



**City of Kingston
Information Report to Council
Report Number 19-286**

To: Mayor & Council
From: Lanie Hurdle, Interim Chief Administrative Officer
Resource Staff: Not applicable
Date of Meeting: November 5, 2019
Subject: Quarterly Report: Tourism Kingston – Q3 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 Q3 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.

November 5, 2019

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Recommendation:

This report is for information only.

November 5, 2019

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Authorizing Signatures:

ORIGINAL SIGNED BY CHIEF ADMINISTRATIVE OFFICER

**Lanie Hurdle, Interim Chief
Administrative Officer**

Consultation with the following Members of the Corporate Management Team:

Peter Huigenbos, Acting Commissioner, Community Services	Not required
Brad Joyce, Acting Commissioner, Corporate 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

November 5, 2019

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Options/Discussion:

Exhibit A to this report provides an activity report from Tourism Kingston on results for Q3 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 – Q3 2019 Tourism Kingston report to Council



October 11, 2019

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

RE: Tourism Kingston Q3 2019 Report

Please find attached our summary report on the activities undertaken by Tourism Kingston for Q3: the period of July through September 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 third 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
Executive Director
Tourism Kingston and Kingston Accommodation Partners



EXECUTIVE SUMMARY

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

In follow-up to a question of City Council regarding the Q2 report from Tourism Kingston; earlier in 2019, it was announced that 11 of the 13 Regional Tourism Organizations each received a 20% cut to their 2019/2020 budgets. For the past couple of years RTO 9 had been directed to plan based on previous years funding. This all calculated to a loss of \$333,190.00 for the region. Ottawa tourism funding was cut by 100% and Toronto tourism was cut by almost \$5M and have been told they will no longer receive funding, (past the 2019/2020 fiscal year) from the Ministry, to continue as an RTO. RTO 9 did not receive any real explanation for this significant cut. Previously the budgets had been cut by 5%, but this is the first significant decrease since their inception in 2011.

Specific to Kingston; due to the funding cuts RTO 9 received, Kingston was not able to leverage the same amount of marketing funding as the previous year. RTO 9 and Kingston have collaborated on various other projects in the past, due to the cuts these opportunities have decreased. This totals a loss of almost \$50,000 that would receive a 1:1 match.

The Film Office had a busy third quarter attracting and supporting a European feature film, two major dramatic series, two high-profile music videos and more than a dozen smaller productions in Kingston. The DC Comics and Netflix series "Titans" was the City's largest production since "Crimson Peak" in 2014; estimates are that more than \$250,000 was spent directly within the Kingston community as the City hosted more than 300 cast and crew at Kingston Penitentiary. Meanwhile, "Murdoch Mysteries" brought more than 100 cast and crew to shoot at Kingston Penitentiary, the Cataraqui Conservation area and Springer Market Square, where more than 200 members of the

public came to watch filming. The Film Office also launched a new pilot Practicum Program with Queen's Film & Media, wherein 20 students are credited and insured to work on-set in a training capacity. Pending the success of this trial, the Practicum Program will be expanded to include St. Lawrence College, Holy Cross Catholic Secondary School, LCVI and various other community partners in 2020.

Travel Trade staff continued working with tour operators specific to bus traffic, ensuring that we are working towards a positive environment for the tour operators, drivers and passengers to encourage repeat and supplemental visits and elongating their stay to a few hours or overnights in lieu of one hour at a time. They also continued to work with Chinese tour operators from Toronto and China, these efforts included touching base on specific holidays / special events as well as updates and posts on our Chinese social media channels and landing page of visitkingston.cn. In order to increase educational tour groups, Tourism Kingston hosted a FAM for Brightspark Travel, the end of August. TK promoted the city as a destination as well as educated agents and operators for inclusion in their itineraries. It was a one night, two day FAM that was both applicable to their target audience as well as a learning experience for the agents' first time to Kingston.

Meetings and Conferences staff attended CSAE Trillium Summer Summit and participated in various workshops to further network and develop/maintain professional relationships with meeting planners and association contacts. Staff also attended, with six local tourism partners, the Canadian Meetings and Events Expo in Toronto, formerly Incentiveworks. This is the largest North American meeting planner annual expo.

Sport Tourism booked the 2020 Canada Basketball National Championships for next summer – a national prestigious event that will affect Kingston's ranking as a Top Sport Host City. It also saw success in booking the 2020 Special Olympics Ontario School Championships with Kingston Police – a multi-sport event that will be spread across the city for 3 days in June. This quarter was busy in Sport Tourism hosting the 2019 Canadian Pickleball Championships, 2019 Football Canada Cup, 2019 World Sailing Championships (x2), 2019 North American Youth Chess Championships. Kingston was also ranked Top 7 Family Fishing Town in Canada by FishingBooker.

Visitor Information Centre saw overall sales up 29% from Quarter 3 last year. Visitor numbers are steady in bus, cruise and walk- in traffic.

Marketing Tourism Kingston's seven social media profiles generated 197,624 engagements; surpassing our annual goal by 102.7%. Since last quarter, we have grown our audience by 4,344, with a total audience base of 76,155. In addition to this, our website sessions and referrals to partners by phone and websites sits at 75.9% and 72.1% of annual goals reached respectively.

Tourism Kingston Financial Summary
For the Nine Months Ending September 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	\$336,850	(\$100)	\$336,750	\$0	\$336,750
Other Revenue													
KAP Contribution	319,000	79,750	79,750	0	79,750	79,750	0	79,750	79,750	0	79,750	0	79,750
VIC Sales & Commissions:													
Resale	110,000	27,500	6,135	21,365	27,500	28,926	(1,426)	27,500	51,736	(24,236)	27,500	0	27,500
Consignment revenue	5,000	1,250	49	1,201	1,250	362	888	1,250	4,743	(3,493)	1,250	0	1,250
Ticket sales & other revenue	44,209	11,052	5,271	5,781	11,052	24,051	(12,999)	11,052	2,031	9,021	11,053	0	11,053
Film Revenue		0	300	(300)	0	1,000	(1,000)	0	55,609	(55,609)	0	0	0
Other Funding	71,942	17,985	176,425	(158,440)	17,985	78,479	(60,494)	17,986	74,719	(56,733)	17,986	0	17,986
Brier Funding	125,000	31,250	265,000	(233,750)	31,250	(265,000)	296,250	31,250	0	31,250	31,250	0	31,250
Total Revenue	2,022,151	505,537	869,680	(364,143)	505,537	284,318	221,219	505,538	605,438	(99,900)	505,539	0	505,539
Expenditures													
Wages & Benefits	819,886	204,971	158,501	46,470	204,971	140,264	64,707	204,971	187,774	17,197	204,973	0	204,973
Other Administrative Expenses	178,893	44,724	57,767	(13,043)	44,723	78,571	(33,848)	44,723	90,908	(46,185)	44,723	0	44,723
Project Expenses													
Marketing Digital Content Media Relations	223,160	55,790	60,346	(4,556)	55,790	297,241	(241,451)	55,790	49,653	6,137	55,790	0	55,790
Meetings & Conferences	59,542	14,886	11,968	2,918	14,886	9,388	5,498	14,885	15,834	(949)	14,885	0	14,885
Travel Trade	60,000	15,000	8,243	6,757	15,000	22,025	(7,025)	15,000	958	14,042	15,000	0	15,000
Sport Tourism	247,399	61,850	57,243	4,607	61,850	81,401	(19,551)	61,850	17,185	44,665	61,849	0	61,849
Film Kingston	102,220	25,555	18,877	6,678	25,555	15,279	10,276	25,555	27,689	(2,134)	25,555	0	25,555
Visitor Services	114,950	28,736	15,900	12,836	28,737	33,521	(4,784)	28,739	36,298	(7,560)	28,738	0	28,738
Sport Development Fund	140,000	35,000	245,000	(210,000)	35,000	(245,000)	280,000	35,000	16,973	18,027	35,000	0	35,000
MC/TT Incentive Fund	76,101	19,025	0	19,025	19,025	27,067	(8,042)	19,025	9,883	9,142	19,026	0	19,026
Total Expenditures	2,022,151	505,537	633,845	(128,308)	505,537	459,757	45,780	505,538	453,155	52,383	505,539	0	505,539
Surplus/(Deficit)			\$235,835	(\$235,835)		(\$175,439)	\$175,439		\$152,283	(\$152,283)		\$0	\$0

Market Sector Performance
Q3 Stats with Results

Meetings and Conferences	2019 Goal	2019 Q1	2019 Q2	2019 Q3	2019 Result	% Goal Actual
Number of bids submitted	28	9	8	8	25	89%
Tentative room nights	900	1,369	4,955	1,251	7,575	842%
Number of bids won	16	6	5	2	13	81%
Definite Room Nights	640	475	146	111	732	114%

*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 Q3	2019 Result	% Goal Actual
Number of leads	316	4	211	2	217	69%
Number of referrals	1876	131	125	224	480	26%

*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 Q3	2019 Result	% Goal Actual
Number of bids prospected	10	2	3	4	9	90%
Tentative Room Nights	7,000	1,400	3,875	3,415	8,690	124%
Number of bids submitted	4	1	3	1	5	125%
Number of bids won	5	4	1	2	7	140%
Definite Room Nights	5,000	800	800	4,155	5,755	115%
Participants	2,000	400	1,000	1,600	3,000	150%

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

Kingston Film Office	2019 Goal	2019 Q1	2019 Q2	2019 Q3	2019 Result	% Goal Actual
Productions (Tentative)*						
Tier 1 (7+ days)	4	3	4	3	10	250%
Tier 2 (overnight to 1 week)	15	10	6	10	26	173%
Tier 3 (single day)	60	4	43	17	64	107%
Productions (Actual)**						
Tier 1 (7+ days)	1	0	0	2	2	200%
Tier 2 (overnight to 1 week)	10	5	4	8	17	170%
Tier 3 (single day)	40	3	43	12	58	145%
Local Productions (within 100km)	N/A	6	42	9	57	N/A
Non Local Productions (>100km travel)	N/A	2	5	13	20	N/A
Workshops/Events						
Events	7	5	8	0	13	186%
Participants	175	322	940	0	1,262	721%
Scout Tours						
Tours	12	7	6	10	23	192%
Participants	44	21	81	97	199	452%

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

**Based on Actual Production Dates. Includes Festivals

***No Workshops Scheduled from June-Sept (Focus on productions during peak months)

Social Media	2019 Goal	2019 Q1	2019 Q2	2019 Q3	2019 Result	% Goal Actual
Website Session	1,062,152	180,259	313,505	313,362	807,126	76%
Referrals to Partners (web+phone)	209,928	29,617	53,694	68,028	151,339	72%
Social Media Link Clicks	407,406	71,505	100,554	79,983	252,042	62%
Social Media Engagements	362,835	100,750	74,316	197,624	372,690	103%
Social Media Impressions	52,618,009	7,559,758	7,593,526	1,760,331	16,913,615	32%
Total Followers	68,470	68,981	73,197	76,155	76,155	111%
Earned Media*	N/A	N/A	120	130	250	N/A

*Began tracking on May 20th, 2019

Visitor Information Centre (VIC)	2019 Goal	2019 Q1	2019 Q2	2019 Q3	2019 Result	% Goal Actual
Number of VIC Visitors	200,000	5,035	34,154	107,321	146,510	73%
Tour Bus Passengers	100,000	4,515	24,361	39,545	68,421	68%
Cruise Ship Passengers	1,875	0	514	764	1,278	68%
VIC Sales						
Retail	\$110,000	\$6,135	\$28,926	\$51,736	\$ 86,797.00	79%
Commissions- attraction tickets*	\$45,000	\$49	\$362	\$4,743	\$ 5,154.00	11%
Partnership - Brochure Racking	\$20,000	\$5,271	\$24,051	\$2,031	\$ 31,353.00	157%
Total Sales	\$175,000	\$11,455	\$53,339	\$58,510	\$ 123,304.00	70%

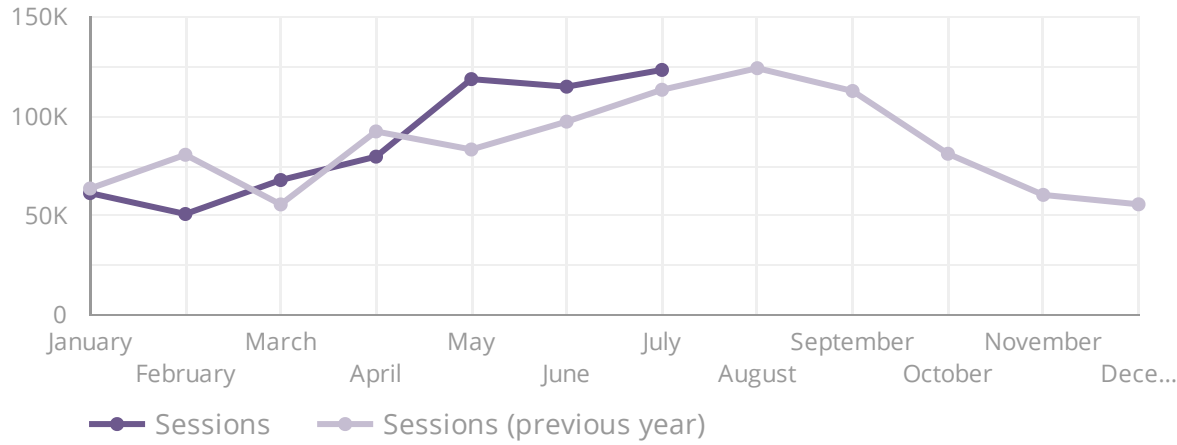
*Q3 ticket sales to be reported in Q4

MONTHLY DIGITAL REPORT

Jul 1, 2019 - Jul 31, 2019

CONSUMPTION

Is our content marketing working?



SESSIONS
123.4K
↑ 8.8%

USERS
94.2K
↑ 11.9%

PAGE VIEWS
212.8K
↓ -14.5%

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?



33.26%

% RETURN VISITORS

LEAD GENERATION

Are users converting online?

OPERATORS

HOTELS

 27,963 ↑ 1.5% WEB REFERRALS	 332 ↑ 94.2% CLICKS TO CALL
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 1,476 ↓ -36.2% WEB REFERRALS	 100 ↓ -18.7% CLICKS TO CALL
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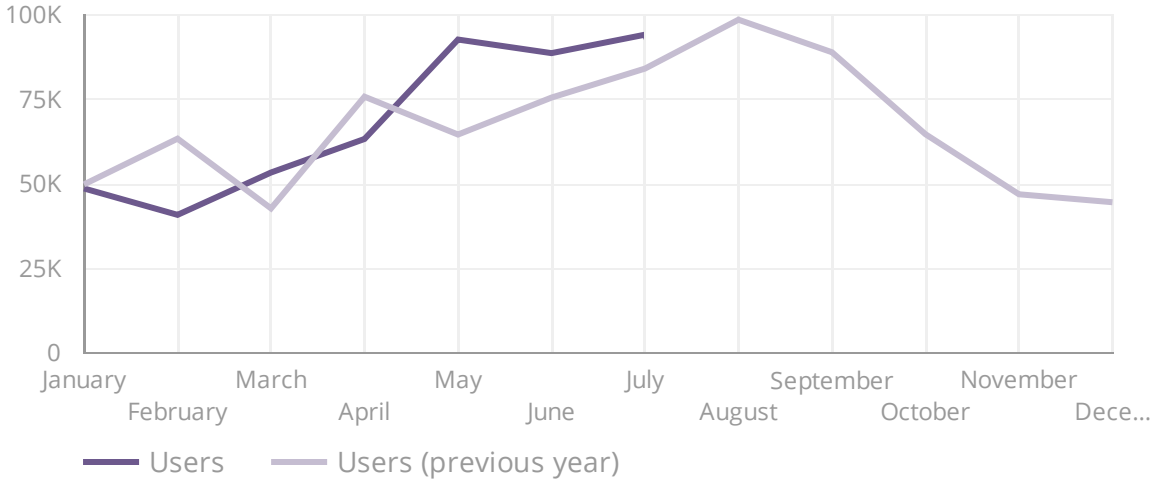
MONTHLY DIGITAL REPORT

Jul 1, 2019 - Jul 31, 2019

CONSUMPTION

How is our audience using our site?

USERS **94,178**



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

00:01:25 ↓ -27.8%	1.72 ↓ -21.4%	00:01:56 ↑ 18.9%
AVG. TIME ON SITE	PAGES / SESSION	AVG. TIME ON PAGE

SOCIAL MEDIA

An overview of activity on our social media channels

This data is cumulative to today's date.

9,096
INSTAGRAM FOLLOWERS

55,886
FACEBOOK LIKES

6,635
TWITTER FOLLOWERS

2,157,968
↓ -55.4%

IMPRESSIONS

13,736
↓ -27.2%

ENGAGEMENTS

31,647
↓ -3.2%

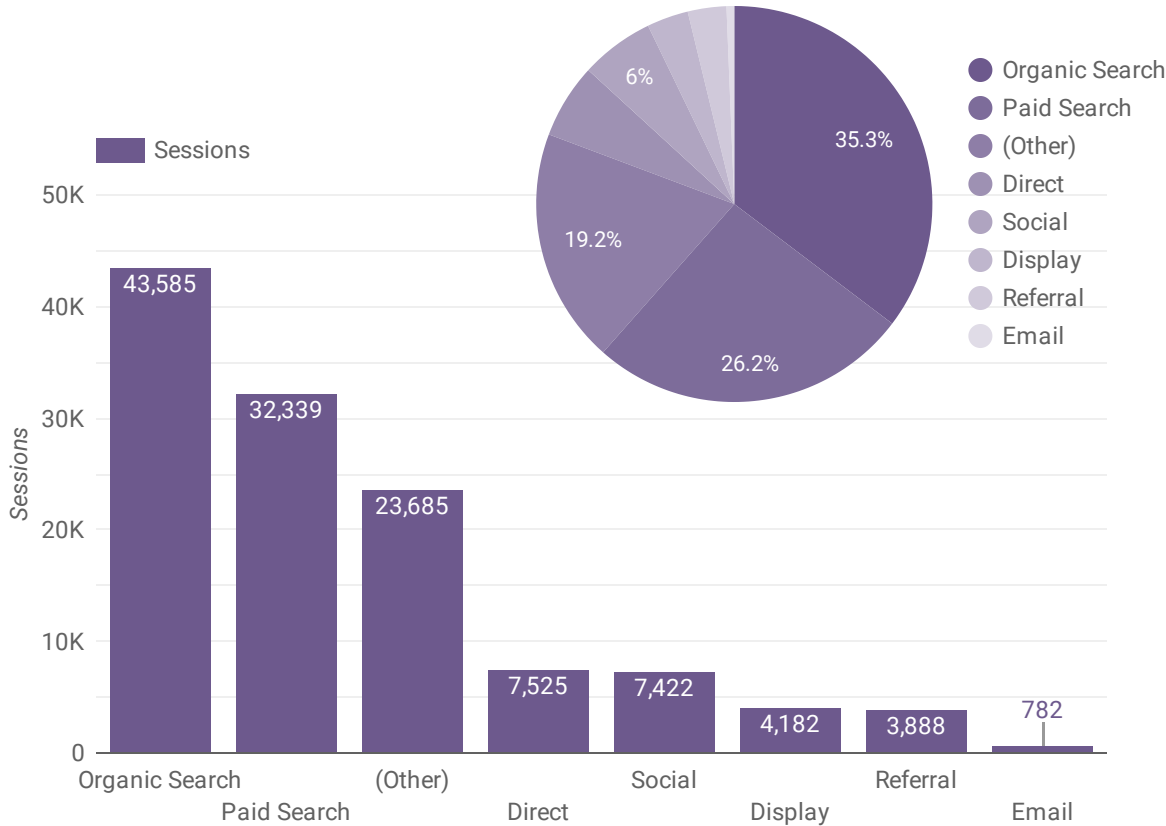
CLICKS

MONTHLY DIGITAL REPORT

Jul 1, 2019 - Jul 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	29,843
2. Toronto	16,762
3. Montreal	13,238
4. Ottawa	10,082
5. (not set)	5,782
6. Hamilton	2,653
7. Mississauga	2,115
8. Belleville	1,691
9. Brampton	1,656
10. Oshawa	1,415

MOST VISITED PAGES

Page Title	Pageviews
1. 25 Things to Do in Kingston in July – Visit Kingston	13,988
2. Kingston Penitentiary Tours – Visit Kingston	13,486
3. K-Pass – Visit Kingston	12,623
4. Visit Kingston – Fresh Made Daily	9,719
5. Cruising Kingston and the 1000 Islands – Visit Kingston	7,411
6. 25 Things to Do in August in Kingston – Visit Kingston	6,227
7. Events in Kingston – Visit Kingston	6,218
8. Top Attractions – Visit Kingston	5,365
9. Stay – Visit Kingston	4,928
10. 6 Beaches that Belong on Your Kingston Hit-List – Visit Kingston	4,462

MONTHLY DIGITAL REPORT

Jul 1, 2019 - Jul 31, 2019

EMAIL MARKETING

An overview of email campaigns this month

CONSUMER NEWSLETTER



3,099
TOTAL DELIVERIES



1,598
TOTAL UNIQUE OPENS



679
TOTAL CLICKS



16
TOTAL UNSUBSCRIBES



52%
AVERAGE OPEN RATE



42%
AVERAGE CTR

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

MEMBER NEWSLETTER



203
DELIVERIES



106
UNIQUE OPENS



34
CLICKS



1
UNSUBSCRIBES



52%
OPEN RATE



32%
CTR

GLOSSARY OF TERMS

DELIVERIES

Number of successful emails sent.

UNIQUE OPENS

of people who opened your emails.

OPEN RATE

Opens divided by deliveries.

CLICKS

of clicks that were taken on your email.

CTR

Clicks divided by unique opens.

MONTHLY DIGITAL REPORT

Jul 1, 2019 - Jul 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
post: As always, July has some heavy ...	68.6K	34.8K	1.6K	2.34%	null
post-june25	48.2K	28.7K	814	1.69%	5.6K
SummerRetargeting_2019	59.2K	15.1K	663	1.12%	null
Post: Summer 25 things	129.8K	54.3K	1.9K	1.46%	16.6K
Post: "With four music festivals, a free ...	13.8K	8.5K	512	3.71%	null
Post: "While not technically a season, ...	2.6K	2.5K	40	1.54%	null
Post: "Whether you enjoy playing in th...	28K	17.9K	1.8K	6.45%	null
Post: "Some may say Kingston is the c...	32.9K	17.3K	535	1.63%	null
Post: "SanTur Brewing Inc. fits in with t...	11.7K	8.6K	88	0.75%	null
Post: "Kingston can't always decide if i...	55K	24.8K	910	1.65%	null
Post: "It's easy to share our limestone ...	39.3K	18.7K	360	0.92%	null
Post: "If you're a fan of singer-songwrit...	108.9K	57.9K	2.8K	2.62%	null
Post: "From July 18th - August 11th T...	9.7K	7.1K	123	1.27%	null
Post: "Erin Allen runs Mio Gelato 🍷🍦 ...	570	557	15	2.63%	null
Post: "August is around the corner. Wh...	79.7K	39K	2K	2.49%	null
Post: "2019 marked the 30th annivers...	35.5K	19.2K	455	1.28%	null
Kick&Push_2019	13.5K	11.2K	52	0.39%	1.6K
KPassSummer_2019	654.5K	270.1K	12.4K	1.89%	null
Grand total	1.4M	430.3K	27.1K	1.94%	23.8K

MONTHLY DIGITAL REPORT

Jul 1, 2019 - Jul 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
Summer2019_makers_30	Video	48K	81	0.17%
Summer2019_makers_15	Video	68K	83	0.12%
Summer2019_culinary_30	Video	63K	88	0.14%
Summer2019_culinary_15	Video	66K	62	0.09%
Summer2019_FreshMadeDaily2	Video	271K	418	0.15%
Summer2019_FreshMadeDaily1	Video	196K	232	0.12%
Summer2019_Tunes	Display Only	1M	569	0.05%
Summer2019_Toasts	Display Only	1M	547	0.05%
Summer2019_Play	Display Only	1M	544	0.05%
Summer2019_Makers	Display Only	2M	1K	0.07%
Summer2019_Events	Display Only	2M	959	0.06%
Summer2019_Culinary	Display Only	2M	965	0.05%
Grand total		9M	6K	0.06%

MONTHLY DIGITAL REPORT

Jul 1, 2019 - Jul 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 Perpetual	Search Only	40K	5K	12%
2.	KA:19 Things to do in July	Search Only	33K	6K	18%
3.	KA:19 Kingston Pen Tour Packages (\$5k extra on top of our bu...	Search Only	25K	11K	42%
4.	KA:19 Fort Henry	Search Only	18K	4K	22%
5.	KA:19 Spring/Summer	Search Only	8K	812	10%
6.	KA:19 July Events: Storefront Fringe Festival	Search Only	7K	624	9%
7.	KA:19 Things to do in August	Search Only	5K	960	18%
8.	KAP Sector: Meetings in Kingston 2019	Search Only	5K	34	1%
9.	KAP Sector: Sports Tourism 2019	Search Only	3K	51	2%
10.	KA:19 July Events: Taste of Kingston	Search Only	2K	1K	53%
11.	KA:19 July Events: Fort Henry Annual Tattoo	Search Only	2K	758	46%
12.	KA:19 July Events: Buskers Rendezvous	Search Only	707	341	48%
13.	KA:19 August Events: Limestone City Blues Festival	Search Only	563	194	34%
14.	KA:19 August Events: Back to the Farm Beer & Music Fest	Search Only	530	62	12%
15.	KA:19 August Events: CORK International Regatta	Search Only	446	94	21%
16.	KA:19 August Events: Princess Street Promenade	Search Only	410	178	43%
17.	KA:19 August Events: Wolfe Island Music Festival	Search Only	352	69	20%
18.	KA:19 July Events: Artfest Kingston	Search Only	145	87	60%
	Grand total		150K	31K	20%

MONTHLY DIGITAL REPORT

Jul 1, 2019 - Jul 31, 2019

LEAD GENERATION

A snapshot of our digital lead generation

LEAD GENERATION BY CHANNEL

Visit Kingston Website Performance

KINGSTON

Jul 1, 2019 - Jul 31, 2019

Default Channel Grouping

Website Sessions	Operator Web Referrals	Operator Phone Calls	KAP Web Referrals	KAP Phone Calls	KAP Newsletter
123,408	27,963	332	1,476	100	141
↑ 7.3%	↑ 41.0%	↑ 6.4%	↑ 21.9%	↓ -29.1%	↑ 25.9%

Default Channel Grouping	Sessions	Operator Web Referrals	Operator Phone Calls	KAP Web Referrals	KAP Phone Calls
1. Organic Search	43,585	8,293	83	437	15
2. Paid Search	32,339	12,845	162	455	48
3. (Other)	23,685	4,019	14	46	3
4. Direct	7,525	1,059	31	184	14
5. Social	7,422	545	0	5	0
6. Display	4,182	31	0	1	0
7. Referral	3,888	968	42	343	20
8. Email	782	203	0	5	0

TOP OUTBOUND CLICKS (WEBSITE REFERRALS TO PARTNERS AND COMMUNITY)

Event Action	Total Clicks
http://www.kingstonpentour.com/	6.6K
http://www.1000islandscruises.ca/	2.4K
http://www.forthenry.com/	1.6K
https://www.kpass.ca/buy/24h/	1.6K
https://fringefestivals.com/festival/storefront-fringe-festival/	1.1K
https://www.forthenry.com/events/tattoo/	980
http://www.kingstonpentour.com/plan-your-visit/dates/	680
http://www.kingstonrolley.ca/	648
http://www.frontenacarchbiosphere.ca/explore/fab-trails/hike/hiking-trails/rock-dunder	589
https://www.downtownkingston.ca/events/2019/music-in-the-park	538
https://www.1000islandscruises.ca/specialevents/	524
https://www.downtownkingston.ca/events/2019/kingston-buskers-rendezvous	488
https://www.downtownkingston.ca/events/2019/movies	468
https://www.downtownkingston.ca/events/2019/princess-st-promenade	464

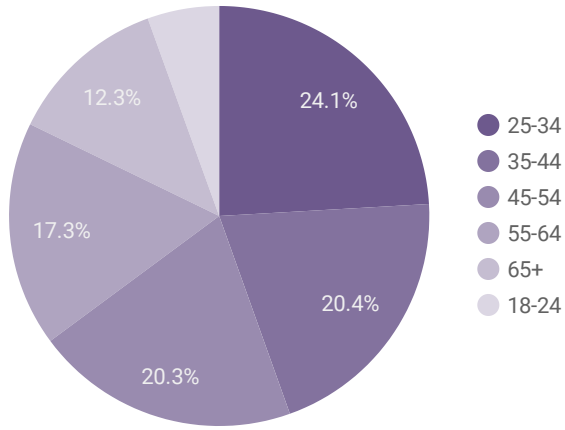
MONTHLY DIGITAL REPORT

Jul 1, 2019 - Jul 31, 2019

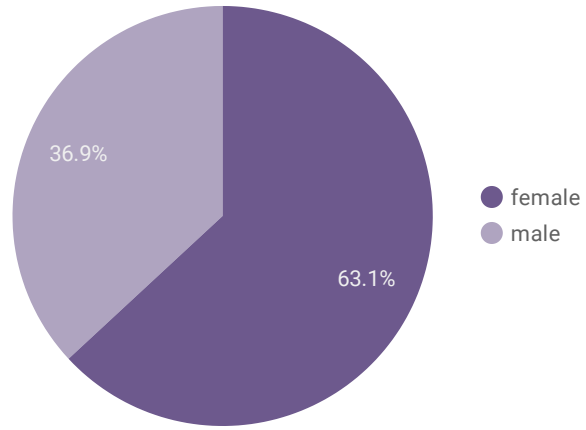
WEBSITE AUDIENCE

A snapshot of the audience visiting our website.

AGE

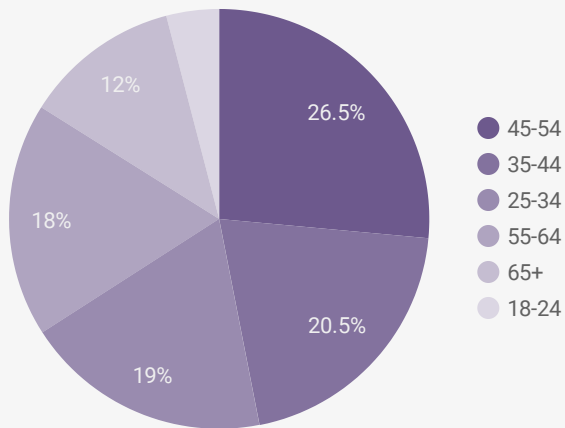


GENDER

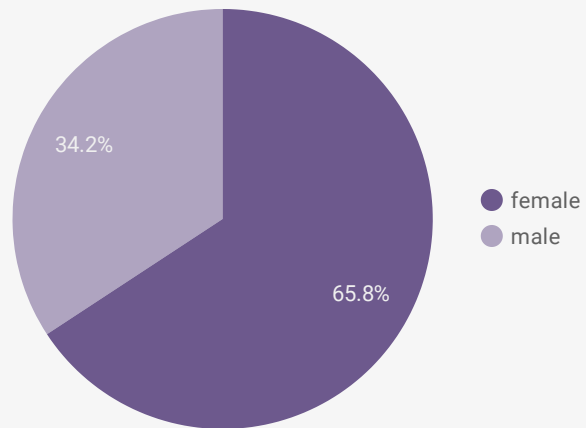


HOTEL LEADS BY AUDIENCE

AGE

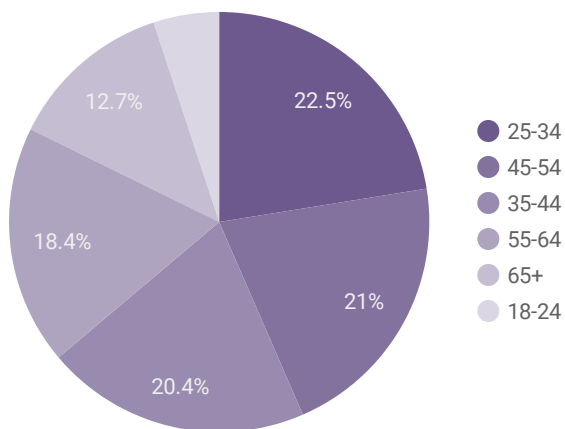


GENDER

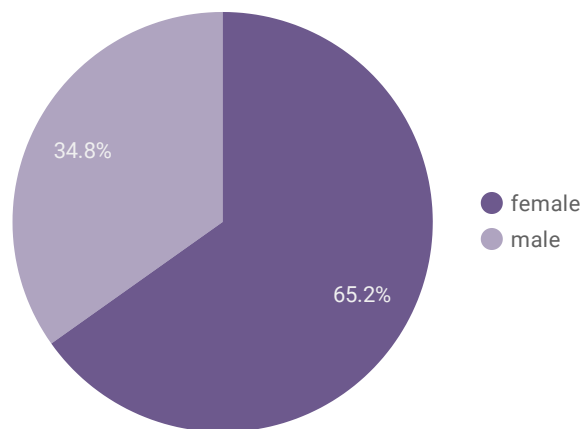


OPERATOR LEADS BY AUDIENCE

AGE



GENDER



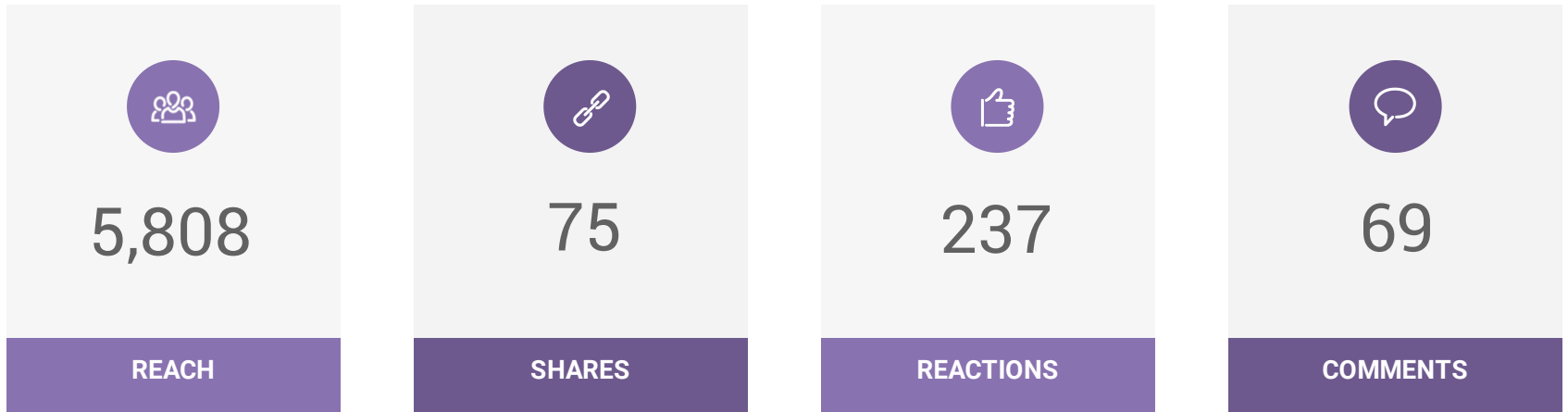
MONTHLY DIGITAL REPORT

Jul 1, 2019 - Jul 31, 2019

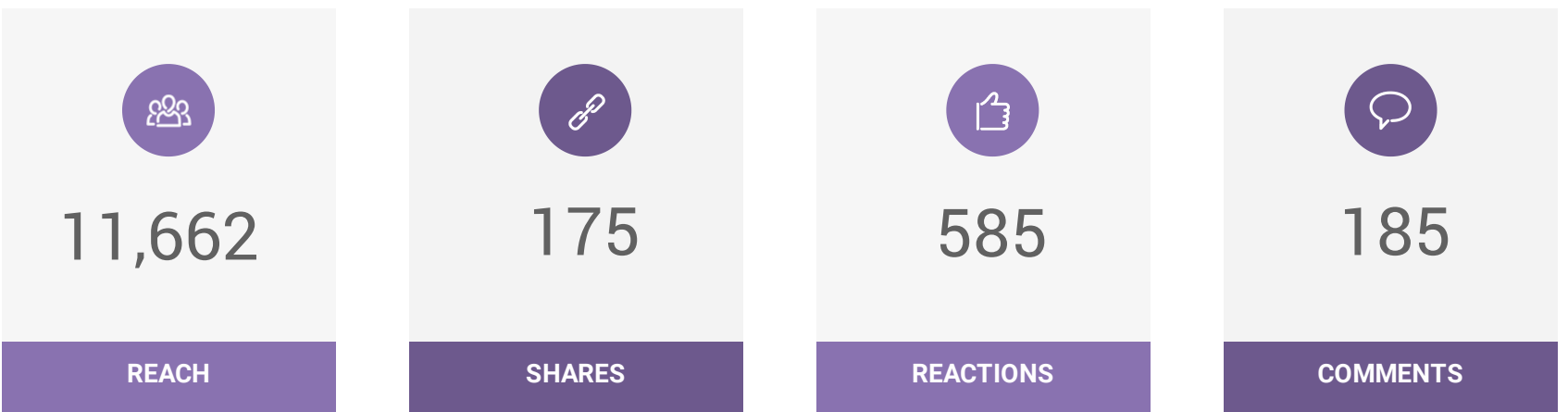
CONTESTS

Organic engagement from our contests on Facebook

CONTEST: Kick & Push 1	Post message
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CONTEST: Kick & Push 2	Post message
------------------------	--------------



#inKingston

Amount of user generated content from interactive sign



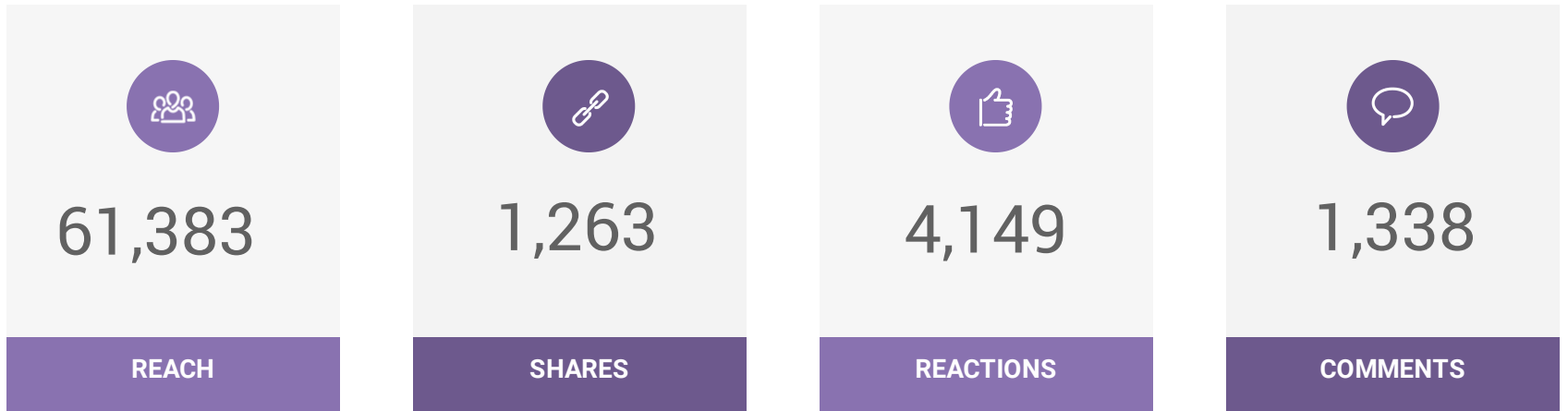
MONTHLY DIGITAL REPORT

Jul 1, 2019 - Jul 31, 2019

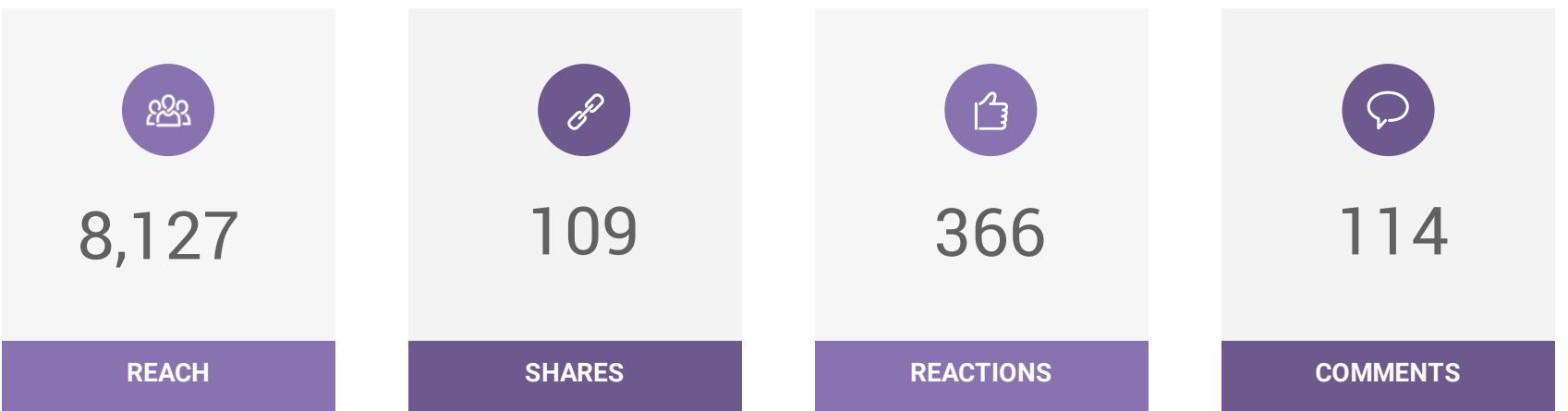
CONTESTS

Organic engagement from our contests on Facebook

CONTEST: Fishing Charter Post message



CONTEST: Ontario Street On Tap Post message



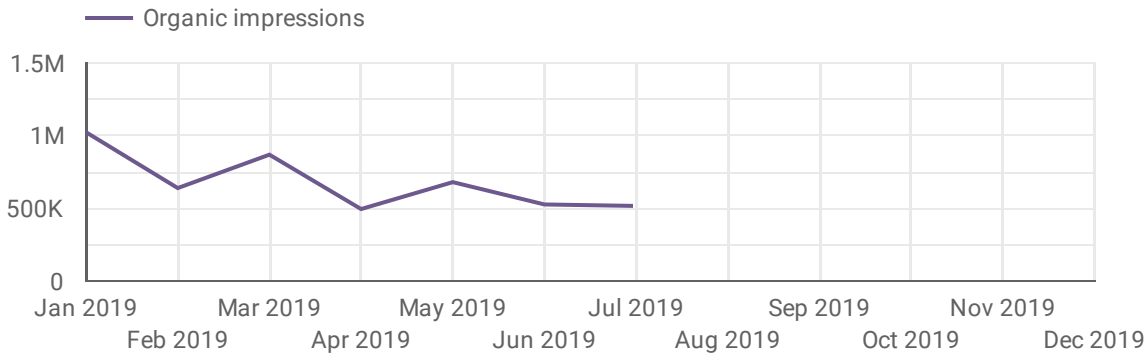
MONTHLY DIGITAL REPORT

Jul 1, 2019 - Jul 31, 2019

FACEBOOK

A snapshot of our content marketing in action.

New likes **590**



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.

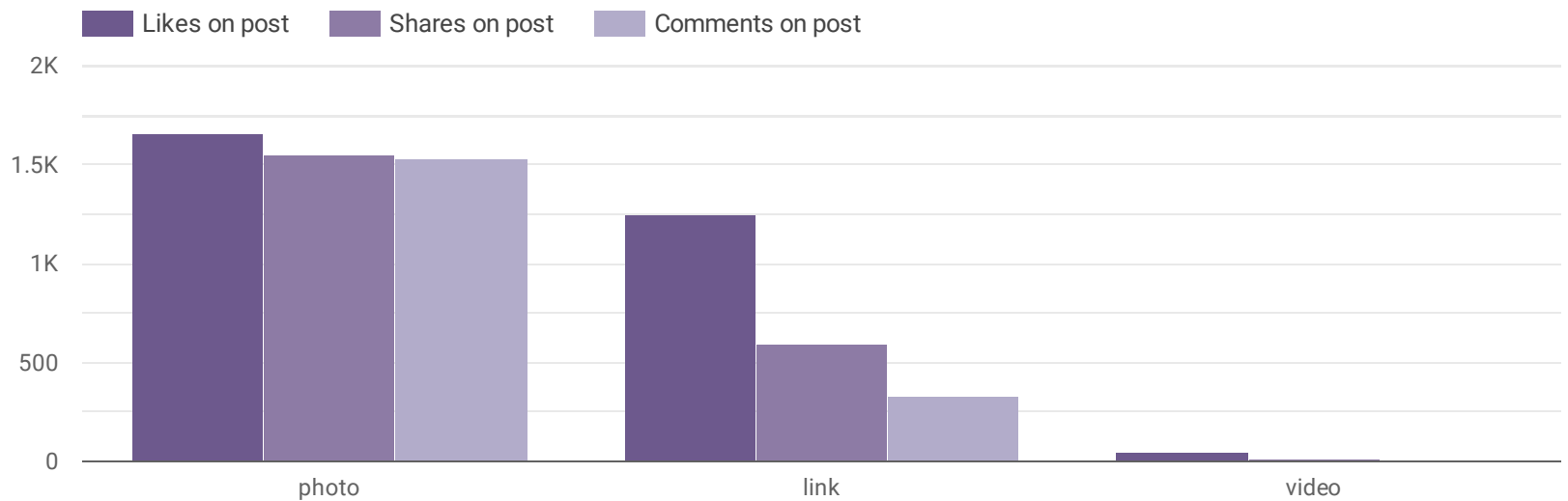
ENGAGEMENT RATE

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

 <p>517,099 ORGANIC REACH</p>	 <p>224,992 VIRAL REACH</p>
 <p>7,164 ORGANIC VIDEO VIEWS</p>	 <p>6.35% ENGAGEMENT RATE</p>

ENGAGEMENT BY POST TYPE

What types of content are users engaging with the most?



MONTHLY DIGITAL REPORT

Jul 1, 2019 - Jul 31, 2019

Website

Our website traffic has increased month over month and year over year for July. This was influenced primarily by increases in traffic from Organic Search and Organic Social.

Referrals to operators saw a substantial **increase in clicks to call** and **website referrals held steady**. **Web referrals** and **clicks to call for Hoteliers** were both lower than the previous year. These decreases came from a variety of hotel partners, however, our pen packages continue to drive leads at a higher rate than last year. June's top partner referrals are for Kingston Pen Tour, Kingston 1000 Islands Cruises and Fort Henry.

The most heavily trafficked pages derived from non-paid activity included **Events, Top Attractions, 9 Festivals in August, Today, and 6 Kingston Beaches**.

Paid Digital

Total paid impressions for June were 10.6M, 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.

Our promoted content on Facebook continues to produce **very high CTRs**. Our best performing editorial piece of July was the **8 Beaches post which produced an incredible 8.88% CTR**. Our top 10 editorial boosts all had **CTRs of 2.5% and above**. Our Events and Culinary GDN ads are optimized for awareness building and are generating **very economical CPMs**, but are also **generating thousands of clicks** which shows that our audience is very interested in our product and the additional web traffic is an added bonus to this ad buy.

Paid Search

Phone calls to operators were up 52% YoY and web referrals to operators were down 8% YoY. The change in Web Referrals YoY is directly related to the increase in calls to operators coming from the Pen Tours content.

YoY mobile traffic to this campaign increased by 47% & conversions from mobile increased by 62%. Overall conversion rate was up 13% YoY and click-through-rate on ads was up 60% YoY. Targeted events are providing a big improvement to CTR and conversion rate.

New extensions were added in July including:

-K-Pass pricing extension. When this extension was shown with an ad, **our conversion rate was 56% (compared to an account average of 44%)**

-K-Pass sitelink extension. This extension contributed to 131 incremental conversions in July.

-Cruises sitelink extension: This extension contributed to 131 incremental conversions in July.

Email

Consumer: Our email list continues to grow, with **141 new subscribers** opting into our mailing list in June. Both Open and Click-Through Rates for our consumer newsletter continue to exceed industry standards.

Member: The member list continues to grow, with nine new subscribers added to the list in July, 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. New reports are showing that Instagram accounts are starting to see a decline in engagement similar to what Facebook pages experienced in the past. 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 July were **Breakwater Park article, Sunset Ceremony post, Ice Cream Bucket List article, AquaTerra article, and the 9 Unforgettable Experiences article shared from Southeastern Ontario**.

Coming Up:

Weddings Website + Campaign

Fall/Winter Campaign

KINGSTON

visitkingston.ca

OVERVIEW

The big picture of our digital activity this month.



WEB SESSIONS

111.3K

↓ -10.4%



TOTAL LEADS

24,029

↓ -3.1%



12,391,098

↑ 10.6%

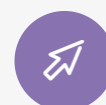
TOTAL IMPRESSIONS



82,720

↓ -41.6%

TOTAL ENGAGEMENTS



36,736

↓ -33.2%

TOTAL CLICKS

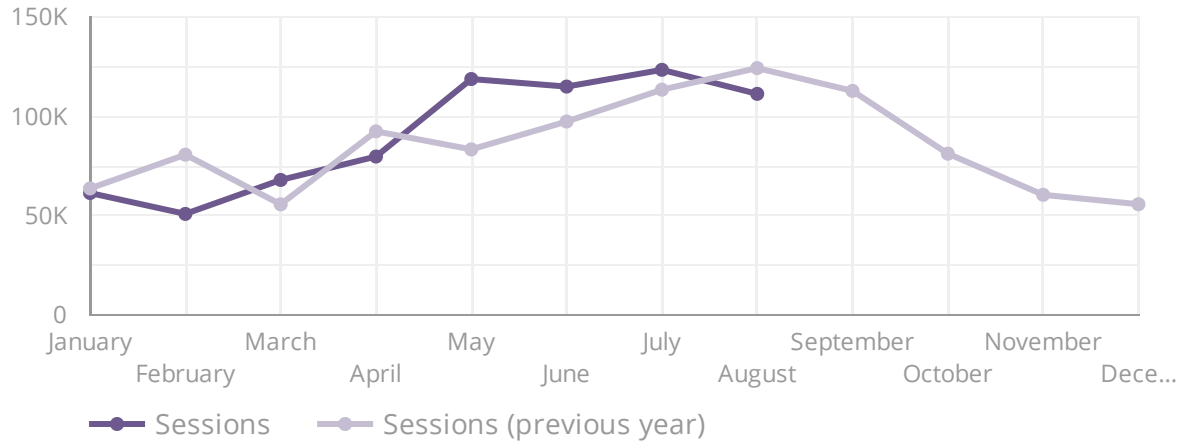
Impressions, Engagements, and Clicks include all digital activity: organic & paid social, Google Ads, & YouTube

MONTHLY DIGITAL REPORT

Aug 1, 2019 - Aug 31, 2019

CONSUMPTION

Is our content marketing working?



SESSIONS
111.3K
 ↓ -10.4%

USERS
88.4K
 ↓ -10.4%

PAGE VIEWS
191.8K
 ↓ -17.3%

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?



31.30%

% RETURN VISITORS

LEAD GENERATION

Are users converting online?

OPERATORS

HOTELS

 22,503 ↑ 0.3% WEB REFERRALS	 285 ↓ -26.4% CLICKS TO CALL
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 1,151 ↓ -37.5% WEB REFERRALS	 90 ↓ -25.6% CLICKS TO CALL
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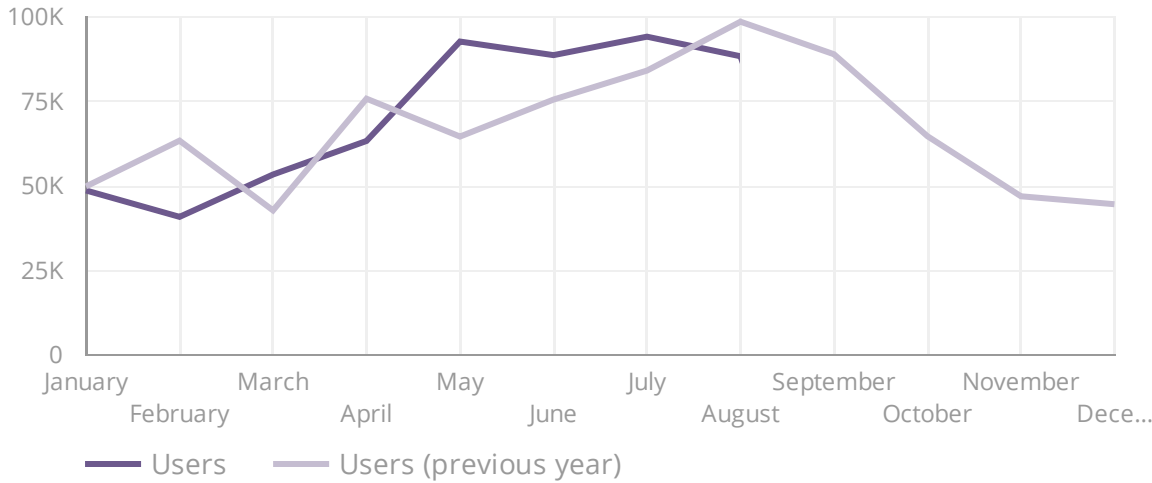
MONTHLY DIGITAL REPORT

Aug 1, 2019 - Aug 31, 2019

CONSUMPTION

How is our audience using our site?

USERS **88,379**



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

00:01:26 ↓ -3.7%	1.72 ↓ -7.6%	00:01:58 ↑ 15.2%
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.

9,437 INSTAGRAM FOLLOWERS	56,353 FACEBOOK LIKES	6,697 TWITTER FOLLOWERS
-------------------------------------	---------------------------------	-----------------------------------

2,428,505
↓ -57.1%

IMPRESSIONS

68,847
↓ -51.4%

ENGAGEMENTS

27,559
↓ -46.4%

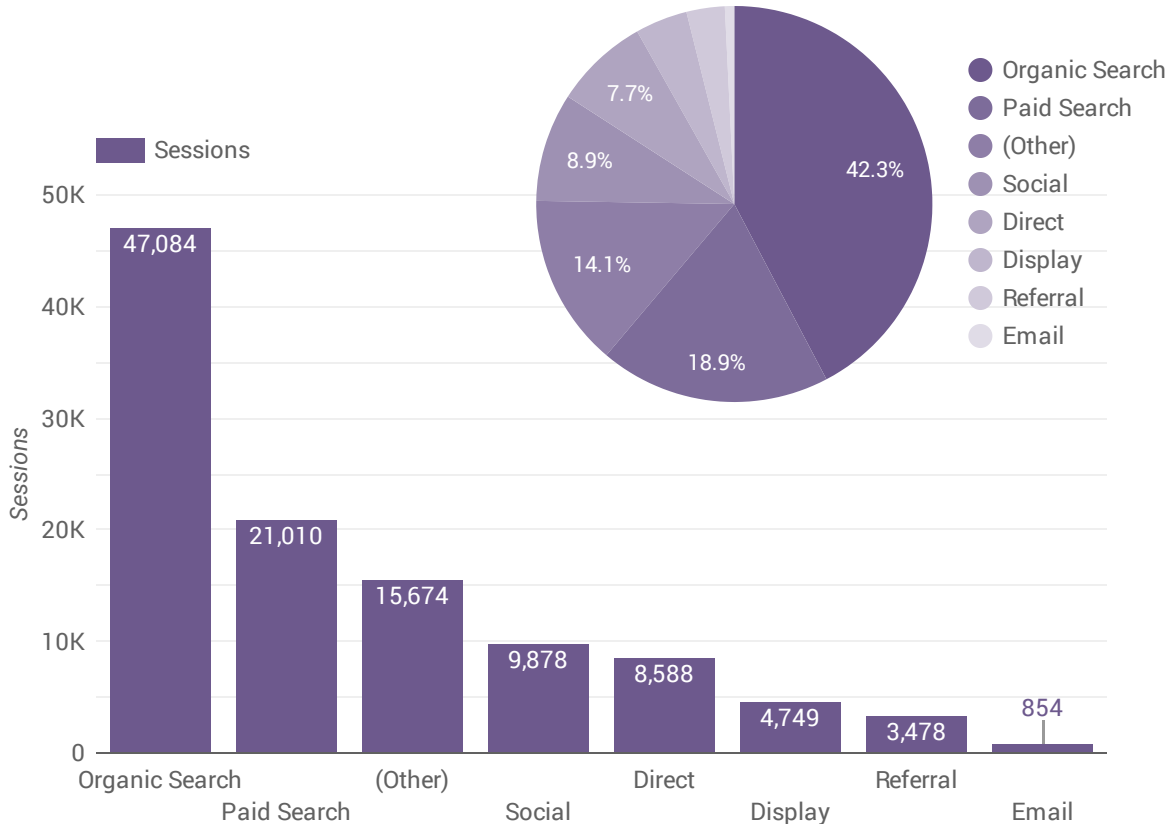
CLICKS

MONTHLY DIGITAL REPORT

Aug 1, 2019 - Aug 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	27,277
2. Toronto	15,829
3. Montreal	12,441
4. Ottawa	8,651
5. (not set)	5,442
6. Hamilton	2,070
7. Chicago	1,970
8. Mississauga	1,913
9. Brampton	1,593
10. Belleville	1,290

MOST VISITED PAGES

Page Title	Pageviews
1. K-Pass – Visit Kingston	11,140
2. 25 Things to Do in August in Kingston – Visit Kingston	9,521
3. Visit Kingston – Fresh Made Daily	8,633
4. Kingston Penitentiary Tours – Visit Kingston	8,480
5. Events in Kingston – Visit Kingston	7,972
6. Top Attractions – Visit Kingston	6,197
7. Cruising Kingston and the 1000 Islands – Visit Kingston	5,983
8. What's Happening in Kingston Today? – Visit Kingston	5,542
9. 9 Festivals to Hit This August 2019 in Kingston – Visit Kingston	5,305
10. Weddings – Visit Kingston	3,816

MONTHLY DIGITAL REPORT

 Aug 1, 2019 - Aug 31, 2019
 ▼

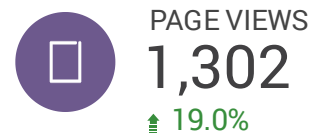
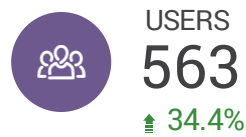
FRENCH AND CHINESE SITES

Website metrics from each of our French and Chinese sites

FRENCH



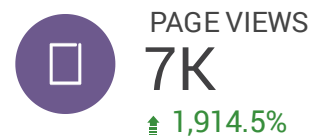
CHINESE



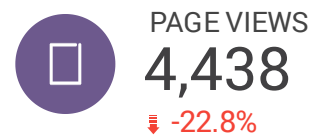
MICRO SITES

Website metrics from each of our micro sites

WEDDINGS



MUSIC



MAKERS



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.

*percentage change is Month over Month

MONTHLY DIGITAL REPORT

 Aug 1, 2019 - Aug 31, 2019
 ▼

EMAIL MARKETING

An overview of email campaigns this month

CONSUMER NEWSLETTER



3,089

TOTAL DELIVERIES



1,510

TOTAL UNIQUE OPENS



656

TOTAL CLICKS



16

TOTAL UNSUBSCRIBES



49%

AVERAGE OPEN RATE



43%

AVERAGE CTR

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

MEMBER NEWSLETTER



215

DELIVERIES



119

UNIQUE OPENS



38

CLICKS



0

UNSUBSCRIBES



55%

OPEN RATE



32%

CTR

GLOSSARY OF TERMS

DELIVERIES

Number of successful emails sent.

UNIQUE OPENS

of people who opened your emails.

OPEN RATE

Opens divided by deliveries.

CLICKS

of clicks that were taken on your email.

CTR

Clicks divided by unique opens.

MONTHLY DIGITAL REPORT

Aug 1, 2019 - Aug 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
Weddings2019	198.8K	88.9K	1.8K	0.9%	null
Post: "With four music festivals, a free ...	40.2K	22.4K	1.1K	2.65%	null
Post: "September might be here, but th...	39.5K	22.8K	885	2.24%	5.4K
Post: "Kingston has a rich history, and ...	22.1K	13.4K	372	1.69%	null
Post: "It's easy to share our limestone ...	3.2K	2.8K	27	0.84%	null
Post: "In episode 7, Johnny and Riley t...	17.7K	8.9K	169	0.95%	null
Post: "If you've read anything on from ...	6.2K	4.3K	150	2.42%	null
Post: "Gone are the days where eating ...	41.1K	21.1K	1.1K	2.72%	null
Post: "From July 18th - August 11th T...	28.7K	17.5K	384	1.34%	null
Post: "Four music festivals keep the rh...	126.5K	65.5K	3.1K	2.43%	null
Post: "Dave McNamara is the owner of...	33K	17.9K	1.1K	3.44%	null
Post: "August is around the corner. Wh...	58.8K	36.1K	1.4K	2.43%	null
Post: "2019 marked the 30th annivers...	9.3K	7.4K	117	1.26%	null
Kick&Push_2019	37.7K	23.4K	103	0.27%	4.7K
KPassSummer_2019	723.5K	303K	11.5K	1.59%	null
Grand total	1.4M	502.5K	23.3K	1.68%	10.2K

PINTEREST

Campaign	Impressions ▾	Engagements	Link Clicks	Saves
Weddings	402K	13K	1.85K	37
Grand total	402K	13K	1.85K	37

MONTHLY DIGITAL REPORT

Aug 1, 2019 - Aug 31, 2019

PAID DIGITAL

A snapshot of our digital ads in market this month.

GOOGLE ADWORDS DISPLAY NETWORK & YOUTUBE - Alphabet

Campaign ② ▾	Campaign type ① ...	Impressions	Clicks	CTR
Summer2019_makers_30	Video	92K	143	0.16%
Summer2019_makers_15	Video	123K	135	0.11%
Summer2019_culinary_30	Video	106K	148	0.14%
Summer2019_culinary_15	Video	121K	118	0.10%
Weddings2019	Display Only	724K	2K	0.33%
Summer2019_Makers	Display Only	3M	2K	0.06%
Summer2019_Events	Display Only	3M	2K	0.06%
Summer2019_Culinary	Display Only	3M	1K	0.04%
	Grand total	10M	7K	0.08%

GOOGLE ADWORDS SEARCH NETWORK - Search Warrant

	Campaign	Campaign type	Impressions ▾	Clicks	CTR
1.	KA:19 Perpetual	Search Only	26K	4K	14%
2.	KA:19 Things to do in August	Search Only	18K	4K	20%
3.	KA:19 Kingston Pen Tour Packages (\$5k extra on top of our bu...	Search Only	17K	6K	38%
4.	KA:19 Fort Henry	Search Only	14K	3K	21%
5.	KA:19 Spring/Summer	Search Only	9K	1K	13%
6.	KA:19 Things to do in September	Search Only	2K	347	18%
7.	KA:19 August Events: Limestone City Blues Festival	Search Only	2K	775	42%
8.	KA:19 August Events: Back to the Farm Beer & Music Fest	Search Only	1K	168	13%
9.	KA:19 August Events: Princess Street Promenade	Search Only	941	513	55%
10.	KA:19 August Events: CORK International Regatta	Search Only	332	77	23%
	Grand total		90K	20K	22%

MONTHLY DIGITAL REPORT

Aug 1, 2019 - Aug 31, 2019

LEAD GENERATION

A snapshot of our digital lead generation

LEAD GENERATION BY CHANNEL

Visit Kingston Website Performance

KINGSTON

Aug 1, 2019 - Aug 31, 2019

Default Channel Grouping

Website Sessions	Operator Web Referrals	Operator Phone Calls	KAP Web Referrals	KAP Phone Calls	KAP Newsletter
111,315	22,503	285	1,151	90	113
-9.8%	-19.5%	-14.2%	-22.0%	-10.0%	-19.9%

Default Channel Grouping	Sessions	Operator Web Referrals	Operator Phone Calls	KAP Web Referrals	KAP Phone Calls
1. Organic Search	47,084	8,596 (18.26%)	98 (0.21%)	431 (0.92%)	18 (0.04%)
2. Paid Search	21,010	8,434 (40.14%)	122 (0.58%)	255 (1.21%)	38 (0.18%)
3. (Other)	15,674	2,919 (18.62%)	2 (0.01%)	26 (0.17%)	0 (0%)
4. Social	9,878	596 (6.03%)	2 (0.02%)	15 (0.15%)	2 (0.02%)
5. Direct	8,588	986 (11.48%)	27 (0.31%)	158 (1.84%)	11 (0.13%)
6. Display	4,749	29 (0.61%)	0 (0%)	1 (0.02%)	0 (0%)
7. Referral	3,478	765 (22%)	31 (0.89%)	251 (7.22%)	20 (0.58%)
8. Email	854	178 (20.84%)	3 (0.35%)	14 (1.64%)	1 (0.12%)

TOP OUTBOUND CLICKS (WEBSITE REFERRALS TO PARTNERS AND COMMUNITY)

Event Action	Total Clicks
http://www.kingstonpentour.com/	4.1K
http://www.1000islandscruises.ca/	1.8K
http://www.forthenry.com/	1.5K
https://www.kpass.ca/buy/24h/	1.4K
http://www.kingstontrolley.ca/	845
https://www.downtownkingston.ca/events/2019/princess-st-promenade	777
https://www.downtownkingston.ca/events/2019/limestone-city-blues-festival	707
http://www.frontenacarchbiosphere.ca/explore/fab-trails/hike/hiking-trails/rock-dunder	705
https://www.kpass.ca/buy/48h/	431
http://www.kingstonpentour.com/plan-your-visit/dates/	360
http://thousandislandsopen.com/	317
https://www.kingstonpentour.com/	291
https://www.kingstonwalks.ca/	276
http://www.kingstonfoodtours.ca/	271

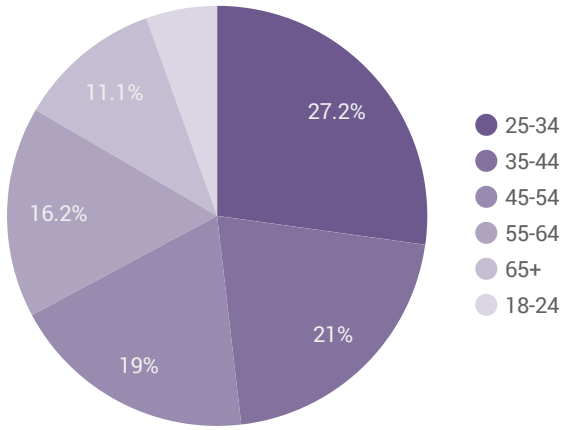
MONTHLY DIGITAL REPORT

Aug 1, 2019 - Aug 31, 2019

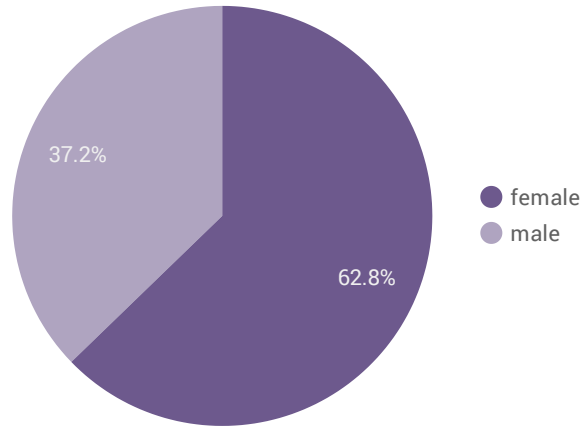
WEBSITE AUDIENCE

A snapshot of the audience visiting our website.

AGE

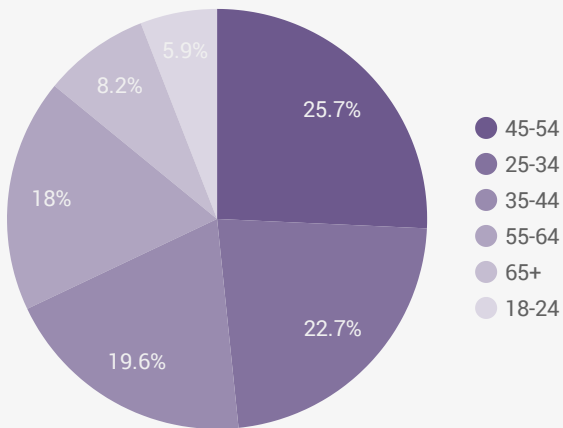


GENDER

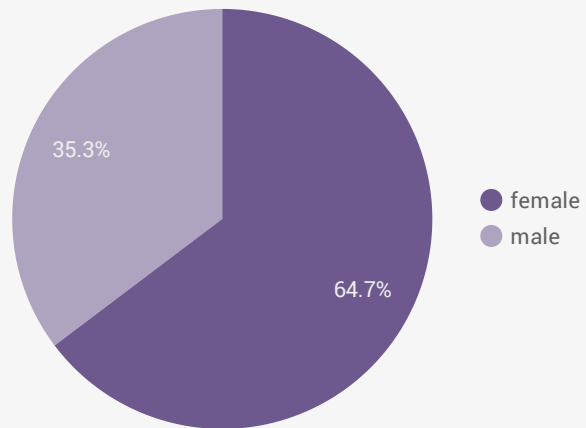


HOTEL LEADS BY AUDIENCE

AGE

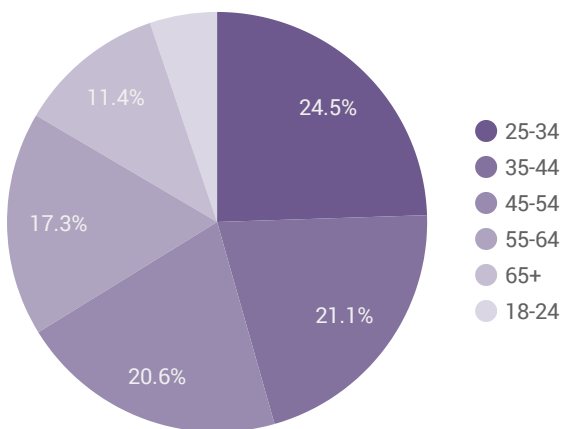


GENDER

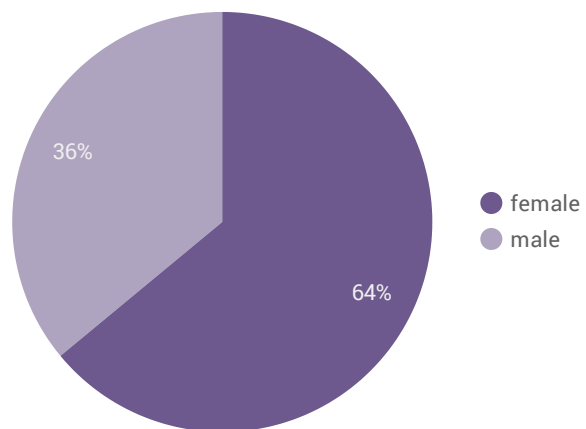


OPERATOR LEADS BY AUDIENCE

AGE



GENDER



MONTHLY DIGITAL REPORT

Aug 1, 2019 - Aug 31, 2019

CONTESTS

Organic engagement from our contests on Facebook

CONTEST: Dean Brody & Dallas Smith

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



32,890

REACH



791

SHARES



796

REACTIONS



769

COMMENTS

CONTEST: Glorious Sons

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



76,403

REACH



1,684

SHARES



1,735

REACTIONS



1,706

COMMENTS

#linKingston

Amount of user generated content from interactive sign

1,459
POSTS

699
USERS

783,374
IMPRESSIONS

543,924
REACH

This represents totals since sign installation in 2017.

MONTHLY DIGITAL REPORT

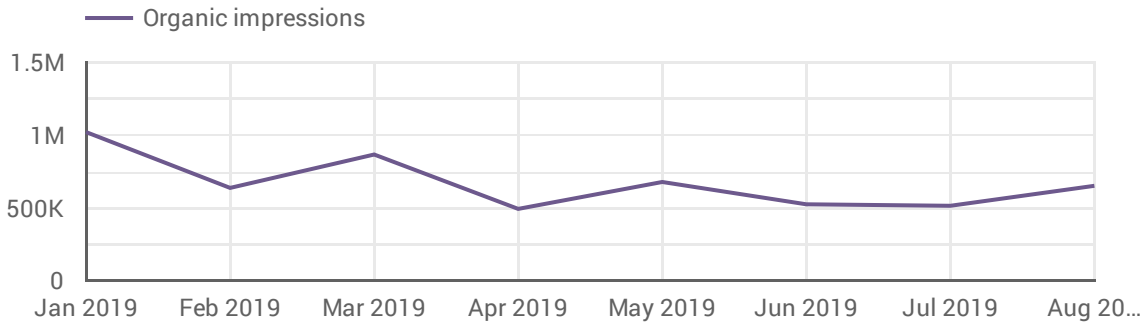
Aug 1, 2019 - Aug 31, 2019

FACEBOOK

A snapshot of our content marketing in action.



New likes
621



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.



654,544
ORGANIC REACH



272,456
VIRAL REACH



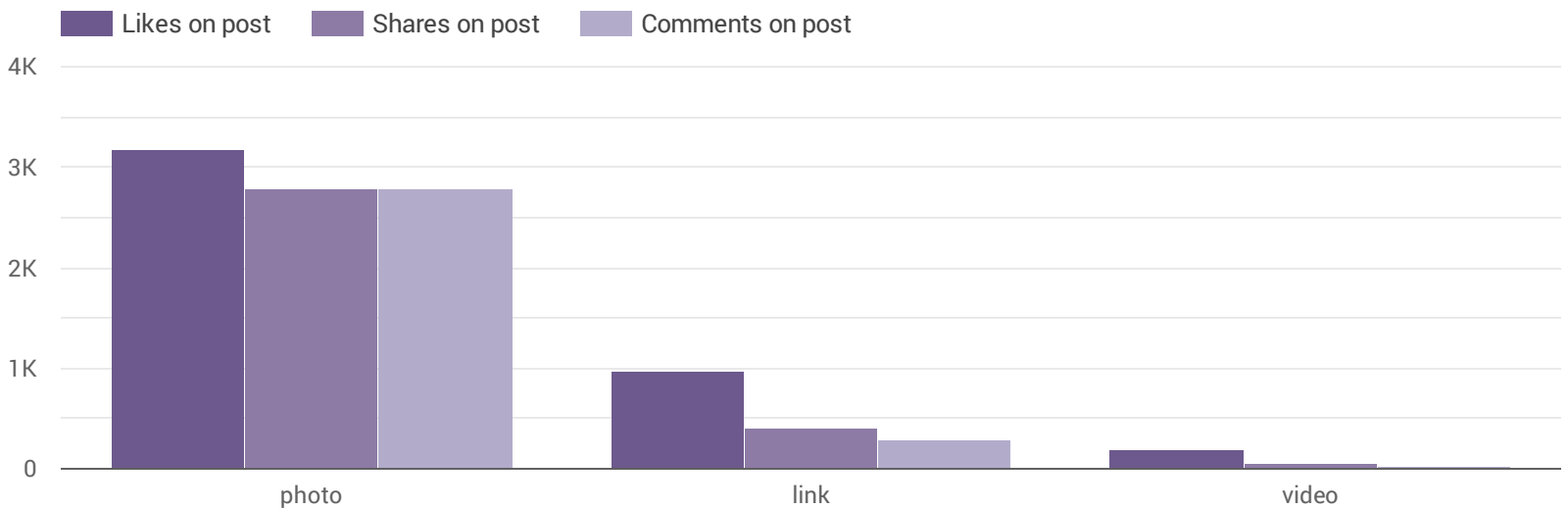
17,004
ORGANIC VIDEO VIEWS



5.24%
ENGAGEMENT RATE

ENGAGEMENT BY POST TYPE

What types of content are users engaging with the most?



MONTHLY DIGITAL REPORT

Aug 1, 2019 - Aug 31, 2019

Website

Our website traffic has decreased slightly month over month and year over year for August. This was influenced primarily by decreases in traffic from Referral, Paid Search, and Paid Social. The decrease in the Paid Search budget is the primary factor in the decrease in leads to partners.

Operator **website referrals held steady** while all other leads saw a decrease. This is due to the decrease in Paid Search budget which is the main channel for lead generation. August's top partner referrals are for Kingston Pen Tour, Kingston 1000 Islands Cruises, Fort Henry, and KPass (campaign in market).

The most heavily trafficked pages derived from non-paid activity included **Events, Top Attractions, Today, Rock Dunder, and 7 Things You Didn't Know About Kingston Pen.**

There are very slight changes to the audience demographics of our hotel and operator leads with the **younger age groups producing 1-2% more leads** than they have in previous months.

Paid Digital

Total paid impressions for August were 11.4M, 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)**.

Our promoted content on Facebook continues to produce **very high CTRs**. Our best performing editorial piece of August was the **Dave McNamara Insider Itinerary post which produced an incredible 7.94% CTR**. Our top 10 editorial boosts had an **Average CTR of 3.65%**. Individual campaigns that were live in August included our Summer Campaign, KPass Campaign, Weddings Campaign, and Kick&Push Campaign.

Paid Search

Hyper-targeted event campaigns continue to drive efficiencies with less budget. Our YoY **conversion volume increased by 16%** and **overall conversion rate is up 50% YoY** (45% vs 30%), while our overall ad budget for August was down 19%. Our Cost for conversion is down 30% YoY and **Click-through-rate on search increased by 64% YoY** (22% vs 13%).

Organic Search

Overall, our **Organic Search volume is up 25%** and **Search Impressions are up 46%**. While all pages are seeing increases in organic search results, the **pages that were optimized this year are seeing 3x the growth** from other pages.

Email

Consumer: Our email list continues to grow, with **113 new subscribers** opting into our mailing list in August. Both Open and Click-Through Rates for our consumer newsletter continue to exceed industry standards.

Member: The member list continues to grow, with 12 new subscribers added to the list in August and **the member newsletter in was delivered to 215 subscribers this month**. It continues to produce Open and Click-Through Rates above industry benchmarks.

Social

Social impressions 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. New reports are showing that Instagram accounts are starting to see a decline in engagement similar to what Facebook pages experienced in the past, however, **our Instagram account is showing increases in reach and engagement Year over Year.**

Beyond contest posts, organic content pieces which received the most engagement in August were: **This Ice Cream Parlour In Ontario Offers 55 Flavours Of Soft Serve And You Need To Try Them All from Narcity, You Can Take A Ferry To A Magical Corn Maze On An Ontario Island This Fall from Narcity, Olivia Restaurant wine image cross-posted from Instagram, Hidden Courtyards & Patios image cross-posted from Instagram, Tragically Hip Make Hay Media video.**

Coming Up:

Weddings Website + Campaign - currently in market

Fall/Winter Campaign - currently in market

KINGSTON

visitkingston.ca

OVERVIEW

The big picture of our digital activity this month.



WEB SESSIONS

77.6K

↓ -31.2%



TOTAL LEADS

13,868

↓ -37.0%



11,493,124

↓ -47.3%

TOTAL IMPRESSIONS



69,552

↓ -46.9%

TOTAL ENGAGEMENTS



28,569

↓ -43.9%

TOTAL CLICKS

Impressions, Engagements, and Clicks include all digital activity: organic & paid social, Google Ads, & YouTube

MONTHLY DIGITAL REPORT

Sep 1, 2019 - Sep 30, 2019

Website

Our website traffic has decreased slightly month over month and year over year for August. This was influenced primarily by decreases in traffic from Paid Social, Paid Search, and Paid Display. During September of 2018 we were in market with a Fall campaign that had assisted funding from the RTO9 - without this campaign our paid social was about 20% of the budget compared to last year. Traffic from Direct and Organic search sources increased year over year.

The Music and Makers microsites saw a decrease in traffic Month over Month - likely due to the decrease in overall traffic to the site.

Lead generation saw a decrease this month. This is due to the decrease in Paid Search budget which is the main channel for lead generation. September's top partner referrals are for Kingston Pen Tour, Kingston 1000 Islands Cruises, Fort Henry, and KPass (campaign in market).

The most heavily trafficked pages derived from non-paid activity included **Events, Top Attractions, Today, Rock Dunder, and 25 Things to do this Fall.**

We are seeing a change to the audience demographics our website and lead activity as we increase our awareness within Millennials (25-38). **Top age groups for website sessions, hotel leads, and operator leads are now 24-34 and 35-44.**

Paid Digital

Total paid impressions for September were 10.6M, with Google's Ad Network **continuing to provide the most cost-effective impression delivery** and Facebook providing the **best Click Through Rate (CTR)**.

Our promoted content on Facebook continues to produce **very high CTRs**. Our best performing editorial piece of September was the **12 Can't Miss Concerts in Kingston October 2019 with a 5.47% CTR**. Our top 10 editorial boosts had an **Average CTR of 2.98%**. Individual campaigns that were live in September included our Fall/Winter Campaign which promotes the Rembrandt exhibit, Fall packages, KPass, and events, as well as the Weddings Campaign.

Paid Search

YoY spend in September was down 68% and as a result of the changes to budget, conversion volume was down 47% YoY. Despite the swing in budget, there were many improvements to efficiency including:

Click-through-rate improved by 79% (21% vs 11.8%)

Conversion rate improved by 23% (44% vs 35%)

Cost/conversion dropped by 34% (\$0.58 vs \$0.88)

Organic Search

Organic Traffic is up 21% YoY and it has increased as a percentage of traffic, up 22%. The website is getting 39% more search impressions on Google.com. Trending search topics have been "wolf island corn maze" and "gord downie pier" and core keywords have been performing very well.

Email

Both the consumer and member newsletter are now being deployed through Act-On and is managed by KAP. We are seeing some fluctuations in open rate due to an increase in list size and a slight decrease in opens, however, our click-through rate continues to be very high.

Social

Social impressions 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. We are also seeing a slight decrease in Month over Month metrics as we head into the shoulder season. We are also seeing a substantial decrease in reach and engagements coming from our contests - in some cases only reaching a few thousand users where in the past we have been able to reach closer to a hundred thousand users per contest. This is also a result of the changes to the reach of organic posts on Facebook as contests rely solely on organic promotion.

Beyond contest posts, organic content pieces which received the most engagement in September were: **'Murdoch Mysteries to film in Kingston' post, 'Red House takes their charcuterie very seriously' post, 'Throwback to Iris Russak's entry to the Ian Walsh Photo Contest last year!' post, 'Throwback to Brianna Elliott's entry for the Ian Walsh Photo Contest' and the 'guided walking tour of Kingston' post.**

Coming Up:

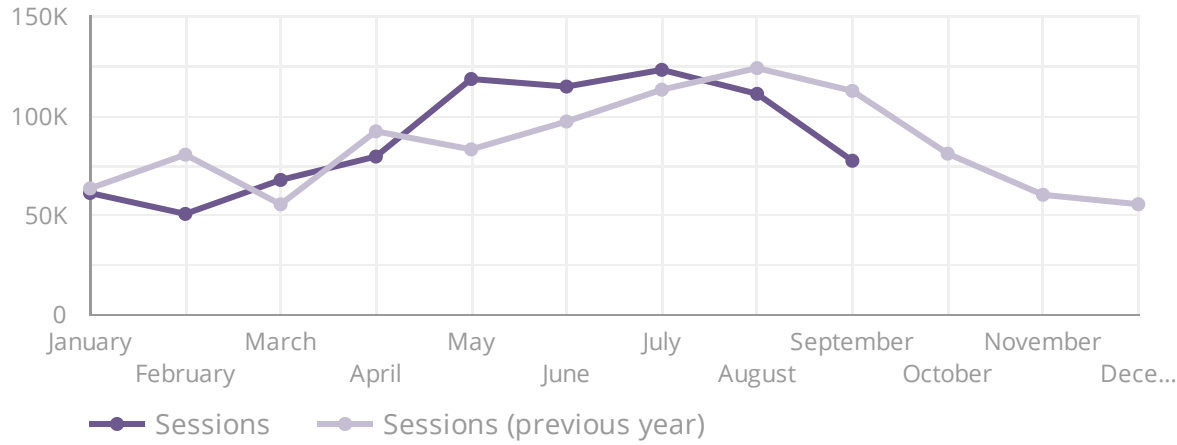
Fall/Winter Campaign - currently in market

MONTHLY DIGITAL REPORT

Sep 1, 2019 - Sep 30, 2019

CONSUMPTION

Is our content marketing working?



SESSIONS
77.6K
↓ -31.2%

USERS
63.0K
↓ -29.2%

PAGE VIEWS
126.9K
↓ -30.0%

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?



31.28%

% RETURN VISITORS

LEAD GENERATION

Are users converting online?

OPERATORS

HOTELS

<p>13,038 ↓ -34.1%</p> <p>WEB REFERRALS</p>	<p>130 ↓ -58.2%</p> <p>CLICKS TO CALL</p>
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<p>665 ↓ -62.0%</p> <p>WEB REFERRALS</p>	<p>35 ↓ -78.4%</p> <p>CLICKS TO CALL</p>
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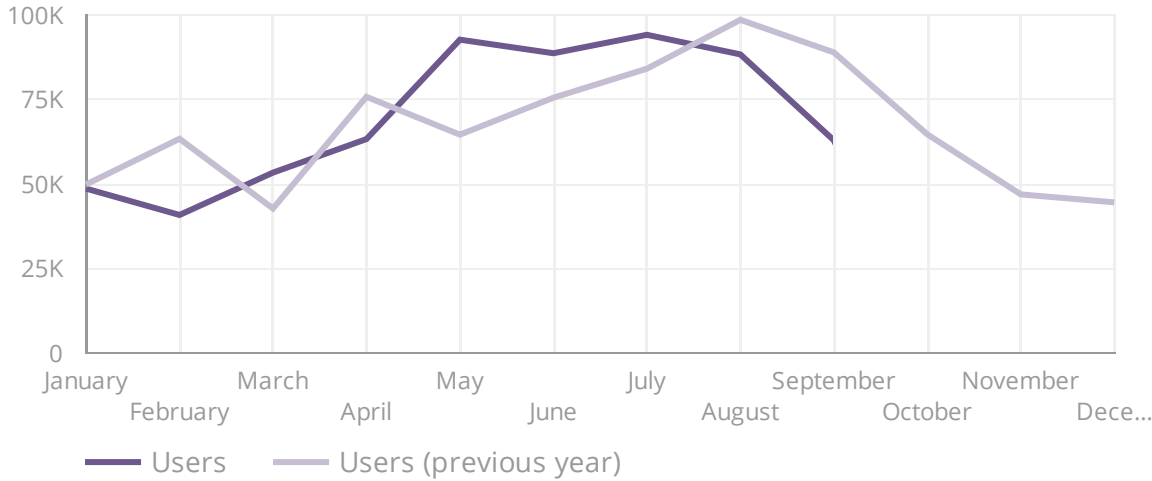
MONTHLY DIGITAL REPORT

Sep 1, 2019 - Sep 30, 2019

CONSUMPTION

How is our audience using our site?

USERS
62,959



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>00:01:18 ↑ 9.2%</p> <p>AVG. TIME ON SITE</p>	<p>1.63 ↑ 1.7%</p> <p>PAGES / SESSION</p>	<p>00:02:02 ↑ 4.5%</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.

9,711
INSTAGRAM FOLLOWERS

56,611
FACEBOOK LIKES

6,741
TWITTER FOLLOWERS

1,974,177
↓ -69.7%

IMPRESSIONS

48,734
↓ -62.8%

ENGAGEMENTS

19,559
↓ -53.9%

CLICKS

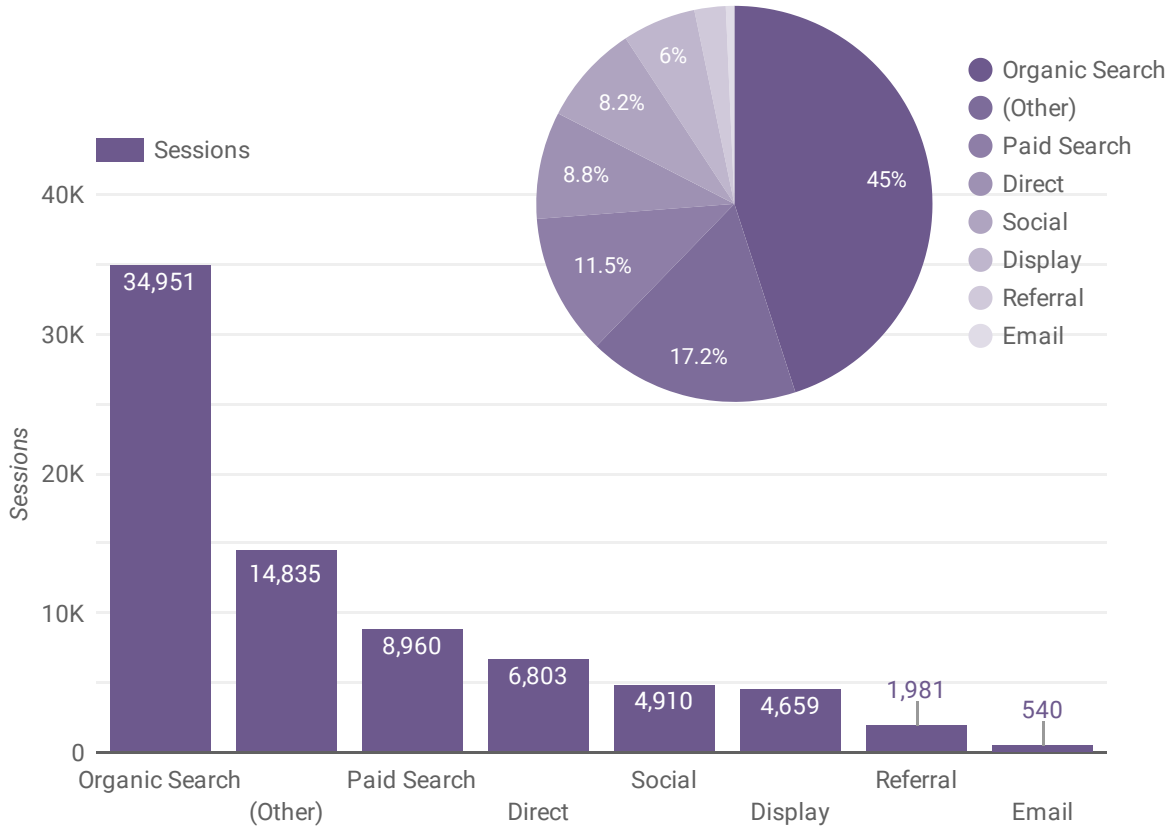
*totals for organic and paid Facebook, Twitter, and Instagram

MONTHLY DIGITAL REPORT

Sep 1, 2019 - Sep 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	25,196
2. Toronto	9,775
3. Montreal	7,059
4. Ottawa	5,500
5. (not set)	3,537
6. Chicago	1,816
7. Hamilton	1,108
8. Mississauga	982
9. Belleville	921
1... Brampton	699

MOST VISITED PAGES

Page Title	Pageviews
1. 25 Things to do in Kingston this Fall 2019 – Visit Kingston	7,046
2. 25 Things to Do in Kingston in September – Visit Kingston	5,693
3. Visit Kingston – Fresh Made Daily	5,271
4. Events in Kingston – Visit Kingston	4,860
5. Rembrandt's Home at Agnes – Visit Kingston	4,582
6. Kingston Penitentiary Tours – Visit Kingston	3,661
7. Weddings – Visit Kingston	3,487
8. What's Happening in Kingston Today? – Visit Kingston	3,183
9. Top Attractions – Visit Kingston	2,999
10. Meet the Maker: Chef Michael Smith – Visit Kingston	2,678

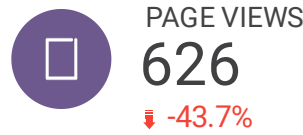
MONTHLY DIGITAL REPORT

Sep 1, 2019 - Sep 30, 2019

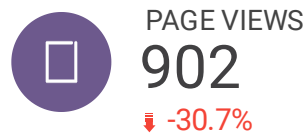
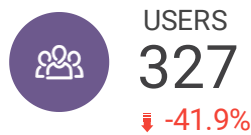
FRENCH AND CHINESE SITES

Website metrics from each of our French and Chinese sites

FRENCH



CHINESE



MICRO SITES

Website metrics from each of our micro sites

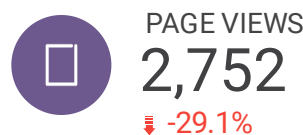
WEDDINGS



MUSIC



MAKERS



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.

MONTHLY DIGITAL REPORT

Sep 1, 2019 - Sep 30, 2019

EMAIL MARKETING

An overview of email campaigns this month

CONSUMER NEWSLETTER



4,988
TOTAL DELIVERIES



1,096
TOTAL UNIQUE OPENS



509
TOTAL CLICKS



25
TOTAL UNSUBSCRIBES



22%
AVERAGE OPEN RATE



46%
AVERAGE CTR

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

MEMBER NEWSLETTER



236
DELIVERIES



107
UNIQUE OPENS



24
CLICKS



1
UNSUBSCRIBES



47%
OPEN RATE



22%
CTR

GLOSSARY OF TERMS

DELIVERIES

Number of successful emails sent.

UNIQUE OPENS

of people who opened your emails.

OPEN RATE

Opens divided by deliveries.

CLICKS

of clicks that were taken on your email.

CTR

Clicks divided by unique opens.

MONTHLY DIGITAL REPORT

Sep 1, 2019 - Sep 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
Post: "The big-ticket shows this month in...	4.1K	3.4K	222	5.47%	null
Post: "Food Network star, James Beard A...	32.7K	22.3K	1.6K	4.8%	null
Post: "It's beginning to feel a lot like...autu...	35.1K	18.6K	860	2.45%	null
Post: "Whether you live off Hoeddeok an...	34.1K	20K	801	2.35%	null
Post: "September might be here, but the d...	45.9K	27.8K	979	2.13%	5.7K
Post: "The summer festival season may ...	79.5K	49.5K	1.5K	1.9%	null
Post: "The leaves are turning, school is b...	191K	84.5K	3.6K	1.86%	372
Post: "If you've read anything on from us,...	19.6K	12.1K	359	1.83%	null
AgnesAgnes_Video_Rembrandt	100.7K	40.1K	1.8K	1.82%	21.9K
Post: "Meet our very own Kelly Brintnell! S...	22.8K	12.9K	380	1.67%	null
Agnes_SP_Rembrant1	62.8K	31K	936	1.49%	null
Post: "Kingston has a rich history, and it's...	20.7K	16.7K	239	1.16%	null
Fall_Events	87.5K	43K	783	0.9%	null
Post: "In the latest episode of the Kingsto...	15.6K	8.2K	139	0.89%	null
Weddings2019	349.8K	159.1K	2.1K	0.6%	null
Grand total	1.1M	362K	16.3K	1.48%	27.9K

PINTEREST

Campaign	Impressions ▾	Engagements	Link Clicks	Saves
Weddings	559K	21K	2.41K	39
Grand total	559K	21K	2.41K	39

MONTHLY DIGITAL REPORT

Sep 1, 2019 - Sep 30, 2019

PAID DIGITAL

A snapshot of our digital ads in market this month.

GOOGLE ADWORDS DISPLAY NETWORK & YOUTUBE - Alphabet

Campaign ② ▾	Campaign type	Impressions ① ▾	Clicks	CTR
Agnes_Display	Display Only	5M	3K	0.05%
KPass_Display	Display Only	1M	663	0.06%
PackagesFall_display	Display Only	948K	315	0.03%
Weddings2019	Display Only	525K	2K	0.36%
PackagesFall_display_hotels	Display Only	749K	906	0.12%
Agnes_Bumper	Video	115K	96	0.08%
Agnes_TrueView	Video	43K	30	0.07%
FoodTours_TrueView	Video	7K	18	0.27%
	Grand total	9M	7K	0.07%

GOOGLE ADWORDS SEARCH NETWORK - Search Warrant

Campaign	Campaign type	Impressions ▾	Clicks	CTR
KA:19 Things to do in September	Search Only	10K	2K	19%
KA:19 Perpetual	Search Only	10K	2K	18%
KA:19 Kingston Pen Tour Packages (\$5k extra on top of our budget)	Search Only	8K	3K	30%
KA:19 Fort Henry	Search Only	6K	939	16%
KA:19 Spring/Summer	Search Only	3K	473	16%
KA:19 September Events: Rembrandt Exhibit	Search Only	1K	272	18%
KA:19 September Events: Kingston WritersFest	Search Only	953	351	37%
KA:19 September Events: Kingston Ribfest & Craft Beer Show	Search Only	650	295	45%
KA:19 Things to do in October	Search Only	223	46	21%
KA:19 October Events: Fort Fright	Search Only	70	28	40%
	Grand total	40K	9K	21%

MONTHLY DIGITAL REPORT

Sep 1, 2019 - Sep 30, 2019

LEAD GENERATION

A snapshot of our digital lead generation

LEAD GENERATION BY CHANNEL

Visit Kingston Website Performance

KINGSTON

Sep 1, 2019 - Sep 30, 2019

Default Channel Grouping

Website Sessions	Operator Web Referrals	Operator Phone Calls	KAP Web Referrals	KAP Phone Calls	KAP Newsletter
77,639	13,038	130	665	35	6
↓ -30.3%	↓ -42.1%	↓ -54.4%	↓ -42.2%	↓ -61.1%	↓ -94.7%

Default Channel Grouping	Sessions	Operator Web Referrals	Operator Phone Calls	KAP Web Referrals	KAP Phone Calls
1. Organic Search	34,951	5,931 (16.97%)	54 (0.15%)	281 (0.8%)	13 (0.04%)
2. (Other)	13,377	1,687 (12.61%)	2 (0.01%)	20 (0.15%)	1 (0.01%)
3. Paid Search	8,960	3,574 (39.89%)	51 (0.57%)	97 (1.08%)	10 (0.11%)
4. Direct	6,803	636 (9.35%)	9 (0.13%)	75 (1.1%)	5 (0.07%)
5. Social	6,368	631 (9.91%)	0 (0%)	62 (0.97%)	0 (0%)
6. Display	4,659	51 (1.09%)	3 (0.06%)	14 (0.3%)	3 (0.06%)
7. Referral	1,981	399 (20.14%)	11 (0.56%)	113 (5.7%)	3 (0.15%)
8. Email	540	129 (23.89%)	0 (0%)	3 (0.56%)	0 (0%)

TOP OUTBOUND CLICKS (WEBSITE REFERRALS TO PARTNERS AND COMMUNITY)

Event Action	Total Clicks
http://www.kingstonpentour.com/	1.7K
http://www.frontenacarchbiosphere.ca/explore/fab-trails/hike/hiking-trails/rock-dunder	674
http://www.1000islandscruises.ca/	595
https://agnes.queensu.ca/exhibition/leiden-circa-1630-rembrandt-emerges/	524
http://www.forthenry.com/	494
http://www.wolfeisland.com/maze/	479
https://www.kingstonrolley.ca/ghostmystery/	332
http://www.kingstonrolley.ca/	323
http://www.kingstonribandbeerfest.com/	311
http://www.kingstonfoodtours.ca/	258
https://www.forthenry.com/events/fort-fright/	218
https://www.unitedwaykfla.ca/rockin-the-big-house/	216
https://kingstonfair.com/	211
https://www.kingstonwritersfest.ca/	211

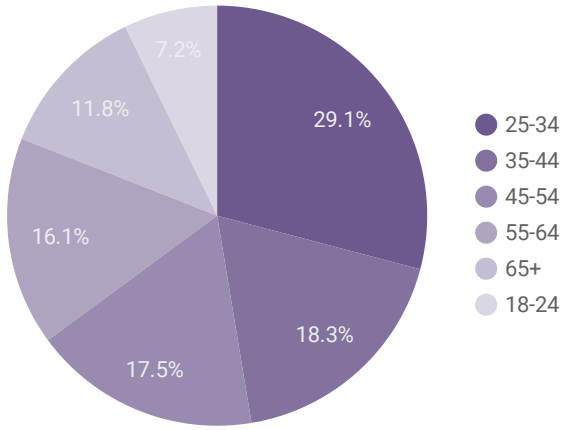
MONTHLY DIGITAL REPORT

Sep 1, 2019 - Sep 30, 2019

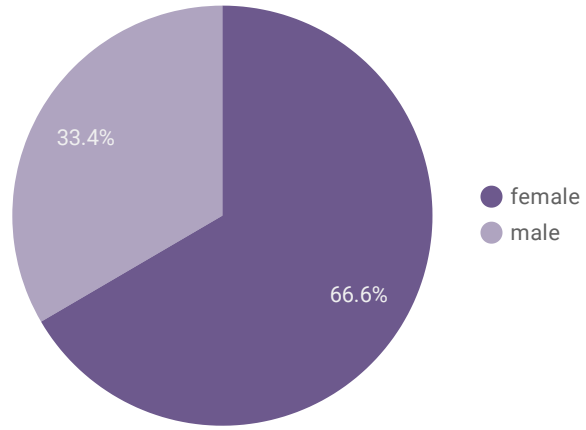
WEBSITE AUDIENCE

A snapshot of the audience visiting our website.

AGE

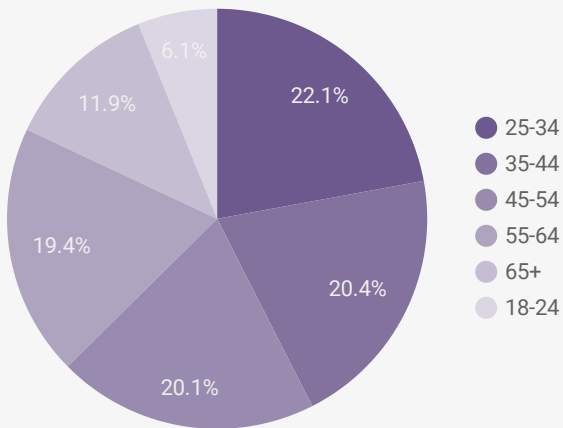


GENDER

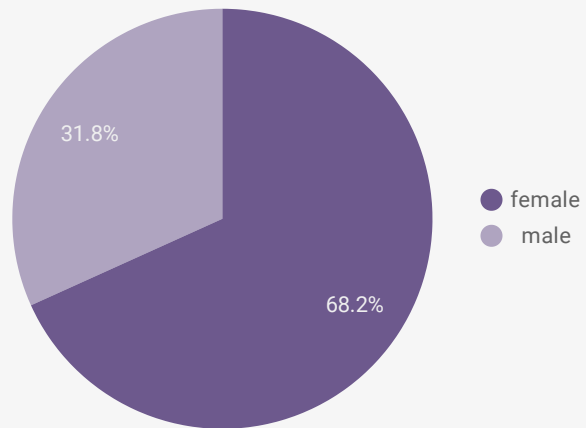


HOTEL LEADS BY AUDIENCE

AGE

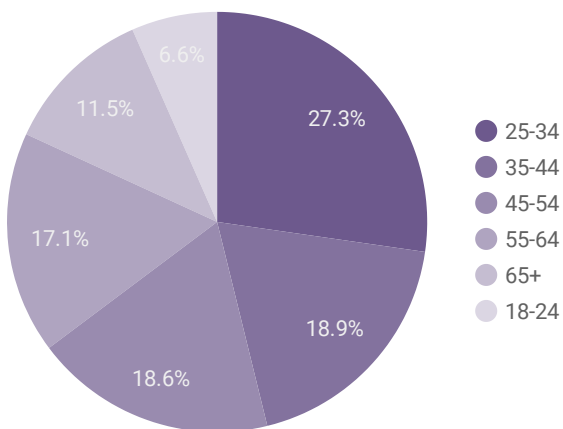


GENDER

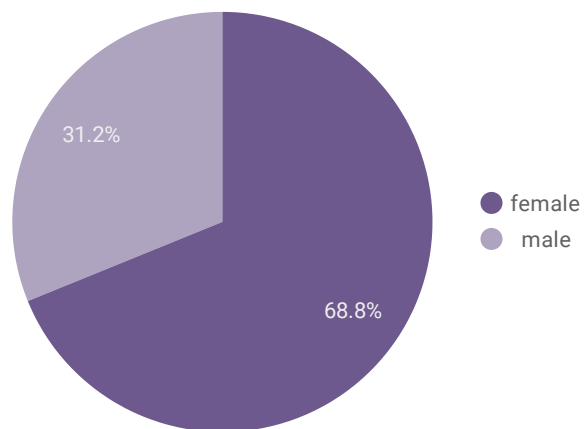


OPERATOR LEADS BY AUDIENCE

AGE



GENDER



MONTHLY DIGITAL REPORT

Sep 1, 2019 - Sep 30, 2019

CONTESTS

Organic engagement from our contests on Facebook

CONTEST: Josiah Henson: From Slave to Saviour

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



3,913

REACH



28

SHARES



27

REACTIONS



24

COMMENTS

CONTEST: The Spire Concert

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



2,871

REACH



18

SHARES



23

REACTIONS



14

COMMENTS

MONTHLY DIGITAL REPORT

Sep 1, 2019 - Sep 30, 2019

CONTESTS

Organic engagement from our contests on Facebook

CONTEST: Rock The Rink Tour

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



31,257

REACH



555

SHARES



548

REACTIONS



521

COMMENTS

CONTEST: The Wiggles: Party Time Tour

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



23,508

REACH



484

SHARES



509

REACTIONS



492

COMMENTS

#linKingston

Amount of user generated content from interactive sign



1497
POSTS



700
USERS



783,616
IMPRESSIONS



544,166
REACH

This data is cumulative since the asset's installation.

MONTHLY DIGITAL REPORT

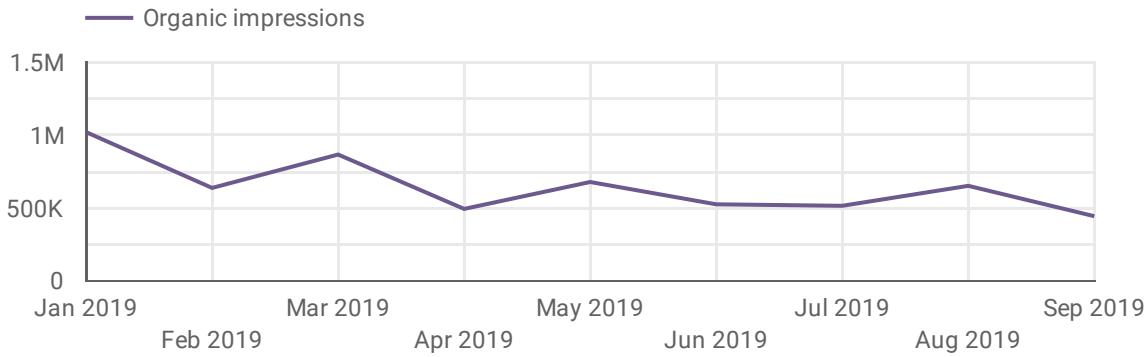
Sep 1, 2019 - Sep 30, 2019

FACEBOOK

A snapshot of our content marketing in action.



New likes
353



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.



445,569
ORGANIC REACH



157,463
VIRAL REACH



7,032
ORGANIC VIDEO VIEWS



5.04%
ENGAGEMENT RATE

ENGAGEMENT BY POST TYPE

What types of content are users engaging with the most?

