Winter2019_FamilyDay	Display Only	4M	2K	0.05%
	Grand total	11M	7K	0.06%

GOOGLE ADWORDS SEARCH NETWORK - Search Warrant

	Campaign	Campaign type	Impressions ▾	Clicks	CTR
1.	KA:18 Perpetual	Search Only	45K	2K	4%
2.	KA:19 Things to do in February	Search Only	41K	5K	13%
3.	KA:19 Things to do in March	Search Only	4K	638	16%
4.	KA:19 March Events: Luke Combs	Search Only	3K	107	4%
5.	KA:19 March Events: Kingston Canadian Film Festival	Search Only	1K	374	27%
6.	KA:19 February Events: Kingston Canadian Film Festival	Search Only	900	252	28%
7.	KA:19 March Events: Kingston Museums Scavenger Hunt	Search Only	564	36	6%
8.	KA:19 March Events: Maple Madness	Search Only	426	132	31%
9.	KA:19 March Events: Matthew Good	Search Only	307	32	10%
10.	KA:19 March Events: Mother Mother	Search Only	264	16	6%
11.	KA:19 April Events: 1000 Islands Cruises Spring Launch	Search Only	215	46	21%
12.	KA:19 February Events: Hockey Day in Kingston	Search Only	74	34	46%
13.	KA:19 February Events: TEDxQueensU 2019: Fast Forward	Search Only	25	10	40%
14.	KA:19 Things to do in April	Search Only	24	9	38%
15.	KA:19 April Events: Kingston Food Tours	Search Only	5	0	0%
16.	KA:19 April Events: Corks + Forks Wine Festival (April 14)	Search Only	3	0	0%
	Grand total		97K	9K	9%

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

Council Meeting 14 May 8 2019

Alphabet®

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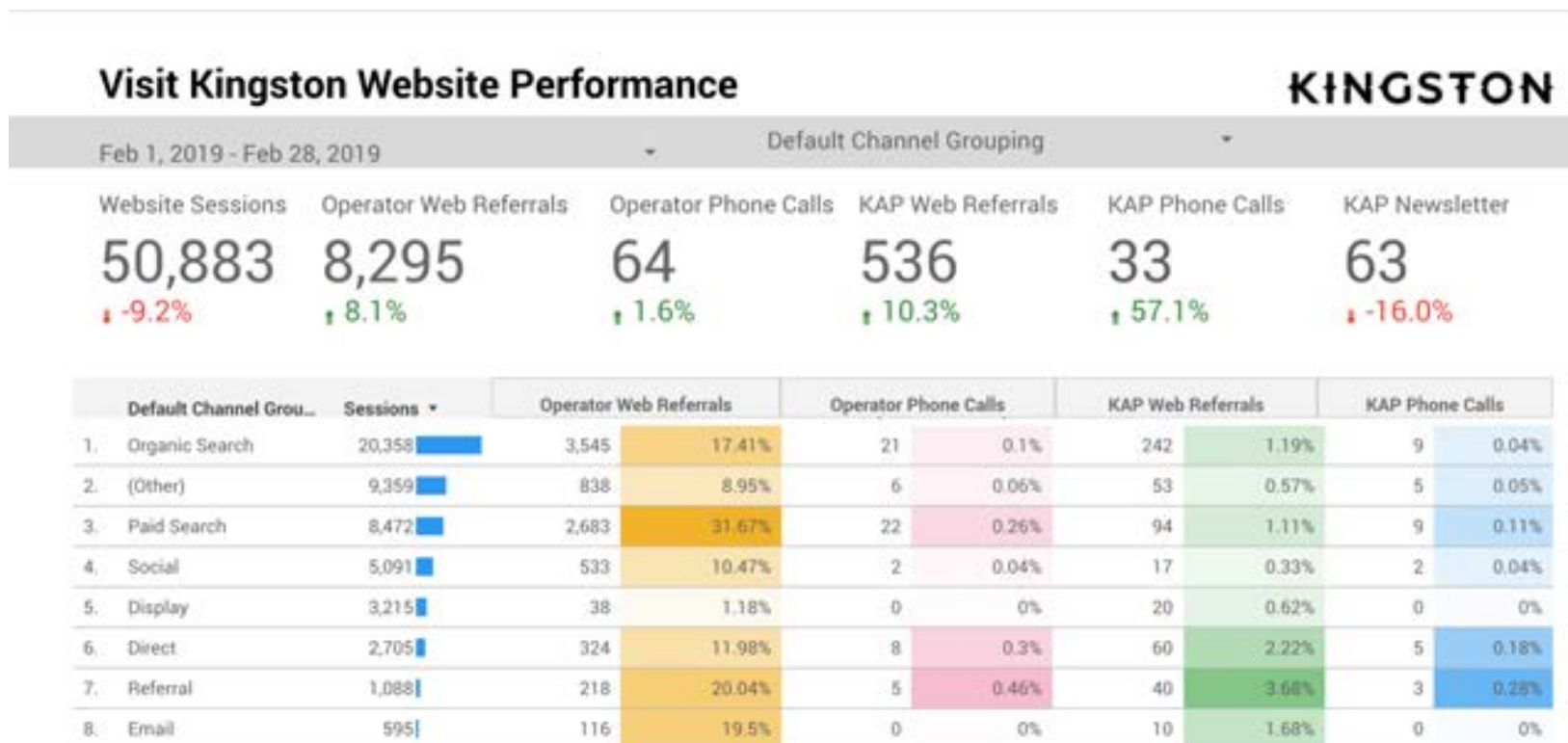
MONTHLY DIGITAL REPORT

Feb 1, 2019 - Feb 28, 2019

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
https://www.downtownkingston.ca/events/2019/feb-fest	1.8K
http://www.kingstonfoodtours.ca/	434
http://www.kingstongrand.ca/	396
https://kingcanfilmfest.com/	388
https://d3l55t6a8zzlo.cloudfront.net/wp-content/uploads/2019/02/VG19-FINAL.pdf	312
https://chezpiggy.com/	305
https://crca.ca/events/maple-madness/	300
http://www.kingstonmuseums.ca/	166
http://www.1000islandscruises.ca/	147
http://www.kingstonpentour.com/	146
http://postmediakiosk.milibris.com/reader/70746d3b-2402-4f93-b67d-c504c42892b2?origin=/catalog/official-kingston-visitor-g...	139
https://www.lechiennoir.com/menus/FEBULICIOUS-MENUS-CN.pdf	129
http://www.luminaborealis.com/	117
https://dianneskingston.com/menus/FEBULICIOUS-MENUS-DIANNES.pdf	114

MONTHLY DIGITAL REPORT

Feb 1, 2019 - Feb 28, 2019

CONTESTS

Organic engagement from our contests on Facebook

CONTEST: John Primer

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



5,949

REACH



58

SHARES



74

REACTIONS



54

COMMENTS

CONTEST: Valentine's Day

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



45,452

REACH



868

SHARES



925

REACTIONS



888

COMMENTS

MONTHLY DIGITAL REPORT

Feb 1, 2019 - Feb 28, 2019

CONTESTS

Organic engagement from our contests on Facebook

CONTEST: Blue Man Group

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



52,155

REACH



1,074

SHARES



1,087

REACTIONS



1,041

COMMENTS

CONTEST: Kingston Canadian Film Festival

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



24,312

REACH



451

SHARES



511

REACTIONS



476

COMMENTS

#inKingston

Amount of user generated content from interactive sign



929
POSTS



694
USERS



752,052
IMPRESSIONS



533,097
REACH

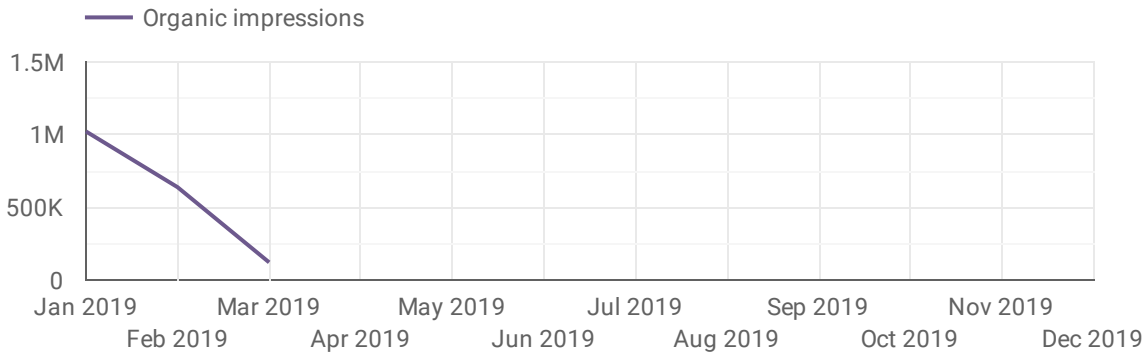
MONTHLY DIGITAL REPORT

Feb 1, 2019 - Feb 28, 2019

FACEBOOK

A snapshot of our content marketing in action.

New likes **351**



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.

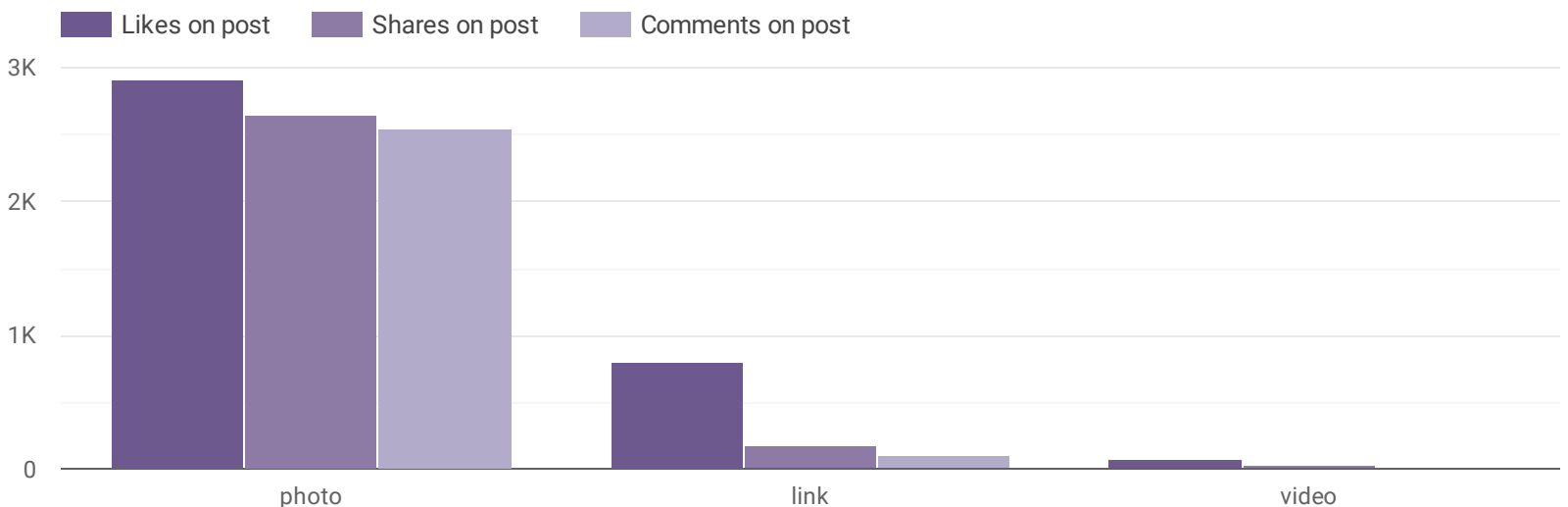
ENGAGEMENT RATE

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

 <p>640,076 ORGANIC REACH</p>	 <p>329,455 VIRAL REACH</p>
 <p>5,936 ORGANIC VIDEO VIEWS</p>	 <p>6.49% ENGAGEMENT RATE</p>

ENGAGEMENT BY POST TYPE

What types of content are users engaging with the most?



MONTHLY DIGITAL REPORT

Feb 1, 2019 - Feb 28, 2019

Website

Website traffic has dipped slightly since January which is against the trend we saw last year. Lead generation for calls has increased year over year for both Operators and Accommodations but web referrals are down. The decrease in web referrals to operators and accommodations were largely affected by the shorter Lumina Borealis season with a significant decrease of 90% less clicks off to the Lumina Borealis partner site this year compared to last year.

Year over year, organic search and display advertising delivered more sessions. Paid social delivered less traffic year over year due mostly to an increase in costs for Facebook ads which has affected the number of clicks we are able to deliver. Paid search traffic increased year over year (see Paid Search insights for more information). Email traffic has increased by almost 400%. Organic referral traffic was steady year over year.

Paid Digital

The 2019 Winter campaign continues to drive awareness and traffic to the website on channels such as Facebook & Instagram, YouTube, and Google Display Network promoting themes of Feb Fest, March Break, 25 Things To Do, and more.

Overall digital spend this February was approximately 13k compared to 12k in February 2018. We generated 12M paid impressions in 2019 vs. the 5.2M in 2018 due to bidding tactics which are allowing us to gain more impressions for our budget. This has resulted in a large increase in awareness year over year. Facebook's increasing costs have resulted in fewer clicks for our budget than last year which is affecting the amount of traffic sent to the site.

Paid Search

-YoY referrals to operators are up over 55%

-Cost/referral is down 38% YoY

-Overall conversion rate is up over 70% YoY

-Additional monthly event campaigns contributing to increase in referral volume

-March concerts (Matthew Good, Luke Combs, Mother Mother) and Hockey day in Kingston amongst the top converting ad groups in February

Email

63 new members were added to our consumer list. Our open and click-through rates for our consumer newsletter continue to surpass industry standards.

19 new members were added to our member newsletter. Open and click-through rates continue to be very high.

Social

Our social impressions, engagements, and clicks are showing a decrease year over year. These are affected both by the paid social ads which are delivering fewer impressions and clicks because of increasing costs and lower organic social impressions and clicks which is likely due to the Facebook algorithm which continues to decrease the reach of business pages. Four contests were run during the month of February and had lower engagements than some of our previous contests but were still excellent (free) exposure that together generated 230k impressions.

Other than the contests, which always have incredible engagement, posts with the top engagement in January were the Ian Walsh Photo Contest post and content article on 25 Things to Do This March, and various image posts that were shared to Facebook from Instagram.

Coming Up

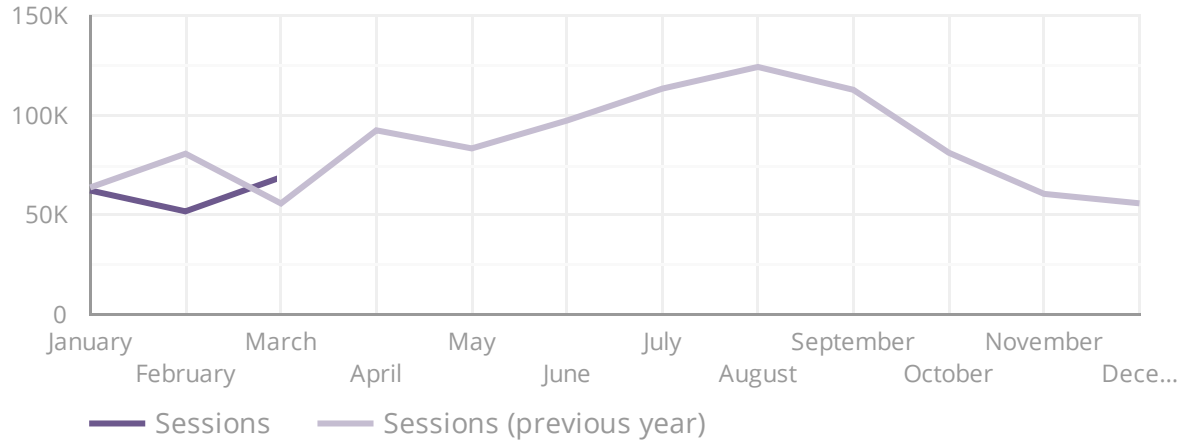
- French Website
- TTC Takeover
- Weddings Website & Campaign

MONTHLY DIGITAL REPORT

Mar 1, 2019 - Mar 31, 2019

CONSUMPTION

Is our content marketing working?



SESSIONS
68.0K
↑ 22.0%

USERS
53.8K
↑ 25.4%

PAGE VIEWS
118.6K
↑ 3.3%

GLOSSARY OF TERMS

SESSIONS

of times your site was visited.

USERS

of people who visited your site.

PAGE VIEWS

of pages that have been viewed on your site.

% RETURN VISITORS

% of user who have visited your site more than once.

* All percent change is Year Over Year

RETENTION

Are users coming back and consuming our content?



34.67%

% RETURN VISITORS

LEAD GENERATION

Are users converting online?

OPERATORS

HOTELS

<p>12,680 ↑ 39.2%</p> <p>WEB REFERRALS</p>	<p>104 ↑ 700.0%</p> <p>CLICKS TO CALL</p>
--	---

<p>784 ↓ -11.4%</p> <p>WEB REFERRALS</p>	<p>49 ↑ 390.0%</p> <p>CLICKS TO CALL</p>
--	--

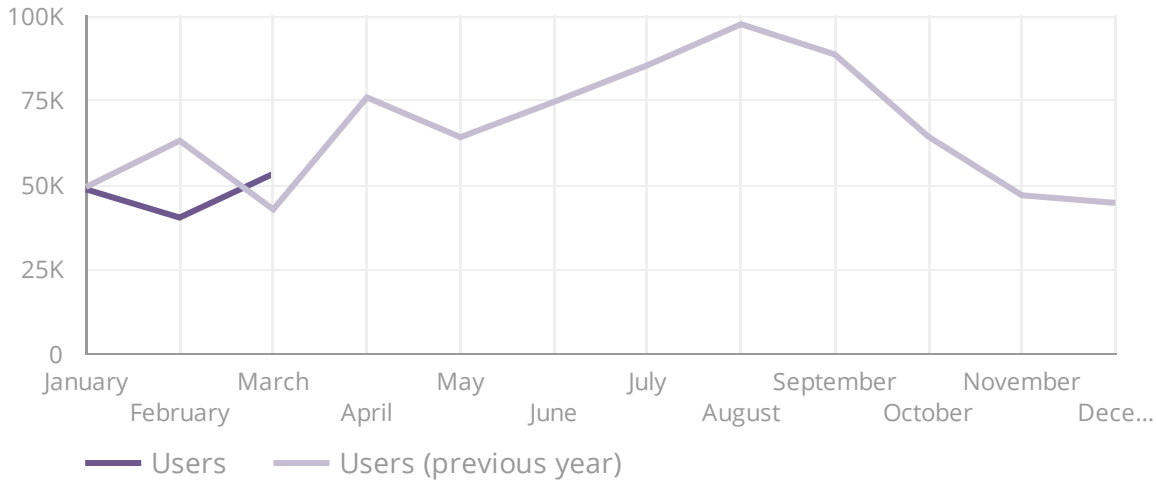
MONTHLY DIGITAL REPORT

Mar 1, 2019 - Mar 31, 2019

CONSUMPTION

How is our audience using our site?

USERS
53,782



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>00:01:27 ↓ -19.5%</p> <p>AVG. TIME ON SITE</p>	<p>1.74 ↓ -15.4%</p> <p>PAGES / SESSION</p>	<p>00:01:56 ↑ 14.6%</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.

7,979
INSTAGRAM FOLLOWERS

54,133
FACEBOOK LIKES

6,409
TWITTER FOLLOWERS

2,150,052
↑ 13.0%

IMPRESSIONS

32,007
↑ 14.4%

ENGAGEMENTS

22,322
↑ 44.7%

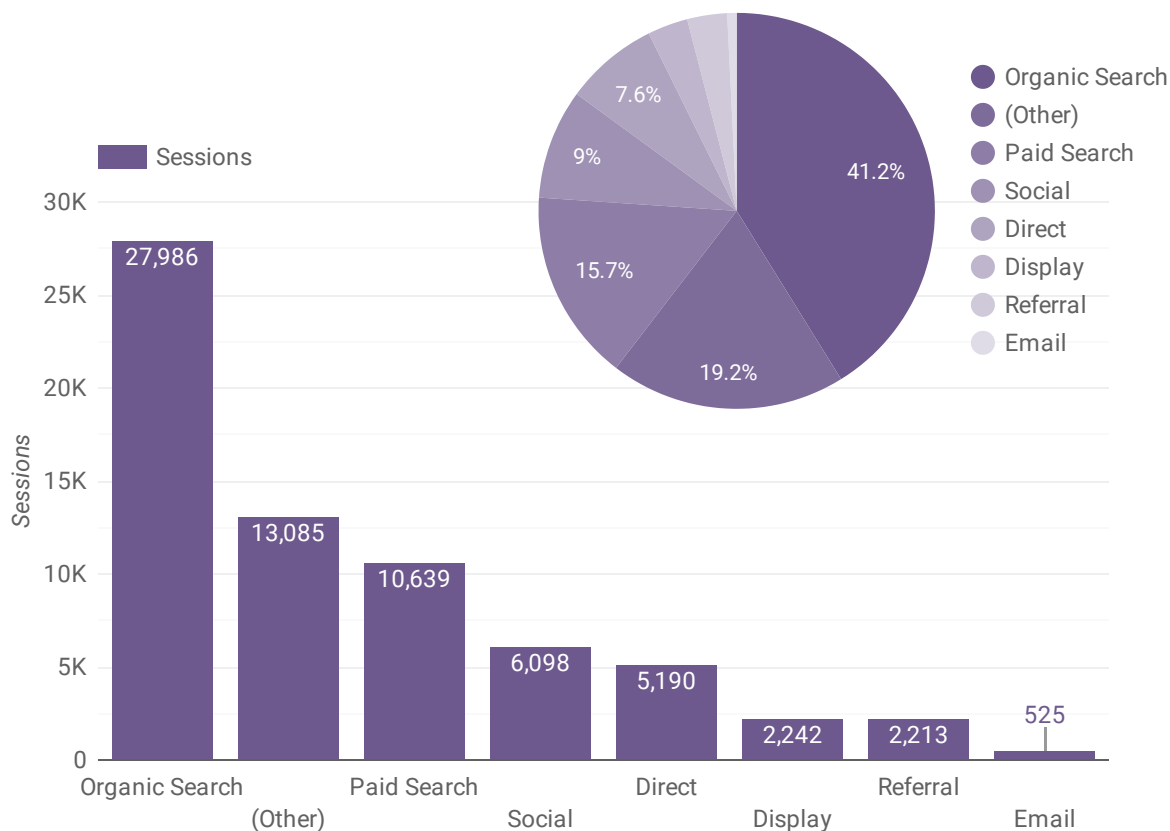
CLICKS

MONTHLY DIGITAL REPORT

Mar 1, 2019 - Mar 31, 2019

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	24,843
2. Toronto	7,309
3. Montreal	5,481
4. Ottawa	4,746
5. (not set)	2,645
6. Belleville	1,094
7. Mississauga	717
8. Brockville	638
9. Hamilton	628
1... Quinte West	614

MOST VISITED PAGES

Page	Pageviews
1. www.visitkingston.ca/25-things-to-do-in-march-2019/	9,774
2. www.visitkingston.ca/	7,819
3. www.visitkingston.ca/25-things-to-do-in-april-2019/	5,582
4. www.visitkingston.ca/events/	5,422
5. www.visitkingston.ca/your-guide-to-march-break-2019/	3,017
6. www.visitkingston.ca/kingstons-best-cocktail-bars/	2,974
7. www.visitkingston.ca/today/	2,545
8. www.visitkingston.ca/8-fun-things-to-do-in-kingston-on-march-break/	2,168
9. www.visitkingston.ca/kingstons-cant-miss-live-acts-ranked/	1,844
10. www.visitkingston.ca/see-do/top-attractions/	1,732

MONTHLY DIGITAL REPORT

Mar 1, 2019 - Mar 31, 2019

EMAIL MARKETING

An overview of email campaigns this month

CONSUMER NEWSLETTER



2,790
TOTAL DELIVERIES



1,264
TOTAL UNIQUE OPENS



503
TOTAL CLICKS



11
TOTAL UNSUBSCRIBES



45%
AVERAGE OPEN RATE



40%
AVERAGE CTR

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

MEMBER NEWSLETTER



136
DELIVERIES



71
UNIQUE OPENS



15
CLICKS



0
UNSUBSCRIBES



52%
OPEN RATE



21%
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

Mar 1, 2019 - Mar 31, 2019

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	156.2K	78.6K	3.1K	1.96%	13.9K
Winter_2019_SponCont	121.6K	60.1K	1.5K	1.25%	null
Spring2019_Events	42.9K	19.2K	1.1K	2.51%	5.5K
Publication : « "In bigger cities I've noticed... there are s...	38.7K	28.8K	null	null	19K
Post_IndigenousFestival	120.9K	68.5K	746	0.62%	null
Post: "There is absolutely nothing that will make you..."	105.4K	42.9K	2.6K	2.48%	null
Post: "The Corks and Forks International Wine Festival..."	56.1K	29.9K	903	1.61%	null
Post: "Student acts are making a huge impression on t..."	26K	15.1K	297	1.14%	null
Post: "Spring is here! 🌸 We've pulled together an..."	33.4K	17.1K	1K	3%	null
Post: "Open Studios Kingston is dedicated to gatherin..."	17.7K	12.1K	624	3.53%	null
Post: "Maybe you've seen some of Danielle Folkerts' w..."	49.8K	28.3K	1.1K	2.15%	null
Post: "It's no surprise Kingston is a kid-friendly city;..."	79.1K	43.7K	1.3K	1.7%	null
Post: "It's the first ever Corks and Forks International..."	7	7	null	null	null
Post: "It takes a huge leap of faith to move your family..."	42K	28.1K	915	2.18%	null
Post: "Instead of a rehashed sound, Kingston has an..."	106.8K	44K	1.7K	1.62%	null
Post: "Heather Ford may just be the quintessential..."	22.6K	18.6K	401	1.78%	null
Grand total	1M	331.1K	17.3K	1.7%	38.5K

MONTHLY DIGITAL REPORT

Mar 1, 2019 - Mar 31, 2019

PAID DIGITAL

A snapshot of our digital ads in market this month.

GOOGLE ADWORDS DISPLAY NETWORK & YOUTUBE

Campaign ② ▾	Campaign type ① ...	Impressions	Clicks	CTR
Winter2019_Winter25Things	Video	63K	59	0.09%
Winter2019_FoodTours_V2	Video	94K	147	0.16%
Winter2019_MarchBreakPackages	Display Only	6M	2K	0.03%
Winter2019_KidFriendly	Display Only	768K	368	0.05%
Winter2019_Interactive	Display Only	1M	411	0.03%
Winter2019_GuideMarchBreak	Display Only	2M	743	0.03%
	Grand total	10M	3K	0.03%

GOOGLE ADWORDS SEARCH NETWORK - Search Warrant

	Campaign	Campaign type	Impressions ▾	Clicks	CTR
1.	KA:18 Perpetual	Search Only	46K	1K	3%
2.	KA:19 Things to do in March	Search Only	34K	4K	12%
3.	KA:19 March Events: Luke Combs	Search Only	12K	301	3%
4.	KA:19 April Events: 1000 Islands Cruises Spring Launch	Search Only	7K	2K	21%
5.	KA:19 March Events: Maple Madness	Search Only	5K	2K	37%
6.	KA:19 Things to do in April	Search Only	3K	367	13%
7.	KA:19 March Events: Kingston Museums Scavenger Hunt	Search Only	2K	352	18%
8.	KA:19 April Events: Corks + Forks Wine Festival (April 14)	Search Only	692	88	13%
9.	KA:19 February Events: Kingston Canadian Film Festival	Search Only	364	93	26%
10.	KA:19 March Events: Kingston Canadian Film Festival	Search Only	362	96	27%
11.	KA:19 March Events: Mother Mother	Search Only	229	15	7%
12.	KA:19 April Events: Kingston Food Tours	Search Only	222	49	22%
	Grand total		111K	11K	10%

MONTHLY DIGITAL REPORT

Mar 1, 2019 - Mar 31, 2019

LEAD GENERATION

A snapshot of our digital lead generation

LEAD GENERATION BY CHANNEL

Visit Kingston Website Performance

KINGSTON

Mar 1, 2019 - Mar 31, 2019

Default Channel Grouping

Website Sessions	Operator Web Referrals	Operator Phone Calls	KAP Web Referrals	KAP Phone Calls	KAP Newsletter
67,978	12,680	104	784	49	108
↑ 33.6%	↑ 52.9%	↑ 62.5%	↑ 46.3%	↑ 48.5%	↑ 71.4%

Default Channel Grouping	Sessions	Operator Web Referrals	Operator Phone Calls	KAP Web Referrals	KAP Phone Calls
1. Organic Search	27,986	5,674 (20.27%)	49 (0.18%)	398 (1.42%)	13 (0.05%)
2. (Other)	13,085	1,180 (9.02%)	1 (0.01%)	44 (0.34%)	1 (0.01%)
3. Paid Search	10,639	4,139 (38.9%)	8 (0.08%)	63 (0.59%)	2 (0.02%)
4. Social	6,098	555 (9.1%)	4 (0.07%)	13 (0.21%)	3 (0.05%)
5. Direct	5,190	575 (11.08%)	21 (0.4%)	127 (2.45%)	14 (0.27%)
6. Display	2,242	11 (0.49%)	3 (0.13%)	0 (0%)	3 (0.13%)
7. Referral	2,213	432 (19.52%)	16 (0.72%)	129 (5.83%)	11 (0.5%)
8. Email	525	114 (21.71%)	2 (0.38%)	10 (1.9%)	2 (0.38%)

TOP OUTBOUND CLICKS (WEBSITE REFERRALS TO PARTNERS AND COMMUNITY)

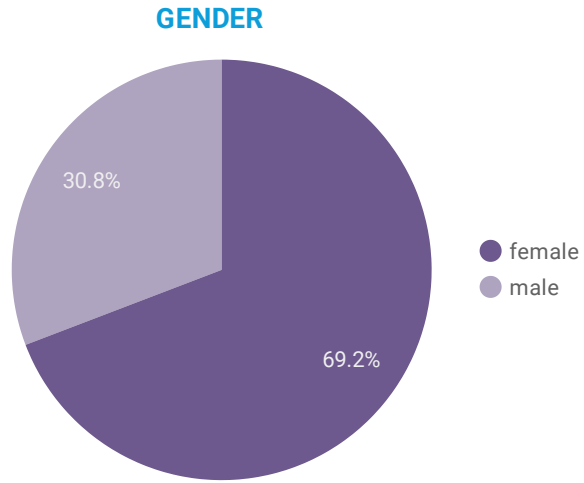
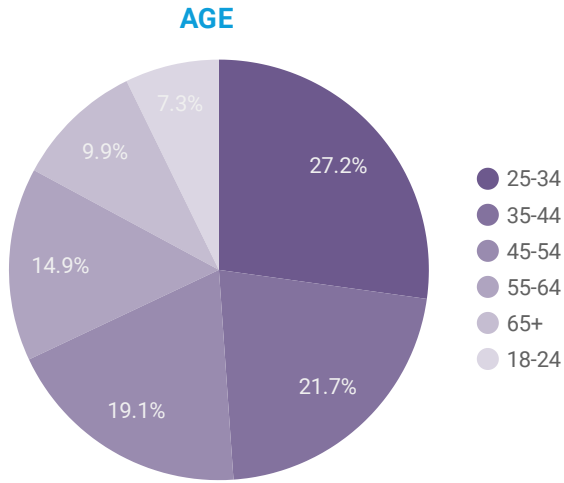
Event Action	Total Clicks
https://crca.ca/events/maple-madness/	1.9K
https://d3l55t6a8zzlo.cloudfront.net/wp-content/uploads/2019/02/VG19-FINAL.pdf	736
https://events.com/r/en_US/tickets/corks-forks-kingstons-international-wine-festival-kingston-april-752488	607
http://www.kingstonfoodtours.ca/	601
https://www.1000islandscruises.ca/	581
http://www.kingstonmuseums.ca/	552
http://www.kingstongrand.ca/	496
http://www.1000islandscruises.ca/	349
https://www.kingstonsymphony.ca/concerts-events/calendar/nearly-new-sale/	287
http://www.kingstonpentour.com/	247
https://www.improbableescapes.com/	218
https://www.kingstongrand.ca/events/erths-prehistoric-aquarium-adventure	214
https://www.tettcentre.org/	208
http://www.leonscentre.com/event/luke-combs/	201

MONTHLY DIGITAL REPORT

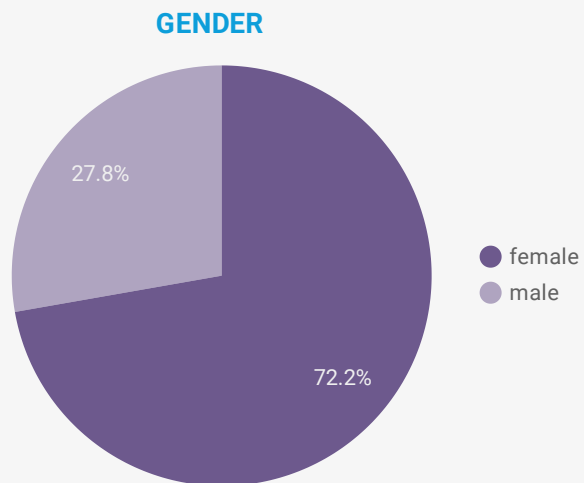
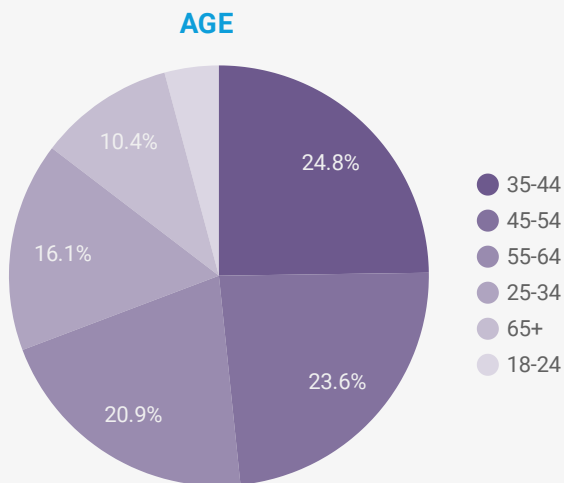
Mar 1, 2019 - Mar 31, 2019

WEBSITE AUDIENCE

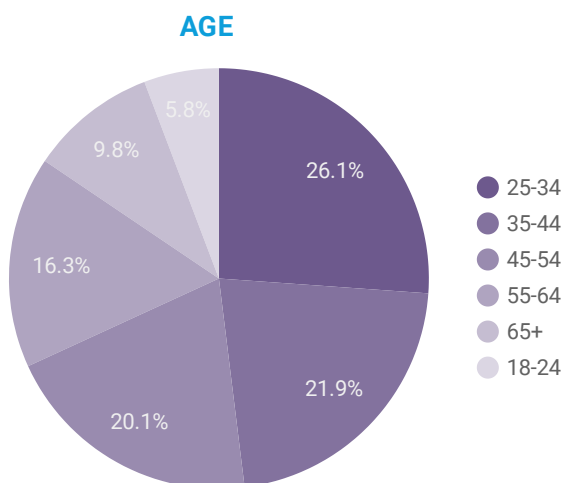
A snapshot of the audience visiting our website.



HOTEL LEADS BY AUDIENCE



OPERATOR LEADS BY AUDIENCE



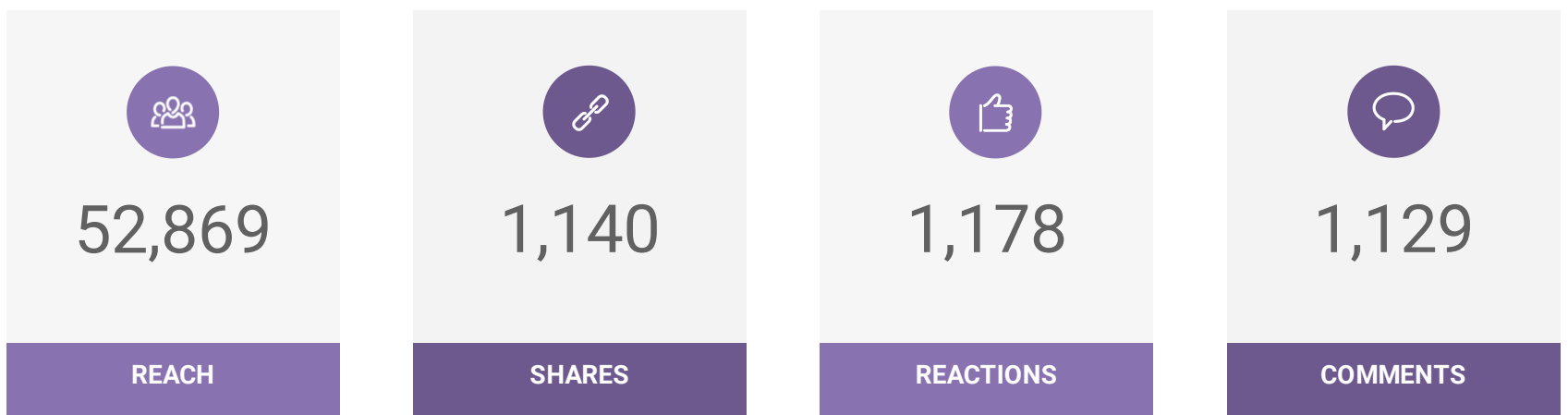
MONTHLY DIGITAL REPORT

Mar 1, 2019 - Mar 31, 2019

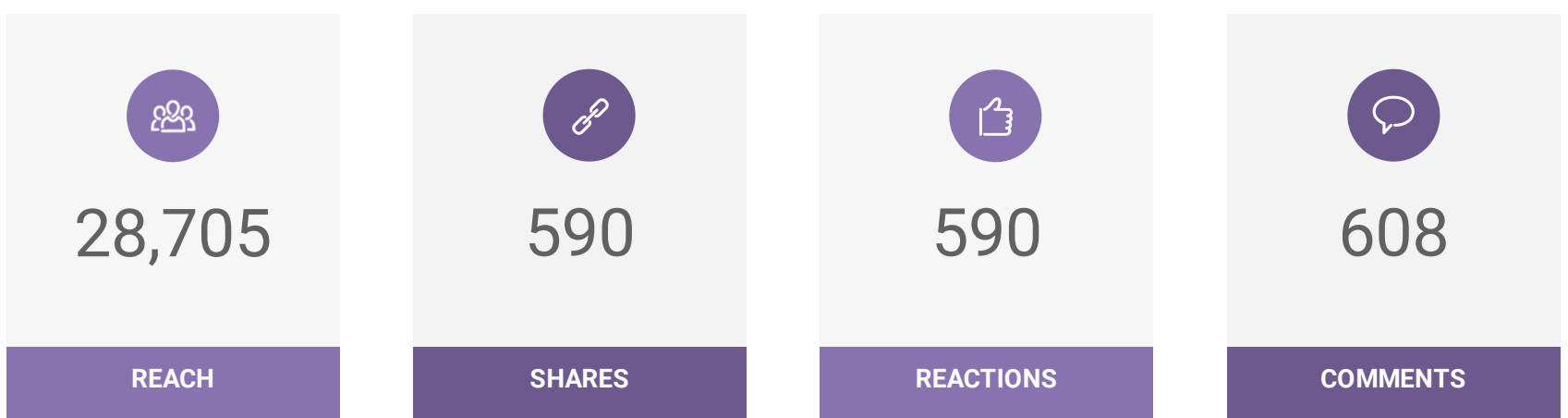
CONTESTS

Organic engagement from our contests on Facebook

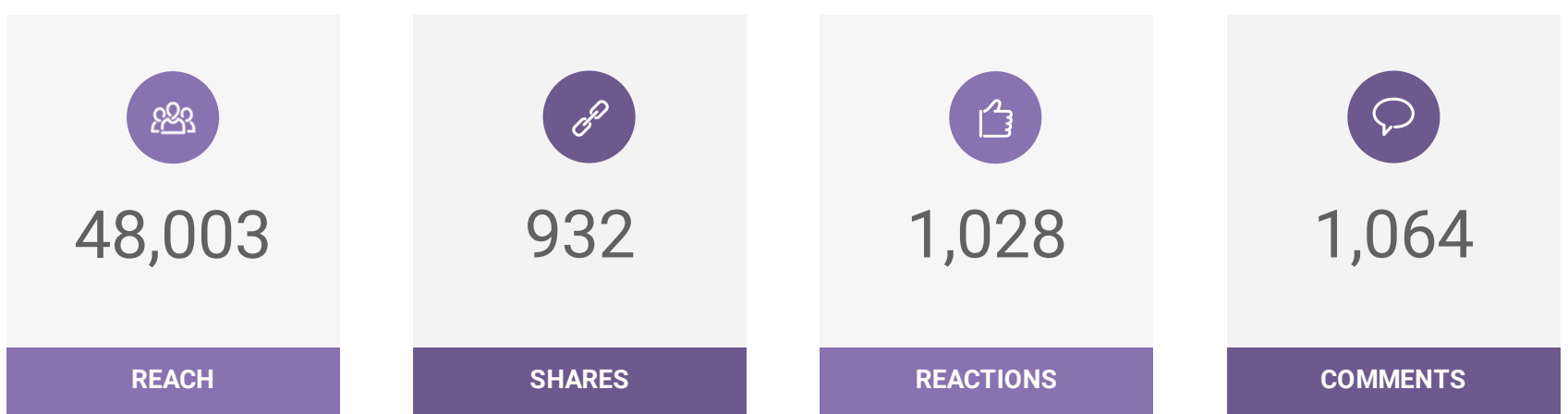
CONTEST: Corks & Forks Post message: **UPDATE** Congratulations to ... (1) ▾



CONTEST: Kinky Boots Post message: **UPDATE** Congratulations to ... (1) ▾



CONTEST: Rock of Ages 1 & 2 Post message: **UPDATE** Congratulations to ... (2) ▾



MONTHLY DIGITAL REPORT

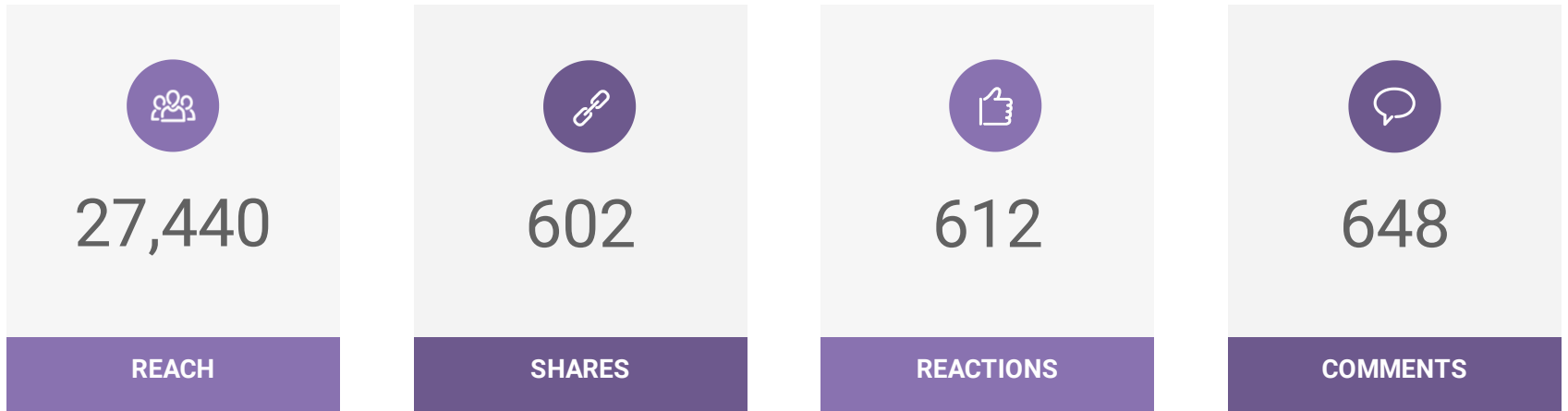
Mar 1, 2019 - Mar 31, 2019

CONTESTS

Organic engagement from our contests on Facebook

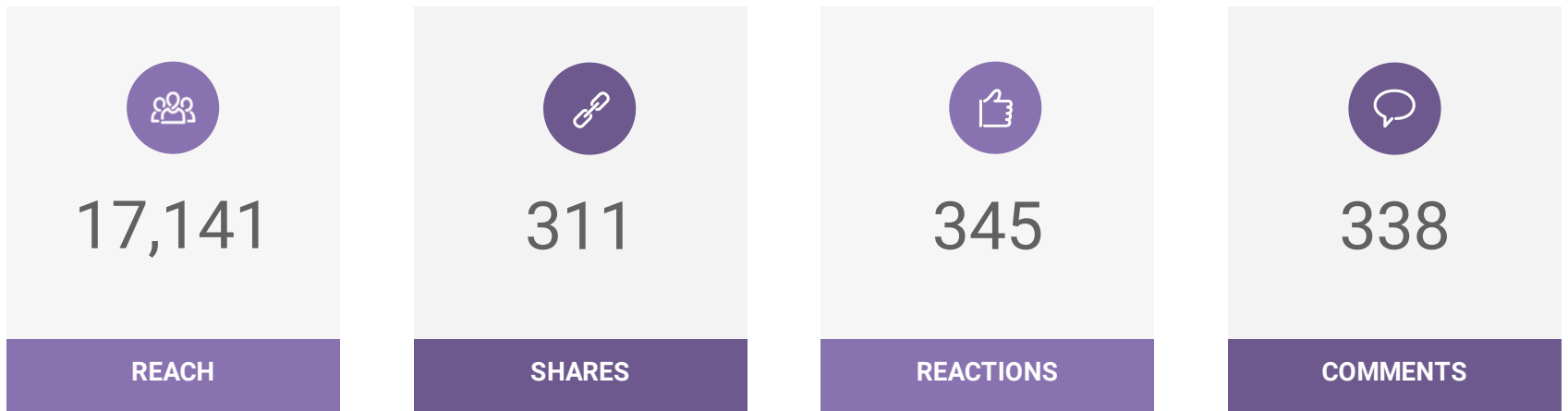
CONTEST: Harlem Globe Trotters

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



CONTEST: Electric Circuits

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



#linKingston

Amount of user generated content from interactive sign



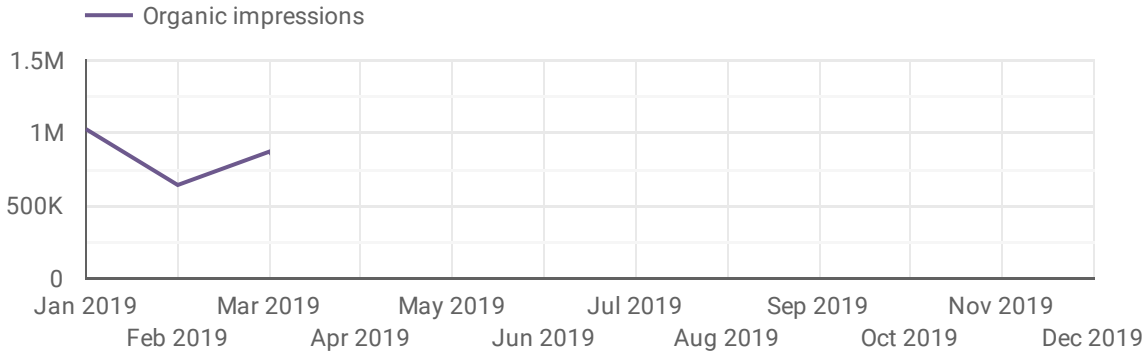
MONTHLY DIGITAL REPORT

Mar 1, 2019 - Mar 31, 2019

FACEBOOK

A snapshot of our content marketing in action.

New likes
619



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.

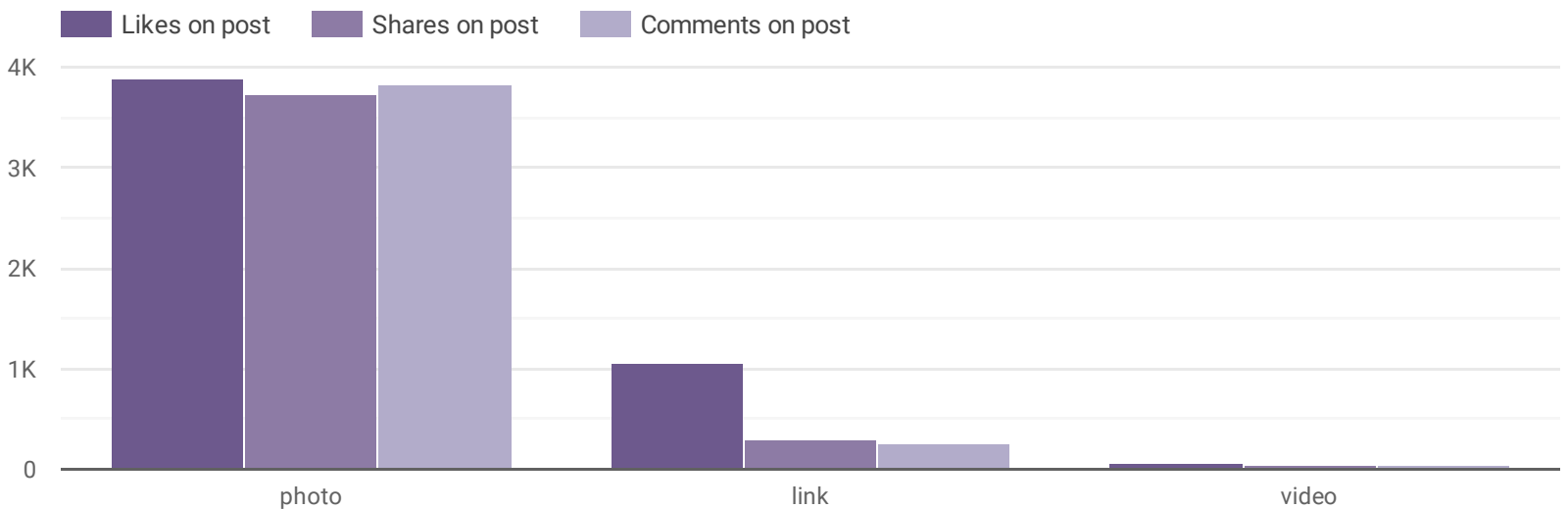
ENGAGEMENT RATE

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

 <p>869,851 ORGANIC REACH</p>	 <p>484,854 VIRAL REACH</p>
 <p>9,146 ORGANIC VIDEO VIEWS</p>	 <p>6.50% ENGAGEMENT RATE</p>

ENGAGEMENT BY POST TYPE

What types of content are users engaging with the most?



MONTHLY DIGITAL REPORT

Mar 1, 2019 - Mar 31, 2019

Website

Website traffic grew YoY and 33% month over month. Lead generation for calls has increased significantly year over year for both Operators and Accommodations. Web referrals to operators are up almost 40% compared to March of last year and referrals for hotels are down slightly at -11%. Major increases in outbound clicks came from Maple Madness, Corks & Forks, 1000 Islands Cruises, Kingston Food Tours, and Kingston Museums.

Year over year, the majority of channels delivered more sessions, however, display and email were down slightly. This is because our display advertising for the Winter 2019 campaign ended on March 22nd and our Spring creative went into market at the beginning of April.

March Break content was successful in driving organic traffic to the site - with our Guide to March Break and the 8 Fun Things to do in Kingston articles were 5th and 8th most visited pages respectively.

Paid Digital

The 2019 Winter campaign ended on March 22 and a separate full report is available.

Total paid impressions were 11M, the Google Ad Network (formerly known as Google Display Network) provided the most cost-effective impression delivery and Facebook providing the best click-through-rate (CTR).

Paid Search

-YoY CTR is up 20% (7.92% vs 9.57%)

-YoY web referrals to operators is up 60% (2,237 vs 3,580)

-Overall conversion rate YoY is up 64% (24.62% vs 40.48%) and cost/conv is down 65% (\$2.15 vs \$0.74)

-The event-specific campaigns are performing - allowing us to move beyond broad keywords.

Email

69 new subscribers opted in to our consumer mailing list. Our open and click-through rates for our consumer newsletter continue to surpass industry standards. Our TTC campaign incorporates a strategy to increase our newsletter sign-ups as well which will be live this April.

45 new members were added to our member newsletter. Open rates continue to be above 50%, click through rate was down slightly this month.

Social

Our social impressions, engagements, and clicks are all showing an increase year over year and month over month. This is highly influenced by the number of contests we had in market on Facebook.

Other than the contests, organic posts with the top engagement in March were the Ian Walsh Photo Contest post, Bucket List: 15 Restaurants (shared blog post from RTO9), and Kingston Pen Tours opening post.

Audience Metrics * NEW*

A new page has been added to the report which contains audience information about site visitors, leads for hoteliers, and leads for operators.

The majority of our website visitors and leads are females. This is in keeping with consumer travel trends - females tend to be the lead planners. Our top age group for operator referrals are 25-34 and 35-44 vs. our top age group for hoteliers which skews slightly older at 35-44 and 45-54.

Coming Up

- TTC Takeover
- Weddings Website & Campaign
- Spring Campaign