



**City of Kingston
Information Report to Council
Report Number 19-214**

To:	Mayor & Council
From:	Lanie Hurdle, Interim Chief Administrative Officer
Resource Staff:	Not applicable
Date of Meeting:	August 13, 2019
Subject:	Quarterly report: Tourism Kingston – Q2 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 Q2 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.

August 13, 2019

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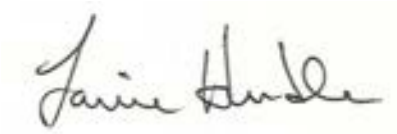
Recommendation:

This report is for information only.

August 13, 2019

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Authorizing Signatures:



**Lanie Hurdle, Interim Chief
Administrative Officer**

Consultation with the following Members of the Corporate Management Team:

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
Deanne Roberge, Acting Commissioner, Corporate Services	Not required

August 13, 2019

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Options/Discussion:

Exhibit A to this report provides an activity report from Tourism Kingston on results for Q2 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, Interim Chief Administrative Officer 613-546-4291 extension 1231

Other City of Kingston Staff Consulted:

Not applicable.

Exhibits Attached:

Exhibit A – Q2 2019 Tourism Kingston report to Council



July 7, 2019

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

RE: Tourism Kingston Q2 2019 Report

Please find attached our summary report on the activities undertaken by Tourism Kingston for Q2 : the period of April through June 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 second quarter activity measures within each of the six 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 second 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. Tourism Kingston, for 2019 budget planning did not account for an office move or a full audit. As well, budgets are still being impacted by 2018 commitments by former staff.

The Film Office had a busy 2nd Quarter, largely anchored around securing and promoting expanded film access to Kingston Penitentiary. The Film Office also hosted more than 100 industry and alumni as part of the Queen's Film & Media 50th anniversary. All told, the Film Office supported 4 overnight productions and 40+ single day productions this quarter.

Travel Trade staff attended the Seatrade Conference to further sell cruising the Great Lakes and how to promote our destination as a cruising location. Organized and managed a Chinese presentation to 14 operators/agents and wholesalers in Markham due to increased traffic to Mandarin landing page and .cn website from the VIA Rail campaign. Organized and hosted a Receptive Tour Operator (RTO) FAM for four attendees from Toronto working with inbound tours from Asia. Qualified and hired Transient Tours Bus Coordinator role until October while managing weekly meetings and activities to increase overnights and duration of stay in Kingston. Also qualified and hired International Travel Trade Coordinator to increase traffic to social media and inclusion for overseas itineraries as it relates to the Asian market. Attended RVC Tradeshow in Toronto and had 69 one on one appointments with an accompanying Kingston Alley event held in Toronto with 53 attendees including the President and CEO from TIAC. Organized and managed pre and post – RVC FAM Tour's with Destination Ontario for 39 agents/operators/RTO's/wholesalers. Organized and managed a 20 person FAM Tour with attendees from QC, Montreal, Toronto and Ottawa for two and a half days. Attended Destination Ontario Sales Mission in upstate NY and NYC educating and promoting Kingston as a destination to 29 different agents, operators and wholesalers.

Meetings and Conferences: TK led sales mission to Ottawa with 6 partners and calls to 13 meeting planners and organizations. Attended MPI Gala Prix Prestige Awards and volunteered on the committee prior to event for further exposure as a halfway point

between Toronto and Ottawa chapters for meeting planners. Attended MPI WEC with Diamond Hotel representative with over 2200+ attendees and 80+ education sessions

Sport Tourism: Quarter two focused on relationship building with local sport organizations, including bid development such as the 2020 Canadian Ultimate Championship Mixed Division with Kingston Ultimate. Athlete features continued to share the lives of Kingston's high-performing athletes – Jayna Hefford, Will Crothers, Robert Davis, Vicky Keith, Selena O'Hanlon, Team McDonald. Enhancing the visitor experience for spectators, parents, participants and fans was also a priority. The new VIP Kingston Experience Card will allow hundreds of sport travelers to receive discounts at restaurants and shops. Permanent pop-up fixtures will be installed at Portsmouth Olympic Harbour and INVISTA Centre.

Visitor Information Centre: Sales up 30% from Quarter 2 last year. Visitor numbers are steady in Bus and walk- in traffic.

Marketing: Tourism Kingston accumulated 313,505 website sessions to www.visitkingston.ca; a 15% increase from 2018. Referrals to partners (website + calls) increased by 6.3% year-over-year with 53,694 total referrals. In regards to tourism-related earned media, we generated 60 articles online from independent blogs, national, and local publications.

**Tourism Kingston Financial Summary
For the Six Months Ending June 30, 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	\$336,750	\$0	\$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:													
Resale	110,000	27,501	6,135	21,366	27,501	28,926	-1,425	27,501	0	27,501	27,501	0	27,501
Consignment revenue	45,000	11,250	49	11,201	11,250	362	10,888	11,250	0	11,250	11,250	0	11,250
Ticket sales & other revenue	4,209	1,053	5,271	-4,218	1,053	24,051	-22,998	1,053	0	1,053	1,053	0	1,053
Film Revenue		0	300	-300	0	1,000	-1,000	0	0	0	0	0	0
Other Funding	71,942	17,985	176,425	-158,440	17,985	78,479	-60,494	17,985	0	17,985	17,985	0	17,985
Brier Funding	125,000		265,000	-265,000	31,251	-265,000	296,251	31,251	0	31,251	31,251	0	31,251
Total Revenue	2,022,151	474,289	869,680	-395,391	505,540	204,568	300,972	505,540	0	505,540	505,540	0	505,540
Expenditures													
Wages & Benefits	819,886	204,971	158,501	46,470	204,971	140,264	64,707	204,971	0	204,971	204,971	0	204,971
Other Administrative Expenses	178,893	44,724	57,767	-13,043	44,724	78,571	-33,847	44,724	0	44,724	44,724	0	44,724
Project Expenses													
Marketing Digital Content Media Relations	223,160	55,791	60,346	-4,555	55,791	297,241	-241,450	55,791	0	55,791	55,791	0	55,791
Meetings & Conferences	59,542	14,886	11,968	2,918	14,886	9,388	5,498	14,886	0	14,886	14,886	0	14,886
Travel Trade	60,000	15,000	8,243	6,757	15,000	22,025	-7,025	18,240	0	18,240	18,240	0	18,240
Sport Tourism	247,399	61,851	57,243	4,608	61,851	81,401	-19,550	61,851	0	61,851	61,851	0	61,851
Film Kingston	102,220	25,554	18,877	6,677	25,554	15,279	10,275	51,561	0	51,561	51,561	0	51,561
Visitor Services	114,950	28,734	15,900	12,834	28,734	33,521	-4,787	28,734	0	28,734	28,734	0	28,734
Sport Development Fund	140,000	35,001	245,000	-209,999	35,001	-245,000	280,001	35,001	0	35,001	35,001	0	35,001
MC/TT Incentive Fund	76,101	19,023	0	19,023	19,023	27,067	-8,044	19,023	0	19,023	19,023	0	19,023
Total Expenditures	2,022,151	505,535	633,845	-128,310	505,535	459,757	45,778	534,782	0	534,782	534,782	0	534,782
Surplus/(Deficit)			235,835	-267,081		-255,189	255,194		0	-29,242		0	-29,242

Exhibit A to Report Number 19-142

Market Sector Performance Q2 Stats with Results

Meetings and Conferences	2019 Goal	2019 Q1	2019 Q2	2019 Result	% Goal Actual
Number of bids submitted	28	9	8	17	61%
Tentative room nights	900	1,369	4,955	6,324	988%
Number of bids won	16	6	5	11	69%
Definite Room Nights	640	475	146	621	97%

*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

Travel Trade	2019 Goal	2019 Q1	2019 Q2	2019 Result	% Goal Actual
Number of leads	316	4	211	215	68%
Number of referrals	1876	131	125	256	14%

*Majority of leads come in Q2+Q4

**Majority of referrals come in Q3+Q4

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

****Referrals = partner services requested by a prospect

Sport Tourism	2019 Goal	2019 Q1	2019 Q2	2019 Result	% Goal Actual
Number of bids prospected	10	2	3	5	50%
Tentative Room Nights	7,000	1,400	3,875	5,275	75%
Number of bids submitted	4	1	3	4	100%
Number of bids won	5	4	1	5	100%
Definite Room Nights	5,000	800	800	1,600	32%
Participants	2,000	400	1,000	1,400	70%

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

Kingston Film Office	2019 Goal	2019 Q1	2019 Q2	2019 Result	% Goal Actual
Productions (Tentative)*					
Tier 1 (7+ days)	4	3	4	7	175%
Tier 2 (overnight to 1 week)	15	10	6	16	107%
Tier 3 (single day)	60	4	43	47	78%
Productions (Actual)**					
Tier 1 (7+ days)	1	0	0	0	0%
Tier 2 (overnight to 1 week)	10	5	4	9	90%
Tier 3 (single day)	40	3	43	46	115%
Local Productions (within 100km)	N/A	6	42	48	N/A
Non Local Productions (>100km travel)	N/A	2	5	7	N/A
Workshops/Events					
Events	7	5	8	13	186%
Participants	175	322	940	1,262	721%
Scout Tours					
Tours	12	7	6	13	108%
Participants	44	21	81	102	231%

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

**Based on Actual Production Dates. Includes Festivals

Social Media	2019 Goal	2019 Q1	2019 Q2	2019 Result	% Goal Actual
Website Session	1,062,152	180,259	313,505	493,764	46.49%
Referrals to Partners (web+phone)	209,928	29,617	53,694	83,311	39.69%
Social Media Link Clicks	407,406	71,505	100,554	172,059	42.23%
Social Media Engagements	362,835	100,750	74,316	175,066	48.25%
Social Media Impressions	52,618,009	7,559,758	7,593,526	15,153,284	28.80%
Total Followers	68,470	68,981	73,197	73,197	106.90%
Earned Media*	N/A	N/A	120	120	N/A

*Began tracking on May 20th, 2019

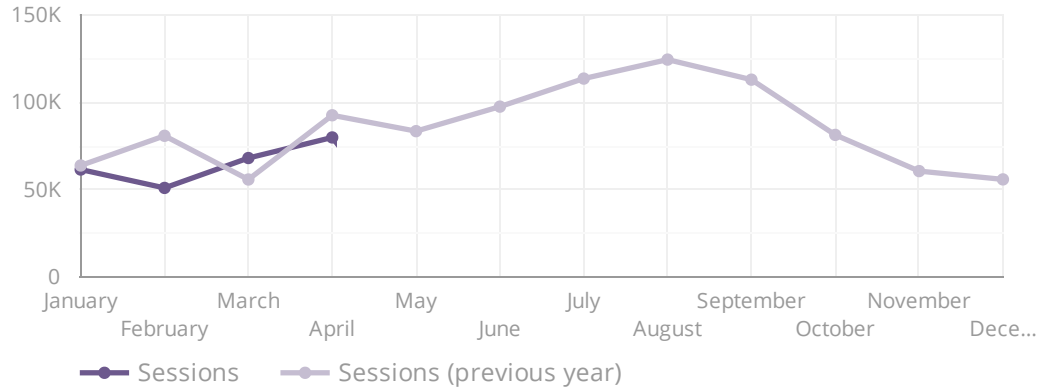
Visitor Information Centre (VIC)	2019 Goal	2019 Q1	2019 Q2	2019 Result	% Goal Actual
Number of VIC Visitors	200,000	5,035	34,154	39,189	20%
Tour Bus Passengers	100,000	4,515	24,361	28,876	29%
Cruise Ship Passengers	1,875	0	514	514	27%
VIC Sales					
Retail	\$110,000	\$4,557	\$33,410	\$37,967.70	35%
Commissions- attraction tickets	\$45,000	\$53	\$6,828	\$6,880.95	15%
Partnership - Brochure Racking	\$20,000	\$0	\$29,032	\$29,032	145%
Total Sales	\$175,000	\$4,611	\$69,270	\$73,881	42%

MONTHLY DIGITAL REPORT

Apr 1, 2019 - Apr 30, 2019

CONSUMPTION

Is our content marketing working?



SESSIONS
79.8K
↓ -13.7%

USERS
63.3K
↓ -16.5%

PAGE VIEWS
131.5K
↓ -16.1%

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?



32.18%

% RETURN VISITORS

LEAD GENERATION

Are users converting online?

OPERATORS

<p>13,303 ↑ 12.9%</p> <p>WEB REFERRALS</p>	<p>82 ↑ 100.0%</p> <p>CLICKS TO CALL</p>
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HOTELS

<p>656 ↓ -39.8%</p> <p>WEB REFERRALS</p>	<p>25 ↓ -30.6%</p> <p>CLICKS TO CALL</p>
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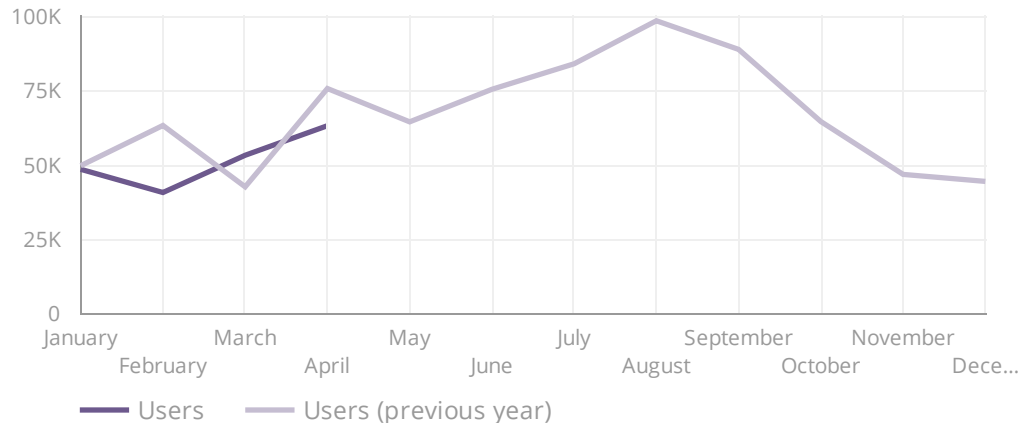
MONTHLY DIGITAL REPORT

Apr 1, 2019 - Apr 30, 2019

CONSUMPTION

How is our audience using our site?

USERS **63,326**



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>00:01:13 ↑ 0.8%</p> <p>AVG. TIME ON SITE</p>	<p>1.65 ↓ -2.8%</p> <p>PAGES / SESSION</p>	<p>00:01:53 ↑ 8.3%</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.

<p>8,273 INSTAGRAM FOLLOWERS</p>	<p>54,364 FACEBOOK LIKES</p>	<p>6,456 TWITTER FOLLOWERS</p>
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1,867,020
↓ -67.5%

IMPRESSIONS

14,560
↓ -9.5%

ENGAGEMENTS

31,057
↓ -29.0%

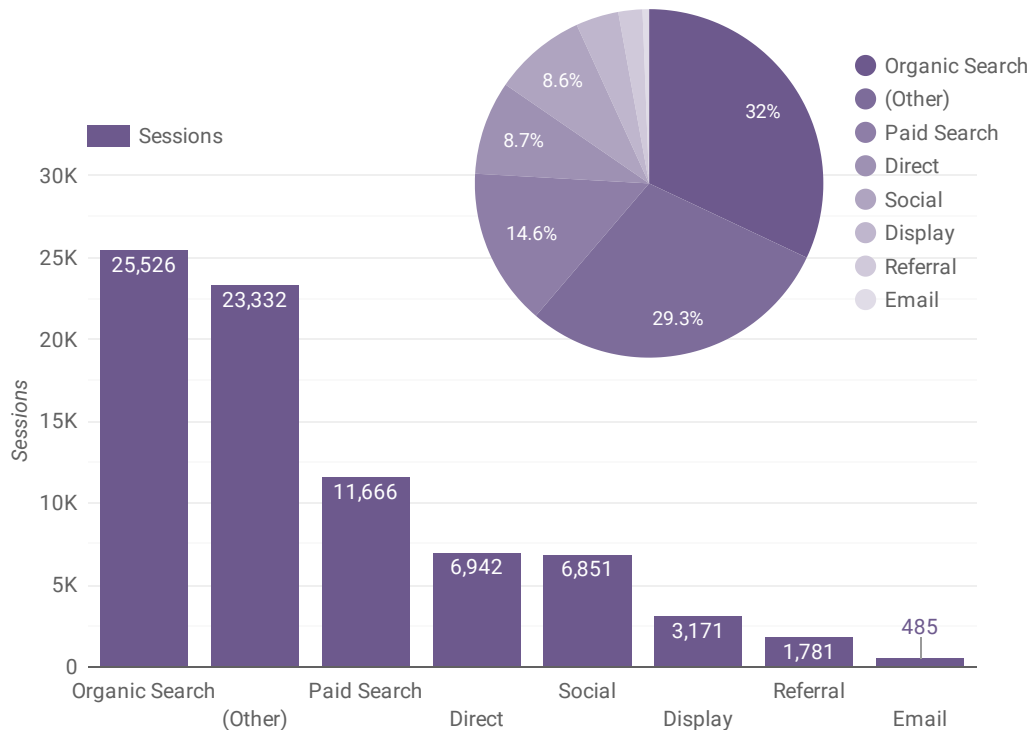
CLICKS

MONTHLY DIGITAL REPORT

Apr 1, 2019 - Apr 30, 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	23,599
2. Toronto	11,865
3. Montreal	6,006
4. Ottawa	5,251
5. (not set)	2,048
6. Calgary	1,754
7. Mississauga	1,135
8. Belleville	971
9. Hamilton	914
1... Brampton	811

MOST VISITED PAGES

Page	Pageviews
1. www.visitkingston.ca/25-things-to-do-in-april-2019/	13,977
2. www.visitkingston.ca/	7,349
3. www.visitkingston.ca/25-things-to-do-in-may-2019/	5,656
4. www.visitkingston.ca/events/	5,341
5. www.visitkingston.ca/5-reasons-to-visit-the-kingston-pen-in-2019/	4,279
6. www.visitkingston.ca/8-of-the-best-kept-secret-restaurants-in-kingston/	3,826
7. www.visitkingston.ca/packages/queens-university-stay-and-learn/	3,195
8. www.visitkingston.ca/25-things-to-do-in-spring-2019/	3,066
9. www.visitkingston.ca/all-of-the-tragically-hips-albums-ranked/	3,039
10. www.visitkingston.ca/today/	2,435

MONTHLY DIGITAL REPORT

Apr 1, 2019 - Apr 30, 2019

EMAIL MARKETING

An overview of email campaigns this month

CONSUMER NEWSLETTER



2,856

TOTAL DELIVERIES



1,564

TOTAL UNIQUE OPENS



477

TOTAL CLICKS



8

TOTAL UNSUBSCRIBES



55%

AVERAGE OPEN RATE



30%

AVERAGE CTR

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

MEMBER NEWSLETTER



164

DELIVERIES



87

UNIQUE OPENS



27

CLICKS



0

UNSUBSCRIBES



53%

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

Apr 1, 2019 - Apr 30, 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
Spring2019_TTCsupport	27.3K	12.1K	174	0.64%	null
Spring2019_Music	57K	30.5K	316	0.55%	null
Spring2019_Makers	187.7K	87.6K	3.3K	1.75%	null
Spring2019_Events	153.4K	65.9K	3K	1.95%	8.1K
Spring2019_Culinary	148.8K	53.3K	4.7K	3.12%	null
Post: "Whether it's exploring the local food scene with..."	7.7K	5.1K	218	2.84%	null
Post: "We're holding a cluster of great Kingston events..."	175K	70.7K	3.3K	1.88%	null
Post: "We're celebrating the arrival of spring 🌱 with..."	35.3K	19.5K	1K	2.97%	null
Post: "There is absolutely nothing that will make you..."	4.2K	3.9K	62	1.46%	null
Post: "The Tragically Hip have released 13 full albums..."	48.3K	30.2K	2.4K	4.87%	null
Post: "Student acts are making a huge impression on t..."	57.9K	35.1K	390	0.67%	null
Post: "Spring is here! 🌹 We've pulled together an..."	55K	31.6K	1.1K	2.03%	null
Post: "Open Studios Kingston is dedicated to gatherin..."	22.4K	16.9K	532	2.37%	null
Post: "May marks the start of prime festival season in..."	3.2K	2.6K	123	3.88%	null
Post: "Filled with colourful prints, fun jewellery and..."	38K	16.7K	561	1.48%	null
Post: "Canada's oldest and most notorious maximum..."	114.5K	84.2K	3.3K	2.92%	null
Grand total	1.1M	349.4K	24.4K	2.15%	8.1K

MONTHLY DIGITAL REPORT

Apr 1, 2019 - Apr 30, 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
Spring2019_makers_30	Video	82K	86	0.11%
Spring2019_makers_15skip	Video	106K	139	0.13%
Spring2019_culinary_30	Video	84K	99	0.12%
Spring2019_culinary_15skip	Video	88K	146	0.16%
Spring2019_mus_hipmadedaily	Display Only	1M	1K	0.08%
Spring2019_ev_happmadedaily	Display Only	964K	933	0.10%
Spring2019_ev_calmmadedaily	Display Only	1M	958	0.09%
Spring2019_cul_tastymadedaily	Display Only	989K	870	0.09%
Spring2019_cul_nomnoms	Display Only	1M	264	0.02%
Spring2019_TTC3	Display Only	94K	366	0.39%
Spring2019_TTC2	Display Only	93K	375	0.40%
Spring2019_TTC1	Display Only	93K	413	0.44%
Grand total		6M	6K	0.09%

GOOGLE ADWORDS SEARCH NETWORK - Search Warrant

	Campaign	Campaign type	Impressions ▾	Clicks	CTR
1.	KA:19 Perpetual	Search Only	40K	1K	3%
2.	KA:19 Things to do in April	Search Only	33K	4K	12%
3.	KA:19 April Events: 1000 Islands Cruises Spring Launch	Search Only	17K	4K	21%
4.	KA:19 May Events: Kingston Pen Tours Opening May 8	Search Only	5K	2K	38%
5.	KA:19 May Events: Fort Henry Opening May 18	Search Only	4K	573	15%
6.	KA:19 May Events: Homegrown Live Music Festival	Search Only	2K	274	13%
7.	KA:19 April Events: Corks + Forks Wine Festival (April 14)	Search Only	499	84	17%
8.	KA:19 May Events: Science Rendezvous Kingston	Search Only	257	74	29%
9.	KA:19 April Events: Kingston Food Tours	Search Only	210	40	19%
10.	KA:19 May Events: The Juvenis Festival	Search Only	57	22	39%
Grand total			101K	12K	12%

MONTHLY DIGITAL REPORT

Apr 1, 2019 - Apr 30, 2019

LEAD GENERATION

A snapshot of our digital lead generation

LEAD GENERATION BY CHANNEL

Visit Kingston Website Performance						KINGSTON
Apr 1, 2019 - Apr 30, 2019						Default Channel Grouping
Website Sessions	Operator Web Referrals	Operator Phone Calls	KAP Web Referrals	KAP Phone Calls	KAP Newsletter	
79,754	13,303	82	656	25	115	
↑ 20.9%	↑ 7.4%	↓ -18.8%	↓ -14.4%	↓ -47.9%	↑ 6.5%	

Default Channel Grouping	Sessions	Operator Web Referrals	Operator Phone Calls	KAP Web Referrals	KAP Phone Calls
1. Organic Search	25,526	5,231	40	282	7
		20.49%	0.16%	1.1%	0.03%
2. (Other)	23,332	2,372	2	12	0
		10.17%	0.01%	0.05%	0%
3. Paid Search	11,666	3,954	13	105	4
		33.89%	0.11%	0.9%	0.03%
4. Direct	6,942	621	12	105	5
		8.95%	0.17%	1.51%	0.07%
5. Social	6,851	531	0	3	0
		7.75%	0%	0.04%	0%
6. Display	3,171	29	1	1	0
		0.91%	0.03%	0.03%	0%
7. Referral	1,781	415	12	139	7
		23.3%	0.67%	7.8%	0.39%
8. Email	485	150	2	9	2
		30.93%	0.41%	1.86%	0.41%

TOP OUTBOUND CLICKS (WEBSITE REFERRALS TO PARTNERS AND COMMUNITY)

Event Action	Total Clicks
https://www.1000islandscruises.ca/	1.6K
https://d3l55t6a8zzlo.cloudfront.net/wp-content/uploads/2019/02/VG19-FINAL.pdf (visitor guide)	878
https://events.com/r/en_US/tickets/corks-forks-kingstons-international-wine-festival-kingston-april-752488	769
https://www.penitentiarymuseum.ca/	715
http://www.1000islandscruises.ca/	506
http://www.kingstonpentour.com/	450
http://www.kingstonfoodtours.ca/	414
http://www.kingstongrand.ca/	380
http://www.frontenacarchbiosphere.ca/explore/fab-trails/hike/hiking-trails/rock-dunder	378
https://www.kingstonpentour.com/	369
https://www.kingstonsymphony.ca/concerts-events/calendar/nearly-new-sale/	353
https://crca.ca/online-services/	340
http://www.aquaterrakingston.com/Menus/AfternoonTea/tabid/118766/Default.aspx	320
http://homegrownlive.ca/	291

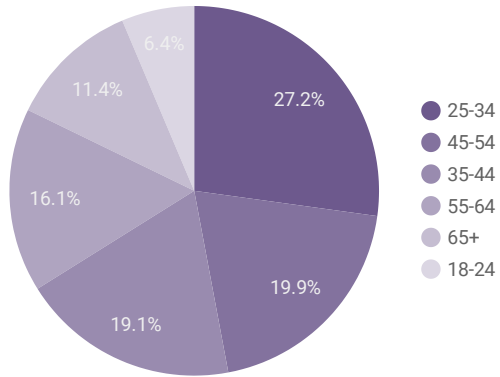
MONTHLY DIGITAL REPORT

Apr 1, 2019 - Apr 30, 2019

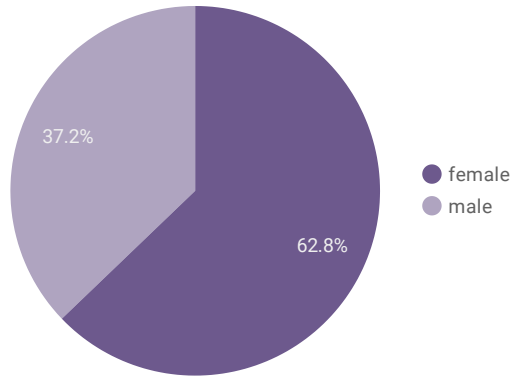
WEBSITE AUDIENCE

A snapshot of the audience visiting our website.

AGE

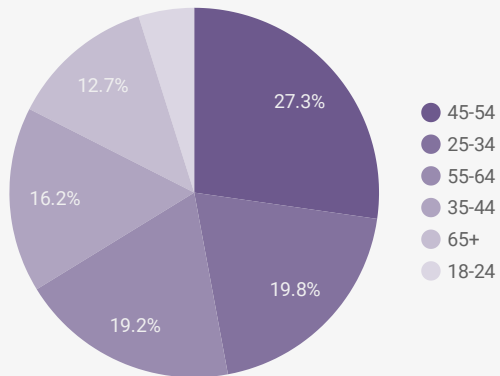


GENDER

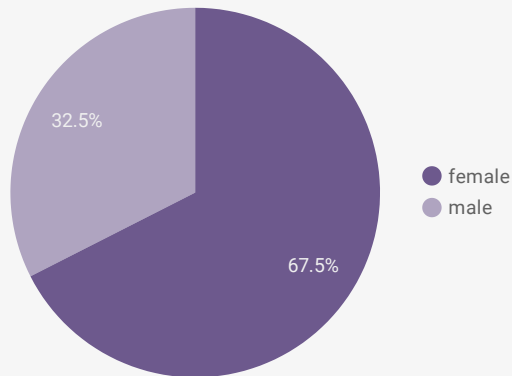


HOTEL LEADS BY AUDIENCE

AGE

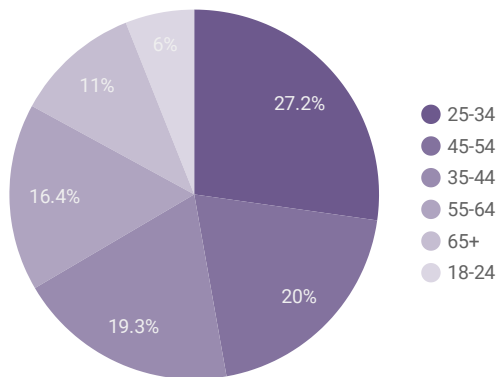


GENDER

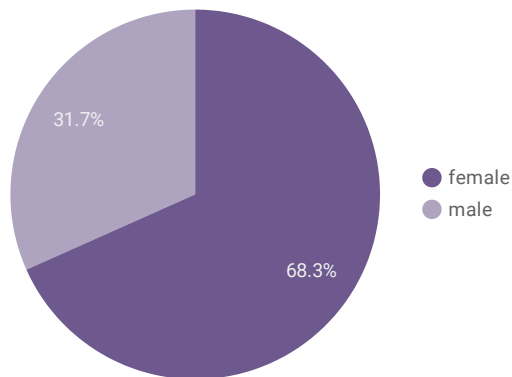


OPERATOR LEADS BY AUDIENCE

AGE



GENDER



MONTHLY DIGITAL REPORT

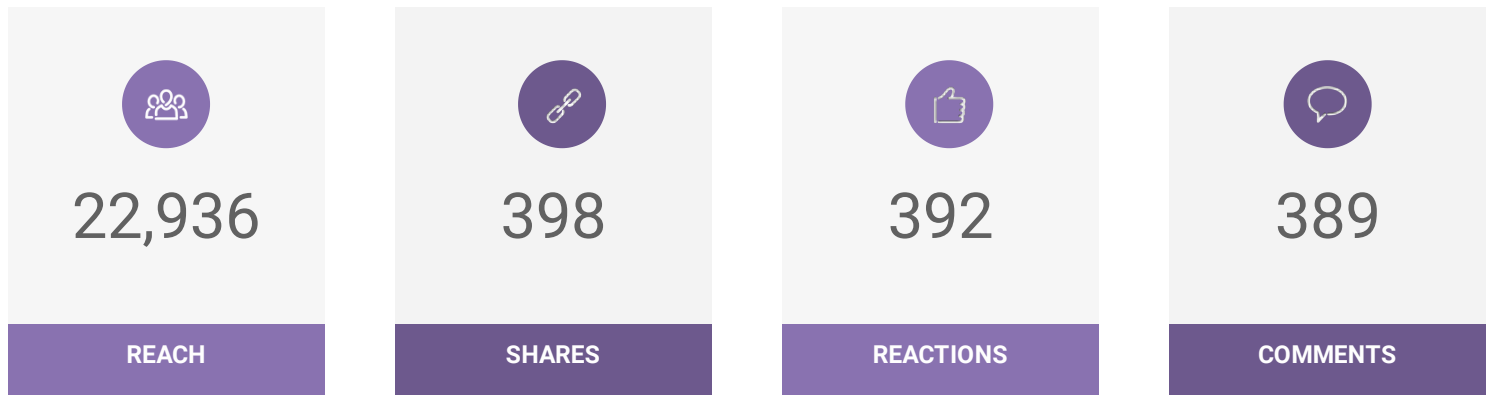
Apr 1, 2019 - Apr 30, 2019

CONTESTS

Organic engagement from our contests on Facebook

CONTEST: Rock the Rink

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



#linkKingston

Amount of user generated content from interactive sign



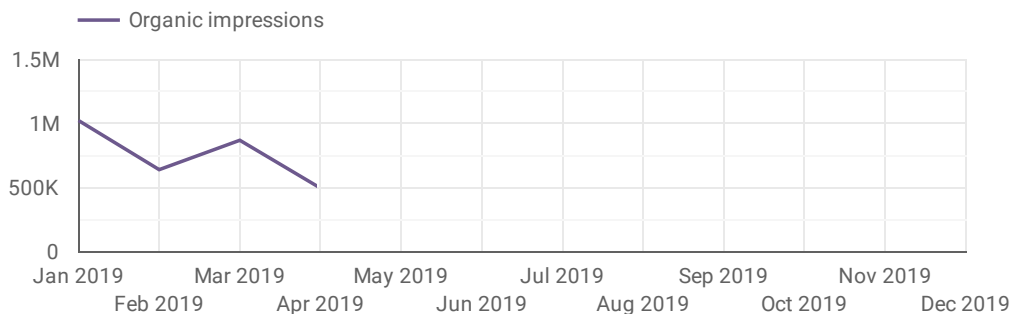
MONTHLY DIGITAL REPORT

Apr 1, 2019 - Apr 30, 2019

FACEBOOK

A snapshot of our content marketing in action.

New likes **289**



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.

495,701
ORGANIC REACH

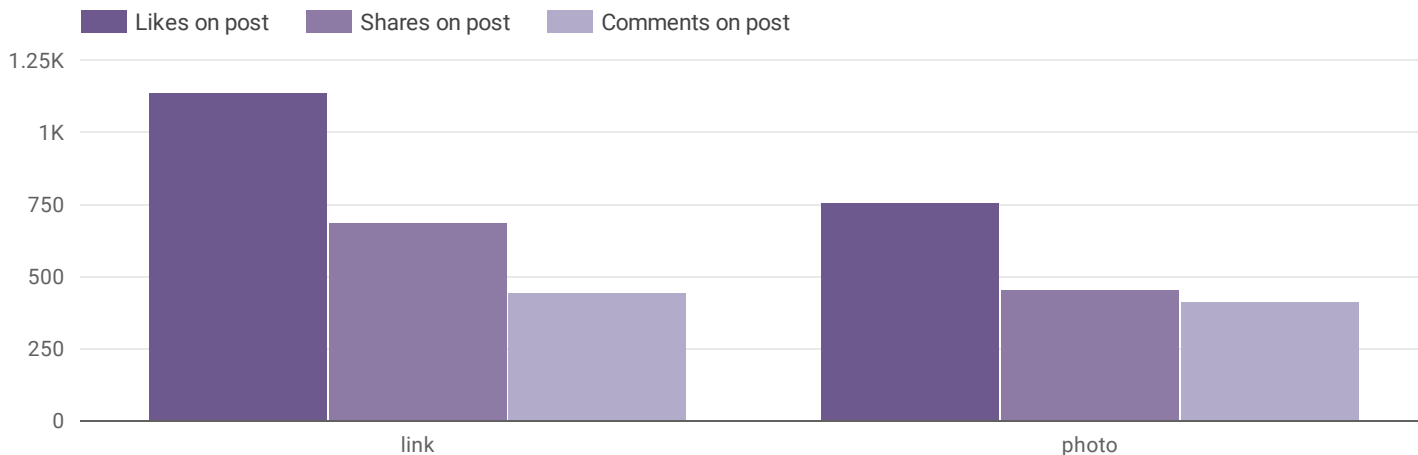
184,204
VIRAL REACH

3,068
ORGANIC VIDEO VIEWS

6.67%
ENGAGEMENT RATE

ENGAGEMENT BY POST TYPE

What types of content are users engaging with the most?



MONTHLY DIGITAL REPORT

Apr 1, 2019 - Apr 30, 2019

Website

Lead generation for Operators and attractions increased greatly since last year with the biggest changes coming from 1000 Islands Cruises, Corks & Forks Festival, and Kingston Food Tours. Leads to hoteliers are down this month with decreases coming from several of the accommodation partners.

While traffic to the website was slightly down, users were spending slightly more time on site. Site sessions were down year over year from paid social, organic social, and referral traffic. Increases in Facebook costs have resulted in fewer clicks for our budget, organic social traffic is likely down due to the Facebook algorithm continuing to decrease the reach of pages, and the main difference in referral traffic year over year is a decrease in traffic from kingstonpentour.com.

The most popular pages that come from the non-paid activity are Events, Top Attractions, Kingston Today, and Rock Dunder.

Paid Digital

Total paid impressions were 6M, 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).

Our paid social ads for Culinary, Makers, and Events ads as well as our monthly boosted content are all performing very well and are producing very high click-through rates. The 25 things videos for each month and season are also performing very well with CTRs above our industry benchmarks.

Our TTC display ads are also performing incredibly well with click-through rates well above our benchmarks.

Paid Search

- Operator web referrals from April are up 61% year over year
- The biggest boost has come from the cruises and pen tour campaigns
- Overall cost per conversion is down 53% year over year meaning our campaign is more cost effective
- Individual event campaigns allow for tighter targeting, bringing in more efficient traffic that is more likely to convert

Email

115 new subscribers opted into our consumer mailing list. Our open and click-through rates for our consumer newsletter continue to surpass industry standards and this month we reached our highest open rate of 55%.

28 new members were added to our member newsletter. Open rates continue to be above 50%, click through rate was up this month (21% vs 31%).

Social

Our social impressions, engagements, and clicks were slightly down year over year and month over month largely due to only one contest in market this month.

Other than the contests, organic posts with the top engagement in April were Inside Kingston Pen With Former Guard Pat Boudreau, A Guide To Museums In Kingston, And Kingston's West-End Food Gems.

Audience Metrics

The majority of our website visitors and leads are females, however, we did see an increase in male traffic the site and referrals to hoteliers. This is in keeping with consumer travel trends - females tend to be the lead planners. The main age groups of 25-34, 35-44, and 45-54 stayed relatively the same month over month, with a few percent changes between them.

Coming Up

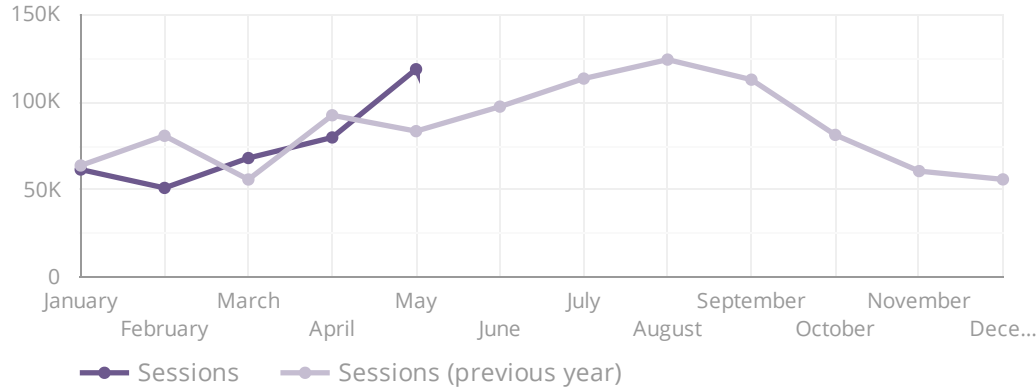
- Weddings Website & Campaign
- Summer Campaign
- Pen Tour Packages Campaign

MONTHLY DIGITAL REPORT

May 1, 2019 - May 31, 2019

CONSUMPTION

Is our content marketing working?



SESSIONS
118.8K
 ↑ 42.5%

USERS
92.7K
 ↑ 43.5%

PAGE VIEWS
184.5K
 ↑ 12.6%

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?

30.98%
% RETURN VISITORS

LEAD GENERATION

Are users converting online?

OPERATORS

 16,405 ↑ 10.6% WEB REFERRALS	 394 ↑ 462.9% CLICKS TO CALL
--	---

HOTELS

 1,048 ↓ -20.2% WEB REFERRALS	 283 ↑ 356.5% CLICKS TO CALL
--	---

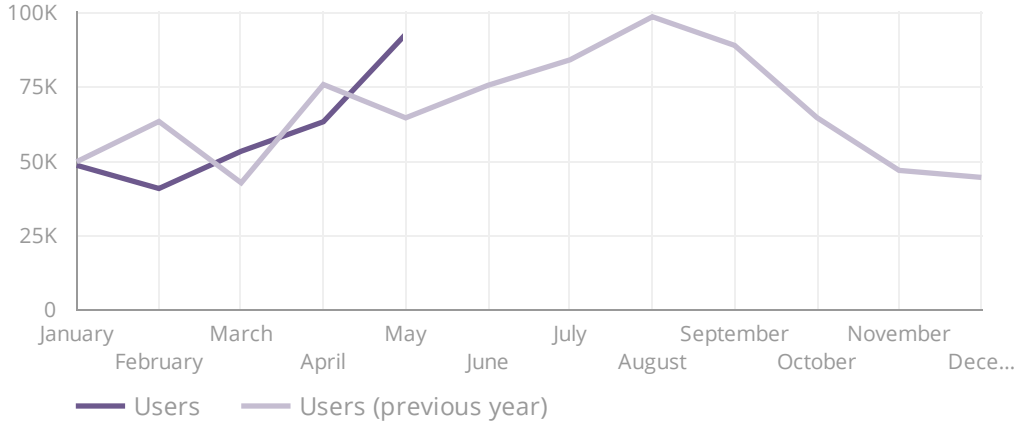
MONTHLY DIGITAL REPORT

May 1, 2019 - May 31, 2019

CONSUMPTION

How is our audience using our site?

USERS
92,735



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>00:01:06 ↓ -31.0%</p> <p>AVG. TIME ON SITE</p>	<p>1.55 ↓ -21.0%</p> <p>PAGES / SESSION</p>	<p>00:01:58 ↑ 20.3%</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.

<p>8,273 INSTAGRAM FOLLOWERS</p>	<p>54,935 FACEBOOK LIKES</p>	<p>6,456 TWITTER FOLLOWERS</p>
---	---	---

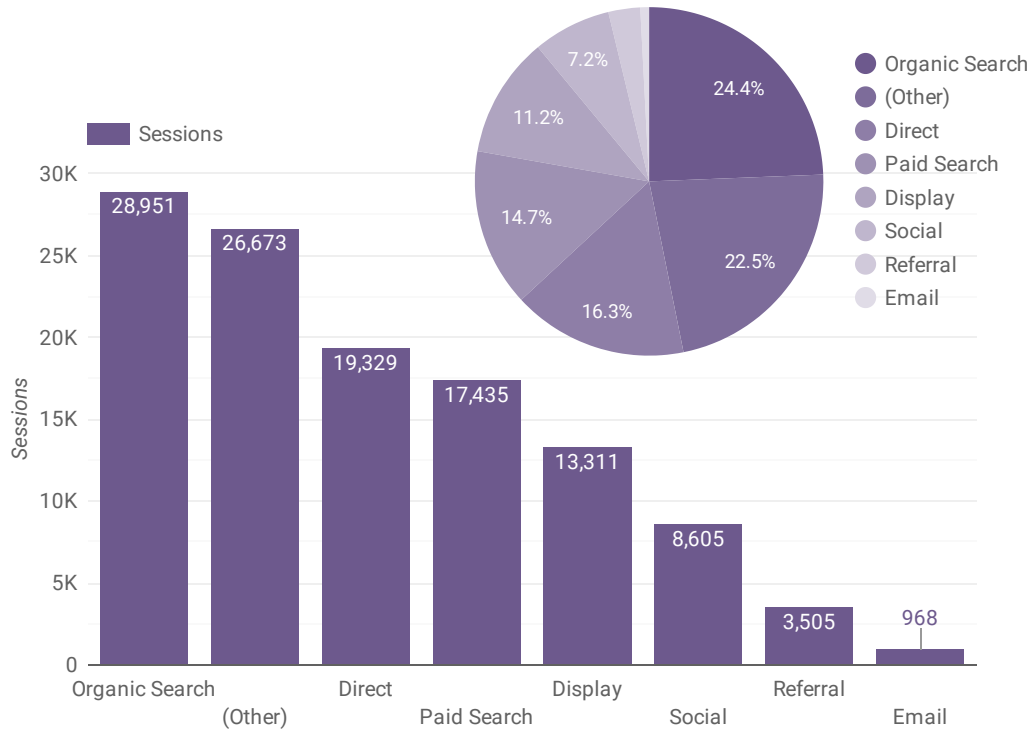
<p>2,529,171 ↓ -61.5%</p> <p>IMPRESSIONS</p>	<p>23,849 ↓ -6.3%</p> <p>ENGAGEMENTS</p>	<p>35,098 ↓ -8.9%</p> <p>CLICKS</p>
---	---	--

MONTHLY DIGITAL REPORT

May 1, 2019 - May 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	28,371
2. Toronto	15,408
3. (not set)	14,831
4. Montreal	8,981
5. Ottawa	7,912
6. Calgary	1,946
7. Mississauga	1,507
8. Belleville	1,500
9. Hamilton	1,347
1... Brampton	1,137

MOST VISITED PAGES

Page	Pageviews
1. www.visitkingston.ca/packages/kingston-penitentiary-tours/	17,280
2. www.visitkingston.ca/25-things-to-do-in-may-2019/	15,948
3. www.visitkingston.ca/packages/queens-university-stay-and-learn/	12,635
4. www.visitkingston.ca/	9,914
5. www.visitkingston.ca/packages/rockin-the-big-house/	7,000
6. www.visitkingston.ca/events/	6,606
7. www.visitkingston.ca/2019-kingston-summer-festivals-guide/	6,172
8. www.visitkingston.ca/packages/	4,885
9. www.visitkingston.ca/see-do/top-attractions/	2,901
10. www.visitkingston.ca/5-reasons-to-visit-the-kingston-pen-in-2019/	2,749

MONTHLY DIGITAL REPORT

May 1, 2019 - May 31, 2019

EMAIL MARKETING

An overview of email campaigns this month

CONSUMER NEWSLETTER



2,942

TOTAL DELIVERIES



1,553

TOTAL UNIQUE OPENS



664

TOTAL CLICKS



10

TOTAL UNSUBSCRIBES



53%

AVERAGE OPEN RATE



43%

AVERAGE CTR

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

MEMBER NEWSLETTER



190

DELIVERIES



119

UNIQUE OPENS



39

CLICKS



0

UNSUBSCRIBES



63%

OPEN RATE



33%

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

May 1, 2019 - May 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
Spring2019_TTCsupport	90.3K	27.2K	658	0.73%	null
Spring2019_Music	46.8K	24K	279	0.6%	null
Spring2019_Makers	186.5K	78K	3K	1.62%	null
Spring2019_Events	162.2K	74.6K	2.8K	1.75%	8.5K
Spring2019_Culinary	163.8K	56.4K	4.2K	2.55%	null
Post: "With more than 20 museums, it's safe to say..."	31.6K	17.5K	594	1.88%	null
Post: "Whether it's exploring the local food scene with..."	11.3K	7.4K	234	2.07%	null
Post: "When you drive by Kingston Glass in downtown..."	28.8K	17.1K	532	1.85%	null
Post: "We're celebrating the arrival of spring 🌱 with..."	70.1K	33.9K	1.4K	1.98%	null
Post: "May marks the start of prime festival season in..."	55.5K	31K	1.4K	2.52%	null
Post: "Kingston's festival season attracts the best of..."	43K	21.6K	859	2%	null
Post: "Kingston is lucky to not just be home to an arra..."	13.6K	7.3K	347	2.55%	null
Post: "It's a big month for festivals this June in..."	10K	7.3K	319	3.2%	null
Post: "Festival season has finally returned, and to get..."	258.2K	107.8K	5.4K	2.08%	null
Post: "Canada's oldest and most notorious maximum..."	61.8K	51.8K	1.7K	2.78%	null
Post: "Abroad @ Queen's is a vlog starring Dakota..."	14.6K	8.6K	392	2.69%	null
Post: "A cornucopia of singer-songwriters, blues..."	41.8K	26.3K	1.4K	3.45%	null
Pen2019	242.4K	158.7K	4.5K	1.86%	18K
Grand total	1.5M	479K	30.1K	1.96%	26.5K

MONTHLY DIGITAL REPORT

May 1, 2019 - May 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
Spring2019_makers_30	Video	116K	111	0.10%
Spring2019_makers_15skip	Video	187K	350	0.19%
Spring2019_culinary_30	Video	149K	330	0.22%
Spring2019_culinary_15skip	Video	161K	321	0.20%
Pen2019_Video	Video	331K	1K	0.41%
Spring2019_mus_rockmadedaily	Display Only	2M	2K	0.09%
Spring2019_mus_beatsmadedaily	Display Only	1M	1K	0.09%
Spring2019_ev_pridesmadedaily	Display Only	665K	764	0.11%
Spring2019_ev_notoriousmadedaily	Display Only	1M	802	0.08%
Spring2019_ev_happeningsMay	Display Only	1M	1K	0.08%
Spring2019_culi_yummymadedaily	Display Only	955K	904	0.09%
Spring2019_culi_tastingsmadedaily	Display Only	948K	835	0.09%
Spring2019_TTC3	Display Only	261K	812	0.31%
Spring2019_TTC2	Display Only	247K	867	0.35%
Spring2019_TTC1	Display Only	331K	933	0.28%
Pen2019_Display_packages	Display Only	499K	8K	1.61%
Pen2019_Display_Rockin	Display Only	2M	1K	0.06%
Pen2019_7things_FR0ttMont	Display Only	75K	392	0.53%
	Grand total	12M	22K	0.18%

MONTHLY DIGITAL REPORT

May 1, 2019 - May 31, 2019

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:19 Things to do in May	Search Only	51K	7K	13%
2.	KA:19 Perpetual	Search Only	49K	1K	3%
3.	KA:19 Kingston Pen Tour Packages	Search Only	18K	6K	33%
4.	KA:19 Fort Henry	Search Only	10K	1K	14%
5.	KAP Sector: Meetings in Kingston 2019	Search Only	7K	29	+0%
6.	KA:19 June Events: YGK Craft Beer Fest	Search Only	6K	391	7%
7.	KAP Sector: Sports Tourism 2019	Search Only	5K	80	2%
8.	KA:19 Things to do in June	Search Only	2K	342	17%
9.	KA:19 May Events: Science Rendezvous Kingston	Search Only	876	398	45%
10.	KA:19 May Events: Homegrown Live Music Festival	Search Only	369	112	30%
11.	KA:19 June Events: Skeleton Park Arts Festival	Search Only	328	87	27%
12.	KA:19 June Events: Artfest Kingston	Search Only	311	87	28%
13.	KA:19 June Events: Pride Day in Kingston	Search Only	278	104	37%
14.	KA:19 May Events: The Juvenis Festival	Search Only	107	34	32%
	Grand total		149K	17K	11%

MONTHLY DIGITAL REPORT

May 1, 2019 - May 31, 2019

LEAD GENERATION

A snapshot of our digital lead generation

LEAD GENERATION BY CHANNEL

Visit Kingston Website Performance

KINGSTON

May 1, 2019 - May 31, 2019

Default Channel Grouping

Website Sessions	Operator Web Referrals	Operator Phone Calls	KAP Web Referrals	KAP Phone Calls	KAP Newsletter
118,777	16,405	394	1,048	283	143
+48.9%	+23.3%	+380.5%	+59.8%	+1,032.0%	+24.3%

Default Channel Grouping	Sessions	Operator Web Referrals	Operator Phone Calls	KAP Web Referrals	KAP Phone Calls
1. Organic Search	28,951	5,020	122	240	82
2. (Other)	26,673	2,287	7	81	3
3. Direct	19,329	636	71	99	64
4. Paid Search	17,435	6,958	62	402	31
5. Display	13,311	149	35	14	19
6. Social	8,605	643	47	21	43
7. Referral	3,505	546	47	176	39
8. Email	968	166	3	15	2

TOP OUTBOUND CLICKS (WEBSITE REFERRALS TO PARTNERS AND COMMUNITY)

Event Action	Total Clicks
http://www.kingstonpentour.com/	3.9K
https://www.cityofkingston.ca/residents/city-calendar-events/feature-events/victoria-day	771
http://www.frontenacarchbiosphere.ca/explore/fab-trails/hike/hiking-trails/rock-dunder	732
https://www.forthenry.com/	698
https://www.kingstonpentour.com/	662
http://www.1000islandscruises.ca/	536
http://www.kingstonfoodtours.ca/	461
http://www.kingstonrolley.ca/	419
http://www.kingstongrand.ca/	412
http://www.leonscentre.com/event/science-rendezvous-kingston-2019/	412
http://skeletonparkkartsfest.ca/	375
http://www.juvenisfestival.ca/	367
https://www.penitentiarymuseum.ca/	344
http://www.marriott.com/hotels/hotel-deals/ygkcy-courtyard-kingston-highway-401-division-street/	316

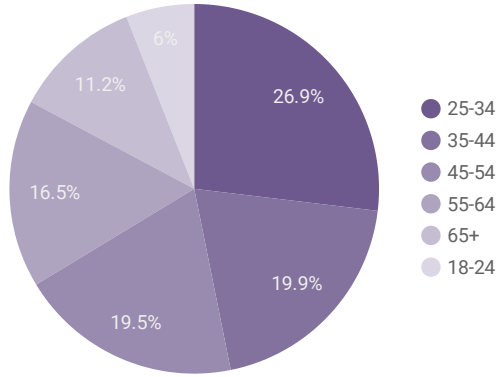
MONTHLY DIGITAL REPORT

May 1, 2019 - May 31, 2019

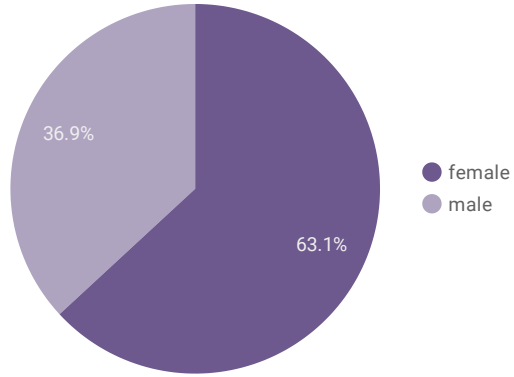
WEBSITE AUDIENCE

A snapshot of the audience visiting our website.

AGE

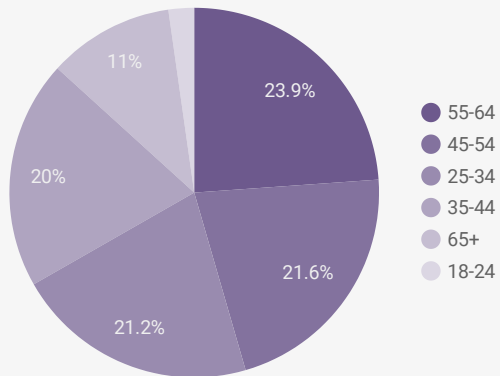


GENDER

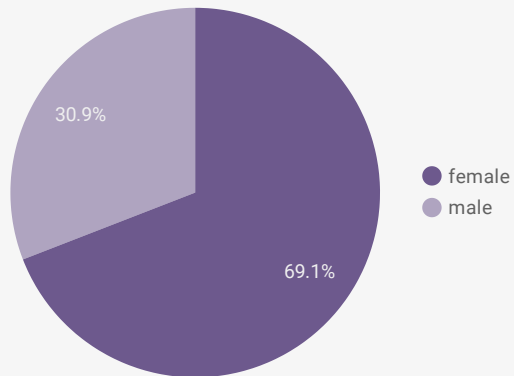


HOTEL LEADS BY AUDIENCE

AGE

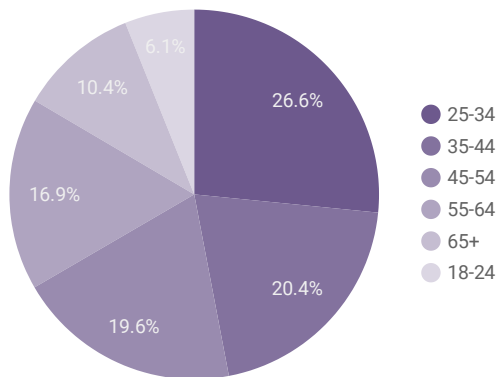


GENDER

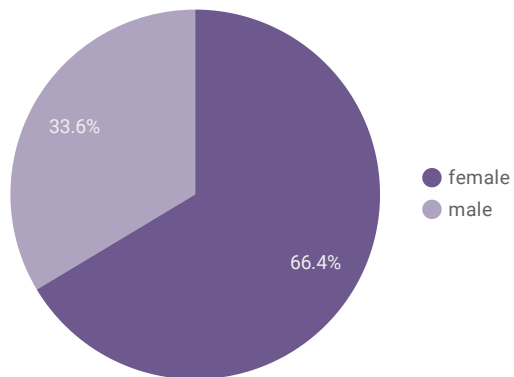


OPERATOR LEADS BY AUDIENCE

AGE



GENDER



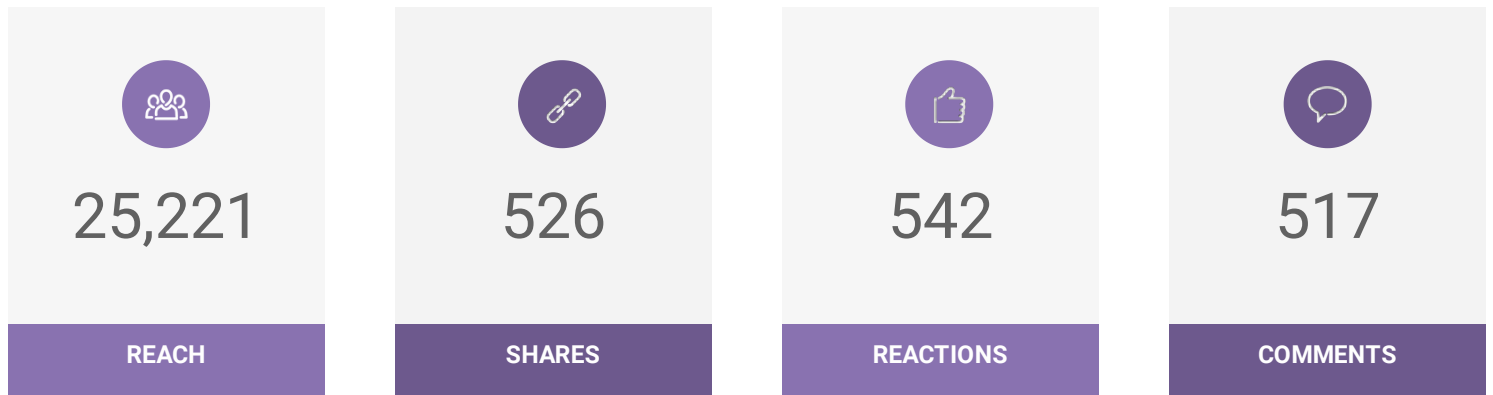
MONTHLY DIGITAL REPORT

May 1, 2019 - May 31, 2019

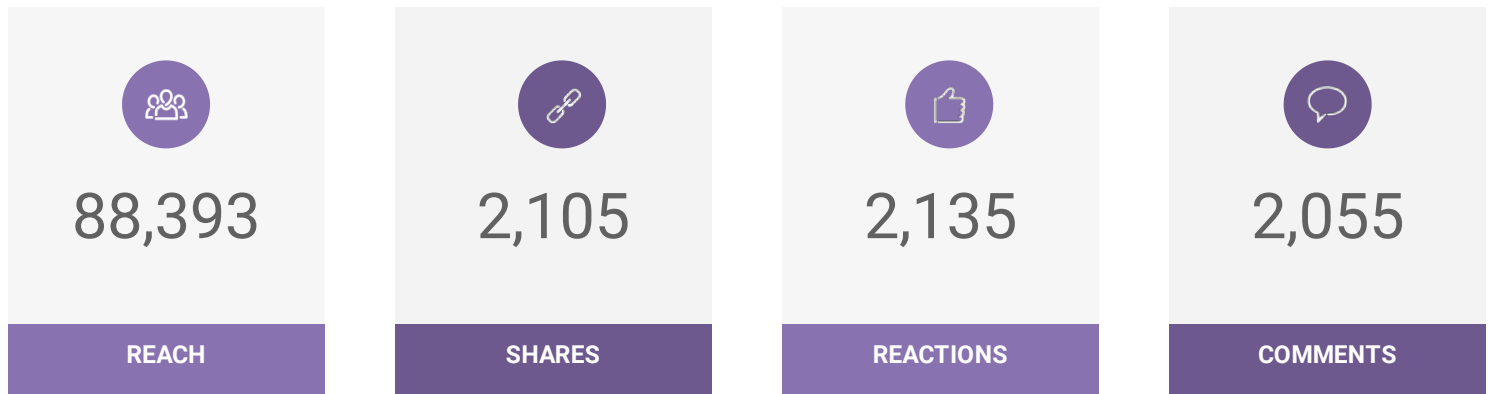
CONTESTS

Organic engagement from our contests on Facebook

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



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



#linkKingston

Amount of user generated content from interactive sign



MONTHLY DIGITAL REPORT

May 1, 2019 - May 31, 2019

CONTESTS

Organic engagement from our contests on Facebook

CONTEST: Cirque du Soleil

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



39,659

REACH



793

SHARES



869

REACTIONS



863

COMMENTS

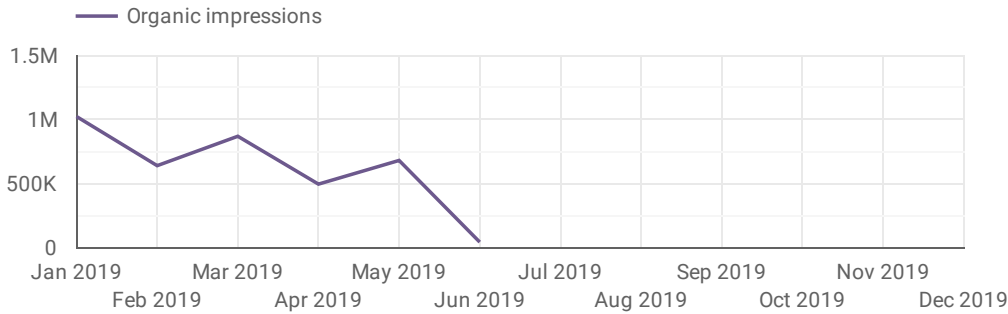
MONTHLY DIGITAL REPORT

May 1, 2019 - May 31, 2019

FACEBOOK

A snapshot of our content marketing in action.

New likes **740**



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.



680,855
ORGANIC REACH



341,407
VIRAL REACH



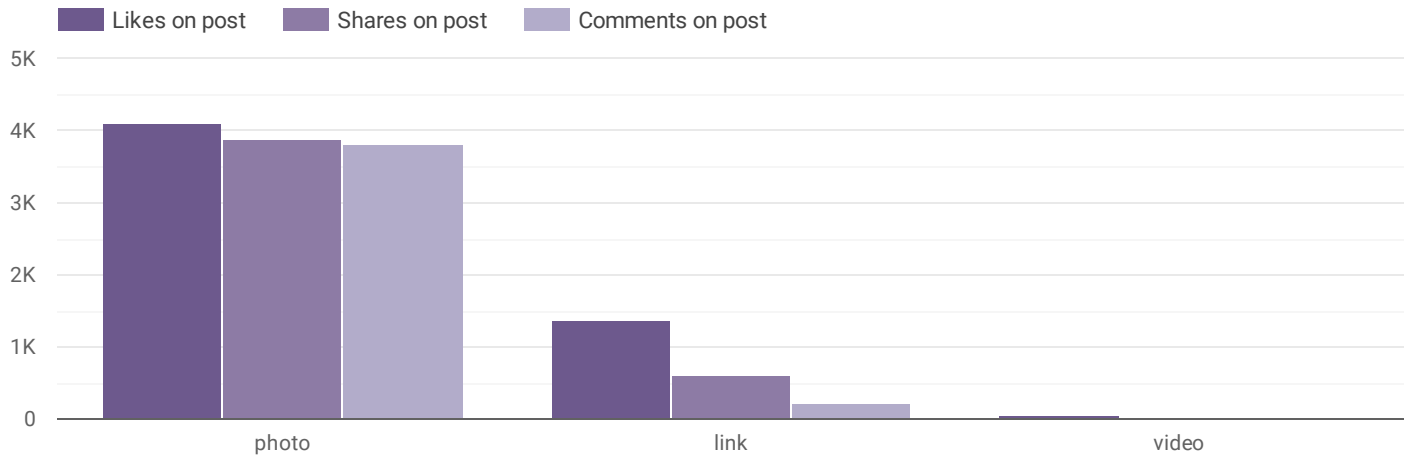
7,183
ORGANIC VIDEO VIEWS



5.93%
ENGAGEMENT RATE

ENGAGEMENT BY POST TYPE

What types of content are users engaging with the most?



MONTHLY DIGITAL REPORT

May 1, 2019 - May 31, 2019

Website

Lead generation for operators and attractions increased greatly since last year with the largest Year over Year increases coming from the Kingston Pen Tours, Victoria Day event from the City of Kingston, Fort Henry, and Rock Dunder. Leads to hoteliers increased in clicks to call and decreased slightly in website referrals. While there were small decreases in website referrals spread out among several of the hoteliers, there were increases in two Marriot packages and the Holiday Inn package that all are displayed on the Kingston Pen Tours packages page.

Traffic to the website increased Month over Month and Year over Year. Main contributors to the increase in traffic are our Kingston Pen Tour campaign and an increase in Organic Search traffic. There is also a large portion of traffic that went to the Queen's Stay and Learn package page. It appears that these website visits are being generated falsely by the email client which opens the link before the user actually clicks on it, generating a website session on our website without an actual user visiting the site.

The most popular pages that came from the non-paid activity were Kingston Pen Tours packages, Rockin The Big House packages, Events, Packages, and 25 Things To Do In May.

Paid Digital

Total paid impressions were 13.5M, the Google Ad Network continues to provide the most cost-effective impression delivery and Facebook provides the best click-through-rate (CTR) which helps us deliver on both awareness and website traffic goals.

Our paid social ads for Culinary, Makers, and Events ads and our Kingston Pen Tours Packages campaign greatly increased our paid presence during this month along with our monthly boosted content are all performing very well and are producing very high click-through rates.

Our TTC display ads and our Pen Tour Packages display ads performed incredibly well with click-through rates well above our benchmarks. Our French Pen ads are also performing very well and are sending traffic to content on the French website.

Paid Search

-YoY our conv. rate is up 23%, this is nothing new at this point but the highlighted event campaigns are the main driver of those results. Having events in market 1-2 months in advance is also helping to contribute to this improvement

-Overall spend YoY is down 41% for the month of May – this is good news as we know this year we are spending our budget much more efficiently on specific events and attractions, opposed to broader keyword sets

-Conv. volume in that same time period is down only 6% - a reflection of our overall cost/conv. coming down 42% YoY

Email

86 new subscribers opted into our consumer mailing list. Our open and click-through rates for our consumer newsletter continue to surpass industry standards.

26 new members were added to our member newsletter and we achieved our highest open rate of the year at 63%.

Social

Our social impressions, engagements, and clicks were slightly down year over year but increased month over month. While we had three contests run during the month, we are seeing a decline in reach and engagement from our contests. This could be influenced by Facebook's algorithm which is constantly lowering the reach of business pages.

Other than the contests, organic posts with the top engagement in May were Festival Season, Kingston Pen Packages, The Frontenac Club, Ice Cream Bucket List, and Museum Guide.

Audience Metrics

The main age groups of 25-34, 35-44, and 45-54 continue to be the top groups, fluctuating slightly between top spots since last month for Website Traffic, Hotel Leads, and Operator Leads.

Coming Up

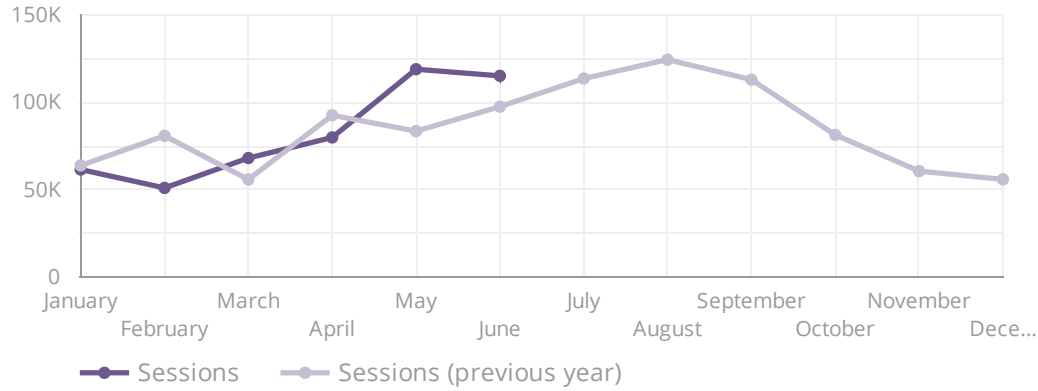
- Weddings Website & Campaign
- Summer Campaign
- Foodism Web Takeover

MONTHLY DIGITAL REPORT

Jun 1, 2019 - Jun 30, 2019

CONSUMPTION

Is our content marketing working?



SESSIONS
115.0K
 ↑ 18.1%

USERS
88.7K
 ↑ 17.4%

PAGE VIEWS
180.9K
 ↓ -7.2%

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?



31.59%

% RETURN VISITORS

LEAD GENERATION

Are users converting online?

OPERATORS

 19,834 ↑ 0.8% WEB REFERRALS	 312 ↑ 267.1% CLICKS TO CALL
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HOTELS

 1,211 ↓ -16.9% WEB REFERRALS	 141 ↑ 116.9% CLICKS TO CALL
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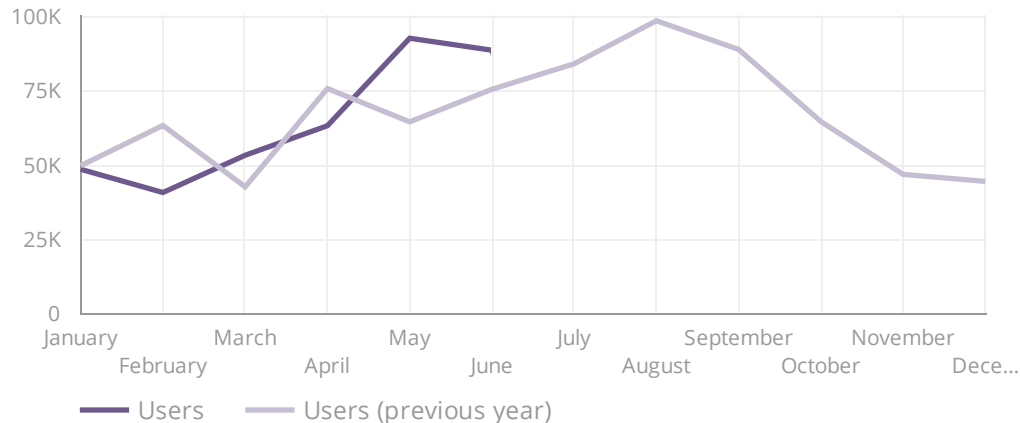
MONTHLY DIGITAL REPORT

Jun 1, 2019 - Jun 30, 2019

CONSUMPTION

How is our audience using our site?

USERS **88,717**



GLOSSARY OF TERMS

- USERS**
of people who visited your site.
 - AVG. TIME ON SITE**
Average time spent on site during one session.
 - PAGES/SESSION**
Average # of pages viewed per session.
 - AVG. TIME ON PAGE**
Average time spent on a single page.
 - IMPRESSIONS**
The number of times your content was served to users on Twitter & Facebook.
 - ENGAGEMENTS**
The total number of engagements across Twitter, Facebook, and Instagram.
 - LINK CLICKS**
The number of clicks on links within your content on Twitter & Facebook.
- * All percent change is Year Over Year

<p>00:01:07 ↓ -32.2%</p> <p>AVG. TIME ON SITE</p>	<p>1.57 ↓ -21.4%</p> <p>PAGES / SESSION</p>	<p>00:01:57 ↑ 18.2%</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.

<p>8,870 INSTAGRAM FOLLOWERS</p>	<p>55,364 FACEBOOK LIKES</p>	<p>6,578 TWITTER FOLLOWERS</p>
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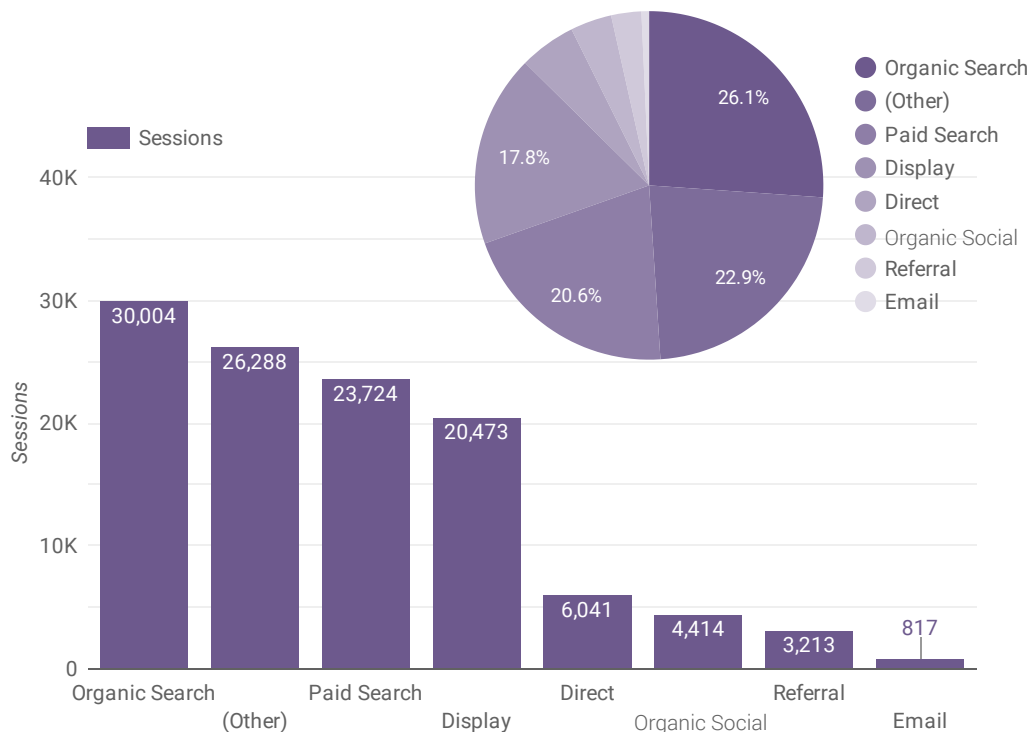
<p>2,590,705 ↓ -43.6%</p> <p>IMPRESSIONS</p>	<p>19,301 ↓ -61.8%</p> <p>ENGAGEMENTS</p>	<p>33,528 ↓ -4.0%</p> <p>CLICKS</p>
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MONTHLY DIGITAL REPORT

Jun 1, 2019 - Jun 30, 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	24,572
2. Toronto	17,249
3. Montreal	10,907
4. (not set)	8,614
5. Ottawa	8,154
6. Mississauga	2,183
7. Brampton	1,799
8. Hamilton	1,655
9. Oshawa	1,343
1... Belleville	1,181

MOST VISITED PAGES

Page Title	Pageviews
1. Kingston Penitentiary Tours – Visit Kingston	37,305
2. Rockin’ The Big House – Visit Kingston	10,427
3. 25 Things to Do In Kingston This June – Visit Kingston	9,165
4. Visit Kingston – Fresh Made Daily	8,936
5. Events – Visit Kingston	6,428
6. Kingston Patio Guide – Visit Kingston	5,159
7. 25 Things to Do in Kingston in July – Visit Kingston	4,909
8. Top Attractions – Visit Kingston	3,179
9. Packages – Visit Kingston	3,040
10. Stay – Visit Kingston	2,779

MONTHLY DIGITAL REPORT

Jun 1, 2019 - Jun 30, 2019

EMAIL MARKETING

An overview of email campaigns this month

CONSUMER NEWSLETTER



3,031

TOTAL DELIVERIES



1,663

TOTAL UNIQUE OPENS



748

TOTAL CLICKS



9

TOTAL UNSUBSCRIBES



55%

AVERAGE OPEN RATE



45%

AVERAGE CTR

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

MEMBER NEWSLETTER



194

DELIVERIES



125

UNIQUE OPENS



37

CLICKS



0

UNSUBSCRIBES



64%

OPEN RATE



30%

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

Jun 1, 2019 - Jun 30, 2019

PAID DIGITAL

A snapshot of our digital ads in market this month.

FACEBOOK/INSTAGRAM NETWORK

Ad set name ▾	Impressions	Reach	Link clicks	CTR	Video Views
post-june25	27.9K	13.4K	518	1.86%	3.2K
Spring2019_TTCSupport_Sponsoredp...	2.5K	1.9K	16	0.64%	null
Spring2019_TTCSupport_Sponsoredp...	2.1K	1.4K	19	0.91%	null
Post: "With more than 20 museums, it'...	10.8K	8.2K	198	1.84%	null
Post: "While not technically a season, ...	165.9K	61.5K	2.9K	1.76%	null
Post: "SanTur Brewing Inc. fits in with t...	26.2K	13.4K	386	1.47%	null
Post: "Kingston's festival season attra...	28.2K	19.1K	638	2.26%	null
Post: "Kingston is lucky to not just be ...	29.9K	14.8K	521	1.74%	null
Post: "It's a big month for festivals this...	83.7K	40.2K	1.8K	2.2%	null
Post: "It was love at first sight 🍷 when ...	23.1K	14K	1.1K	4.62%	null
Post: "Erin Allen runs Mio Gelato 🍷💡 ...	13.9K	8K	298	2.14%	null
Post: "Corey Hart may be the biggest n...	52.9K	26.3K	1.2K	2.23%	null
Post: "All Canadian music fans can tra...	43.8K	24.5K	463	1.06%	null
Pen2019_video	807.5K	371.8K	15.5K	1.92%	103.4K
Pen2019_rockinpackages	148.1K	73.8K	1.6K	1.05%	null
Pen2019_PackagesCarousel	146.6K	86.3K	1.4K	0.92%	null
Pen2019_FR	184.3K	92.7K	2K	1.06%	null
Grand total	1.8M	676.6K	30.5K	1.69%	106.6K

MONTHLY DIGITAL REPORT

Jun 1, 2019 - Jun 30, 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
Summer2019_FreshMadeDaily2	Video	113K	149	0.13%
Summer2019_FreshMadeDaily1	Video	142K	184	0.13%
Pen2019_Video	Video	1M	4K	0.34%
Summer2019_Tunes	Display Only	2M	1K	0.06%
Summer2019_Toasts	Display Only	2M	1K	0.06%
Summer2019_Play	Display Only	2M	1K	0.05%
Spring2019_ev_pridesmadedaily	Display Only	150K	160	0.11%
Spring2019_TTC3	Display Only	7K	4	0.05%
Spring2019_TTC2	Display Only	9K	9	0.10%
Spring2019_TTC1	Display Only	29K	22	0.08%
Pen2019_Display_packages	Display Only	671K	11K	1.64%
Pen2019_Display_Rockin	Display Only	863K	11K	1.23%
Pen2019_7things_FR0ttMont	Display Only	429K	2K	0.51%
	Grand total	10M	32K	0.31%

MONTHLY DIGITAL REPORT

Jun 1, 2019 - Jun 30, 2019

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:19 Perpetual	Search Only	27K	3K	10%
2.	KA:19 Things to do in June	Search Only	26K	4K	17%
3.	KA:19 Kingston Pen Tour Packages	Search Only	21K	8K	40%
4.	KA:19 Fort Henry	Search Only	10K	2K	18%
5.	KA:19 July Events: Storefront Fringe Festival	Search Only	7K	347	5%
6.	KAP Sector: Meetings in Kingston 2019	Search Only	6K	37	1%
7.	KA:19 Spring/Summer	Search Only	5K	438	9%
8.	KAP Sector: Sports Tourism 2019	Search Only	4K	52	1%
9.	KA:19 Things to do in July	Search Only	4K	755	19%
10.	KA:19 June Events: Pride Day in Kingston	Search Only	3K	1K	48%
11.	KA:19 July Events: Artfest Kingston	Search Only	3K	1K	48%
12.	KA:19 June Events: YGK Craft Beer Fest	Search Only	2K	393	21%
13.	KA:19 June Events: Skeleton Park Arts Festival	Search Only	1K	565	42%
14.	KA:19 July Events: Taste of Kingston	Search Only	247	66	27%
15.	KA:19 July Events: Buskers Rendezvous	Search Only	124	44	35%
16.	KA:19 July Events: Fort Henry Annual Tattoo	Search Only	109	44	40%
	Grand total		119K	22K	19%

MONTHLY DIGITAL REPORT

Jun 1, 2019 - Jun 30, 2019

LEAD GENERATION

A snapshot of our digital lead generation

LEAD GENERATION BY CHANNEL

Visit Kingston Website Performance

KINGSTON

Jun 1, 2019 - Jun 30, 2019

Default Channel Grouping

Website Sessions	Operator Web Referrals	Operator Phone Calls	KAP Web Referrals	KAP Phone Calls	KAP Newsletter
114,974	19,834	312	1,211	141	112
↓ -3.2%	↑ 20.9%	↓ -20.8%	↑ 15.6%	↓ -50.2%	↓ -21.7%

Default Channel Grouping	Sessions	Operator Web Referrals	Operator Phone Calls	KAP Web Referrals	KAP Phone Calls
1. Organic Search	30,004	5,623 18.74%	56 0.19%	256 0.85%	6 0.02%
2. (Other)	26,288	2,210 8.41%	7 0.03%	162 0.62%	3 0.01%
3. Paid Search	23,724	9,655 40.7%	115 0.48%	356 1.5%	48 0.2%
4. Display	20,473	341 1.67%	99 0.48%	50 0.24%	71 0.38%
5. Direct	6,041	826 13.67%	14 0.23%	149 2.47%	6 0.1%
6. Social	4,414	380 8.61%	0 0%	24 0.54%	0 0%
7. Referral	3,213	608 18.92%	20 0.62%	209 6.5%	7 0.22%
8. Email	817	191 23.38%	1 0.12%	5 0.61%	0 0%

TOP OUTBOUND CLICKS (WEBSITE REFERRALS TO PARTNERS AND COMMUNITY)

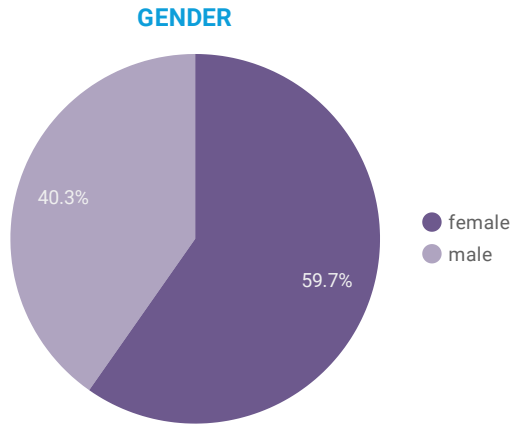
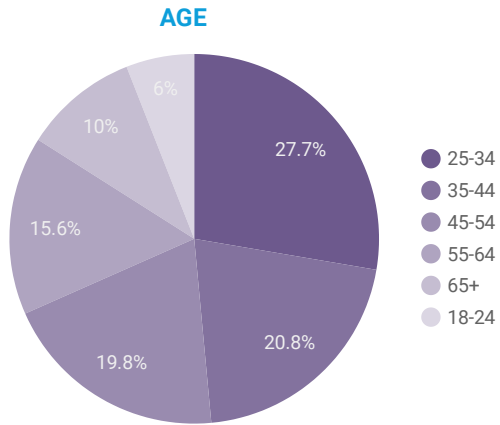
Event Action	Total Clicks
http://www.kingstonpentour.com/	6.9K
http://www.1000islandscruises.ca/	1.1K
http://www.kingstonpride.ca/events/	868
http://www.forthenry.com/	804
http://skeletonparkartsfest.ca/	747
http://www.frontenacarchbiosphere.ca/explore/fab-trails/hike/hiking-trails/rock-dunder	518
https://www.downtownkingston.ca/events/2019/movies	455
https://www.kingstonpentour.com/	447
https://www.1000islandscruises.ca/specialevents/	349
https://www.downtownkingston.ca/events/2019/canada-day-celebrations	342
https://www.forthenry.com/events/beerfest/	323
https://www.downtownkingston.ca/events/2019/music-in-the-park	323
http://www.hikingstonwaterfront.com/	294
http://www.kingstontrolley.ca/	292

MONTHLY DIGITAL REPORT

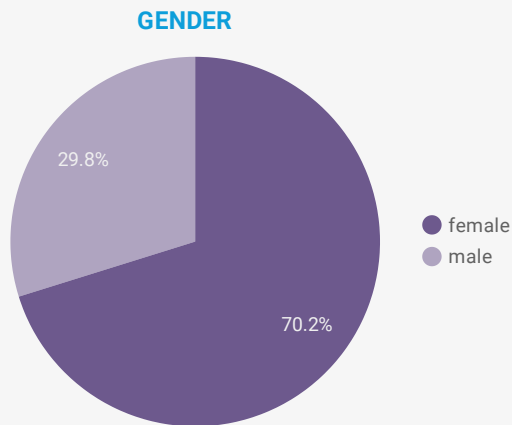
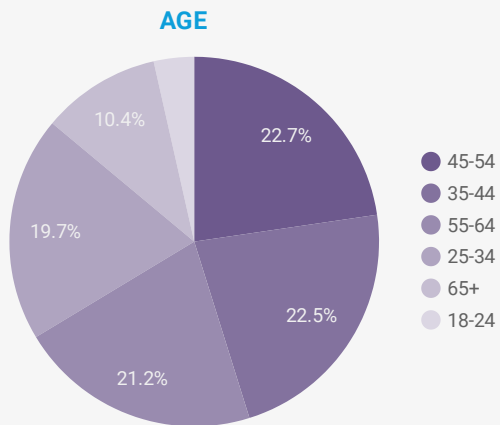
Jun 1, 2019 - Jun 30, 2019

WEBSITE AUDIENCE

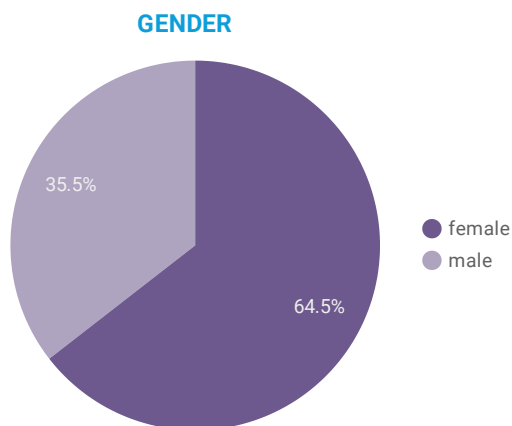
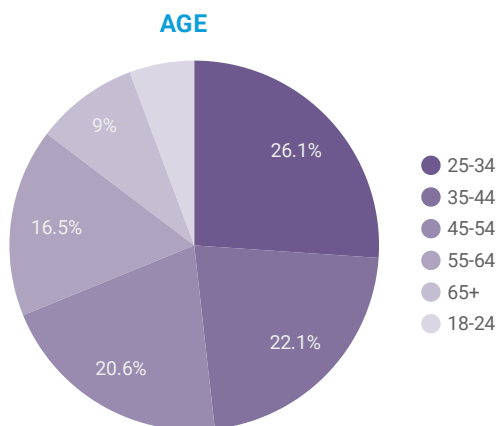
A snapshot of the audience visiting our website.



HOTEL LEADS BY AUDIENCE



OPERATOR LEADS BY AUDIENCE



MONTHLY DIGITAL REPORT

Jun 1, 2019 - Jun 30, 2019

CONTESTS

Organic engagement from our contests on Facebook

CONTEST: Cirque Du Soleil #3

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



41,814

REACH



968

SHARES



960

REACTIONS



866

COMMENTS

CONTEST: Matilda

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



27,244

REACH



586

SHARES



622

REACTIONS



609

COMMENTS

#linkKingston

Amount of user generated content from interactive sign



1,028
POSTS



697
USERS



781,687
IMPRESSIONS



542,931
REACH

MONTHLY DIGITAL REPORT

Jun 1, 2019 - Jun 30, 2019

CONTESTS

Organic engagement from our contests on Facebook

CONTEST: Cirque Du Soleil #2

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



39,739

REACH



1,098

SHARES



1,157

REACTIONS



1,102

COMMENTS

CONTEST: Chinlock Wrestling

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



8,756

REACH



153

SHARES



161

REACTIONS



168

COMMENTS

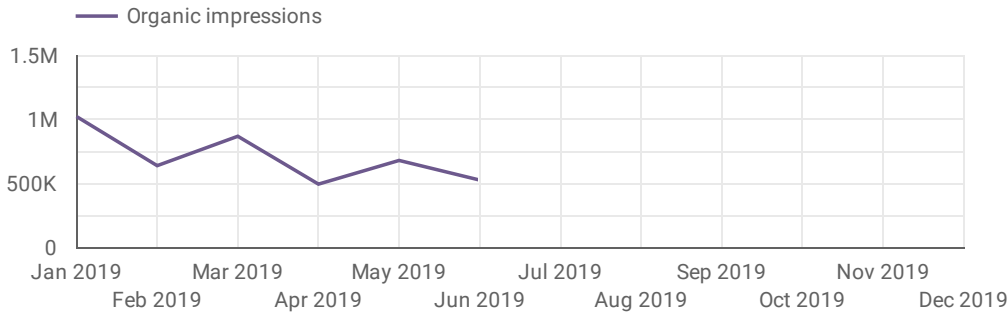
MONTHLY DIGITAL REPORT

Jun 1, 2019 - Jun 30, 2019

FACEBOOK

A snapshot of our content marketing in action.

New likes **575**



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.

527,302
ORGANIC REACH

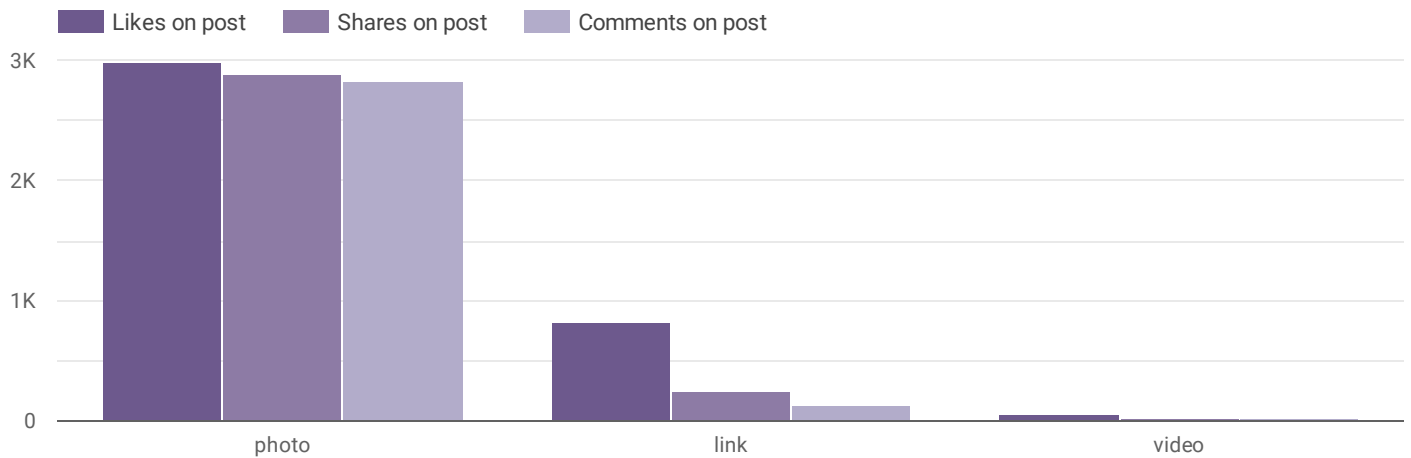
257,408
VIRAL REACH

16,577
ORGANIC VIDEO VIEWS

5.14%
ENGAGEMENT RATE

ENGAGEMENT BY POST TYPE

What types of content are users engaging with the most?



MONTHLY DIGITAL REPORT

Jun 1, 2019 - Jun 30, 2019

Website

Clicks to call for both operators and attractions have both increased year over year, thanks in part to an increase in mobile website traffic.

Similarly to last month, we witnessed small decreases in website referrals amongst several hoteliers, however, we experienced increases in web referrals for packages displayed on the Kingston Pen Tours packages page (for both Marriott and Holiday Inn).

June's top partner referrals are for Kingston Pen Tour, Kingston 1000 Islands Cruises and Fort Henry.

Overall traffic to the website has increased year over year, primarily due to our Kingston Pen Campaign and an overall increase in Organic Search traffic. Unsurprisingly, the site did experience a decrease in organic social referral traffic, thanks to the industry-wide issue of throttled organic reach for Facebook Business Pages.

The most heavily trafficked pages derived from non-paid activity included Kingston Pen Tours Packages, Rockin' the Big House Packages, Events, Top Attractions and Stay.

Paid Digital

Total paid impressions for June were 11.9M, with Google's Ad Network continuing to provide the most cost-effective impression delivery (with our Summer Display Ads yielding especially impressive cost-effective impressions), and Facebook providing the best Click Through Rate (CTR), enabling us to deliver on both awareness and traffic goals.

The Kingston Pen campaign delivered the most referrals to partners, while our promoted content produced high CTR's that routinely exceeded our benchmarks.

Paid Search

YoY our spend in June was up by 15%. The biggest change was the pen packages campaign in market.

Overall cost/lead is down by 49% YoY and Web referrals to operators were up 6% YoY.

Phone calls to operators and accommodation partners were up 60% YoY. The Pen Tour Packages campaign was the biggest contributor to this improvement.

Email

Consumer: Our email list continues to grow, with 112 new subscribers opting into our mailing list in June. Both Open and Click-Through Rates for our consumer newsletter continue to exceed industry standards. This month was especially effective, yielding our highest 'Open Rate' for the year at 55%

Member: The member list continues to grow, with four new subscribers added to the list in June, and continues to produce Open and Click-Through Rates above industry benchmarks.

Social

Social impressions, engagements and clicks continue to show a decrease year over year, highlighting both the increased cost of advertising on Facebook, and their algorithm which is constantly lowering the reach of organic initiatives. This is especially noticeable with respect to contesting – we are experiencing a decline in both contest reach and engagements despite a regular presence (four contests were run in June).

Beyond contest posts, organic content which received the most engagement in June included the Patio Guide, Guided Walking Tour, Pen Museum, Rosemount Inn, and SanTur Brewing.

Audience Metrics

The primary age groups of 25-54 comprise the majority of website traffic and operator leads, while users aged 35-64 comprise the majority of hotel leads. The gender for all three of these metrics skews slightly female.

Coming Up:

Weddings Website + Campaign
Foodism Web Takeover