



**City of Kingston
Information Report to Council
Report Number 21-061**

To: Mayor and Members of Council
From: Lanie Hurdle, Chief Administrative Officer
Resource Staff: Not applicable
Date of Meeting: February 2, 2021
Subject: Quarterly Report: Tourism Kingston – Q4 2020

Council Strategic Plan Alignment:

Theme: Regulatory & compliance

Goal: See above

Executive Summary:

In accordance with the Service Level Agreement entered into between the City of Kingston and Tourism Kingston ([Report Number 21-006](#)), the attached report (Exhibit A) provides detailed reporting on Q4 2020 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, and Tourism Kingston’s annual business 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;*

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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. 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. This quarterly update also includes the first reporting on the City Council additional allocation of \$500,000 to support the Winter and Spring tourism programs. This allocation was approved as part of the Safe Restart Funding Phase 1.

Recommendation:

This report is for information only.

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Authorizing Signatures:

ORIGINAL SIGNED BY CHIEF
ADMINISTRATIVE OFFICER

**Lanie Hurdle, Chief
Administrative Officer**

Consultation with the following Members of the Corporate Management Team:

Paige Agnew, Commissioner, Community Services	Not required
Peter Huigenbos, Commissioner, Business, Environment & Projects	Not required
Brad Joyce, 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

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Options/Discussion:

Exhibit A to this report provides an activity report from Tourism Kingston (TK) on results for Q4 2020.

The ongoing impacts of COVID-19 on the tourism industry continue to effect hotels, restaurants and attractions in Kingston. Tourism Kingston continues to focus on a recovery strategy and a regional approach to marketing Kingston as a destination market for visitors.

Existing Policy/By-Law:

Report to Council 21-006 dated December 1, 2020

Notice Provisions:

None

Accessibility Considerations:

None

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, Chief Administrative Officer 613-546-4291 extension 1231

Other City of Kingston Staff Consulted:

None

Exhibits Attached:

Exhibit A – Q4 2020 Tourism Kingston report to Council

Tourism
KINGSTON
visitkingston.ca

QUARTERLY REPORT

Q4 - 2020

Kingston



Tourism Kingston Quarterly City Report



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

January 18, 2021

Please find attached a summary report on the activities undertaken by Tourism Kingston for Q4: the period of October through December 2020. Given COVID-19, our reporting structure will look slightly different in comparison to the previous reports due to loss of MAT funding, COVID-19 cancellations, and staff layoffs. In addition, we are also reporting on the Tourism Working Group fund of \$500,000 that was given to this group to support the product development and programming amid the COVID-19 pandemic.

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 visitor 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 fourth 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
EXECUTIVE DIRECTOR
Tourism Kingston

MARKETING



In the early part of Q4, our summer staycation campaign transitioned to a fall campaign with a focus on Kingston’s culinary scene, Kingston Pen Tours, and haunted attractions, as well as our fall “25 things to do” list. Our fall campaign was halted as the second wave of COVID-19 began and we returned to regional and local content.

In November we launched “Together at Home for the Holidays,” which presented a series of 12 curated maker, culinary, and musical performances in the lead-up to the holidays in partnership with the Isabel Bader Centre for the Performing Arts and the Tett Centre. We also produced the Kingston Makers Holiday Gift Guide, profiling 50 Kingston makers with online stores; and promoted downtown Kingston shopping alongside the winter light installation. When the shutdown was announced in December, we reinstated a webpage dedicated to food and retail services during shutdown. This webpage continues to see significant traffic, driving referrals to Kingston businesses.

In Q4 and over the course of the year since COVID-19 took hold, we have balanced investing to drive sales to partners while reducing paid media spend. At the same time, we focused on social media engagement, which is reflected in our year-end metrics against our 2020 goals: social media engagement, 281%; impressions, 101%; and total followers, 108%. We’re also very pleased to have achieved more than one million pageviews (72% of pre-COVID goal) and 139,926 partner referrals (62% of pre-COVID goal) given COVID-19’s impact to the visitor economy.

In Q4, Tourism Kingston was recognized with a Tourism Industry Association of Canada Award of Excellence for its Kingston weddings campaign. We were also recognized as a finalist in the international City Nation Place Awards for Best Citizen Engagement (for “Together at Home”) alongside such notable destinations as Barcelona, Helsinki, and San Francisco.

Marketing and Communications	2020 Goal	2020 Q1	2020 Q2	2020 Q3	2020 Q4	2020 Result	% Goal Actual
Website Session	1,000,000	182,800	83,308	216,524	132,531	615,163	62%
Website Pageviews	1,400,000	282,800	174,930	357,606	202,960	1,018,296	73%
Referrals to Partners (web+phone)	225,000	38,749	29,115	49,817	22,245	139,926	62%
Advertising Impressions	80,000,000	14,079,882	2,885,241	11,570,098	6,136,997	34,672,218	43%
Social Media Link Clicks	300,000	76,648	39,943	75,351	63,857	255,799	85%
Social Media Engagements	400,000	209,051	219,799	215,793	197,319	841,962	281%
Social Media Impressions	25,000,000	9,122,576	5,270,141	5,739,260	5,120,904	25,252,881	101%
Total Followers	85,000	76,901	81,090	88,582	92,024	92,024	108%
Earned Media	450	127	104	105	86	422	94%

*Social data includes WeChat and Weibo

SPORT AND WELLNESS



At the beginning of the Q4, Sport and Wellness began working with Floor 13 to complete the first steps of the strategic plan by completing the Sport Tourism Assessment Template (STAT). This assessment reviewed marketing, digital assets, financial model, strategy, prospects, bid assessment, partnerships, event planning, event delivery, event activation, and legacy. This detailed process helps Floor 13 evaluate and identify the gaps and opportunities to create a strategic framework. The next step in this process is to contact stakeholders to be either interviewed or answer a brief survey by Floor 13. With the assistance of our partners, a detailed venue assessment was completed virtually (due to COVID-19). Floor 13 has completed the first draft of the strategic framework and Tourism Kingston will receive the final document within the first month of Q1, 2021.

Tourism Kingston was selected to take part in the Sport Events Exchange Virtual Test Event. During this event, Sport and Wellness conducted meetings with national sport organizations Hockey Canada, Volleyball Canada, Dodgeball Canada, Boxing Canada, Canadian Blind Hockey, and Soccer Canada. This was an excellent opportunity for our staff to connect directly with these national and get greater insight on their future plans while adhering to all COVID-19 restrictions.

Sport and Wellness completed the 2021 sales plan in Q4. Although we can expect changes as regulations with COVID-19 change, our sales plan will be the guide to attracting safe sporting events to Kingston as soon as possible.

Sport Tourism - Bidding	2020 Goal	2020 Q1	2020 Q2	2020 Q3	2020 Q4	2020 Result	% Goal Actual
Number of bids prospected	25	6	N/A	1	3	10	40%
Tentative Room Nights	10,000	675	2,550	56	6105**	3,281	33%
Number of bids submitted	10	1	N/A	0	0	1	10%
Number of bids won	5	2	N/A	1	0	3	60%
Definite Room Nights	7,500	888	N/A	50	450	1,388	19%
Participants*	25,000	5,336	N/A	156	975	6,467	26%

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

**Number is high due to transfer of events from 2020 to 2021

TRAVEL TRADE



The Travel Trade industry is starting to rebound with a focus on a domestic FIT market, with most operators shifting their focus away from group travel to a more flexible individual travel option. Tourism Kingston focused on developing destination packages for the remainder of 2020 and into 2021 that work for both the FIT and leisure markets. These packages included accommodations and experiences for one price.

Our staff attended Bienvenue Quebec and OMCA Virtual, speaking with a total of 75 operators about the return of travel and how to ensure they experience Kingston during the recovery. These meetings led to exciting new concepts, such as revitalized education travel and experiences that will lead to partnerships with other destinations for multi-region itineraries.

The City of Kingston and Tourism Kingston have secured an aviation consulting group to assist in attracting new carriers to service Kingston. In Q4, we were able to finalize a Request for Information that had multiple responses of interest from airlines. We are now moving to a Request for Proposal stage in early January. This is part of a long-term air service development plan that focuses on connectivity and increased inbound and outbound traffic.

Travel Trade	2020 Goal	2020 Q1	2020 Q2	2020 Q3	2020 Q4	2020 Result	% Goal Actual
Number of leads	162	3	3	2	4	12	7%
Number of referrals	675	15	22	49	67	153	23%
Number of Prospects Contacted	1200	48	27	82	104	261	22%

*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

**** Prospects = qualified clients with high probability of producing leads. Added due to COVID-19 situation.

	Partner Meetings	Partnerships Secured	Industry Webinars	Cancelled Events	Packages Created
COVID Response Q2	66	3	32	2	
COVID Response Q3	54	4	10	0	44
COVID Response Q4	42	4	8	0	34

MEETINGS AND CONFERENCES



With the positive news about vaccines being distributed in 2021, event planners and organizations have made some commitments for future events in the City. Working closely with Queen’s University, Tourism Kingston successfully bid on two large conferences for 2022 and 2023, with 560 and 1,000 room nights, respectively. Planners with events in 2021 are maintaining a holding pattern with their contracts as they wait for more developments with the distribution of a vaccine and lifting of gathering restrictions.

Tourism Kingston has also been in talks with the Jehovah’s Witnesses regional office to be a host city for their annual and smaller biannual gatherings (3,000 and 1,800 attendees respectively). In October, we received confirmation that their in-person events are cancelled for 2021, but that we are a top-contender for their events in 2022 and beyond.

Meetings and Conferences staff also initiated talks with planners for prospective events and maintained connections with planners across Ontario and Quebec through the MPI industry events and the CSAE’s Virtual Conference in November.

Meetings and Conferences	2020 Goal	2020 Q1	2020 Q2	2020 Q3	2020 Q4	2020 Result	% Goal Actual
Number of bids submitted	30	8	6	4	7	25	83%
Tentative room nights	1,000	773	332	1,345	2,236	4,686	469%
Number of bids won	18	6	3	1	2	12	67%
Definite Room Nights	750	542	122	540	1,560	2,764	369%

*Leads = qualified event planner with a specific business event they are looking to book

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

***Definite = Lead with a signed contract for accommodations and event venue

FILM



The Kingston Film Office saw a significant increase in activity since early October, when the government addressed ongoing insurance concerns around COVID-related exclusions.

Notably, the Kingston Film Office hosted, under relative secrecy, season 2 of the popular Netflix series *Locke and Key* the first week of November. All told, this production generated more than \$150,000 in direct economic benefit to the community. This includes more than 500 hotel rooms, multiple location rentals, various supplier engagements, and over a dozen short-term contract employments.

Feedback from the *Locke & Key* shoot was overwhelmingly positive. Producer Kevin Lafferty said “we were consistently impressed with the welcome that the City offered to us. We found it to be a fantastic place to work and the shoot was a total success.” As a result, the production made a \$10,000 donation to the Queen’s Film & Media program to support future workshops and practical training opportunities to be developed in partnership with the Kingston Film Office and extended to the broader local community.

Film and television production remains in full operation across the province, including hotspots like the GTA, despite ongoing COVID restrictions. This speaks to the effectiveness of the strict section 21 provincial guidelines under which the industry now operates, which includes frequent testing, up to three times per week, as practised on the *Locke & Key* production.

We are ramping up for a busy 2021, already servicing and supporting plans for two sizeable productions (currently scheduled for Q2) as well as getting ready to offer modified online workshops and training opportunities for the production community. The Kingston Film Office is also bridging both the Kingston Canadian Film Festival and Queen’s Film & Media as partners on the Telefilm Talent to Watch competitive program for \$150,000 feature films from recent alumni and area filmmakers. We are continuing to nurture the local production community through similar ongoing opportunities, such as the Bell Fybe TV1 opportunity which has licensed five short-form series out of the community so far, to the tune of \$30,000 or more per local production.

Finally, we are seeing positive momentum as an active part of a regional industry group lobbying to establish a South Eastern Ontario Production Accelerator Fund. This fund would be designed to attract more production to the surrounding areas and is modelled after the highly successful Northern Ontario Heritage Fund, which was instrumental in building a thriving industry to the north. Active lobbying is underway, with a proposal being put forward to both the Ministers of Economic Development and Tourism, Culture and Sport in early 2021.

FILM



Kingston Film Office							
Productions (Tentative)*	2020 Goal	2020 Q1	2020 Q2	2020 Q3	2020 Q4	2020 Result	% Goal Actual
Tier 1 (7+ days)	4	7	3	10	2	22	550%
Tier 2 (overnight to 1 week)	25	33	6	10	9	58	232%
Tier 3 (single day)	60	13	5	2	7	27	45%
Productions (Actual)**	2020 Goal	2020 Q1	2020 Q2	2020 Q3	2020 Q4	2020 Result	% Goal Actual
Tier 1 (7+ days)	2	0	0	0	1	1	50%
Tier 2 (overnight to 1 week)	15	17	2	2	3	24	160%
Tier 3 (single day)	50	13	0	3	7	23	46%
Local Productions (within 100km)	50	26	2	4	7	39	78%
Non Local Productions (>100km travel)	17	4	0	1	4	9	53%
Workshops/Events	2020 Goal	2020 Q1	2020 Q2	2020 Q3	2020 Q4	2020 Result	% Goal Actual
Events	8	5	0	0	0	5	63%
Participants	200	330	0	0	0	330	165%
Scout Tours	2020 Goal	2020 Q1	2020 Q2	2020 Q3	2020 Q4	2020 Result	% Goal Actual
Tours	20	3	0	3	3	9	45%
Participants	50	10	0	10	18	38	76%

*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)

VISITOR INFORMATION CENTER



In August 2020, the Visitor Information Centre opened as a mobile tent outside of the Centre. During this time staff welcomed over 7,300 visitors with traffic driven from GTA, Ottawa, Montreal and regional travel. As COVID-19 progressed the Visitor Information Centre closed to the public in the second week of October. Since October staff have virtually connected with visitors via Chatbot, email, and telephone to answer any visitor needs.

With renovations near complete, staff worked to create an online store that sells a small collection of Tourism Kingston merchandise. This online store will be promoted and available for the public once COVID-19 restrictions are lifted and allow us to safely return to work. With revenue generation at top of mind the 2021 partnership program is being modified and the roll out to local stakeholders will occur once program details are finalized.

Visitor Information Centre (VIC)	2020 Goal	2020 Q1	2020 Q2	2020 Q3	2020 Q4	2020 Result	% Goal Actual
Number of VIC Visitors	151,000	12,378	0	7304	0	19,682	13%
Tour Bus Passengers	70,000	1,940	0	100	0	2,040	3%
Cruise Ship Passengers	1,200	0	0	0	0	0	0%

VIC Sales	2020 Goal	2020 Q1	2020 Q2	2020 Q3	2020 Q4	2020 Result	% Goal Actual
Retail	\$50,000	\$16,280	\$0	\$0	\$0	\$16,280	33%
Commissions- attraction tickets*	\$44,209	\$503	\$33	\$0	\$0	\$536	1%
Commissions- Retail	\$5,000	\$1,189	\$61	\$0	\$0	\$1,250	25%
Partnership - Brochure Racking	\$20,000	\$2,000	\$0	\$0	\$0	\$2,000	10%
Total Sales	\$119,209	\$19,973	\$94	\$0	\$0	\$20,067	17%

TOURISM WORKING GROUP



Background

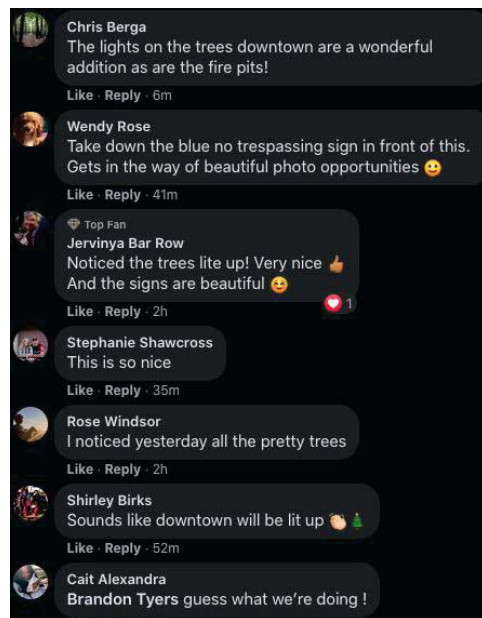
The Tourism Working Group was created as a subcommittee of the Kingston Economic Recovery Team. The mission of the Tourism Working Group is to discuss community product development as it relates summer 2020, fall 2020, and winter 2020/2021. Working collaboratively with the City, Tourism Kingston and the Downtown Kingston! B.I.A. the Tourism Working Group utilizes pre-existing events/ attractions to attract local and regional visitors. The result of these initiatives will create an economic spin off that assist businesses in their recovery efforts during COVID-19.

Winter project

The Winter Illumination project used existing assets to leverage the Downtown core as an attraction in of itself. The illumination consisted of tree lightening down princess street, illumination of Confederation Basin, the Visitor Information Centre, City hall and Springer market square. In addition, light posts were wrapped throughout Brock St. and Wellington St. creating a warm glimmer of light to the Downtown core. Building off of the existing Love Kingston, Love Local thematic the group also purchased multi-coloured neon hearts for businesses so show support and solidarity by showing and spreading "love".

Total Funding	\$500,000
Winter Illumination	144,000
Culinary Program	<u>23,000</u>

Remaining Funding \$333,000





Tourism Kingston Financial Summary
For the Twelve Months Ending December 31, 2020

	Total Budget	Q1			Q2			Q3			Q4		
		Budget	Actuals	Variance	Budget	Actuals	Variance	Budget	Actuals	Variance	Budget	Actuals	Variance
Revenue													
Municipal Funding	\$ 1,387,410	\$ 346,853	\$ 346,853	-\$ 1	\$ 346,853	\$ 346,852	\$ 1	\$ 346,853	\$ 346,853	-\$ 1	\$ 346,853	\$ 346,852	\$ 1
<u>Other Revenue</u>													
KAP Contribution	1,455,000	363,750	423,750	- 60,000	363,750	- 121,250	485,000	363,750	- 127,500	491,250	363,750	-	363,750
MAT 35%						204,413	- 204,413		112,773	- 112,773			
Regional Relief & Recovery Funding									486,150	- 486,150			
Tourism Working Group												500,750	- 500,750
VIC Sales & Commissions:													
Resale	50,000	12,500	13,754	- 1,254	12,500	-	12,500	12,500	-	12,500	12,500	31	12,469
Consignment revenue	5,000	1,250	1,189	61	1,250	61	1,189	1,250	-	1,250	1,250	-	1,250
Ticket sales & other revenue	44,209	11,052	-	11,052	11,052	-	11,052	11,052	-	11,052	11,052	6,348	4,704
Brochure racking	20,000	5,000	2,503	2,497	5,000	- 33	5,033	5,000	467	4,533	5,000	204	4,796
Kingston Pen Fund	187,500	46,875	250,000	- 203,125	46,875	-	46,875	46,875	- 250,000	296,875	46,875	-	46,875
Film Revenue	30,000	7,500	-	7,500	7,500	-	7,500	7,500	100	7,400	7,500	5,750	1,750
Meetings & Conferences Revenue	2,500	625	1,500	- 875	625	-	625	625	-	625	625	-	625
Sport Revenue	2,500	625	2,205	- 1,580	625	9	616	625	- 9	634	625	-	625
Other Funding	47,500	11,875	-	11,875	11,875	57,000	- 45,125	11,875	118,039	- 106,164	11,875	104,523	- 92,648
Reserve Funding						121,174	- 121,174						
Brier Funding	245,000	61,250	462,585	- 401,335	61,250	-	61,250	61,250	-	61,250	61,250	119,679	- 58,429
Total Revenue	3,476,619	869,155	1,504,339	- 635,184	869,155	608,226	260,929	869,155	686,873	182,282	869,155	1,084,137	- 214,982
Expenditures													
Wages & Benefits	1,061,270	265,318	240,706	24,612	265,318	215,631	49,687	265,318	201,323	63,995	265,318	261,605	3,713
Other Administrative Expenses	225,000	56,250	39,715	16,535	56,250	45,323	10,927	56,250	87,256	- 31,006	56,250	112,976	- 56,726
<u>Project Expenses</u>													
Marketing Digital Content Media Relations	988,713	247,178	208,000	39,178	247,178	175,010	72,169	247,178	305,148	- 57,970	247,178	302,007	- 54,829
Tourism Working Group												166,501	- 166,501
Kingston Pen Fund	187,500	46,875	-	46,875	46,875	-	46,875	46,875	-	46,875	46,875	-	46,875
Meetings & Conferences	60,225	15,056	17,128	- 2,072	15,056	- 376	15,432	15,056	791	14,265	15,056	1,326	13,730
Travel Trade	59,300	14,825	8,464	6,361	14,825	- 4,236	19,061	14,825	4,161	10,664	14,825	6,363	8,462
Sport Tourism	251,050	62,762	43,343	19,419	62,763	- 87	62,850	62,763	2,429	60,334	62,763	26,872	35,891
Film Kingston	143,233	35,808	24,870	10,938	35,808	1,518	34,290	35,808	408	35,400	35,808	15,639	20,169
Visitor Services	98,550	24,638	12,816	11,822	24,638	2,557	22,081	24,638	37,086	- 12,449	24,638	48,304	- 23,667
Sport Development Fund	75,000	18,750	95,542	- 76,792	18,750	- 43,702	62,452	18,750	702	18,048	18,750	458	18,292
Brier Expenses	245,000	61,250	486,793	- 425,543	61,250	180,275	- 119,025	61,250	2,779	58,471	61,250	120,017	- 58,767
MC/TT Incentive Fund	61,778	15,445	23,600	- 8,155	15,445	40,464	- 25,020	15,445	1,872	13,573	15,445	-	15,445
Transient Bus Parking	20,000	5,000	-	5,000	5,000	-	5,000	5,000	-	5,000	5,000	-	5,000
Total Expenditures	3,476,619	869,155	1,200,977	- 331,822	869,155	612,377	256,778	869,155	643,955	225,200	869,155	1,062,068	- 192,913
Surplus/(Deficit)		- 0	303,362	- 303,362	- -	4,151	4,151	-	42,918	- 42,918	-	22,069	- 22,069

KINGSTON

visitkingston.ca

OVERVIEW

The big picture of our digital activity this month.



WEB SESSIONS

50.4K

↓ -23.9%



TOTAL LEADS

7,227

↓ -45.0%



5,066,799

↓ -32.6%

TOTAL IMPRESSIONS



75,688

↑ 78.9%

TOTAL ENGAGEMENTS



21,148

↑ 40.5%

TOTAL CLICKS

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

MONTHLY DIGITAL REPORT

Oct 1, 2020 - Oct 31, 2020

Website

Our website traffic typically declines in October every year as wrap to the summer high season. This year the decline is further influenced by reduction in overall interest in travel due to the pandemic. On a positive note, our organic social and engagement numbers have increased.

Content continues to drive organic traffic to the site. The most heavily trafficked pages derived from non-paid activity included 6 Ways to see Kingston Fall Colours, Top Attractions, Frightful Nights Fort Fright, Delicious Thanksgiving, and Awesome Places to Hike.

Calls and website clicks generated to hotel partners increased - indicating that there was a growth in interest in overnight stays. Web referrals to operators is down year over year which is influenced by decreases from several popular partners who we expect have experienced a decrease in visitors or closure due to Covid such as the Wolfe Island Corn Maze and Fort Henry.

Paid Digital

Our total clicks for the month as higher which is due to incredibly high CTRs on our Facebook ads which are sending a high amount of clicks to the website for our budget. Overall impressions are showing a decrease Year over Year which is coming from a lower spend on Google Display ads which produce the most impressions.

Our best performing content ad this month was the **Historically Haunted sponsored post with 6.34% CTR**. The average CTR for all ads was 2.34% which is above our industry benchmark of 0.9-1.76%.

Email

The consumer newsletter click numbers were significantly higher this month than previous months with **a CTR of 60%**. **All metrics including total deliveries and opens also increased slightly compared to last month.** The member industry newsletter metrics also saw an increase in deliveries, open rate, and clicks. We recommend reviewing the October newsletters and comparing them to previous emails to look for changes that may have contributed to these increases.

Social

Organic social impressions saw a slight increase compared to the previous month which was influenced heavily by the contests in market including AquaTerra and Cher-Mere.

Organic posts that received the most engagement in October were: AquaTerra Giveaway, Cher-mere giveaway, AquaTerra Patio open, Public Market, and Peaceful Kingston Waterfront.

Paid Search

"Things to do in fall" content had a major positive impact on our overall results MoM. While spend was relatively similar Month over Month (+3%), we drove 16% more conversions than in September which was influenced by a decrease in cost per conversion and an increase in conversion rate. The Pen Tours campaign finished in October and had generated an average 43% click-through-rate which was incredibly high.

SEO

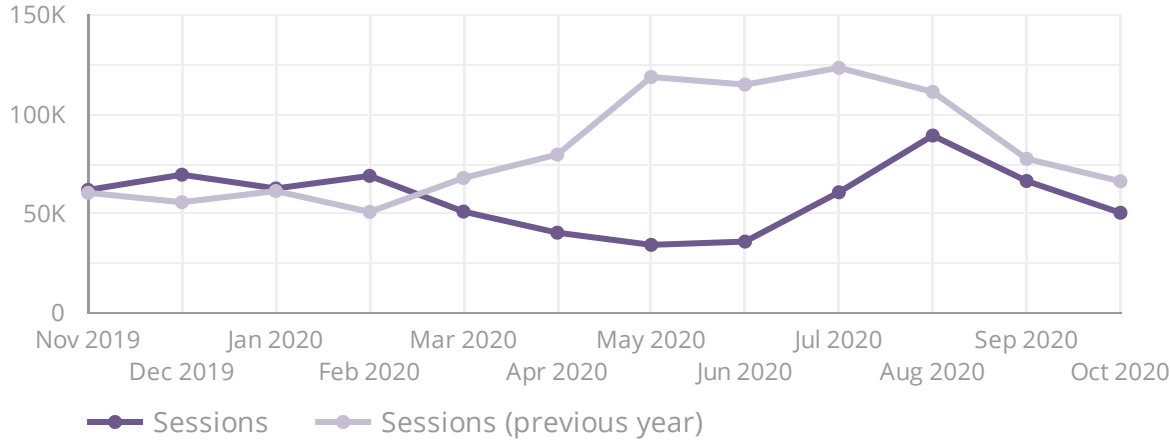
(available in the SEO report from Search Warrant)

MONTHLY DIGITAL REPORT

Oct 1, 2020 - Oct 31, 2020

CONSUMPTION

Is our content marketing working?



SESSIONS
50.4K
↓ -23.9%

USERS
41.5K
↓ -21.4%

PAGE VIEWS
77.3K
↓ -29.4%

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?



27%

% RETURN VISITORS

LEAD GENERATION

Are users converting online?

OPERATORS

HOTELS

 6,496 ↓ -48.4% WEB REFERRALS	 119 ↑ 17.8% CLICKS TO CALL
--	--

 579 ↑ 40.5% WEB REFERRALS	 33 ↑ 43.5% CLICKS TO CALL
---	---

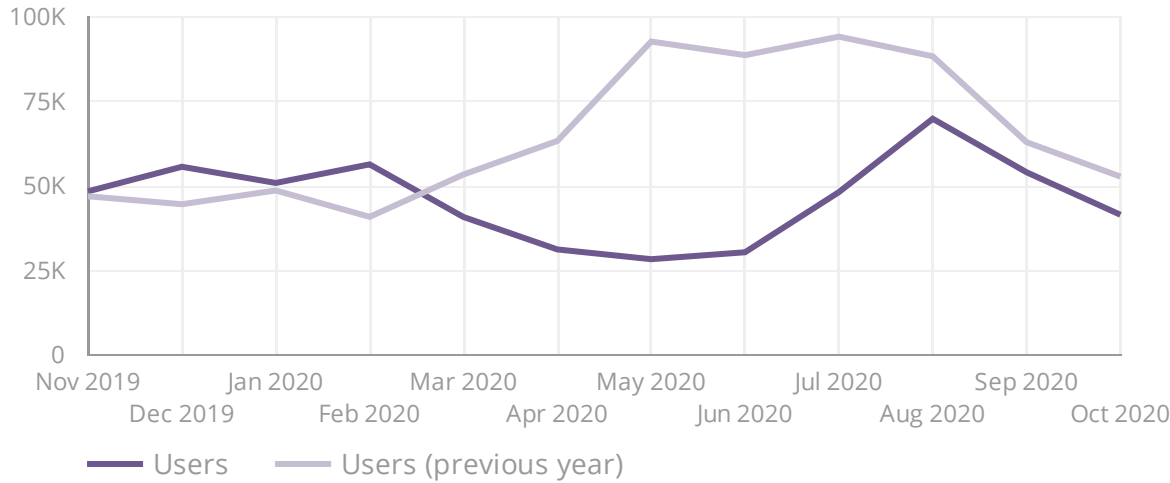
MONTHLY DIGITAL REPORT




Oct 1, 2020 - Oct 31, 2020

CONSUMPTION

How is our audience using our site?

USERS
 41,487



 00:01:14 ↓ -6.7% AVG. TIME ON SITE	 1.53 ↓ -7.3% PAGES / SESSION	 00:02:18 ↑ 14.4% AVG. TIME ON PAGE
---	---	--

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

SOCIAL MEDIA

An overview of activity on our social media channels

This data is cumulative to today's date.

 13,519 INSTAGRAM FOLLOWERS	 60,310 FACEBOOK LIKES	 7,366 TWITTER FOLLOWERS
--	--	--

 2,242,744 ↑ 43.6% IMPRESSIONS	 75,688 ↑ 78.9% ENGAGEMENTS	 18,845 ↑ 68.9% CLICKS
---	--	---

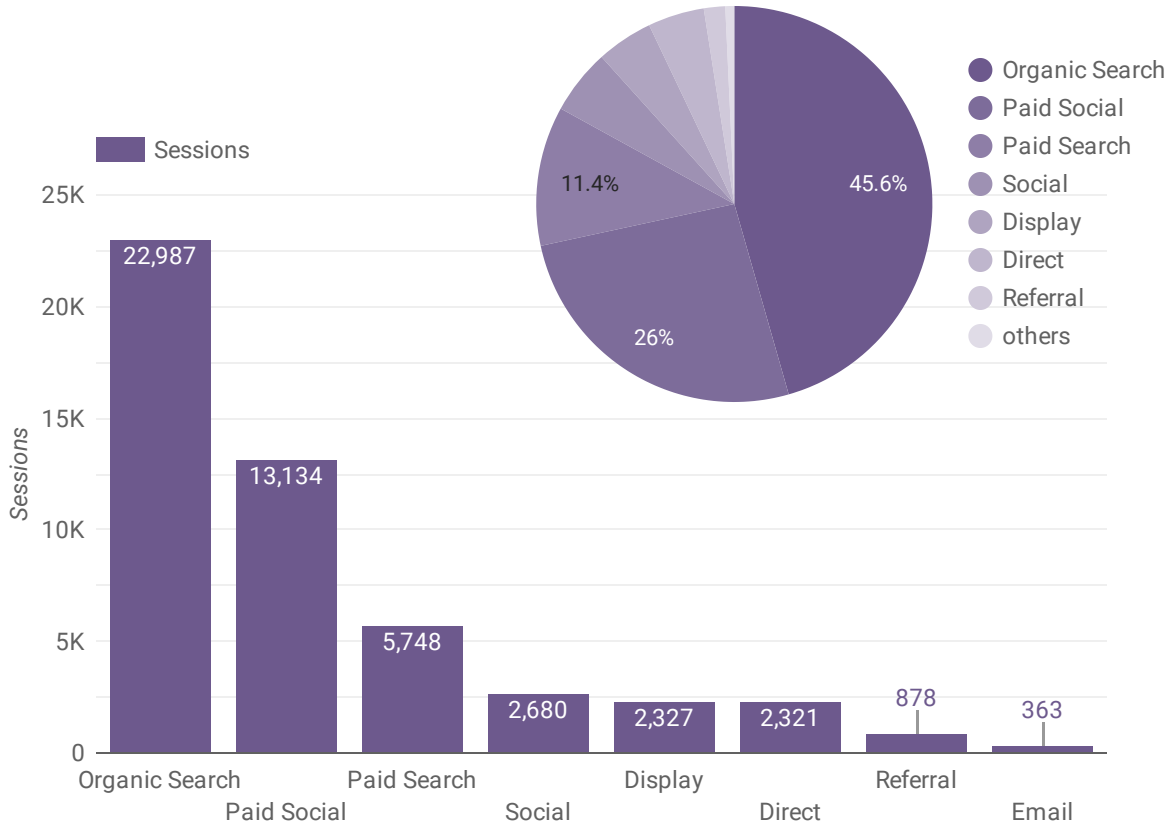
*totals for organic and paid Facebook, Twitter, and Instagram

MONTHLY DIGITAL REPORT

Oct 1, 2020 - Oct 31, 2020

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	14,206
2. Toronto	6,958
3. Montreal	3,228
4. Ottawa	2,973
5. (not set)	2,414
6. Brampton	1,040
7. Belleville	1,013
8. Hamilton	809
9. Mississauga	759
1... Oshawa	753

MOST VISITED PAGES

Page Title	Pageviews
1. 25 Things to Do in Kingston This Fall – Visit Kingston	7,426
2. Historic and Notorious Kingston Penitentiary – Visit Kingston	6,863
3. Packages – Visit Kingston	3,947
4. Visit Kingston – Fresh Made Daily	3,114
5. 6 Ways to See Kingston's Fall Colours – Visit Kingston	2,168
6. 7 Things You Need to Know About Kingston Penitentiary – Visit Kingst...	1,885
7. Your Guide to a Delicious Thanksgiving in Kingston – Visit Kingston	1,879
8. Historically haunted: Kingston's eeriest attractions – Visit Kingston	1,741
9. Culinary – Visit Kingston	1,439
10. COVID-19 and the Kingston Community – Visit Kingston	1,351

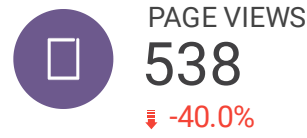
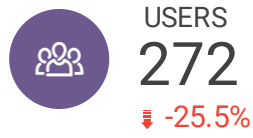
MONTHLY DIGITAL REPORT

Oct 1, 2020 - Oct 31, 2020

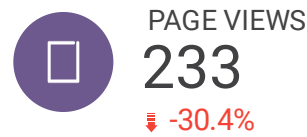
FRENCH AND CHINESE SITES

Website metrics from each of our French and Chinese sites

FRENCH



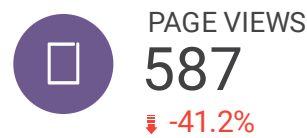
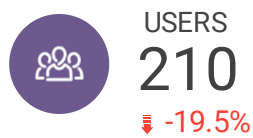
CHINESE



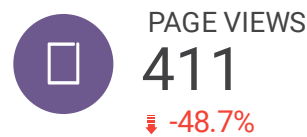
MICRO SITES

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.

*comparison is month over month

MONTHLY DIGITAL REPORT

Oct 1, 2020 - Oct 31, 2020

EMAIL MARKETING

An overview of email campaigns this month

CONSUMER NEWSLETTER



5,032
TOTAL DELIVERIES



1,012
TOTAL UNIQUE OPENS



610
TOTAL CLICKS



13
TOTAL UNSUBSCRIBES



20%
AVERAGE OPEN RATE



60%
AVERAGE CTR

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

MEMBER NEWSLETTER



317
DELIVERIES



101
UNIQUE OPENS



46
CLICKS



0
UNSUBSCRIBES



32%
OPEN RATE



46%
CTR

GLOSSARY OF TERMS

DELIVERIES

Number of successful emails sent.

OPEN RATE

Opens divided by deliveries.

CTR

Clicks divided by unique opens.

UNIQUE OPENS

of people who opened your emails.

CLICKS

of clicks that were taken on your email.

MONTHLY DIGITAL REPORT

Oct 1, 2020 - Oct 31, 2020

PAID DIGITAL

A snapshot of our digital ads in market this month.

FACEBOOK/INSTAGRAM NETWORK

Campaign name	Impressions	Reach	Link clicks	CTR (all) ▾	Three-second video views
Post: "On its surface, Kingston seems so hist...	86.2K	43K	1.2K	6.34%	null
Post: "From classic turkey and gravy to more...	45K	23.6K	673	4.23%	null
Post: "Fall is one of the most beautiful seaso...	16.1K	11K	369	3.55%	null
Post: "Whether it's sweater weather, parka se...	75.8K	34.2K	990	3%	null
Pen2020	312.1K	155.7K	5.1K	2.81%	8.9K
FlyGTA	19.4K	6.3K	384	2.52%	null
Post: "Need some inspiration on what to do ...	34.4K	20.9K	410	2.11%	null
Fall2020	310.1K	116.2K	4.1K	2.05%	29.3K
Grand total	1.4M	372.9K	17.4K	2.34%	56.5K

GOOGLE DISPLAY NETWORK

Campaign	Campaign type	Impressions ▾	Clicks	CTR
Pen2020_display	Display Only	1M	901	0.07%
Fall2020_display_gdn_culinary	Display Only	406K	281	0.07%
Fall2020_display_gdn_packages	Display Only	404K	268	0.07%
Culinary2020_video_15 sec	Video	248K	230	0.09%
Culinary2020_trueview	Video	199K	204	0.10%
Fall2020_video_trueview	Video	138K	145	0.10%
Pen2020_video_trueview	Video	80K	114	0.14%
Pen2020_video_bumper	Video	74K	91	0.12%
Fall2020_video_bumper	Video	57K	69	0.12%
	Grand total	3M	2K	0.08%

GOOGLE ADWORDS SEARCH NETWORK - Search Warrant

Campaign	Campaign type	Impressions	Clicks ▾	CTR
KA:20 Things to do Fall 2020	Search Only	93K	4K	4%
KA:20 Kingston Pen Tours & Packages	Search Only	4K	2K	43%
	Grand total	102K	6K	6%

MONTHLY DIGITAL REPORT

Oct 1, 2020 - Oct 31, 2020

LEAD GENERATION

A snapshot of our digital lead generation

LEAD GENERATION BY CHANNEL

Visit Kingston Website Performance

KINGSTON

Oct 1, 2020 - Oct 31, 2020

Default Channel Grouping

Website Sessions	Operator Web Referrals	Operator Phone Calls	KAP Web Referrals	KAP Phone Calls	KAP Newsletter
50,444	6,496	119	579	33	No data
↓ -24.1%	↓ -26.9%	↓ -56.4%	↓ -61.5%	↓ -64.5%	No data

Default Channel Grouping	Sessions	Operator Web Referrals	Operator Phone Calls	KAP Web Referrals	KAP Phone Calls
1. Organic Search	22,987	3,766	16.38%	54	0.23%
2. Paid Social	13,134	784	5.97%	18	0.14%
3. Paid Search	5,748	1,358	23.63%	36	0.63%
4. Social	2,680	108	4.03%	1	0.04%
5. Display	2,327	43	1.85%	2	0.09%
6. Direct	2,321	253	10.9%	6	0.26%
7. Referral	878	136	15.49%	1	0.11%
8. Email	363	47	12.95%	1	0.28%

TOP OUTBOUND CLICKS (WEBSITE REFERRALS TO PARTNERS AND COMMUNITY)

Event Action	Total Clicks
https://www.kingstonpentour.com/	493
https://www.1000islandscruises.ca/	492
https://hauntedwalk.com/	391
https://www.kingstonrolley.ca/citytour/	296
http://www.marriott.com/ygkdk	285
http://www.fortfright.com/	221
http://www.forthenry.com/	203
http://www.kingstonpentour.com/	173
https://www.hiexpress.com/redirect?path=hd&brandCode=EX&localeCode=en&hotelCode=YGKES&rateCode=ISHD2&PMID=995...	173
https://www.cityofkingston.ca/explore/markets	148
https://www.improbableescapes.com/kingston-conspiracy	146
https://www.eventbrite.ca/e/high-tea-experience-by-top-tier-bakery-tickets-110443621846	139
https://agnes.queensu.ca/exhibition/rembrandt-and-company	138
https://www.marriott.com/events/start.mi?id=1592920953490&key=CORP	124

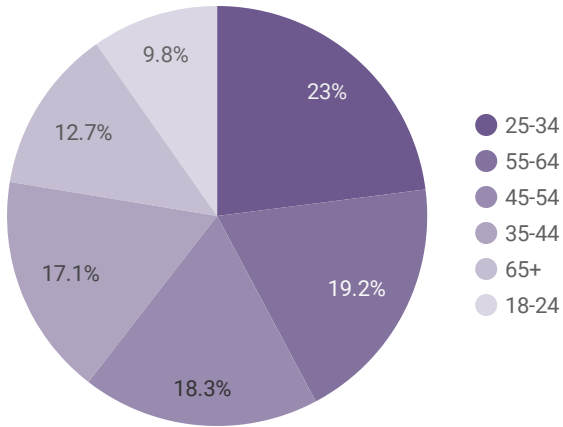
MONTHLY DIGITAL REPORT

Oct 1, 2020 - Oct 31, 2020

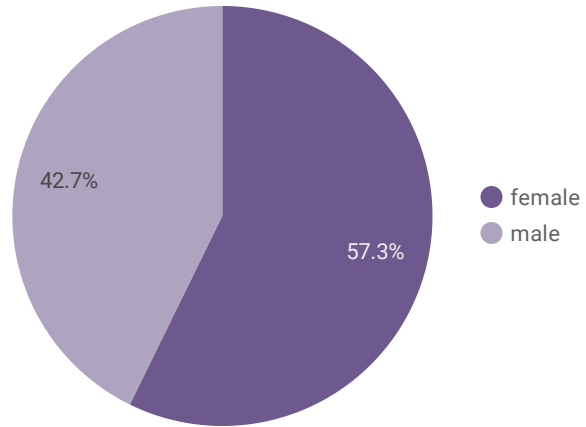
WEBSITE AUDIENCE

A snapshot of the audience visiting our website.

AGE

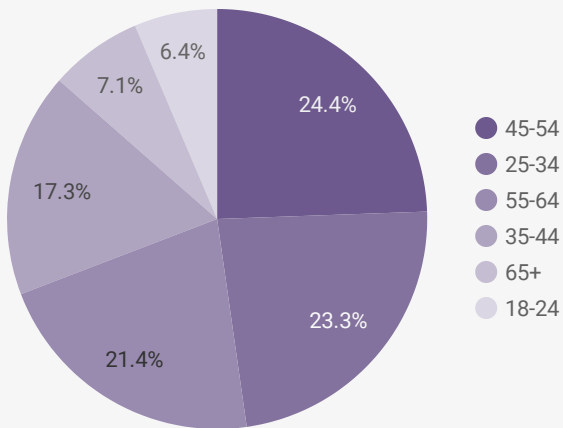


GENDER

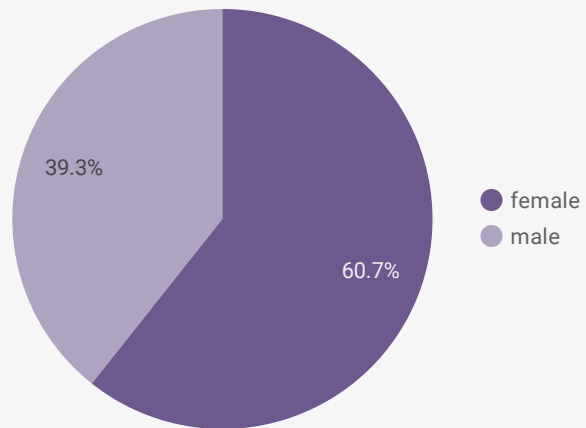


HOTEL LEADS BY AUDIENCE

AGE

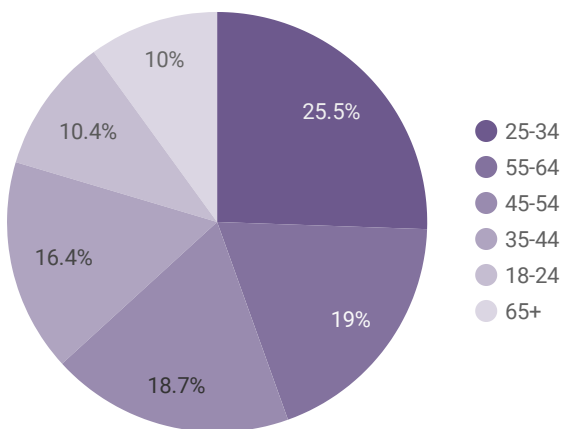


GENDER

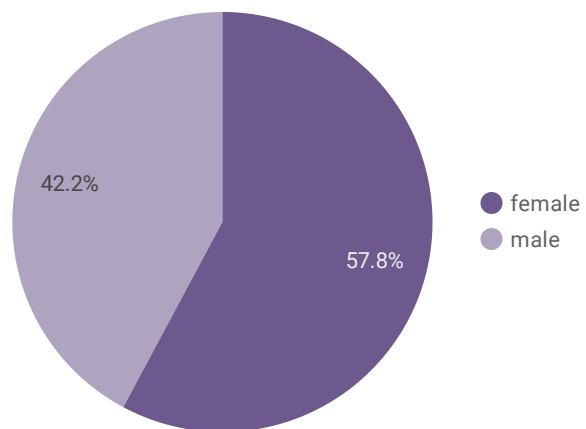


OPERATOR LEADS BY AUDIENCE

AGE



GENDER



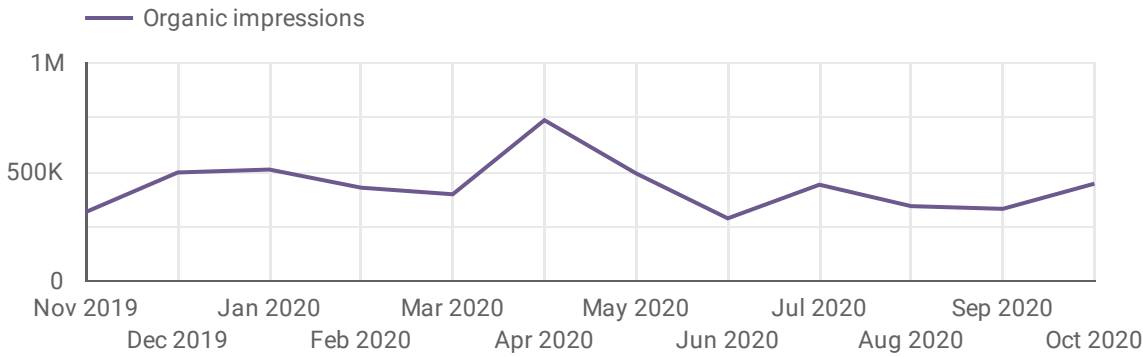
MONTHLY DIGITAL REPORT

Oct 1, 2020 - Oct 31, 2020

FACEBOOK

A snapshot of our content marketing in action.

New likes
489



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.

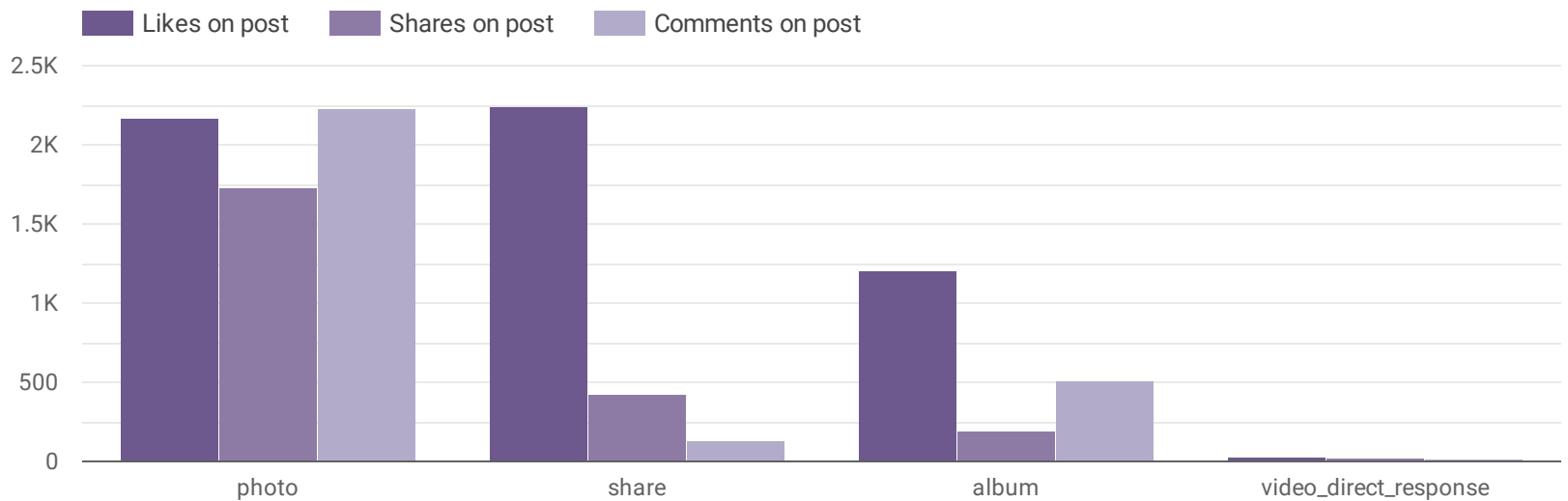
ENGAGEMENT RATE

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

 <p>446,506 ORGANIC REACH</p>	 <p>199,973 VIRAL REACH</p>
 <p>4,923 ORGANIC VIDEO VIEWS</p>	 <p>6.67% ENGAGEMENT RATE</p>

ENGAGEMENT BY POST TYPE

What types of content are users engaging with the most?



Earned Media Tracking - October 2020

SECTOR	ARTICLE TITLE	LINK	PUBLICATION	DATE
Industry	Capitol condo opponents ask Kingston council to reject project	https://www.thewhiq.com/news/local-news/capitol-condo-opponents-ask-kingston-council-to-reject-project	The Whig Standard	10/5/2020
Leisure	A preview of Theatre Kingston's 'The Meeting'	https://globalnews.ca/video/7380485/a-preview-of-theatre-kingston-s-the-meeting	Global Kingston	10/6/2020
Industry	Quiet Streets aims to provide more space for Kingston pedestrians, cyclists during pandemic	https://globalnews.ca/news/7379732/quiet-streets-aims-to-provide-more-space-for-kingston-pedestrians-cyclists-during-pandemic	Global Kingston	10/6/2020
Leisure	A preview of the Judgement of Kingston 2020	https://globalnews.ca/video/7381023/a-preview-of-the-judgement-of-kingston-2020	Global Kingston	10/6/2020
Leisure	Kingston health officials warn of possible COVID-19 case spike if students travel for Thanksgiving	https://ottawa.ctvnews.ca/kingston-health-officials-warn-of-possible-covid-19-case-spike-if-students-travel-for-thanksgiving	CTV Ottawa	10/8/2020
Leisure	Staying local the 'safest option' this weekend, Klassen says	https://www.kingstonthisweek.com/news/local-news/staying-local-the-safest-option-this-weekend-klassen-says	Kingston This Week	10/8/2020
Leisure	What's open and closed in Kingston for 2020 Thanksgiving weekend	https://globalnews.ca/news/7385798/whats-open-and-closed-in-kingston-for-2020-thanksgiving-weekend	Global Kingston	10/9/2020
Leisure	Theatre Kingston explores social justice struggles with The Meeting	https://www.kingstonist.com/culture/theatre-anc	Kingstonist	10/9/2020
Leisure	Local musicians turn to recording studio to keep making music	https://www.thewhiq.com/entertainment/local-news/local-musicians-turn-to-recording-studio-to-keep-making-music	The Whig Standard	10/9/2020
Leisure	New initiative in Kingston launched to help support local businesses	https://globalnews.ca/video/7394247/new-initiative-in-kingston-launched-to-help-support-local-businesses	Global Kingston	10/13/2020
Leisure	Now not the time for weekend getaways, says Kingston's top doc	https://ottawa.ctvnews.ca/now-not-the-time-for-weekend-getaways-says-kingston-s-top-doc	CTV Ottawa	10/14/2020
Leisure	Kingston WritersFest launches virtual literary series	https://www.queensjournal.ca/story/2020-10-15	The Queen's Journal	10/16/2020
Leisure	The Baby Grand to resume operations for small audiences	https://www.kingstonist.com/news/the-baby-grand-to-resume-operations-for-small-audiences	Kingstonist	10/16/2020
Industry	Community leaders discuss COVID-19-related issues at chamber event	https://www.thewhiq.com/news/local-news/community-leaders-discuss-covid-19-related-issues-at-chamber-event	The Whig Standard	10/16/2020
Leisure	City announces reopening of Baby Grand theatre	https://www.thewhiq.com/news/local-news/city-announces-reopening-of-baby-grand-theatre	The Whig Standard	10/16/2020
Leisure	Kingston ranks high nationally in best places to retire	https://www.thewhiq.com/news/local-news/kingston-ranks-high-nationally-in-best-places-to-retire	The Whig Standard	10/21/2020
Film	'Inspiration during tough times': Kingston Canadian Film Festival soldiers on	https://www.queensjournal.ca/story/2020-10-22	The Queen's Journal	10/22/2020
Industry	Kingston heritage sites recognized with national awards	https://www.kingstonist.com/news/kingston-heritage-sites-recognized-with-national-awards	Kingstonist	10/23/2020
Industry	Two Kingston buildings win national heritage awards	https://www.thewhiq.com/news/local-news/two-kingston-buildings-win-national-heritage-awards	The Whig Standard	10/23/2020
Leisure	Kingston to move city's Remembrance Day ceremony online	https://globalnews.ca/news/7423384/city-of-kingston-to-move-remembrance-day-ceremony-online	Global Kingston	10/26/2020
Leisure	Downtown Kingston! gets in the Halloween spirit with two spooky events	https://www.kingstonist.com/news/downtown-kingston-gets-in-the-halloween-spirit-with-two-spooky-events	Kingstonist	10/26/2020
Industry	More transparency needed in online meetings, council hears	https://www.thewhiq.com/news/local-news/more-transparency-needed-in-online-meetings-council-hears	The Whig Standard	10/26/2020
Leisure	Kingston public health unit urges people to stay local as COVID-19 cases rise in Ontario	https://globalnews.ca/news/7426989/kingston-public-health-unit-urges-people-to-stay-local-as-covid-19-cases-rise-in-ontario	Global Kingston	10/28/2020
Leisure	Kingston Grand Theatre's "Grand OnStage" Launches Virtual Online Experiences	http://kingstonherald.com/entertainment/grand-theatre-launches-virtual-online-experiences	Kingston Herald	10/29/2020
Leisure	Kingston restaurants prepare for winter patio season as COVID-19 pandemic continues	https://globalnews.ca/news/7423367/kingston-restaurants-prepare-for-winter-patio-season-as-covid-19-pandemic-continues	Global Kingston	10/27/2020
Blogger	Many Ways To Explore The Thousands Islands In Canada	https://retiredandtravelling.com/ways-to-explore-the-thousands-islands-in-canada	Retired and Travelling	10/28/2020

KINGSTON

visitkingston.ca

OVERVIEW

The big picture of our digital activity this month.



WEB SESSIONS

31.2K

↓ -49.6%



TOTAL LEADS

4,101

↓ -54.1%



1,336,813

↓ -89.1%

TOTAL IMPRESSIONS



32,715

↓ -39.7%

TOTAL ENGAGEMENTS



14,383

↓ -43.3%

TOTAL CLICKS

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

MONTHLY DIGITAL REPORT

Nov 1, 2020 - Nov 30, 2020

Website

Our website traffic typically declines in November - this year the decline is further influenced by reduction in overall interest in travel due to the pandemic. We also pulled the majority of our digital spend in the beginning of November which meant a large decrease in traffic from paid digital sources.

There was a mix of top content from organic sources this month. The most heavily trafficked pages derived from non-paid activity included the Home page, Newsletter Sign Up, Strategic Holiday Shopping, 8 Best Kept Secret Restaurants, and Covid-19 and the Community.

Calls and website clicks generated to hotel partners decreased which is expected with the decrease in interest in travel and overall decrease in website traffic.

Paid Digital

Our total clicks for the month decreased as our Fall campaign was paused due to Covid conditions. Overall impressions are also showing a decrease Year over Year which is coming from an absence of spend on Google Display ads which produce the most impressions. Our modest budget on Facebook did perform incredibly well with very high CTRs - especially from our boosted content.

Our best performing content ad this month was the **Pure Colour Baby sponsored post with 7.43% CTR**. The average CTR for all ads was 3.2% which is above our industry benchmark of 0.9-1.76%.

Email

The consumer newsletter click numbers were very high again this month with a **CTR of 55%**. The member industry newsletter metrics also saw a decrease in deliveries and upon further review it looks as though several email addresses are entered as a duplicate and the duplicate emails were suppressed. We recommend reviewing the industry list and removing any duplicates found.

Social

Organic social impressions saw a slight decrease compared to the previous month.

Organic posts that received the most engagement in November were: Culinary Staycation Contest, Kingston Film Office Locke & Key, Toast & Jam, New Lights Downtown, and Grocery Basket Rooftop patio.

Paid Search

In November the majority of our traffic came from the Things to do In Fall campaign. Web referrals from this campaign were down month over month, however, hotel referrals increased by 37%.

Costs rose on Paid Search as overall we saw an increase in cost/conversion MoM with a +128% (\$2.01 v \$4.58). This can be attributed to the Fall campaign winding down in November as well as the absence of the Pen Tour content (wrapped up in October) which provided most of the lift in October and cost efficient conversions at \$1.66/each.

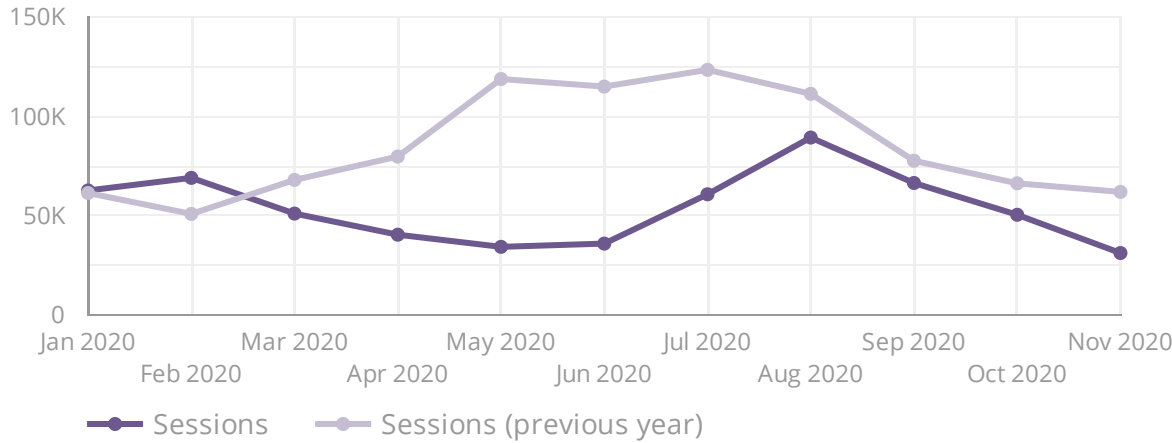
2021 Weddings campaign went live November 23rd and additional insights will be available in the next report.

MONTHLY DIGITAL REPORT

Nov 1, 2020 - Nov 30, 2020

CONSUMPTION

Is our content marketing working?



SESSIONS
31.2K
↓ -49.6%

USERS
25.8K
↓ -46.8%

PAGE VIEWS
52.0K
↓ -47.5%

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?



25%

% RETURN VISITORS

LEAD GENERATION

Are users converting online?

OPERATORS

HOTELS

 3,857 ↓ -55.0% WEB REFERRALS	 57 ↓ -14.9% CLICKS TO CALL
--	--

 184 ↓ -35.2% WEB REFERRALS	 3 ↓ -50.0% CLICKS TO CALL
--	---

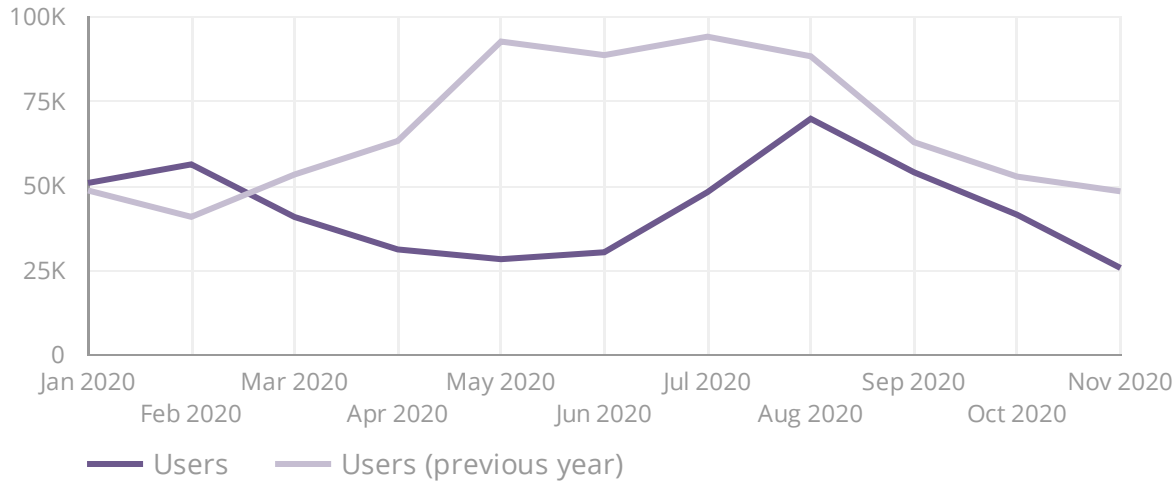
MONTHLY DIGITAL REPORT

Nov 1, 2020 - Nov 30, 2020

CONSUMPTION

How is our audience using our site?

USERS
25,754



GLOSSARY OF TERMS

USERS
of people who visited your site.

AVG. TIME ON SITE
Average time spent on site during one session.

PAGES/SESSION
Average # of pages viewed per session.

AVG. TIME ON PAGE
Average time spent on a single page.

IMPRESSIONS
The number of times your content was served to users on Twitter & Facebook.

ENGAGEMENTS
The total number of engagements across Twitter, Facebook, and Instagram.

LINK CLICKS
The number of clicks on links within your content on Twitter & Facebook.

* All percent change is Year Over Year

00:01:23 ↑ 15.0%	1.67 ↑ 4.3%	00:02:03 ↑ 3.0%
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.

13,703
INSTAGRAM FOLLOWERS

60,376
FACEBOOK LIKES

7,410
TWITTER FOLLOWERS

905,026
↓ -45.8%

IMPRESSIONS

31,056
↓ -27.7%

ENGAGEMENTS

7,879
↓ -43.4%

CLICKS

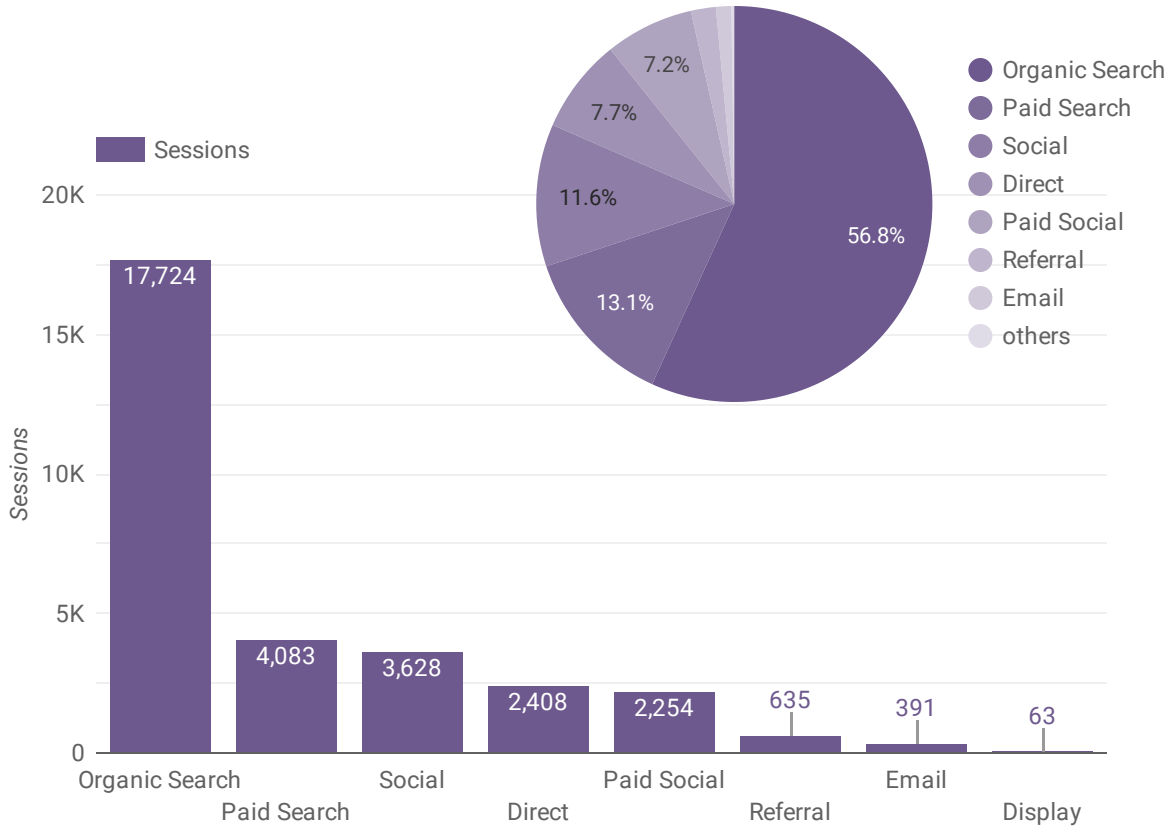
*totals for organic and paid Facebook, Twitter, and Instagram

MONTHLY DIGITAL REPORT

Nov 1, 2020 - Nov 30, 2020

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	12,449
2. Toronto	3,148
3. Montreal	2,000
4. Ottawa	1,700
5. (not set)	1,218
6. Brampton	466
7. Belleville	386
8. Hamilton	360
9. Mississauga	310
1... Brockville	269

MOST VISITED PAGES

Page Title	Pageviews
1. 25 Things to Do in Kingston This Fall – Visit Kingston	5,163
2. Visit Kingston – Fresh Made Daily	3,225
3. Whit Kingston: “We Have to Look Out for Each Other” – Visit Kingston	2,169
4. Together At Home for the Holidays – Visit Kingston	1,503
5. COVID-19 and the Kingston Community – Visit Kingston	1,116
6. Walkable Kingston – Visit Kingston	980
7. Strategic holiday shopping in downtown Kingston – Visit Kingston	847
8. Consumer Newsletter Signup – Visit Kingston	844
9. Top Attractions – Visit Kingston	816
10. Holiday Gift Guide – Visit Kingston	748

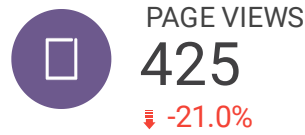
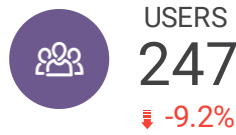
MONTHLY DIGITAL REPORT

Nov 1, 2020 - Nov 30, 2020

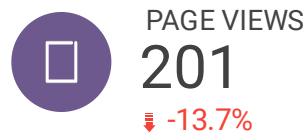
FRENCH AND CHINESE SITES

Website metrics from each of our French and Chinese sites

FRENCH



CHINESE



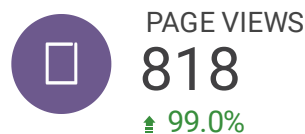
MICRO SITES

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.

*comparison is month over month

MONTHLY DIGITAL REPORT

Nov 1, 2020 - Nov 30, 2020

EMAIL MARKETING

An overview of email campaigns this month

CONSUMER NEWSLETTER



5,096
TOTAL DELIVERIES



1,008
TOTAL UNIQUE OPENS



557
TOTAL CLICKS



16
TOTAL UNSUBSCRIBES



20%
AVERAGE OPEN RATE



55%
AVERAGE CTR

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

MEMBER NEWSLETTER



281
DELIVERIES



90
UNIQUE OPENS



39
CLICKS



0
UNSUBSCRIBES



32%
OPEN RATE



43%
CTR

GLOSSARY OF TERMS

DELIVERIES

Number of successful emails sent.

OPEN RATE

Opens divided by deliveries.

CTR

Clicks divided by unique opens.

UNIQUE OPENS

of people who opened your emails.

CLICKS

of clicks that were taken on your email.

MONTHLY DIGITAL REPORT

Nov 1, 2020 - Nov 30, 2020

PAID DIGITAL

A snapshot of our digital ads in market this month.

FACEBOOK/INSTAGRAM NETWORK

Campaign name	Impressions	Reach	Link clicks	CTR (all) ▾	Three-second video views
Post: "Pure Colour Baby specializes in hand-...	175	173	6	7.43%	null
Post: "If you take a moment to step inside W...	73.9K	27.5K	2.3K	7.34%	null
Post: "You've got some hard-to-buy-for friend...	24.4K	11.6K	567	5.7%	null
Fall2020	21.4K	14.5K	252	2.02%	null
Post: "Whether it's sweater weather, parka se...	93.4K	43.8K	662	1.93%	null
FlyGTA	95.8K	9.1K	538	0.86%	null
Grand total	309.1K	72.9K	4.3K	3.2%	null

Campaign name	Impressions	Reach	Link clicks	CTR (all) ▾	Three-second vid...
TK_Boosts	10.7K	6.7K	316	6.87%	null
TK_Holiday	59.6K	26.4K	1.4K	3.57%	3.2K
Grand total	70.3K	30.9K	1.8K	4.07%	3.2K

GOOGLE ADWORDS SEARCH NETWORK - Search Warrant

Campaign	Campaign type	Impressions	Clicks ▾	CTR
KA:20 Things to do Fall 2020	Search Only	122K	4K	4%
KA:20 Weddings	Search Only	961	49	5%
	Grand total	123K	4K	4%

MONTHLY DIGITAL REPORT

Nov 1, 2020 - Nov 30, 2020

LEAD GENERATION

A snapshot of our digital lead generation

TOP OUTBOUND CLICKS (WEBSITE REFERRALS TO PARTNERS AND COMMUNITY)

Event Action	Total Clicks ▾
https://hauntedwalk.com/	211
http://marmuseum.ca/index.php/education/nautical-nights	181
https://crca.ca/online-services/registration/	135
https://www.kingstonpentour.com/	130
https://www.eventbrite.ca/e/kingston-potters-guild-christmas-sale-2020-tickets-123521448979	127
https://whitkingston.com/	124
https://www.eventbrite.ca/e/high-tea-experience-by-top-tier-bakery-tickets-110443621846	122
https://agnes.queensu.ca/exhibition/rembrandt-and-company	107
https://www.improbableescapes.com/kingston-conspiracy	101
http://www.bogeystobirdies.ca/	99
https://www.cityofkingston.ca/explore/markets	87
https://www.kingstonpumphouse.ca/visit	68
https://www.queensu.ca/theisabel/performances	65
https://purecolourbaby.ca/	65

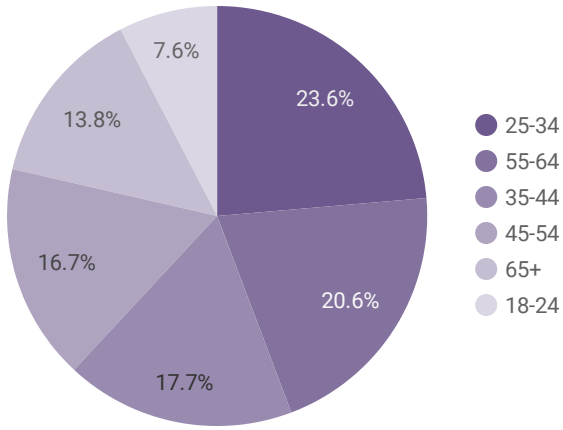
MONTHLY DIGITAL REPORT

Nov 1, 2020 - Nov 30, 2020

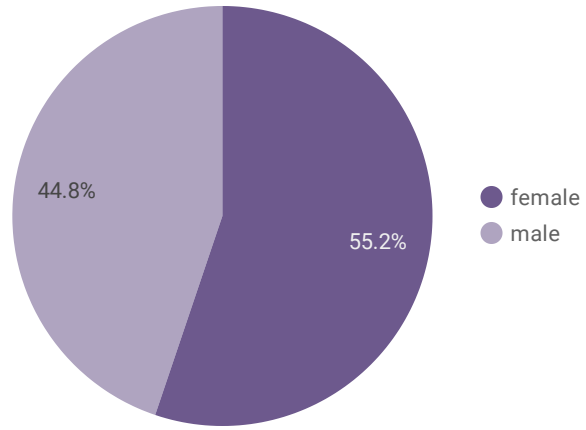
WEBSITE AUDIENCE

A snapshot of the audience visiting our website.

AGE

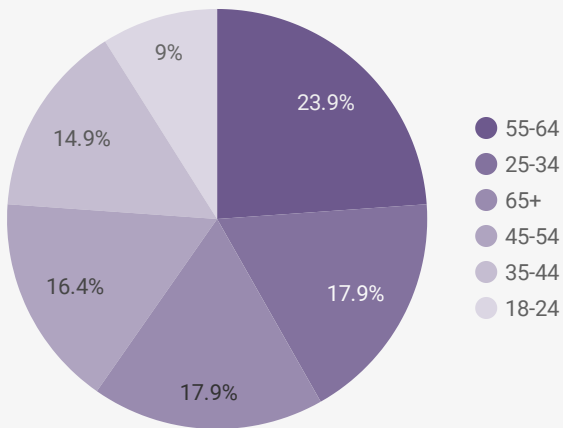


GENDER

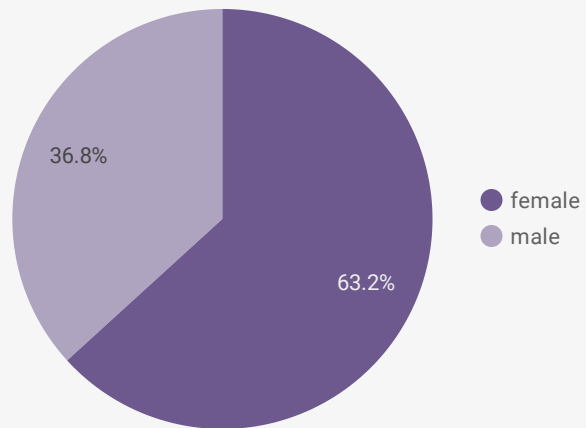


HOTEL LEADS BY AUDIENCE

AGE

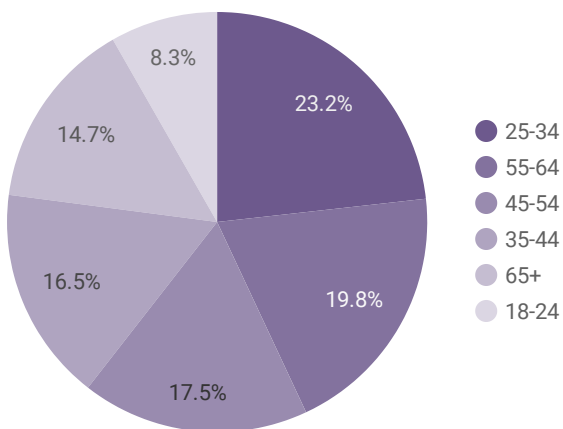


GENDER

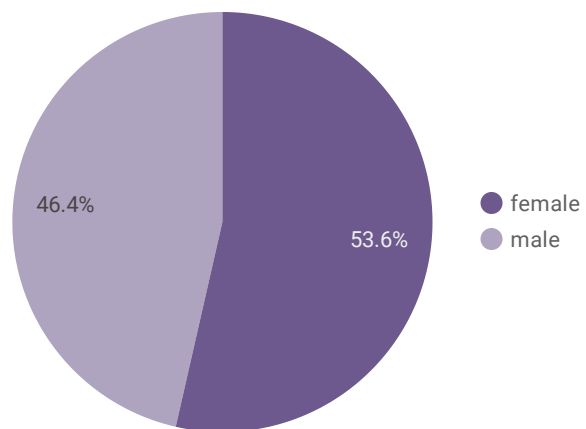


OPERATOR LEADS BY AUDIENCE

AGE



GENDER



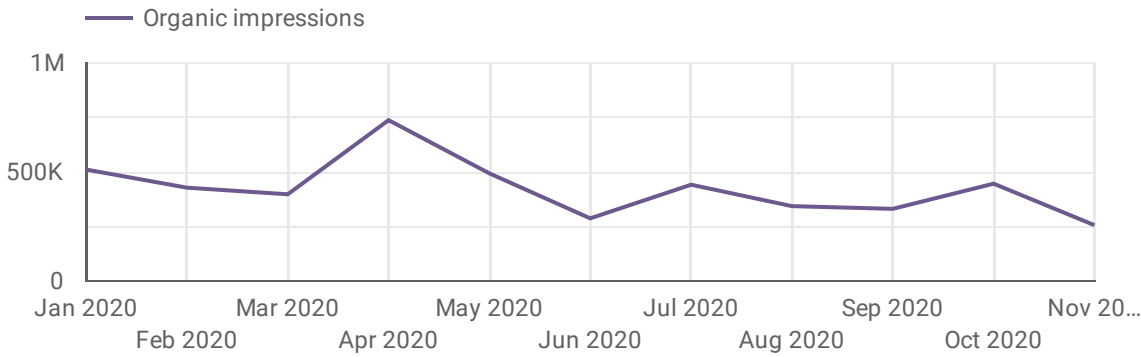
MONTHLY DIGITAL REPORT

Nov 1, 2020 - Nov 30, 2020

FACEBOOK

A snapshot of our content marketing in action.

New likes **151**



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.

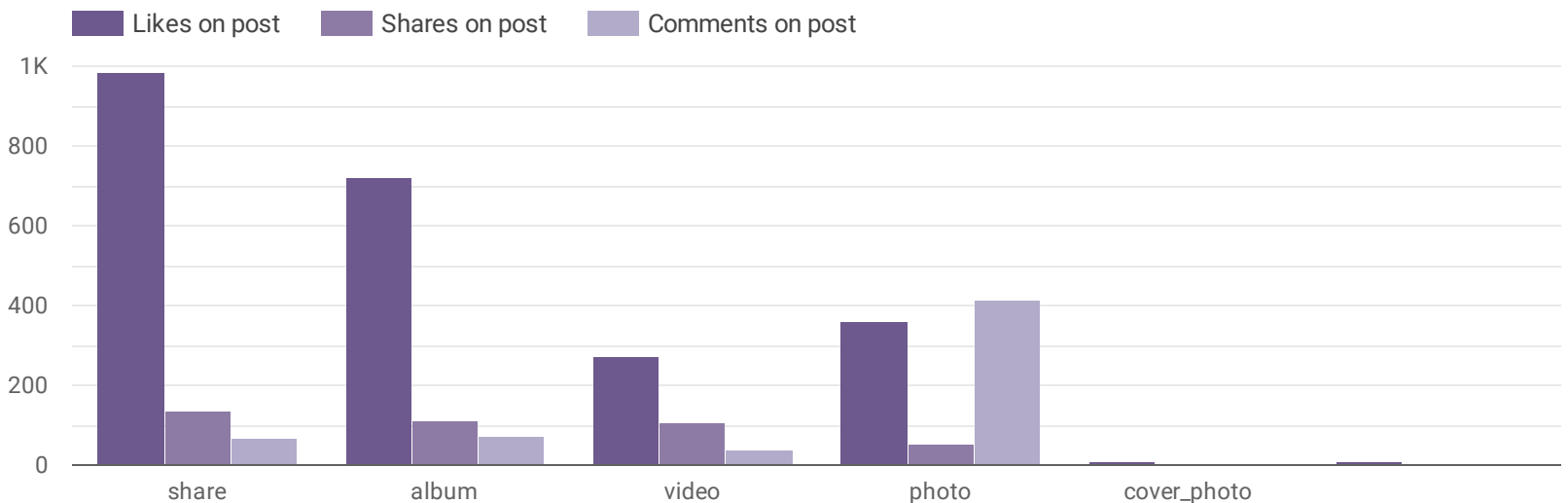
ENGAGEMENT RATE

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

 <p>256,110 ORGANIC REACH</p>	 <p>46,713 VIRAL REACH</p>
 <p>8,826 ORGANIC VIDEO VIEWS</p>	 <p>9.66% ENGAGEMENT RATE</p>

ENGAGEMENT BY POST TYPE

What types of content are users engaging with the most?



Earned Media Tracking - November 2020

SECTOR	ARTICLE TITLE	LINK	PUBLICATION	DATE
Leisure	Live music kicks off Queen's University's CFRC Radio's annual fundraising campaign	https://globalnews.ca/news/7436076/queens-univer	Global Kingston	2020-11-01
Industry	Group calls for transparency at Kingston council's 'secretive' Zoom meetings	https://www.cbc.ca/news/canada/ottawa/kingston-cit	CBC Ottawa	2020-11-01
Leisure	Downtown Kingston! launches the Holiday Passport for the upcoming shopping season	https://globalnews.ca/video/7438969/downtown-kingc	Global Kingston	2020-11-03
Leisure	Kingston WritersFest announces new Artistic Director	https://www.kingstonist.com/news/kingston-writersfes	Kingstonist	2020-11-03
Leisure	Kingston council calls for more federal support for cinemas during pandemic	https://www.thewhig.com/news/local-news/kingston-c	The Whig Standard	2020-11-04
Blogger	Travel Along Lake Ontario To Kingston Ontario	https://retiredandtravelling.com/travel-along-lake-ont	Retired and Travelling	2020-11-04
Leisure	Downtown Kingston BIA announces 2020 pewter ornaments collection	https://www.kingstonist.com/news/downtown-kingsto	Kingstonist	2020-11-05
Film	Netflix series 'Locke and Key' filming scenes around Kingston's city hall	https://globalnews.ca/news/7444853/netflix-series-lo	Global Kingston	2020-11-05
Leisure	WritersFest's artistic director to start new chapter	https://www.thewhig.com/entertainment/local-arts/wri	The Whig Standard	2020-11-05
Leisure	8 Magical Christmas Villages In Ontario You Need To Visit This Holiday Season	https://www.narcity.com/en-ca/things-to-do/toronto/o	Narcity Canada	2020-11-05
Leisure	Queen's begins welcoming international students back to Kingston	https://www.queensjournal.ca/story/2020-11-05/univ	Queen's Journal	2020-11-06
Film	Kingston stars in Netflix TV show Locke and Key	https://ottawa.ctvnews.ca/kingston-stars-in-netflix-tv-	CTV Ottawa	2020-11-06
Film	Prepare for parking closures downtown during filming of Locke & Key	https://www.kingstonist.com/news/prepare-for-parkin	Kingstonist	2020-11-06
Film	Kingston stars in Netflix TV show Locke and Key	https://ottawa.ctvnews.ca/kingston-stars-in-netflix-tv-	CTV Ottawa	2020-11-06
Leisure	8 Enchanting Spots To Holiday Shop In Ontario If You Want To Avoid Malls	https://www.narcity.com/en-ca/things-to-do/ontarios-t	Narcity Canada	2020-11-06
Leisure	'Tis the season to shop local for unique holiday gifts	https://www.kingstonist.com/local-businesses/shop-lc	Kingstonist	2020-11-07
Leisure	Kingston Holiday Market launches online store for shopping season	https://www.thewhig.com/news/local-news/kingston-t	The Whig Standard	2020-11-09
Leisure	Kingston Symphony creates digital performance for Remembrance Day	https://www.kingstonist.com/news/kingston-symphon	Kingstonist	2020-11-09
Film	Locke and Key filming brings economic benefit to the Kingston community	https://www.kingstonist.com/news/locke-and-key-filmi	Kingstonist	2020-11-09
Leisure	You Can Make Goopy S'mores Over Your Own Fire Pit At This Cozy Ontario Patio	https://www.narcity.com/en-ca/eat-drink/ottawa/king	Narcity Canada	2020-11-09
Leisure	Kingston Holiday Market launches online store for shopping season	https://www.thewhig.com/news/local-news/kingston-t	The Whig Standard	2020-11-09
Leisure	Symphony's new video commemorates Remembrance Day	https://www.brantfordexpositor.ca/entertainment/loc	The Whig Standard	2020-11-09
Leisure	Judgement of Kingston 2020 celebrates Ontario chardonnays	https://www.kingstonist.com/news/judgement-of-king	Kingstonist	2020-11-10
Industry	Downtown Kingston shopping passport aims to support local businesses over holidays	https://globalnews.ca/news/7456797/coronavirus-do	Global Kingston	2020-11-11
Sport	Kingston's 2020 Tim Hortons Brier confirmed as a success	https://www.thewhig.com/sports/curling/kingstons-20	The Whig Standard	2020-11-11
Leisure	Kingston to consider extending downtown patios through the winter	https://www.thewhig.com/news/local-news/kingston-t	The Whig Standard	2020-11-16
Leisure	Kingston's Marine Museum of the Great Lakes unveils plans to acquire Titanic-era steamship	https://globalnews.ca/video/7468626/kingstons-mari	Global Kingston	2020-11-17
Industry	RTO 9 announces partnership recipients	https://www.thewhig.com/news/local-news/rto-9-ann	The Whig Standard	2020-11-18
Leisure	Kingston's Marine Museum in talks to acquire Titanic-era steamship	https://globalnews.ca/news/7469578/kingston-marin	Global Kingston	2020-11-18
Leisure	Kingston extends downtown patio season	https://www.thewhig.com/news/local-news/kingston-e	The Whig Standard	2020-11-18
Leisure	City approves free short-term parking, winter patios to mitigate pandemic impact	https://www.kingstonist.com/news/city-approves-free	Kingstonist	2020-11-18
Leisure	Marine museum launches fundraising effort to repair site, bring in ship	https://www.kingstonthisweek.com/news/local-news/r	Kingston This Week	2020-11-19
Leisure	New light installations meant to brighten downtown Kingston amid coronavirus pandemic	https://globalnews.ca/news/7475061/lights-downtow	Global Kingston	2020-11-20
Leisure	Titanic-era steamship could be making its way to Kingston's Marine museum	https://globalnews.ca/news/7475915/titanic-era-ship	Global Kingston	2020-11-20
Sport	K-Town Triathlon cancelled for second year in row	https://www.thewhig.com/sports/local-sports/k-town-t	The Whig Standard	2020-11-20
Leisure	Kingston's downtown light displays to shine all winter long	https://www.kingstonist.com/news/kingstons-downto	Kingstonist	2020-11-20
Leisure	Vote for your favourite downtown Window Wonderland	https://www.kingstonist.com/news/vote-for-your-favo	Kingstonist	2020-11-20
Industry	Grand Theatre Foundation to dissolve at end of year	https://www.kingstonist.com/news/grand-theatre-four	Kingstonist	2020-11-20
Leisure	Kingston's downtown will shine bright this winter	https://www.thewhig.com/news/local-news/kingstons	The Whig Standard	2020-11-23
Leisure	For the first time, Kingston restaurant patios remain open through the winter months	https://globalnews.ca/news/7480146/kingston-resta	Global Kingston	2020-11-23
TT	Kingston cruise line requests public health support for capacity change	https://www.thewhig.com/news/local-news/kingston-c	The Whig Standard	2020-11-26
Leisure	Downtown Dollars' available for Kingston's shopping season	https://www.thewhig.com/news/local-news/downtown	The Whig Standard	2020-11-27

KINGSTON

visitkingston.ca

OVERVIEW

The big picture of our digital activity this month.



WEB SESSIONS

50.9K

↓ -26.9%



TOTAL LEADS

4,364

↓ -49.5%



3,449,602

↓ -61.0%

TOTAL IMPRESSIONS



95,371

↓ -20.5%

TOTAL ENGAGEMENTS



72,776

↑ 49.9%

TOTAL CLICKS

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

MONTHLY DIGITAL REPORT

Dec 1, 2020 - Dec 31, 2020

Website

Website traffic increased from the previous month as our winter campaigns were promoted digitally and organic search continued to drive traffic as well.

There was a mix of top content from organic sources this month. The most heavily trafficked pages derived from non-paid activity included the Together at Home landing page, Whats Open during Covid, Covid & the Community, Kingston Culinary Guide to the Holidays, and the Begin Again Group.

Calls and website clicks generated to hotel partners decreased which is expected with the decrease in interest in travel. There was a slight increase in clicks to call for Operators. Two spikes were noted on Monday, December 7th and Friday, December 18th which could be related to a specific event, however, the calls were spread out among many operators rather than a single one suggesting that this was an increase due to an encouragement for take out food, rather than a promotion for one specific establishment.

Paid Digital

Overall impressions are also showing a decrease Year over Year which is coming from an absence of spend on Google Display ads which produce the most impressions. However our overall clicks saw a large increase Year over Year as our budget is being spent primarily on Facebook and is producing very high CTRs. Our campaigns included our Together at Home videos which linked to the Together at Home landing page, Maker Gift Guides, and other promoted editorial content.

Our best performing content ad this month was the **Begin Again sponsored post with 10.27% CTR**. The average CTR for all ads was 4.37% which is above our industry benchmark of 0.9-1.76%.

Email

The consumer newsletter click numbers were well above our industry benchmarks again this month and the list size continues to increase slowly.

Social

Organic social impressions saw an increase compared to the previous month. We suspect this was due to the Together at Home campaign which garnered large numbers of impressions and engagements and was clearly very well received with our audience. High engagement numbers also came from our contests posts and shared image posts.

Organic posts that received the most engagement were: Miss Emily video, Let your YGK Love Shine, It's getting festive in Downtown Kingston, Favourite things to do during the Holidays, and Kaoru loves tea.

Paid Search

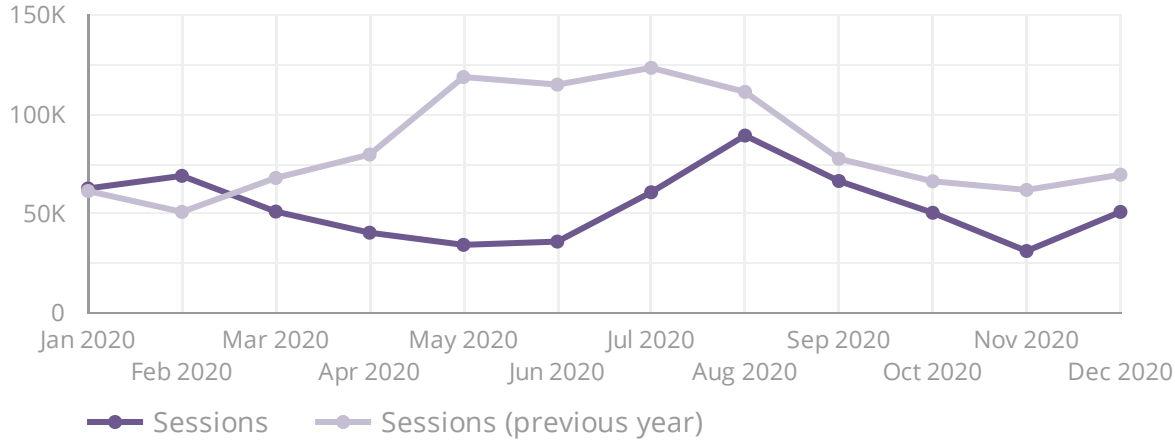
With the addition of the Winter Staycation content in December, click-through-rate improved from 3.56% to 5.74% MoM (+61%). Although we saw more engagement around our ads overall, we had a significant drop in total web referrals MoM from 838 vs 111 (-87%). This drop can be attributed to the "Things to do This Fall" campaign expiring at the end of November, which was responsible for almost all conversions in the month of November. Similar to most search accounts, we did see a drop off in search demand from the week of December 21st until the end of the month.

MONTHLY DIGITAL REPORT

Dec 1, 2020 - Dec 31, 2020

CONSUMPTION

Is our content marketing working?



SESSIONS
50.9K
 ↓ -26.9%

USERS
42.1K
 ↓ -24.4%

PAGE VIEWS
73.6K
 ↓ -27.4%

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?



23%

% RETURN VISITORS

LEAD GENERATION

Are users converting online?

OPERATORS

HOTELS

<p>4,091 ↓ -50.8%</p> <p>WEB REFERRALS</p>	<p>86 ↑ 41.0%</p> <p>CLICKS TO CALL</p>
---	--


<p>170 ↓ -30.0%</p> <p>WEB REFERRALS</p>	<p>17 ↓ -19.0%</p> <p>CLICKS TO CALL</p>
---	---

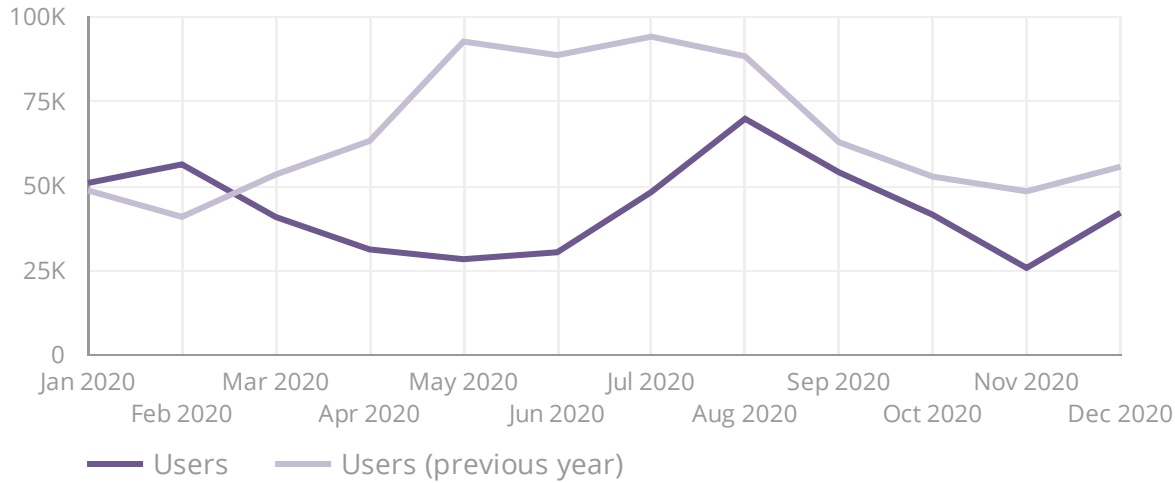
MONTHLY DIGITAL REPORT




Dec 1, 2020 - Dec 31, 2020

CONSUMPTION

How is our audience using our site?

 **USERS**
42,095



 00:00:59 ↓ -0.7%	 1.45 ↓ -0.7%	 00:02:11 ↑ 1.8%
AVG. TIME ON SITE	PAGES / SESSION	AVG. TIME ON PAGE

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

SOCIAL MEDIA

An overview of activity on our social media channels

This data is cumulative to today's date.

 13,915 INSTAGRAM FOLLOWERS	 60,513 FACEBOOK LIKES	 7,461 TWITTER FOLLOWERS
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 1,971,355 ↓ -56.6%	 90,551 ↑ 9.6%	 37,133 ↓ -6.8%
IMPRESSIONS	ENGAGEMENTS	CLICKS

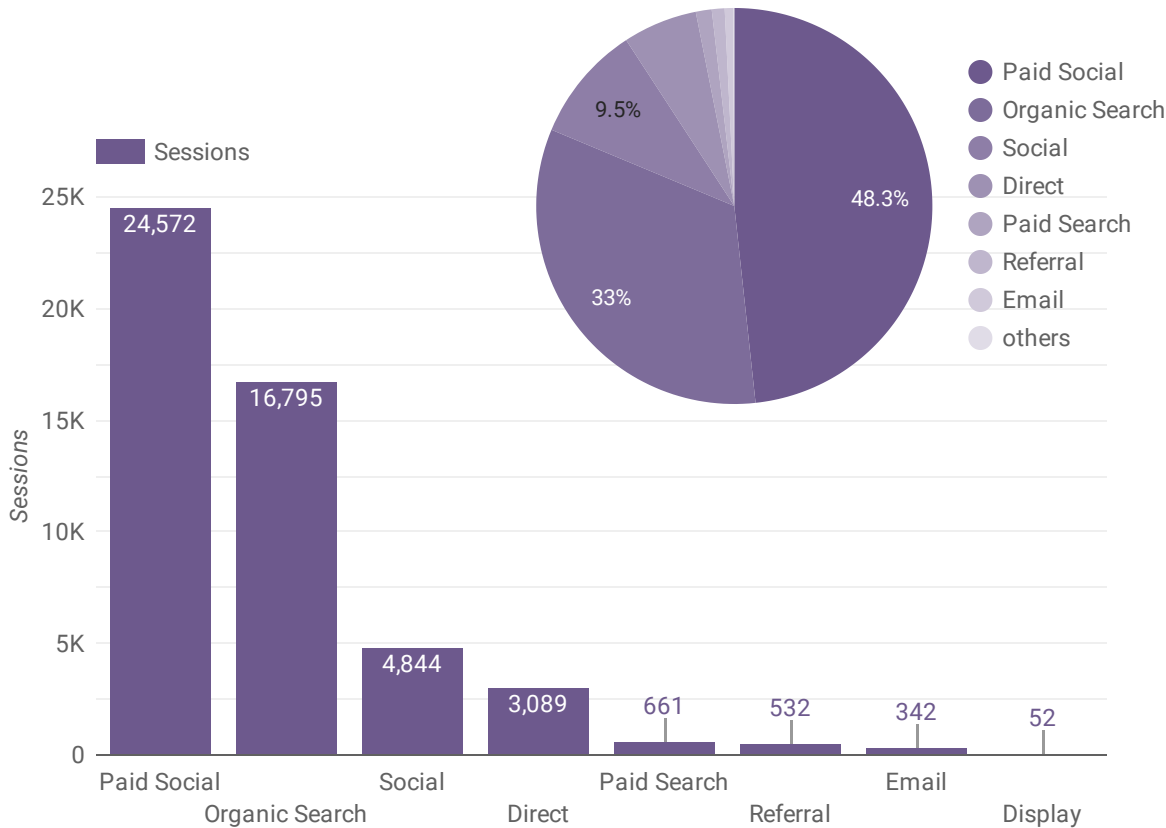
*totals for organic and paid Facebook, Twitter, and Instagram

MONTHLY DIGITAL REPORT

Dec 1, 2020 - Dec 31, 2020

Website Metrics

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



GLOSSARY OF TERMS

OTHER

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

ORGANIC SEARCH

Visitors referred by an unpaid search engine listing.

ORGANIC SOCIAL

Visitors from organic social posts.

PAID SEARCH

Visitors from paid search ads.

DIRECT

Visitors who visited the site by typing the URL directly into their browser or from bookmarks, untagged links within emails or documents.

REFERRAL

Visitors referred by links on other websites.

DISPLAY

Visitors from display advertising.

Website Metrics - Top 10

TRAFFIC BY CITY

City	Sessions
1. Kingston	17,220
2. Toronto	3,625
3. (not set)	3,470
4. Montreal	2,286
5. Ottawa	1,977
6. Belleville	637
7. Calgary	574
8. Hamilton	529
9. Brampton	507
1... Chicago	504

MOST VISITED PAGES

Page Title	Pageviews
1. Experience Kingston at Home During the Holidays – Visit Kingston	17,065
2. Together At Home for the Holidays – Visit Kingston	4,396
3. Food and Retail Services During Shutdown – Visit Kingston	3,605
4. Visit Kingston – Fresh Made Daily	2,723
5. COVID-19 and the Kingston Community – Visit Kingston	2,101
6. A takeout food tour of Kingston – Visit Kingston	1,688
7. Kingston Culinary Guide: the Holidays – Visit Kingston	1,577
8. 25 of our favourite things during the holidays – Visit Kingston	1,477
9. Art & Crafts – Visit Kingston	1,441
10. Downtown Food and Retail Services During Shutdown – Visit Kingston	1,340

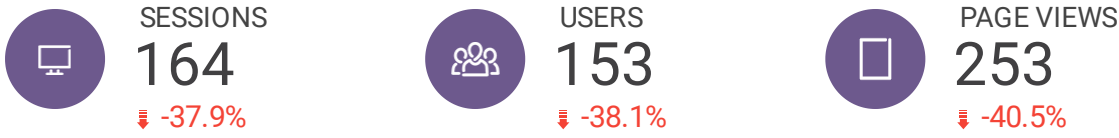
MONTHLY DIGITAL REPORT

Dec 1, 2020 - Dec 31, 2020

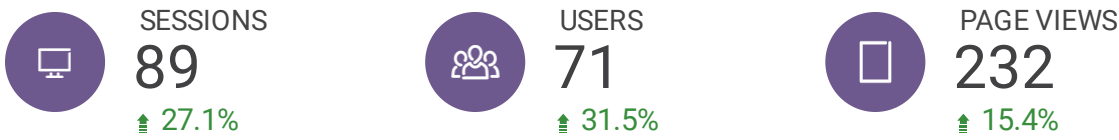
FRENCH AND CHINESE SITES

Website metrics from each of our French and Chinese sites

FRENCH



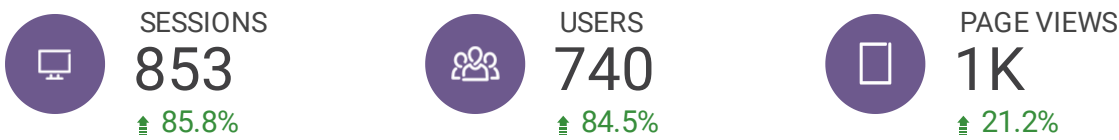
CHINESE



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.

*comparison is month over month

MONTHLY DIGITAL REPORT

Dec 1, 2020 - Dec 31, 2020

EMAIL MARKETING

An overview of email campaigns this month

CONSUMER NEWSLETTER



5,698
TOTAL DELIVERIES



1,108
TOTAL UNIQUE OPENS



307
TOTAL CLICKS



15
TOTAL UNSUBSCRIBES



19%
AVERAGE OPEN RATE



28%
AVERAGE CTR

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

MEMBER NEWSLETTER



282
DELIVERIES



101
UNIQUE OPENS



24
CLICKS



0
UNSUBSCRIBES



36%
OPEN RATE



24%
CTR

GLOSSARY OF TERMS

DELIVERIES

Number of successful emails sent.

OPEN RATE

Opens divided by deliveries.

CTR

Clicks divided by unique opens.

UNIQUE OPENS

of people who opened your emails.

CLICKS

of clicks that were taken on your email.

MONTHLY DIGITAL REPORT

Dec 1, 2020 - Dec 31, 2020

PAID DIGITAL

A snapshot of our digital ads in market this month.

FACEBOOK/INSTAGRAM NETWORK

Ad set name	Impressions	Reach	Link clicks	CTR (all) ▾	Three-second vid...
Winter2020_sponvideo_tah_blackdog	32.3K	22.2K	2.3K	12.64%	15.1K
Winter2020_sponvideo_tah_missemily	29K	20.8K	2.1K	12.22%	15.1K
Winter2020_sponvideo_tah_schoolofdance	22.4K	17.5K	1.7K	11.62%	12.3K
BeginAgain	17.9K	10.4K	685	10.27%	null
Winter2020_sponvideo_tah_leonidnediak	25.2K	17K	1.4K	10.21%	11.3K
Whats open covid: food and retail guide	28.6K	11.2K	1.9K	10.04%	null
Winter2020_sponvideo_tah_abbystewart	46.9K	26.4K	3.2K	10.01%	20.8K
Winter2020_sponvideo_tah_handloom	23.2K	16.6K	1.1K	9.73%	10.6K
Winter2020_sponvideo_tah_glocca	31.3K	20.1K	1.6K	9.17%	13.1K
Winter2020_sponvideo_tah_juniper	30.9K	19.5K	1.4K	8.43%	11.4K
Winter2020_sponvideo_tah_kasador	23.9K	15.9K	1.5K	8.16%	9.2K
Winter2020_sponvideo_tah_pottery	31K	20.2K	1.3K	7.82%	12.7K
Winter2020_sponvideo_tah_mesafresca	31.8K	23K	1.3K	7.49%	11.6K
Winter2020_sponvideo_tah_missboa	21.2K	12.8K	791	6.68%	7.4K
whit	4.9K	4K	125	6.54%	null
ChaChaTea	19K	10.7K	340	6.29%	null
Winter2020_sponvideo_michellekasaboksi	37.8K	20.7K	2.1K	6.2%	null
Sights and Sounds of Downtown Kingston	46.4K	19K	868	5.9%	null
purebaby	14.7K	9.4K	427	5.81%	null
25ThingsHoliday	23.3K	13.5K	616	5.19%	null
Grand total	1.3M	285.8K	34.7K	4.58%	167.1K

GOOGLE ADWORDS SEARCH NETWORK - Search Warrant

Campaign	Campaign type	Impressions	Clicks ▾	CTR
KA:21 Kingston Winter Staycation	Search Only	7K	393	6%
KA:20 Weddings	Search Only	5K	271	5%
KA:21 Perpetual	Search Only	157	15	10%
Grand total		12K	679	6%

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

Alphabet®

MONTHLY DIGITAL REPORT

Dec 1, 2020 - Dec 31, 2020

LEAD GENERATION

A snapshot of our digital lead generation

TOP OUTBOUND CLICKS (WEBSITE REFERRALS TO PARTNERS AND COMMUNITY)

Event Action	Total Clicks
http://www.beginagaingroup.ca/	340
https://www.downtownkingston.ca/	100
http://www.chachatea.com/	95
https://bdtavern.com/	79
https://purecolourbaby.ca/	78
https://www.queensu.ca/theisabel/	77
https://www.daysonfront.com/	67
http://olivea.ca/	66
https://www.kflaph.ca/en/healthy-living/travel.aspx	58
http://www.bogeystobirdies.ca/	54
https://www.mesafresca.ca/	51
https://kingstonpottersguild.ca/	48
https://www.tettcentre.org/	42
https://bellabistroonline.com/	41
https://www.kingstonpumphouse.ca/	39
https://www.kingstonbrewing.ca/	39
https://www.gloccamorrastudio.com/	39
https://theeverly.ca/?post_type=product	37
http://www.tangonuevo.ca/	36
http://www.cookesfinefoods.com/	35

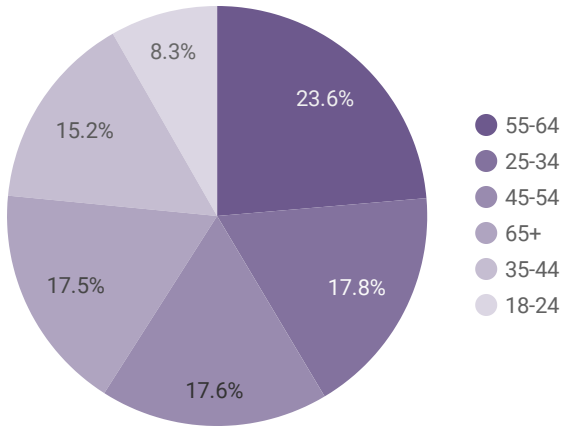
MONTHLY DIGITAL REPORT

Dec 1, 2020 - Dec 31, 2020

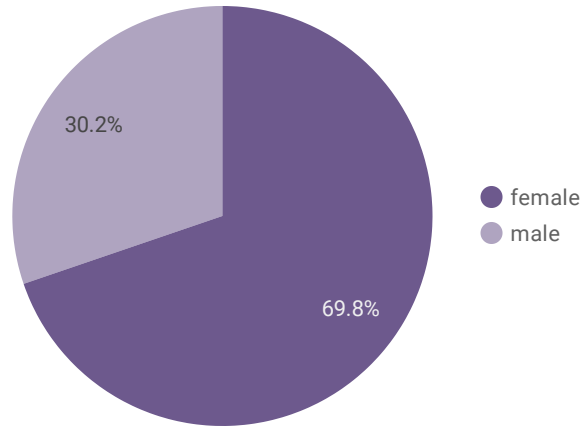
WEBSITE AUDIENCE

A snapshot of the audience visiting our website.

AGE

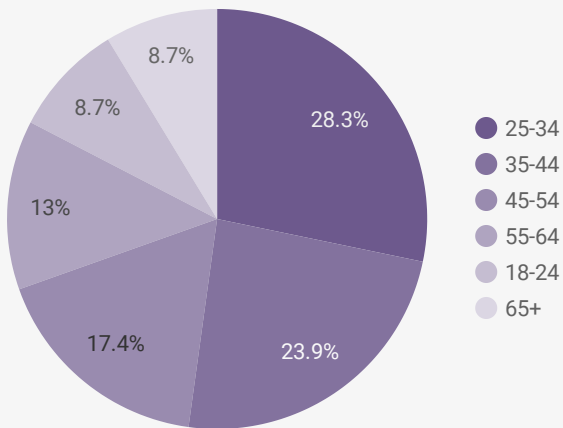


GENDER

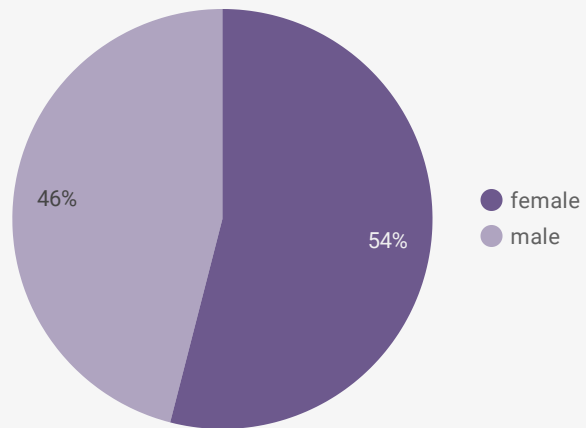


HOTEL LEADS BY AUDIENCE

AGE

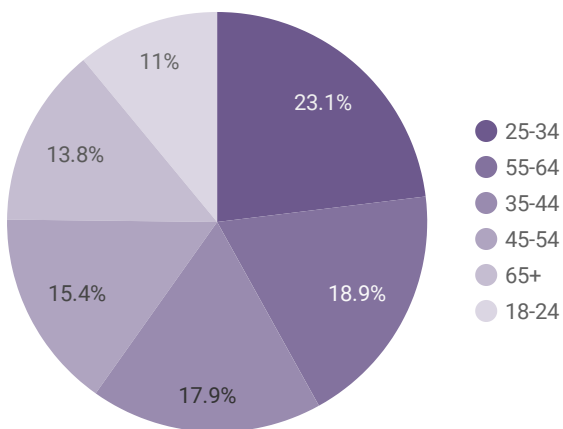


GENDER

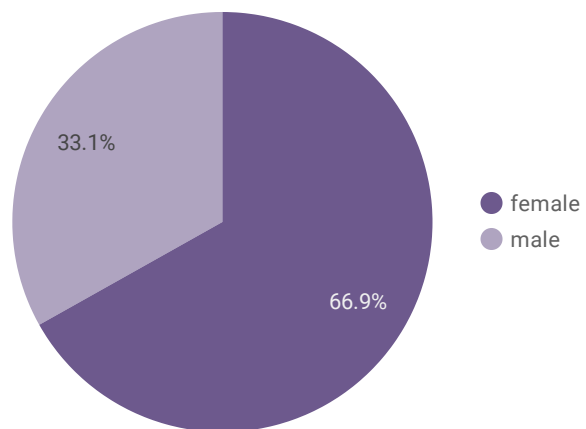


OPERATOR LEADS BY AUDIENCE

AGE



GENDER



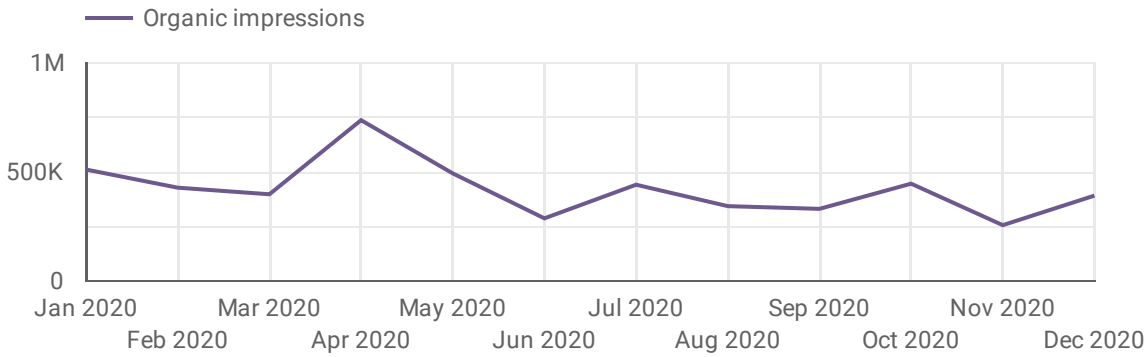
MONTHLY DIGITAL REPORT

Dec 1, 2020 - Dec 31, 2020

FACEBOOK

A snapshot of our content marketing in action.

New likes **255**



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.

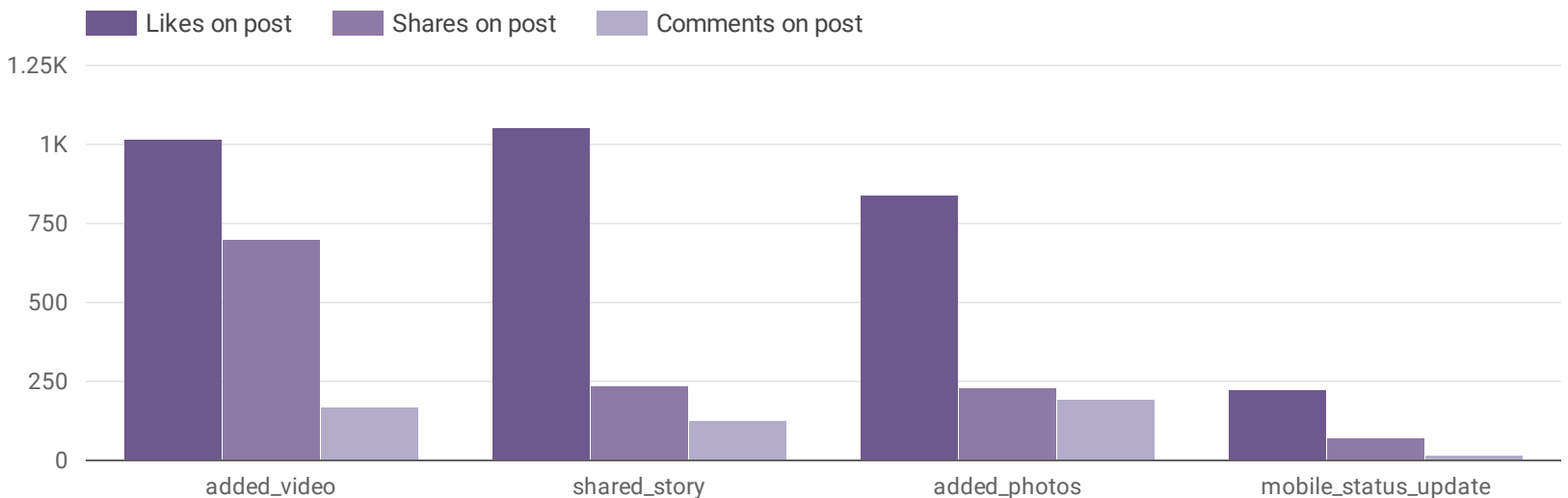
ENGAGEMENT RATE

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

 <p>391,606 ORGANIC REACH</p>	 <p>149,720 VIRAL REACH</p>
 <p>61,151 ORGANIC VIDEO VIEWS</p>	 <p>10.89% ENGAGEMENT RATE</p>

ENGAGEMENT BY POST TYPE

What types of content are users engaging with the most?



Earned Media Tracking - December 2020

SECTOR	ARTICLE TITLE	LINK	PUBLICATION	DATE
Leisure	Kingston writer to receive national poetry prize	https://www.thewhig.com/entertainment/local-arts/	The Whig Standard	2020-12-02
Industry	Kingston city council sends KEDCO nominations back for second look	https://www.thewhig.com/news/local-news/kingst	The Whig Standard	2020-12-02
Leisure	Winter Reels: Outdoor Holiday Movies at Fort Henry	https://www.kingstonist.com/news/winter-reels-ou	Kingstonist	2020-12-02
Leisure	Kingston receives provincial funding to light up downtown	https://www.thewhig.com/news/local-news/kingst	The Whig Standard	2020-12-04
Leisure	Kingston-area artists appreciate people shopping and buying local	https://globalnews.ca/news/7505348/kingston-are	Global Kingston	2020-12-07
Industry	Kingston to consider revised short-term rental rules	https://www.thewhig.com/news/kingston-to-consi	The Whig Standard	2020-12-09
Leisure	Springer Market Square rink opens for public skating	https://www.kingstonist.com/news/springer-mark	Kingstonist	2020-12-09
Leisure	Downtown Kingston! announces 2020 Award Winners	https://www.kingstonist.com/news/downtown-king	Kingstonist	2020-12-09
Industry	Heritage groups competing for steamship Keewatin	https://www.thewhig.com/news/local-news/heritag	The Whig Standard	2020-12-10
TT	Kingston airport seeks interested airlines	https://www.thewhig.com/news/kingston-airport-s	The Whig Standard	2020-12-11
Industry	Kingston council adopts monitoring plan for short term rentals	https://www.thewhig.com/news/local-news/kingst	The Whig Standard	2020-12-17
Leisure	Minotaur wins Window Winter Wonderland competition	https://www.kingstonist.com/news/minotaur-wins-	Kingstonist	2020-12-18
Industry	The year in pandemic travel: In 2020, we went away by staying close to home	https://www.theglobeandmail.com/life/travel/article	The Globe and Mail	2020-12-19
Film	Kingston Pen 'perfect location' for Star Trek: Discovery scenes	https://www.kingstonist.com/culture/entertainment	Kingstonist	2020-12-21
Film	Made-in-Kingston Star Trek episode airs Thursday	https://www.thewhig.com/entertainment/made-in-k	The Whig Standard	2020-12-22
Film	Made-in-Kingston Star Trek episode airs Thursday	https://www.intelligencer.ca/entertainment/made-ir	The Intelligencer	2020-12-22
Leisure	Consumers will choose as Kingston's small business owners react to COVID-19 lockdown restrictions	https://globalnews.ca/news/7538231/kingston-sm	Global Kingston	2020-12-23
Leisure	6 Ridiculous Street Names In Ontario That Will Make You Laugh Out Loud	https://www.narcity.com/en-ca/news/toronto/6-we	Narcity Canada	2020-12-24



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