



**City of Kingston
Information Report to Council
Report Number 21-134**

To: Mayor and Members of Council
From: Lanie Hurdle, Chief Administrative Officer
Resource Staff: Not applicable
Date of Meeting: May 4, 2021
Subject: Quarterly Report: Tourism Kingston – Q1 2021

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 Q1 2021 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.

Recommendation:

This report is for information only.

May 4, 2021

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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 Q1 2021.

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 – Q1 2021 Tourism Kingston report to Council

Tourism
KINGSTON

visitkingston.ca

QUARTERLY REPORT

Q1 - 2021

Kingston



Tourism Kingston Quarterly City Report



**Attn: Lanie Hurdle
Chief Administrative Officer
City of Kingston,
Kingston, Ontario
K2L 2Z3**

April 19, 2021

Please find attached our summary report on the activities undertaken by Tourism Kingston for Q1: the period of January through March 2021.

Outlined in the Service Level Agreement with the City of Kingston, Tourism Kingston will work cooperatively and collaboratively with the City, other levels of government, partner organizations, and other tourism stakeholders in developing products and services that will attract visitors, ensure longer stays, and increase spending. The core tourism activities will align with Tourism Kingston's Integrated Destination Strategy and Council's Strategic Priorities.

We are pleased to deliver our first quarter 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.

Sincerely,

Megan Knott
EXECUTIVE DIRECTOR
Tourism Kingston

MARKETING



In Q1, we launched Kingstonlicious, a culinary program developed to support the city's restaurants through prix fixe menus based on monthly themes. The program launched during the winter stay-at-home order as a takeout-only program. When Kingston moved to the Green level, the program was offered for dine-in. We also presented a series of virtual events. Feedback from participating business has been very positive. Based on this feedback and strong marketing metrics, the program was extended to include April and May. The Kingstonlicious landing page, virtual events, and related stories generated nearly 50,000 pageviews in Q1.

Beyond Kingstonlicious, our paid, earned, and social media activity focused on raising profile for local business and encouraging residents to support local. We supported the hospitality industry through our Frontenac Farms to Kingston's Tables campaign, which profiled the interconnected relationship between Frontenac County's growers and Kingston's restaurateurs through stories and videos. When the stay-at-home order lifted in Kingston, we activated a staycation campaign in late February and throughout March, which leveraged the winter lighting installation in the downtown core as an anchor attraction. We also supported the 21st annual Kingston Canadian Film Festival, which ran virtually, through a co-presenting level sponsorship and in-kind marketing.

For 2021, we engaged Beattie Tartan, an integrated communications agency, to help us raise profile for the city through proactive earned media pitching. The marketing and communications team works closely with Beattie Tartan to develop a story pitch calendar and liaise with local businesses and journalists. In Q1, this activity generated 43 proactive earned media stories – including three stories in The Globe and Mail – and 117,086,726 digital, print, and broadcast impressions for the city.

Marketing and Communications	2021 Goal	2021 Q1
Website Sessions	725,000	137,719
Website Pageviews	1,150,000	212,950
Referrals to Partners (web + phone)	190,000	16,247
Advertising Impressions	60,000,000	18,780,373
Social Media Link Clicks	300,000	46,671
Social Media Engagements	780,000	118,110
Social Media Impressions	27,500,000	8,447,401
Total Followers	100,000	93,558
Proactive Earned Media Stories	120	43
Total Media Stories	450	147
Total Earned Media Impressions	350,000,000	117,086,726

SPORT AND WELLNESS



Sporting events continue to struggle, but this has still been a busy quarter for the Sport and Wellness portfolio. We hosted the first local sport organization town hall event which had 22 sport organizations join. They brought forward their short- and long-term goals, valuable information for us to understand the impact of COVID-19 to their organizations. Since then we have worked with each of these attending sport organizations and advised them of the Recreation Relief Fund and how to apply. There are plans to meet again with this group in the near future.

We met with the sport tourism committee and added the athletic coordinator of KASSAA with the hopes to help us bid on smaller but still significant OFSSA championships in the future. Events such as the OFSSA track and field would be a perfect event to host in our city and a great way to utilize the track at the Invista Centre.

We have been working closely with scaled-down summer outdoor events with CORK, rowing, and the 1000 Islands fishing open and we are hopeful that these events will move forward. Right now there are eight CORK events tentatively booked between the months of July and September.

At the Sport Tourism Canada Sport exchange, we met with 12 national sport organizations and have many prospects for events for the upcoming years that we will be bidding on once they are available and we will continue to prospect new events. Events such as the 2022 Youth Climbing Championships, the 2023 CCAA AGM, 2022 Easter Regional Canadian Blind Hockey Championships, 2024 Athletics Canada Cross County Championships, and Hockey Canada's 2022 Rivalry Canada vs. US series game. These prospects have a total of over 4,900 room nights. Lastly, we looking forward to events that we had booked in 2020 and 2021 to officially be rebooked in the upcoming years as well.

Sport Tourism - Bidding	2021 Goal	2021 Q1
Number of Traces	500	283
Number of bids prospected	50	18
Number of bids submitted	8	0
Number of bids won	3	0
Tentative Room Nights	7500	880
Contracted Room Nights	5000	116

TRAVEL TRADE



The Travel Trade Specialist has been working closely with both Kingston partners and operators to ensure market readiness when travel resumes, including mediating partnerships between operators and suppliers to provide feedback and keep Kingston as a top destination when the industry returns. Tourism Kingston has attended all possible travel trade discussions and sales opportunities to keep strong relationships with all operators, such as the Quebec Trade Roundtable alongside Destination Ontario, the CITAP Spring Thaw tradeshow, and Seatrade Expedition Virtual.

A partnership has been established with the owner of the Kingston Coal Dock to utilize the space as a temporary deep-water dock, allowing access to a significantly larger Great Lakes Cruising market. Along with the Great Lakes Cruise Association, the Travel Trade Specialist has connected with Viking and Scenic cruises among other international cruise lines to discuss cruise opportunities in 2022 and beyond. With returning air service to Kingston a key priority, Tourism Kingston has worked closely with the City of Kingston and a consulting firm on the creation of a strategic air service development plan, and is completing an RFP and negotiation process that will see service returned to the Kingston Airport.

To further support both the leisure and FIT market, the Travel Trade Specialist has continued to develop the destination packaging program, expanding into new boating packages with a partnership with the City of Kingston that leverages Confederation Basin and boating traffic. As outdoor activities have proven to be both popular and safe, golf and cycling packages have been created, and a partnership has begun that will see wine tour packages into Prince Edward County available this summer.

Travel Trade	2021 Goal	2021 Q1
Client Traces	600	95
Partner Traces	750	276
Leads	45	11
Referrals	275	33
Prospecting Traces	100	36

MEETINGS AND CONFERENCES



2021, like 2020, will be another challenging year for Meetings +Conferences. In Q1, the Meetings + Conference position was removed from the team to help reduce operational overhead and the Director of Sales has since taken over this portfolio. The DOS has maintained relationships with meeting planners and has attended events virtually such as MPI and CSAE to foster these important relationships.

The finalization of the conference micro-site is now complete and will be an important tool/add-on for any upcoming conference to Kingston. This site, which you can see an example of here - <https://marvelapp.com/prototype/5dadiia/screen/72519345>, will be a fantastic tool for any upcoming conference here in Kingston. This site will allow meetings planners to have all of the conference information on one convenient site that will also help their attendees know everything they need to know about what is available to them while in Kingston. It is fully customizable for each conference and we are very much looking at using this tool in the near future.

In order to build stronger relationships with meeting planners, we are in the midst of ordering Kingston-themed makers boxes that will be sent to select meeting planners who can assist Tourism Kingston with future leads.

Meetings and Conferences	2021 Goal	2021 Q1
Number of Traces	240	109
Tentative Leads	30	5
Rooms Requested	2000	210
Definite Leads	16	0
Contracted Room Nights	1100	0



The Kingston Film Office returned to full-time operation on February 15 amidst ongoing strong production interest.

While a majority of local and small-scale independent production have been unable to proceed under the strict new COVID safety protocols and associated additional costs, large-scale and studio productions have fully resumed across the province at record levels. Nearly 50% of the Film Office's prospects and enquiries during Q1 have been across a dozen major tier 1 productions. The Film Office hosted a record 19 scout tours or visits, including return interest from top series Titans and Locke & Key based on their positive recent experiences shooting in Kingston.

Active productions have only been allowed on a case-by-case basis, in accordance with Section 21 COVID-19 Provincial Guidelines (available at www.ONreadytoroll.ca). This includes strict distancing protocols, zoned operation, use of medical-grade safety equipment, and testing up to 3 times weekly. Based on the Ontario Film Commission's most recent stats, more than 148,000 tests were conducted between August and January with only 105 positive COVID cases, all of which were immediately contained with no spread.

Notably the Kingston Film Office facilitated a CBC documentary shoot in the Frontenac region and hosted the Season 3 finale of All-Round Champion at Fort Henry. Next, the Film Office has confirmed two major series with Amazon and Paramount as well as an end-to-end feature film in Frontenac region for Q2.

The Film Office's support of production within neighbouring Frontenac fits within a new regional expansion study being launched in Q2-Q3 with RTO9 as well as its active lobby for a proposed South Eastern Ontario Production Accelerator Fund of more than \$25,000,000 to support production in the broader region.

Finally, the Kingston Film Office resumed local labour force development with monthly workshops and events for individuals as well as a second stream of professional development opportunities for local production companies. The Film Office developed and submitted a sizeable proposal to Skills Development Ontario for an expanded training and placements program to begin as early as this fall, with more than a half dozen educational partners attached.

FILM



Kingston Film Office		
Productions (Tentative)	2021 Goal	2021 Q1
Tier 1 (7+ days)	25	12
Tier 2 (overnight to 1 week)	70	13
Tier 3 (single day)	30	4
Productions (Actual)	2021 Goal	2021 Q1
Tier 1 (7+ days)	1	0
Tier 2 (overnight to 1 week)	30	7
Tier 3 (single day)	25	2
Local Productions (within 100km)	45	4
Non Local Productions (>100km travel)	11	5
Workshops/Events	2021 Goal	2021 Q1
Events	7	6
Participants	400	352
Scout Tours	2021 Goal	2021 Q1
Tours	10	19
Participants	50	137

VISITOR INFORMATION CENTRE



The Visitor Information Centre has wrapped up construction on the renovation in Q1. The floor-plan is much more open to be able to cater to our customers and better promote our partners. Four high-definition screens have been installed to show events and marketing videos along with local ads through our partnership program. We have also welcomed the Kingston Film Office into their new space on the top floor of the VIC.

Staff have been working with partners to secure ticket sales, brochure racking, and digital advertising in the VIC sales for the official opening in May. An online store was also launched and has produced over \$3,487 in sales for the first quarter. This is a complement to the in-store sales for those travellers and locals who may have missed the opportunity to purchase items during their trip; as well as locals looking to gift items to their friends and family.

The hiring process for summer students also began with onboarding to begin early in Q2. The VIC is looking to hire five summer students in order to extend our summer operating hours and support local businesses.

Visitor Information Centre (VIC)	2021 Goal	2021 Q1
Number of VIC Visitors	75,000	0
Tour Bus Passengers	1,000	0
Cruise Ship Passengers	1,000	0
VIC Sales	2021 Goal	2021 Q1
Retail	\$20,000	\$3,487
Commissions- attraction tickets	\$30,000	\$0
Partnership - Brochure Racking	\$10,000	\$0
Total Sales		\$3,487

TOURISM WORKING GROUP



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 to 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 to assist businesses in their recovery efforts during COVID-19.

The Tourism Working Group has been supporting the extension of the patios in the downtown core for 2021 with the DBIA and City. The barrier program will entail the partners purchasing a mix of planters and barriers that the City will buy back from the partners at the end of LKM 2.0 for future use. This updated version of the barriers will allow for more curb appeal while also making safety a primary goal. The Tourism Working Group is also working on installing bike racks at local downtown hotels as well as three bike repair stations across the City.

Total Budget: \$335,228 left for 2021





27A25

23A21

23A21

	Q1 Budget	Q1 Budget	Q1 Actuals	Q1 Variance
Revenue				
Municipal Funding	\$ 1,439,332	\$ 359,832	\$ 359,833	\$ 119,944
Other Revenue				
KAP Contribution	643,636	160,909	716,100	85,909
MAT 35%	316,000	79,000		79,000
Regional Relief & Recovery Funding	120,000	30,000	70,000	30,000
Tourism Working Group	335,228	83,807	8,256	83,807
VIC Sales & Commissions:				
Resale	20,000	5,000	3,769	1,600
Ticket sales & other revenue	30,000	7,500		7,500
Brochure racking	10,000	2,500	49	2,451
Kingston Pen Fund	387,293	96,823		96,823
Film Revenue	30,000	7,500	2,500	7,500
Meetings & Conferences Revenue	1,500	375		375
Travel Trade	1,500	375		375
Sport Revenue	2,200	550	396	154
Marketing Revenue	30,000	7,500	26,500	19,000
Reserve Funding	306,000	76,500		76,500
Other Funding		-	23,554	15,000
Total Revenue	3,672,689	918,171	1,210,957	557,938
Expenditures				
Wages & Benefits	1,182,800	295,700	191,575	176,285
Other Administrative Expenses	225,000	56,250	109,025	1,598
Project Expenses				
Marketing Digital Content Media Relations	1,299,964	324,991	234,551	204,946
Tourism Working Group	335,228	83,807	14,488	65,517
Meetings & Conferences	91,388	22,847	419	21,942
Travel Trade	97,050	24,262	2,250	24,131
Sport Tourism	240,013	60,003	5,383	54,620
Film Kingston	133,492	33,373	4,538	29,135
Visitor Services	67,754	16,938	48,846	22,810
Total Expenditures	3,672,689	918,171	610,237	552,168
Surplus/(Deficit)			600,720	5,770

KINGSTON

visitkingston.ca

OVERVIEW

The big picture of our digital activity this month.



WEB SESSIONS
37.8K
↓ -39.8%



TOTAL LEADS
4,426
↓ -51.9%



2,716,058
↓ -46.7%

TOTAL IMPRESSIONS



43,717
↓ -44.4%

TOTAL ENGAGEMENTS



30,026
↓ -2.8%

TOTAL CLICKS

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

MONTHLY DIGITAL REPORT

Jan 1, 2021 - Jan 31, 2021

Website

For the past month, a total of 37.8K website sessions were generated with more than 4K leads. January website traffic is typically one of the lowest months due to reduced interest in travel at this time of year. 2021 is no exception to this, further compounded by the pandemic and the province's stay at home order. Tourism Kingston efforts were focused solely on the Kingston market and the introduction of Kingstonlicious. With our advertising effort and organic reads, the Kingstonlicious article has generated more than 15K pageviews. The article Food and Retail Services During Lockdown comes in second with more than 5K pageviews.

Organic Search and Paid Social are the two leading sources which made up almost 70% of the traffic.

Paid Digital

Our paid Facebook advertising included 4 boosted content pieces and the Kingstonlicious campaign, which generated 528K impressions and reached more than 93K people. Total clicks were 7.7K with a CTR of 2.91%.

Our best performing content ad this month was the organic **Kingstonlicious post with an 8.47% CTR**. The average CTR for all ads was 2.91% which is above our industry benchmark of 0.9-1.76%.

Paid search achieved a CTR of 11% which is well above the industry benchmark of 4.68% for Travel & Hospitality.

Email

There was a slight increase in total deliveries for both the consumer and industry email lists MoM. Both email lists continue to perform well above industry benchmarks.

Social

Organic social impressions slightly decreased compared to the previous month. We suspect this was because of the lockdown and people were not actively looking for things to do within the area. Engagement rate was above 11% (average post engagement rate is 0.18% based on Hootsuite's latest report) which means our content was still highly engaging.

Organic posts that received the most engagement were: Take home a sample of Kingston's best food, The Market Square rink is open for skating & GIVEAWAY // We're giving away a \$100 gift card for AquaTerra.

Paid Search

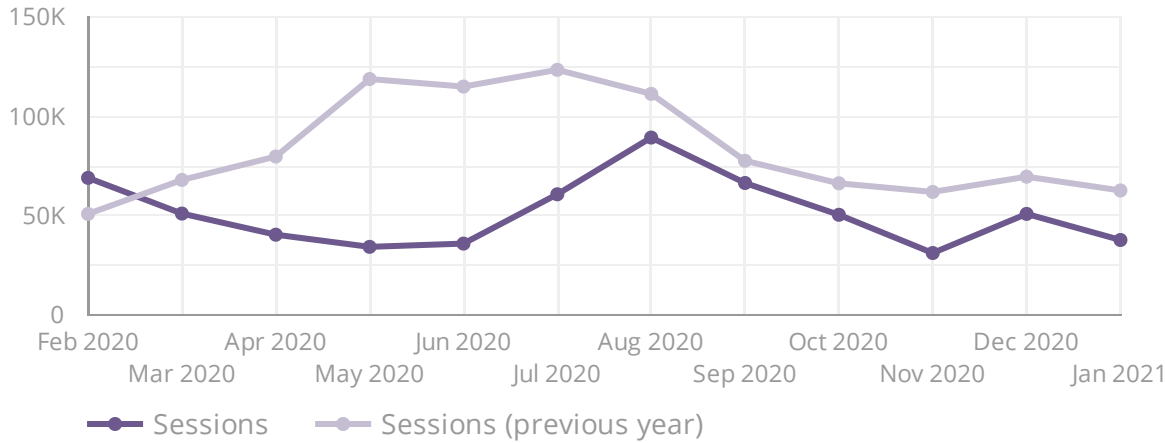
Due to the stay at home order, our Staycation content was paused on January 14. In January we saw a significant jump on our CTR MoM (11.18% vs 5.74%). This was due to our Kingstonlicious and Weddings campaigns in market throughout January. Kingstonlicious was the larger contributor to our improvement on conversions in January (~64% of all conversions were from this campaign). Overall, our conversions were up 86% MoM.

MONTHLY DIGITAL REPORT

Jan 1, 2021 - Jan 31, 2021

CONSUMPTION

Is our content marketing working?



SESSIONS
37.8K
↓ -39.8%

USERS
30.4K
↓ -40.3%

PAGE VIEWS
60.0K
↓ -38.3%

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?



28%

% RETURN VISITORS

LEAD GENERATION

Are users converting online?

OPERATORS

HOTELS

 4,224 ↓ -51.8% WEB REFERRALS	 105 ↑ 31.3% CLICKS TO CALL
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 84 ↓ -74.8% WEB REFERRALS	 13 ↓ -55.2% CLICKS TO CALL
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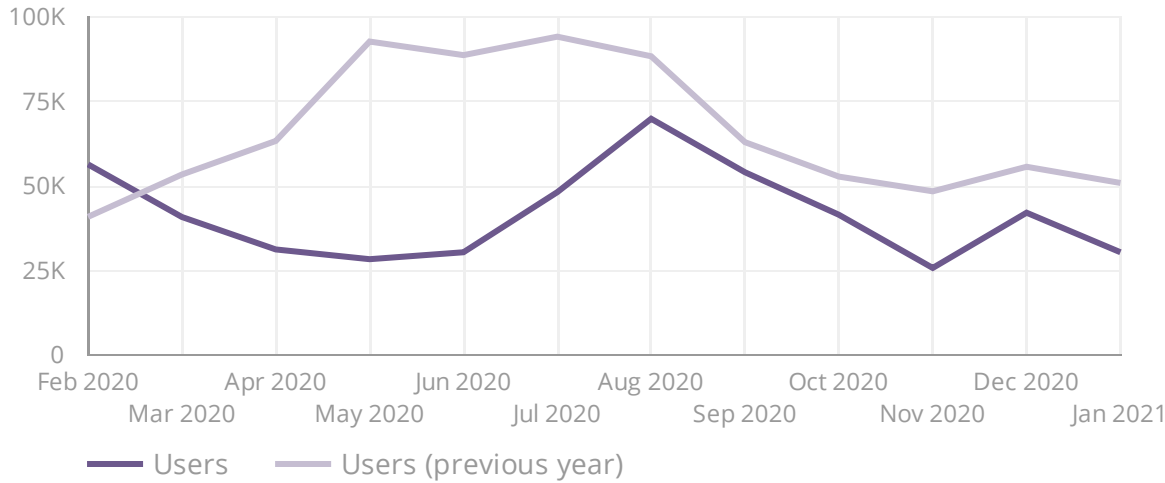
MONTHLY DIGITAL REPORT

Jan 1, 2021 - Jan 31, 2021

CONSUMPTION

How is our audience using our site?

USERS **30,396**



<p>00:01:17 ↑ 6.9%</p> <p>AVG. TIME ON SITE</p>	<p>1.59 ↑ 2.4%</p> <p>PAGES / SESSION</p>	<p>00:02:11 ↑ 0.1%</p> <p>AVG. TIME ON PAGE</p>
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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.

<p>14,154 INSTAGRAM FOLLOWERS</p>	<p>60,575 FACEBOOK LIKES</p>	<p>7,508 TWITTER FOLLOWERS</p>
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1,152,873
↓ -54.5%

IMPRESSIONS

35,317
↓ -55.1%

ENGAGEMENTS

14,887
↓ -47.3%

CLICKS

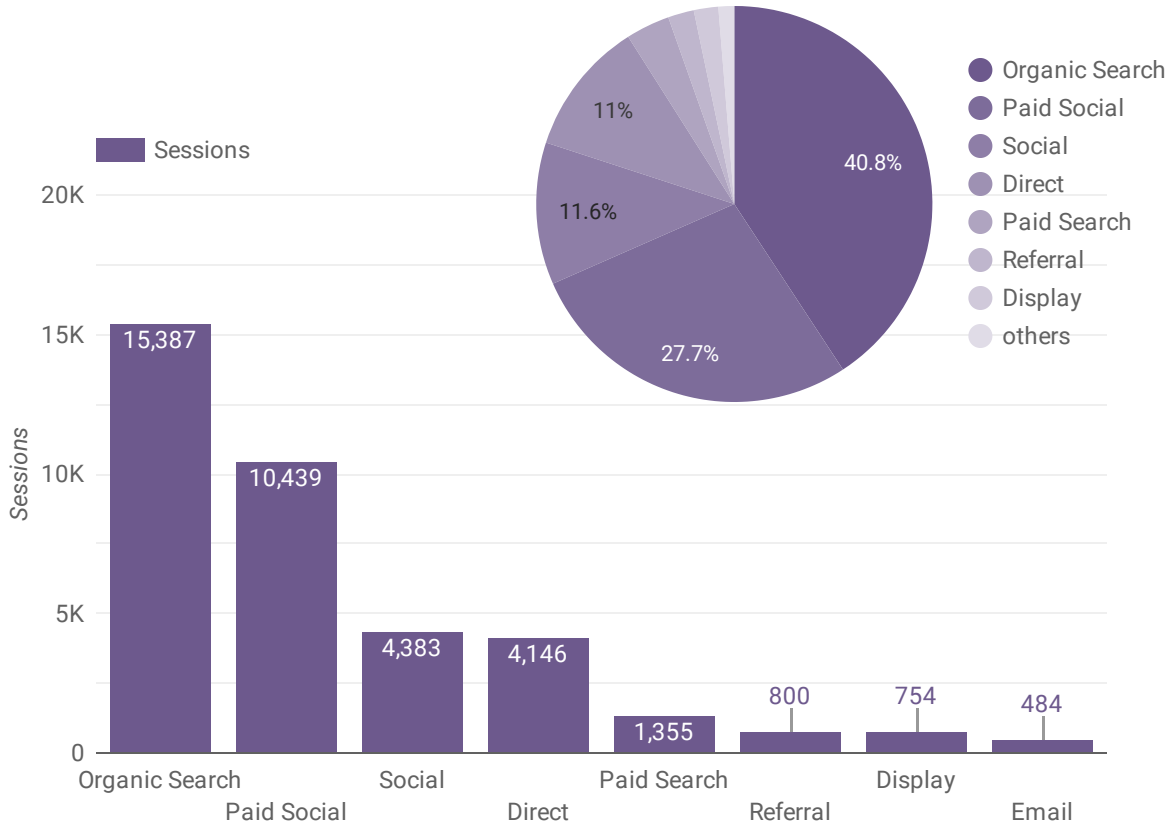
*totals for organic and paid Facebook, Twitter, and Instagram

MONTHLY DIGITAL REPORT

Jan 1, 2021 - Jan 31, 2021

Website Metrics

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



GLOSSARY OF TERMS

OTHER

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

ORGANIC SEARCH

Visitors referred by an unpaid search engine listing.

ORGANIC SOCIAL

Visitors from organic social posts.

PAID SEARCH

Visitors from paid search ads.

DIRECT

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

REFERRAL

Visitors referred by links on other websites.

DISPLAY

Visitors from display advertising.

Website Metrics - Top 10

TRAFFIC BY CITY

City	Sessions
1. Kingston	22,063
2. Toronto	2,437
3. Montreal	1,799
4. (not set)	1,612
5. Ottawa	1,459
6. Chicago	320
7. Brampton	283
8. Hamilton	270
9. Belleville	264
1... Mississauga	237

MOST VISITED PAGES

Page Title	Pageviews
1. Kingstonlicious – Visit Kingston	15,035
2. Food and Retail Services During Shutdown – Visit Kingston	5,001
3. Introducing Kingstonlicious – Visit Kingston	4,205
4. Visit Kingston – Fresh Made Daily	2,587
5. Downtown Food and Retail Services During Shutdown – Visit Kingston	2,009
6. West End Food and Retail Services During Shutdown – Visit Kingston	1,904
7. COVID-19 and the Kingston Community – Visit Kingston	1,876
8. A takeout food tour of Kingston – Visit Kingston	1,596
9. East + North End Food and Retail Services During Shutdown – Visit Kin...	704
10. Top Hiking Spots in Kingston – Visit Kingston	542

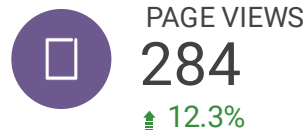
MONTHLY DIGITAL REPORT

Jan 1, 2021 - Jan 31, 2021

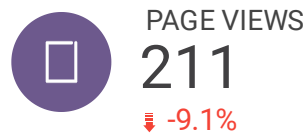
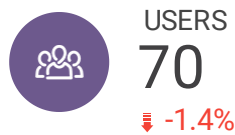
FRENCH AND CHINESE SITES

Website metrics from each of our French and Chinese sites

FRENCH



CHINESE



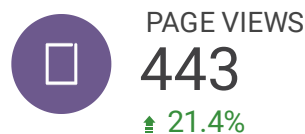
MICRO SITES

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

Jan 1, 2021 - Jan 31, 2021

EMAIL MARKETING

An overview of email campaigns this month

CONSUMER NEWSLETTER



5,855
TOTAL DELIVERIES



1,698
TOTAL UNIQUE OPENS



378
TOTAL CLICKS



29
TOTAL UNSUBSCRIBES



29%
AVERAGE OPEN RATE



22%
AVERAGE CTR

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

MEMBER NEWSLETTER



284
DELIVERIES



109
UNIQUE OPENS



26
CLICKS



1
UNSUBSCRIBES



38%
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

Jan 1, 2021 - Jan 31, 2021

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 vid...
con_kingstonlicious	66,829	19,820	2,584	8.47%	null
con_maker_soap	16,403	8,905	249	4.8%	null
20210129-Con_AtHomeActivities	8,908	4,912	246	3.7%	null
con_Insider_MattSalton	23,346	7,620	159	2.31%	null
Kingstonlicious	413,039	52,222	4,514	1.96%	57,771
Grand total	528,525	93,479	7,752	2.91%	57,771

GOOGLE ADWORDS SEARCH NETWORK - Search Warrant

Campaign	Campaign type	Impressions	Clicks ▾	CTR
KA:21 Kingstonlicious	Search Only	4,777	886	19%
KA:21 Kingston Winter Staycation	Search Only	3,886	172	4%
KA:20 Weddings	Search Only	1,557	109	7%
Grand total		10,961	1,225	11%

MONTHLY DIGITAL REPORT

Jan 1, 2021 - Jan 31, 2021

LEAD GENERATION

A snapshot of our digital lead generation

TOP OUTBOUND CLICKS (WEBSITE REFERRALS TO PARTNERS AND COMMUNITY)

Event Action	Total Clicks
https://www.daysonfront.com/	236
https://bellabistroonline.com/	227
http://www.smokenbarrelkingston.com/	215
http://www.aquaterrakingston.com/	195
https://bdtavern.com/	176
https://www.olivea.ca/	142
http://www.atomica.ca/	120
http://www.beginagaingroup.ca/	119
https://www.mesafresca.ca/	105
https://unionkingston.com/	96
https://www.dianneskingston.com/	93
https://sallysrotishop.wixsite.com/home	79
https://www.missbao.ca/	78
https://www.harpersburgerbar.com/	76
http://www.tangonuevo.ca/	76
http://olivea.ca/	69
https://www.merchanttaphouse.com/	65
http://foodandheritage.com/take	64
http://www.goitalian.ca/	61
https://1000islandsssoapco.com/	59

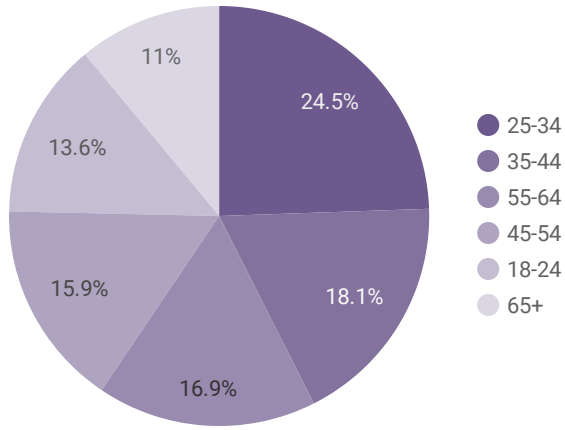
MONTHLY DIGITAL REPORT

Jan 1, 2021 - Jan 31, 2021

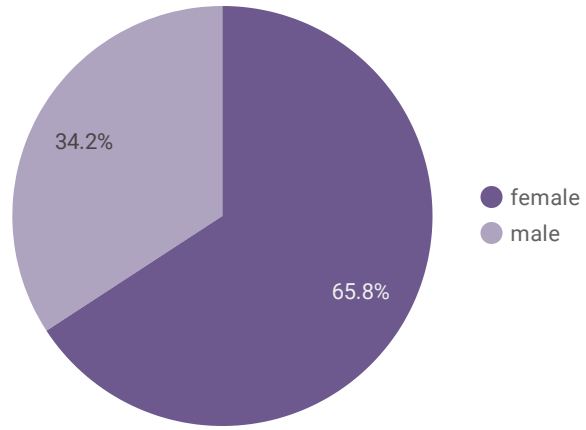
WEBSITE AUDIENCE

A snapshot of the audience visiting our website.

AGE

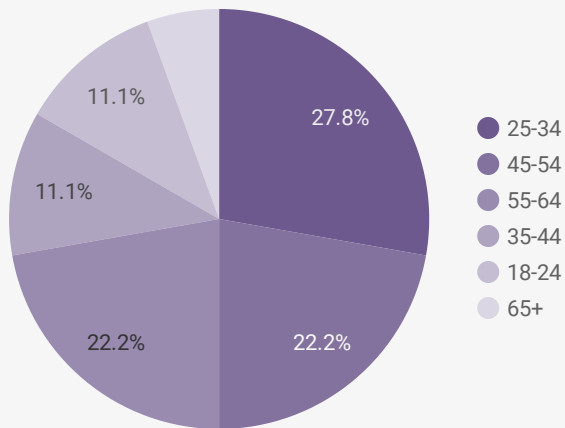


GENDER

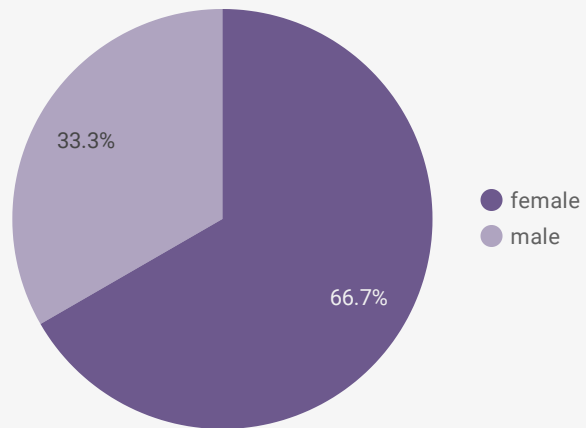


HOTEL LEADS BY AUDIENCE

AGE

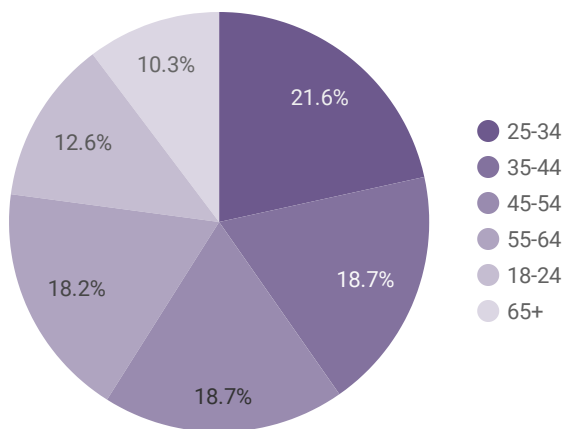


GENDER

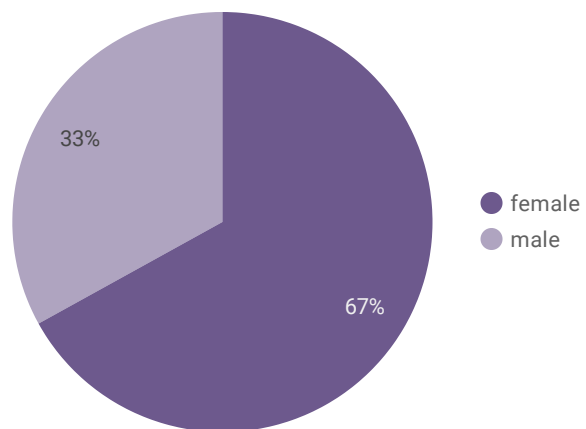


OPERATOR LEADS BY AUDIENCE

AGE



GENDER



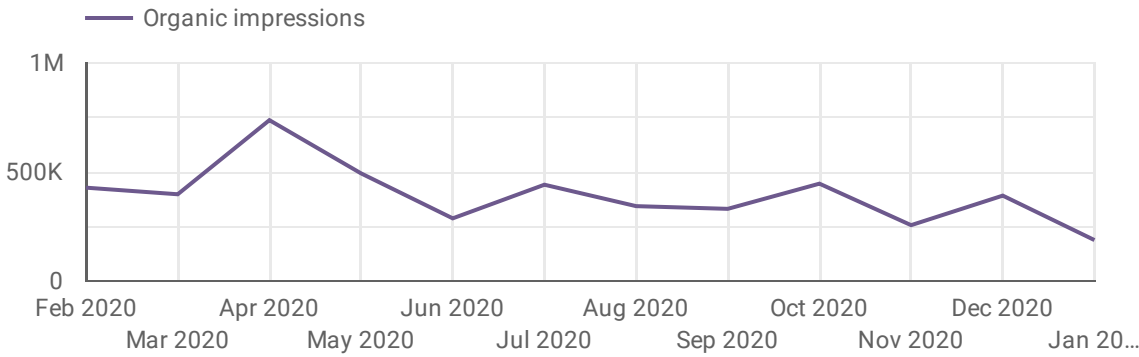
MONTHLY DIGITAL REPORT

Jan 1, 2021 - Jan 31, 2021

FACEBOOK

A snapshot of our content marketing in action.

New likes **187**



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.

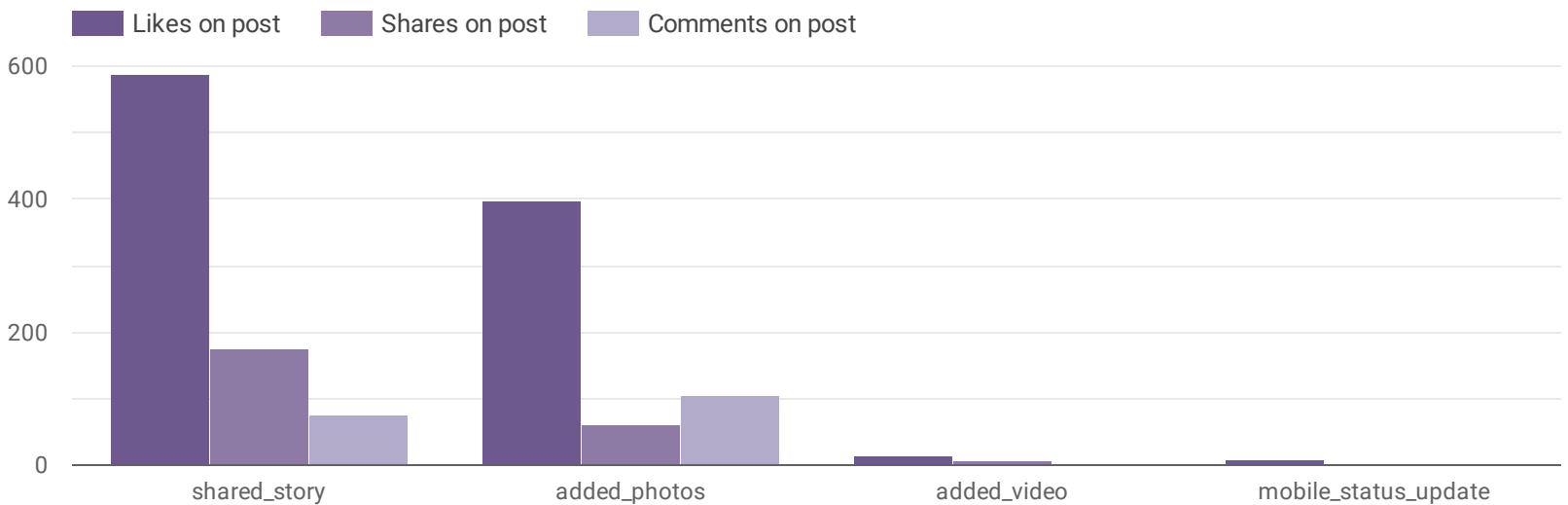
ENGAGEMENT RATE

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

 187,730 ORGANIC REACH	 61,520 VIRAL REACH
 5,600 ORGANIC VIDEO VIEWS	 11.97% ENGAGEMENT RATE

ENGAGEMENT BY POST TYPE

What types of content are users engaging with the most?



KINGSTON

visitkingston.ca

OVERVIEW

The big picture of our digital activity this month.



WEB SESSIONS
40.4K
↓ -39.2%



TOTAL LEADS
5,078
↓ -57.4%



4,564,351
↓ -49.9%

TOTAL IMPRESSIONS



29,408
↓ -75.6%

TOTAL ENGAGEMENTS



53,135
↑ 32.2%

TOTAL CLICKS

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

MONTHLY DIGITAL REPORT

Feb 1, 2021 - Feb 28, 2021

Website

In February, more than 40.4K web sessions were generated alongside 4.7K leads. Although our web traffic hasn't gone back to the pre-COVID level yet in comparison to February 2020, we saw a 7% increase in web session, 5% in users and a slight 2% increase in page views comparing to January 2021. We believe this increase was driven by having more digital content posted and promoted online during the month. Average time spent on site and average time spent on page both increased in comparison to last February by 4.8% and 13.2% respectively. Kingstonlicious's main page led in page views among all pages which generated nearly 15K page views. The second most visited page is COVID-19 and the Kingston Community with 2.8K page views.

Organic Search and Paid Social continue to be the leading sources which made up almost 70% of the traffic.

Paid Digital

Our paid Facebook advertising effort was focused in Kingston geographically only which included 7 boosted content pieces (4 new pieces and 3 continued from January), Kingstonlicious campaign, Virtual Events promo and KCFF promo (this one leads to KCFF's landing page), which generated more than 1.2M impressions and reached more than 165K people. 26K total clicks were recorded with 13.7K being link clicks were 13.7K with a CPC as low as \$0.25. Clicks (All) benchmark for the travel industry is \$0.63.

Our best performing content ad for February was the organic **1000 Islands Soap post with an 3.42% CTR**. The average CTR for all ads was 2.11% which is above our industry benchmark of 0.9-1.76%.

Linkedin Aviation Promo campaign ran from Feb 18 - Feb 25 on LinkedIn only. The ad was delivered 5,410 times which generated 45 clicks to the website at \$3.93 with a CTR of 0.83%. Industrial benchmarks for CPC and CTR across LinkedIn Sponsored Content ads are \$7 - \$11 and 0.39%. In other words, our campaign is well within this benchmark showing that our ads were well targeted. A total of \$239.96 were spent during this campaign.

Email

There was a slight increase in total deliveries for the consumer email list MoM, Industry email deliveries remain the same as last month. Both email lists continue to perform well above industry benchmarks.

Social

Total audience across all social platforms increased slightly by 0.3%.

Paid Search

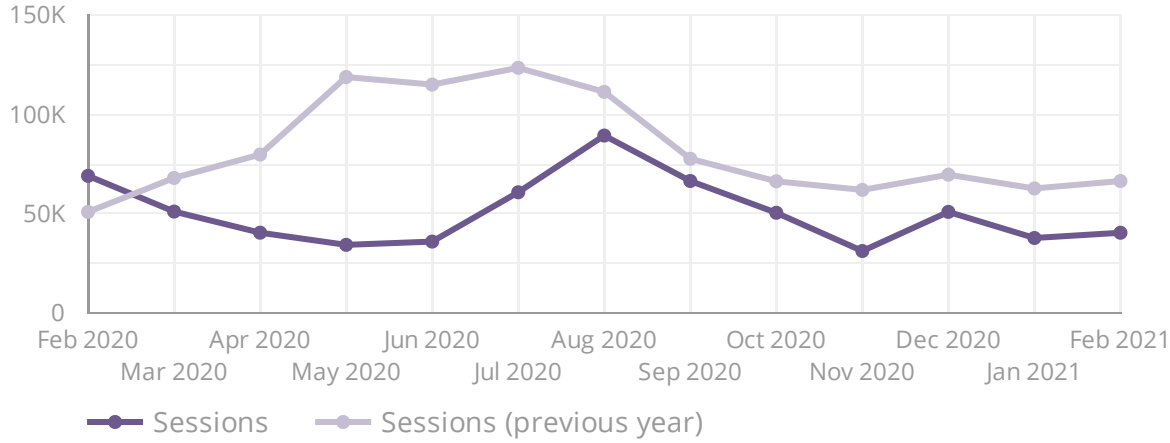
In comparison to January, all conversions were up by 83% (417 vs 228). Spend was up 113% (\$4,786 vs \$2,246) with the addition of new budget for the Weddings campaign and the Kingston Canadian Film Festival, which the KCFF campaign has no conversion tracking set up. Kingstonlicious was responsible for 88% of all conversions in February (370 conv) and was also our top campaign in terms of click-through-rate (19% vs 12% acct avg). The Kingston Canadian Film Festival put up a strong click-through-rate in February at 10% and cost efficient search traffic at \$0.84/click so far.

MONTHLY DIGITAL REPORT

Feb 1, 2021 - Feb 28, 2021

CONSUMPTION

Is our content marketing working?



SESSIONS
40.4K
↓ -39.2%

USERS
31.9K
↓ -41.2%

PAGE VIEWS
61.1K
↓ -41.0%

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?



27%

% RETURN VISITORS

LEAD GENERATION

Are users converting online?

OPERATORS

HOTELS

<p>4,771 ↓ -58.2%</p> <p>WEB REFERRALS</p>	<p>116 ↑ 50.6%</p> <p>CLICKS TO CALL</p>
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<p>182 ↓ -57.3%</p> <p>WEB REFERRALS</p>	<p>9 ↓ -65.4%</p> <p>CLICKS TO CALL</p>
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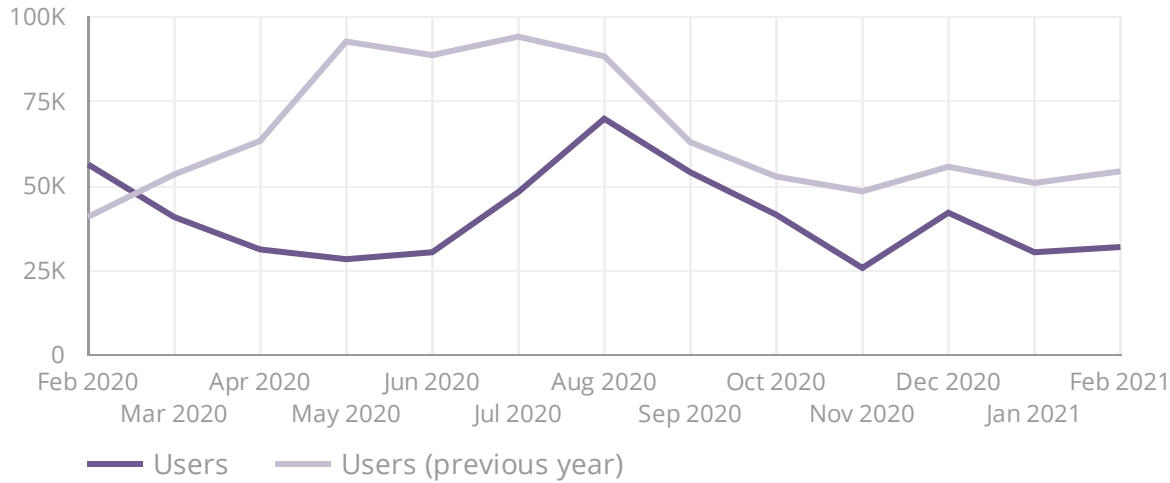
MONTHLY DIGITAL REPORT

Feb 1, 2021 - Feb 28, 2021

CONSUMPTION

How is our audience using our site?

USERS **31,943**



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

00:01:14 ↑ 4.8%	1.51 ↓ -3.0%	00:02:23 ↑ 13.2%
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.

14,400
INSTAGRAM FOLLOWERS

60,591
FACEBOOK LIKES

7,537
TWITTER FOLLOWERS

1,357,737
↓ -72.8%

IMPRESSIONS

22,705
↓ -74.0%

ENGAGEMENTS

9,940
↓ -68.9%

CLICKS

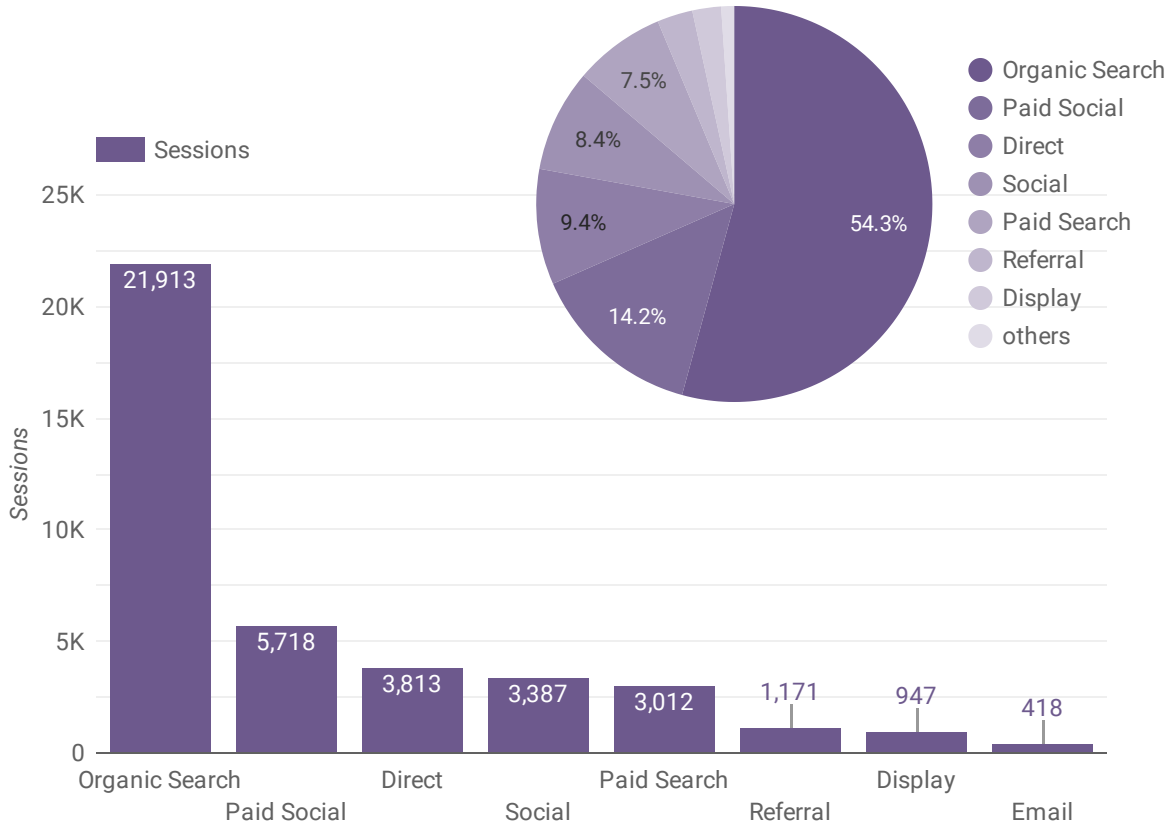
*totals for organic and paid Facebook, Twitter, and Instagram

MONTHLY DIGITAL REPORT

Feb 1, 2021 - Feb 28, 2021

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	21,295
2. Toronto	3,340
3. Montreal	2,155
4. Ottawa	1,897
5. (not set)	1,385
6. Brampton	448
7. Chatham-Kent	383
8. Belleville	365
9. Hamilton	361
1... Mississauga	353

MOST VISITED PAGES

Page Title	Pageviews
1. Kingstonlicious – Visit Kingston	14,862
2. COVID-19 and the Kingston Community – Visit Kingston	2,838
3. Visit Kingston – Fresh Made Daily	2,749
4. Kingstonlicious Virtual Events – Visit Kingston	1,664
5. Home Sweet Home – Visit Kingston	1,500
6. Kingstonlicious in February – Visit Kingston	1,022
7. What's Open in Kingston – Visit Kingston	1,000
8. 8 of the Best-Kept Secret Restaurants in Kingston – Visit Kingston	945
9. Top Attractions – Visit Kingston	892
10. Food and Retail Services During Shutdown – Visit Kingston	883

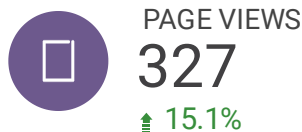
MONTHLY DIGITAL REPORT

Feb 1, 2021 - Feb 28, 2021

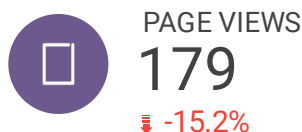
FRENCH AND CHINESE SITES

Website metrics from each of our French and Chinese sites

FRENCH



CHINESE



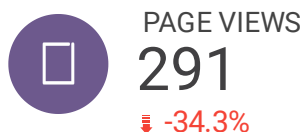
MICRO SITES

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

Feb 1, 2021 - Feb 28, 2021

EMAIL MARKETING

An overview of email campaigns this month

CONSUMER NEWSLETTER



5,887

TOTAL DELIVERIES



1,580

TOTAL UNIQUE OPENS



348

TOTAL CLICKS



14

TOTAL UNSUBSCRIBES



27%

AVERAGE OPEN RATE



22%

AVERAGE CTR

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

MEMBER NEWSLETTER



284

DELIVERIES



96

UNIQUE OPENS



65

CLICKS



0

UNSUBSCRIBES



34%

OPEN RATE



68%

CTR

GLOSSARY OF TERMS

DELIVERIES

Number of successful emails sent.

OPEN RATE

Opens divided by deliveries.

CTR

Clicks divided by unique opens.

UNIQUE OPENS

of people who opened your emails.

CLICKS

of clicks that were taken on your email.

MONTHLY DIGITAL REPORT

Feb 1, 2021 - Feb 28, 2021

PAID DIGITAL

A snapshot of our digital ads in market this month.

FACEBOOK/INSTAGRAM NETWORK

Campaign name	Impressions	Reach	Link clicks	CTR (all) ▾
20210205-KCFF Promo 2021-WARM	61,315	13,016	1,254	3.7%
con_maker_soap	23,025	11,825	257	3.42%
20210208-Con_InsiderAnnaRuck	31,386	11,564	597	3.39%
20210205-KCFF Promo 2021-COLD	212,448	81,614	3,437	3.05%
20210205-Con_FamilyDayActivities	82,842	21,988	1,223	3.01%
20210223-Con_KCFF 2021	38,750	17,360	551	2.69%
con_Insider_MattSalton	2,885	2,091	12	1.94%
20210129-Con_AtHomeActivities	46,733	16,645	634	1.84%
20210218-Virtual Events	174,333	40,776	1,413	1.76%
20210211-Kingstonlicious Northside Valentines Day Pr...	42,125	17,792	293	1.66%
Kingstonlicious	544,440	60,097	4,037	1.42%
Grand total	1,260,282	165,025	13,708	2.11%

GOOGLE ADWORDS SEARCH NETWORK - Search Warrant

Campaign	Campaign type	Impressions	Clicks ▾	CTR
KA:21 Kingstonlicious	Search Only	10,073	1,906	19%
KA:21 Kingston Canadian Film Festival	Search Only	10,026	1,004	10%
KA:20 Weddings	Search Only	8,842	477	5%
	Grand total	28,944	3,387	12%

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

Alphabet®

MONTHLY DIGITAL REPORT

Feb 1, 2021 - Feb 28, 2021

LEAD GENERATION

A snapshot of our digital lead generation

TOP OUTBOUND CLICKS (WEBSITE REFERRALS TO PARTNERS AND COMMUNITY)

Event Action	Total Clicks
http://www.wharfandfeather.com/	263
http://www.aquaterrakingston.com/	206
https://www.daysonfront.com/	191
https://bellabistroonline.com/	160
https://bdtavern.com/	145
https://www.mesafresca.ca/	141
http://www.atomica.ca/	132
https://www.cocoabistro.ca/	121
http://www.chezpiggy.com/	118
http://www.smokenbarrelkingston.com/	114
https://www.kflaph.ca/en/healthy-living/travel.aspx	110
http://www.meetcuisine.ca/	104
http://www.rivermill.ca/	103
http://www.bogeystobirdies.ca/	98
https://www.dianneskingston.com/	92
https://theeverly.ca/	89
https://www.olivea.ca/	88
https://unionkingston.com/	86
http://www.tangonuevo.ca/	76
https://kingcanfilmfest.com/	74

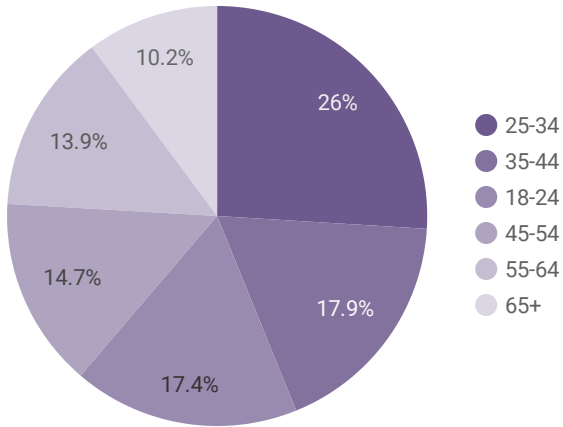
MONTHLY DIGITAL REPORT

Feb 1, 2021 - Feb 28, 2021

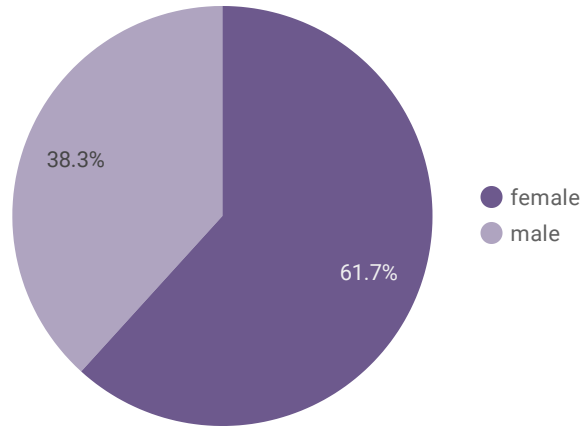
WEBSITE AUDIENCE

A snapshot of the audience visiting our website.

AGE

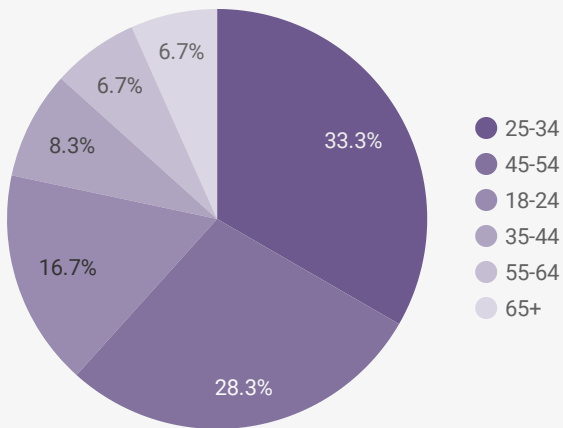


GENDER

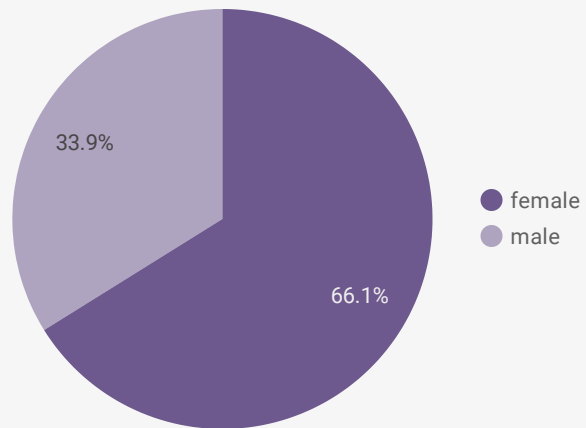


HOTEL LEADS BY AUDIENCE

AGE

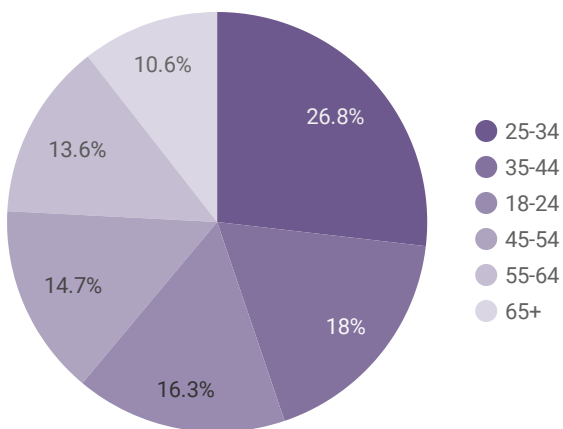


GENDER

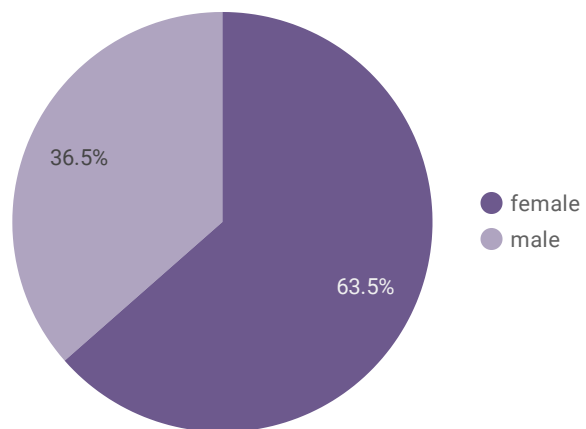


OPERATOR LEADS BY AUDIENCE

AGE



GENDER



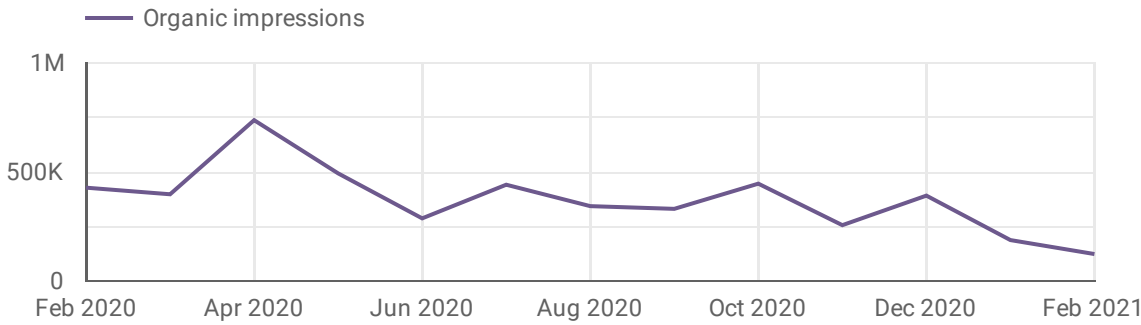
MONTHLY DIGITAL REPORT

Feb 1, 2021 - Feb 28, 2021

FACEBOOK

A snapshot of our content marketing in action.

New likes **140**



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.

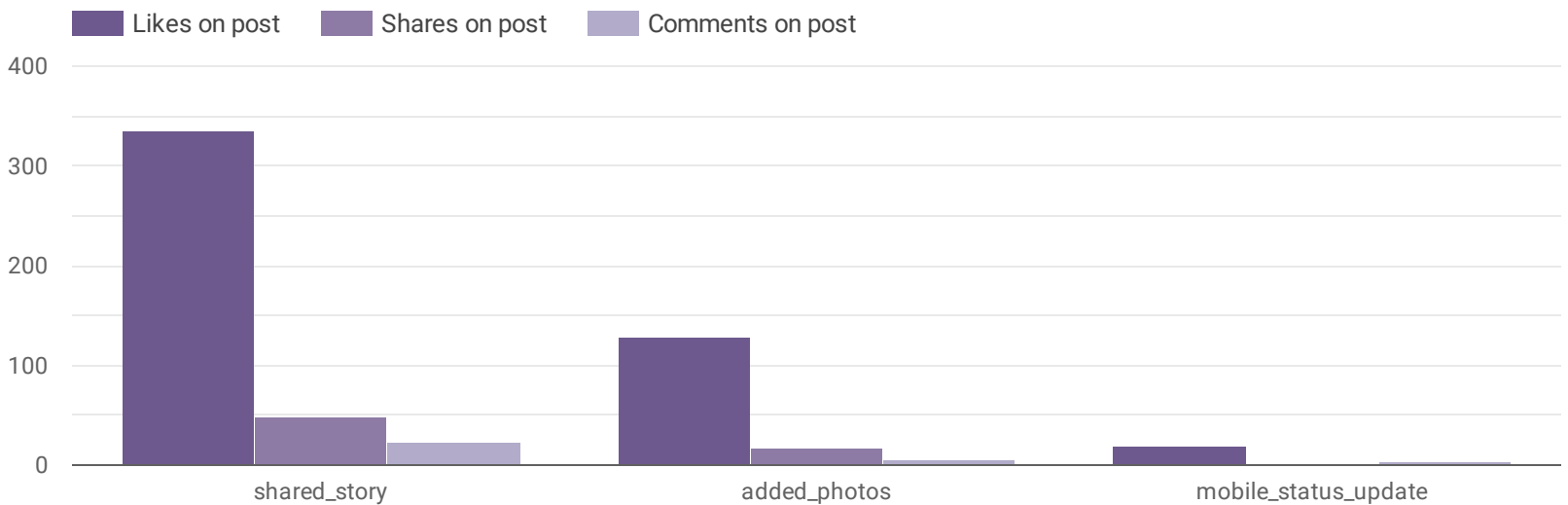
ENGAGEMENT RATE

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

 <p>123,606 ORGANIC REACH</p>	 <p>33,012 VIRAL REACH</p>
 <p>2,005 ORGANIC VIDEO VIEWS</p>	 <p>9.47% ENGAGEMENT RATE</p>

ENGAGEMENT BY POST TYPE

What types of content are users engaging with the most?



KINGSTON

visitkingston.ca

OVERVIEW

The big picture of our digital activity this month.



WEB SESSIONS

59.6K

↑ 16.7%



TOTAL LEADS

6,743

↓ -5.2%



19,414,131

↑ 529.2%

TOTAL IMPRESSIONS



60,708

↑ 41.4%

TOTAL ENGAGEMENTS



281,011

↑ 1,339.5%

TOTAL CLICKS

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

MONTHLY DIGITAL REPORT

Mar 1, 2021 - Mar 31, 2021

Website

Visitkingston.ca had a strong online presence in March which generated a total of 59.6K web sessions, 47.6K users and 91.9K page views increased by 16.7%, 16.6% and 17.9% YoY respectively. This is the first time our website had more traffic in comparison to previous year in a 12 month period. The various online promotion we had in March definitely had a positive impact on this result. Average time on site and average time on page both dropped slightly by 3.3% and 6.2% respectively but pages per session increased by 1.1%. Kingstonlicious's main page continued to lead in page views among all pages which generated 10K page views. The second most visited page is Love Kingston's main page with 8.6K page views.

Organic search continue to be the leading traffic source followed by Other(programmatic ad placements including Google & Stackadapt) and paid social. Together, they accounted for 73% of the traffic coming to the site.

Paid Digital

We had a number of online promotions live in March on different platforms. These platforms include Facebook/Instagram, Google Display, YouTube, Stackadapt Native Ad, Stackadapt Connected TV, Pinterest and Spotify. In total, nearly 14M impressions were generated from paid channels. Campaigns happened this month included Kingston March 2021 Promo, Culinary March 2021 Promo, Kingstonlicious, Facebook Virtual Event Promo, Facebook content boosts, Facebook VIC Merchandise Sale, KCFF Promo and Pinterest Wedding relaunch campaign. Below is the impressions split by campaign:

Kingston March 2021 Promo: 6,587,302

Culinary March 2021 Promo: 1,611,909

Kingstonlicious: 4,887,097

Facebook Virtual Event Promo: 75,072

Facebook content boosts: 294,648

Facebook VIC Merchandise Sale: 58,999

KCFF Promo: 186,830

Pinterest Wedding relaunch campaign: 116,947

Our best performing content ad for March was the organic **Locke and Key post with a 3.15% CTR**.

Since the goal for the Merchandise sales campaign is purchases, we set up the integration between Facebook and Tourism Kingston's Shopify backend in order to be able to track and optimize towards purchase volumes and values. The campaign is set up optimizing towards purchases on Facebook, and generated 23 purchases with \$2,197 in purchase values. Within the reporting period, the total sales value on Shopify's backend is at \$3,182 which means more than half of the sales came from our channel. The campaign generated 40 purchases so far overall on the day of reporting (April 4).

Email

Total deliveries increased a bit for both consumer (5,894 vs 5,887) and industry (287 vs 284) newsletters comparing to last month.

Paid Search

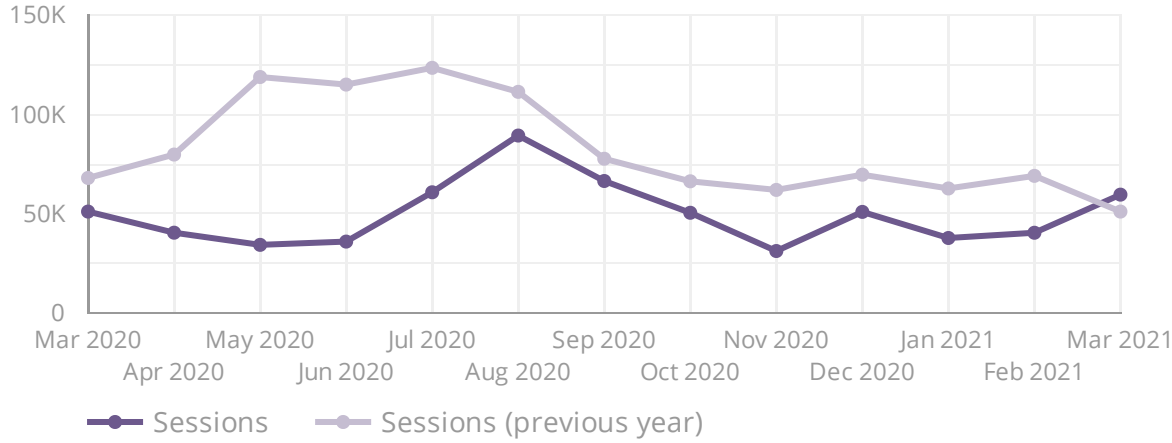
Overall conversion volume was up by 68% (727 vs 434) month over month. The biggest contributor to these results was the Spring Staycations campaign which drove 51% (371) of all conversions in March. Spring Staycations also helped improve our overall conversion rate MoM (19.96% vs 12.81%), while reducing the average cost/conv by 45% (\$6.12 vs \$11.04).

MONTHLY DIGITAL REPORT

Mar 1, 2021 - Mar 31, 2021

CONSUMPTION

Is our content marketing working?



SESSIONS
59.6K
 ↑ 16.7%

USERS
47.6K
 ↑ 16.6%

PAGE VIEWS
91.9K
 ↑ 17.9%

GLOSSARY OF TERMS

SESSIONS

of times your site was visited.

USERS

of people who visited your site.

PAGE VIEWS

of pages that have been viewed on your site.

% RETURN VISITORS

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

* All percent change is Year Over Year

RETENTION

Are users coming back and consuming our content?



25%

% RETURN VISITORS

LEAD GENERATION

Are users converting online?

OPERATORS



6,013

↓ -10.6%

WEB REFERRALS



186

↑ 31.0%

CLICKS TO CALL

HOTELS



474

↑ 99.2%

WEB REFERRALS



70

↑ 775.0%

CLICKS TO CALL

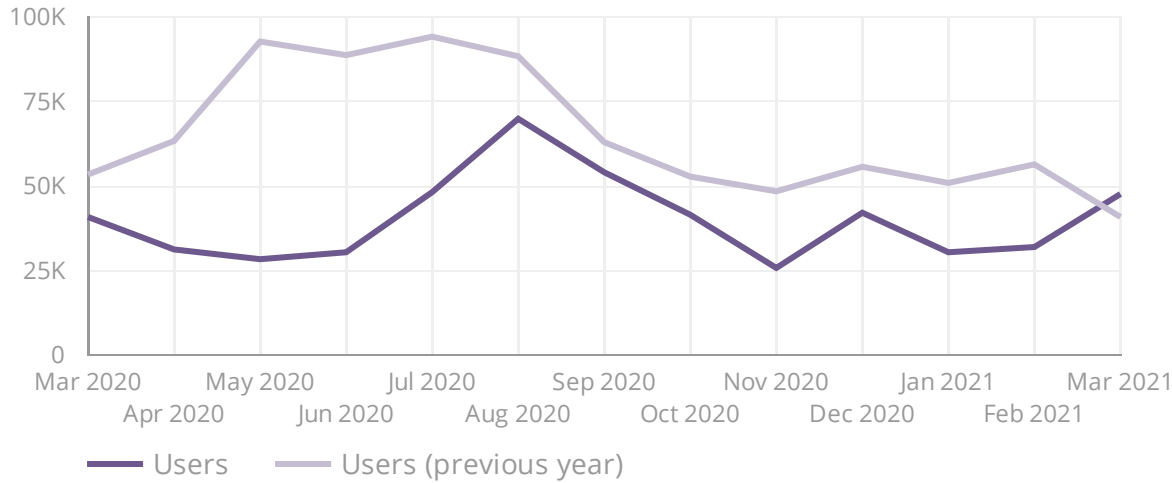
MONTHLY DIGITAL REPORT

Mar 1, 2021 - Mar 31, 2021

CONSUMPTION

How is our audience using our site?

USERS **47,623**



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

00:01:10 ↓ -3.3%	1.54 ↑ 1.1%	00:02:09 ↓ -6.2%
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.

14,749 INSTAGRAM FOLLOWERS	546,072 FACEBOOK LIKES	7,584 TWITTER FOLLOWERS
--------------------------------------	----------------------------------	-----------------------------------

5,588,474 ↑ 250.1%	55,227 ↑ 28.6%	16,881 ↑ 2.8%
IMPRESSIONS	ENGAGEMENTS	CLICKS

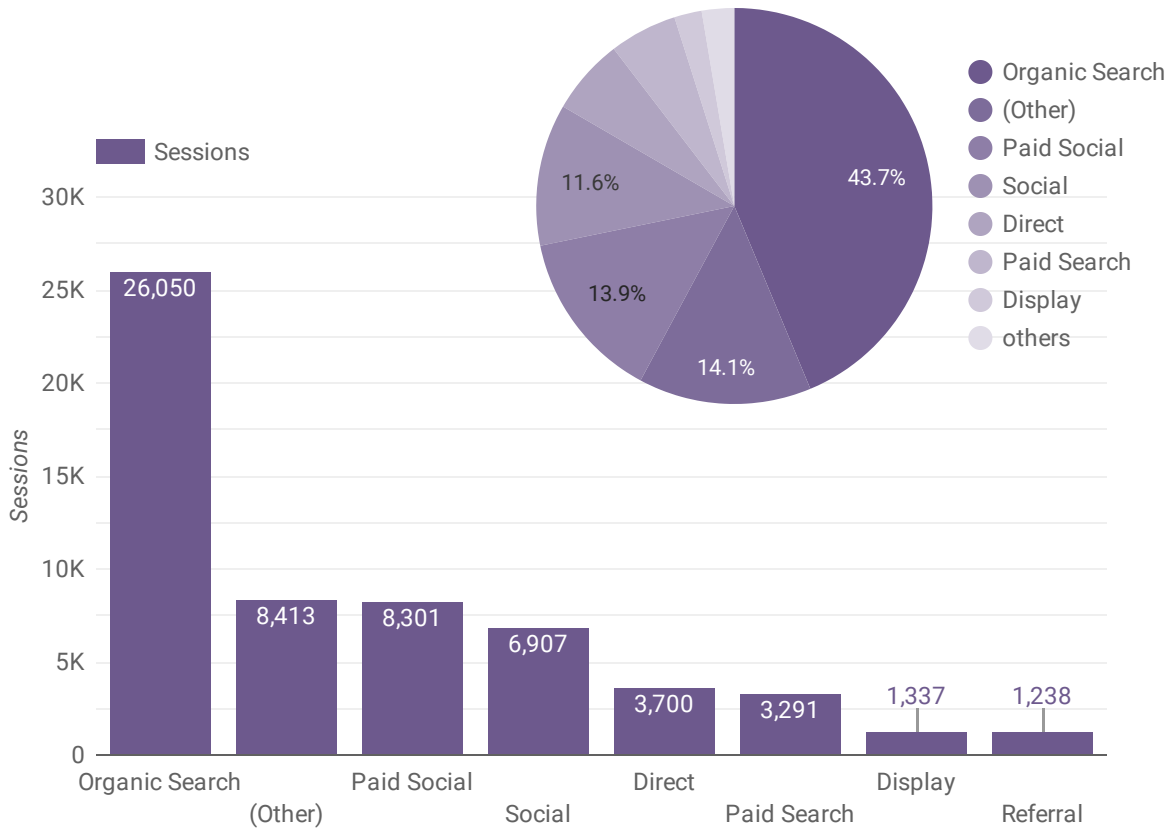
*totals for organic and paid Facebook, Twitter, and Instagram

MONTHLY DIGITAL REPORT

Mar 1, 2021 - Mar 31, 2021

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	27,622
2. Toronto	4,753
3. Ottawa	3,844
4. Montreal	3,370
5. (not set)	2,502
6. Belleville	1,474
7. Brockville	762
8. Hamilton	725
9. Brampton	636
1... Quinte West	607

MOST VISITED PAGES

Page Title	Pageviews
1. Kingstonlicious – Visit Kingston	10,345
2. Love Kingston – Visit Kingston	8,609
3. COVID-19 and the Kingston Community – Visit Kingston	4,420
4. Visit Kingston – Fresh Made Daily	3,796
5. Culinary – Visit Kingston	2,798
6. On location in Kingston: Locke & Key – Visit Kingston	2,141
7. Packages – Visit Kingston	2,108
8. Frontenac farms feeding Kingston tables: Long Road Eco Farm – Visit ...	1,896
9. Top Attractions – Visit Kingston	1,895
10. Meet the Maker: Tim Pater, Black Dog Hospitality Group – Visit Kingston	1,825

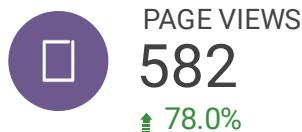
MONTHLY DIGITAL REPORT

Mar 1, 2021 - Mar 31, 2021

FRENCH AND CHINESE SITES

Website metrics from each of our French and Chinese sites

FRENCH



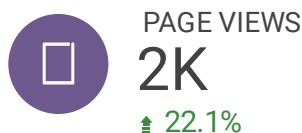
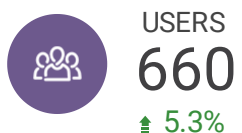
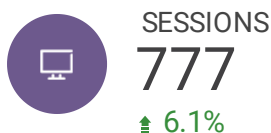
CHINESE



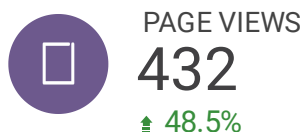
MICRO SITES

Website metrics from each of our micro sites

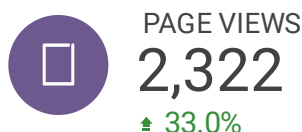
WEDDINGS



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

Mar 1, 2021 - Mar 31, 2021

EMAIL MARKETING

An overview of email campaigns this month

CONSUMER NEWSLETTER



5,894

TOTAL DELIVERIES



1,674

TOTAL UNIQUE OPENS



304

TOTAL CLICKS



18

TOTAL UNSUBSCRIBES



28%

AVERAGE OPEN RATE



18%

AVERAGE CTR

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

MEMBER NEWSLETTER



287

DELIVERIES



102

UNIQUE OPENS



44

CLICKS



0

UNSUBSCRIBES



36%

OPEN RATE



43%

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

Mar 1, 2021 - Mar 31, 2021

PAID DIGITAL

A snapshot of our digital ads in market this month.

FACEBOOK/INSTAGRAM NETWORK

Campaign name	Impressions	Reach	Link clicks	CTR (all) ▾
20210312-Con_Locke and Key	69,172	35,608	2,180	11.84%
20210303-Con_Tim Pater	35,708	17,852	1,104	8.03%
20210316-VIC Merch Promo	58,999	16,388	1,047	5.76%
20210322-Con_Easter dining guide	33,205	12,580	949	5.45%
20210312-Con_Long Road Eco Farm	47,910	22,184	862	4.73%
20210205-KCFF Promo 2021-WARM	13,404	5,896	296	3.48%
20210319-Con_Freedom Farm	43,670	17,392	526	2.83%
20210205-KCFF Promo 2021-COLD	55,170	36,756	801	2.63%
20210311-Con_Together At Home	31,926	11,767	5	2.46%
20210218-Virtual Events	75,072	24,007	722	1.98%
20210223-Con_KCFF 2021	33,057	19,175	285	1.48%
Kingstonlicious	346,230	48,865	2,547	1.37%
20210303-Culinary Campaign March 2021	348,931	75,185	2,704	1.34%
20210308-TK March 2021 Promo	2,971,187	121,480	2,230	0.2%
Grand total	4,163,641	207,113	16,258	0.96%

20210316-VIC Merch Promo is optimized towards purchases; 20210311-Con_Together At Home is optimized towards video views; 20210308-TK March 2021 Promo is optimized towards impressions; All others are optimized towards landing page views

GOOGLE DISPLAY & YOUTUBE

Campaign	Campaign type	Impressions ▾	Interactions	Clicks	Video views
Kingstonlicious_display_jan-mar 2021	Display	3,252,397	1,745	1,745	0
20210310-March 2021 Promo	Display	2,786,281	7,390	7,390	0
Kingstonlicious_bumper	Bumper	816,645	534	534	0
Kingstonlicious_trueview	In-stream	471,825	171,078	641	64,383
20210303-Culinary Campaign March 2021	In-stream	186,141	63,246	1,064	35,436
Grand total		7,513,289	243,993	11,374	99,819

*Interactions for display campaign are equal to clicks; Interactions for YouTube campaigns are the same as engagements which are counted when a user views or clicks on the ad

**Video views are counted when viewers view it for at least 30s or interacts with the video

GOOGLE ADWORDS SEARCH NETWORK - Search Warrant

Campaign	Campaign type	Impressions	Clicks ▾	CTR
KA:21 Kingstonlicious	Search Only	10,873	1,554	14%
KA:21 Kingston Spring Staycation	Search Only	13,221	1,068	8%
KA:21 Kingston Canadian Film Festival	Search Only	3,640	680	19%
Grand total		33,672	3,643	11%

MONTHLY DIGITAL REPORT

Mar 1, 2021 - Mar 31, 2021

PAID DIGITAL

A snapshot of our digital ads in market this month.

STACKADAPT PROGRAMMATIC

Campaign	Impressions ▾	Clicks	CTR	Completion rate
20210303-TK-Culinary campaign March 2021-Nat...	1,035,958	2,349	0.23%	null
20210308-March 2021 Promo-Native	785,609	811	0.1%	null
20210224-KCFF 2021 Promo-Native Video	118,256	79	0.07%	70.76%
20210303-Culinary Campaign March 2021-CTV	40,879	null	null	98.22%
Grand total	1,980,702	3,239	0.4%	n/a

SPOTIFY

Campaign	Impressions ▾	Clicks	Completion rate
20210315-Tourism Kingston-March 2021	44,225	46	95.91%
Grand total	44,225	46	95.91%

PINTEREST

Campaign	Impressions ▾	Clicks	CTR
20210201-Weddings relaunch 2021	116,727	594	0.51%
Grand total	116,727	594	0.51%

MONTHLY DIGITAL REPORT

Mar 1, 2021 - Mar 31, 2021

LEAD GENERATION

A snapshot of our digital lead generation

TOP OUTBOUND CLICKS (WEBSITE REFERRALS TO PARTNERS AND COMMUNITY)

Event Action	Total Clicks
https://www.kflaph.ca/en/healthy-living/travel.aspx	241
http://www.longroadecofarm.ca/	240
http://www.wharfandfeather.com/	234
https://www.1000islandscruises.ca/	196
http://www.kingstonpentour.com/	150
https://www.frontenacclub.com/	144
http://www.aquaterrakingston.com/	139
https://www.marriott.com/hotels/travel/ygkdk-delta-hotels-kingston-waterfront/	132
https://bdtavern.com/	128
https://theeverly.ca/	115
https://www.mesafresca.ca/	114
http://www.rivermill.ca/	106
http://www.chezpiggy.com/	100
http://www.bogeystobirdies.ca/	99
https://www.kingstontrolley.ca/citytour/	98
http://www.atomica.ca/	97
https://bellabistroonline.com/	96
https://crca.ca/events/maple-madness/	95
https://memorialmarket.localfoodmarketplace.com/Index	93
http://www.forthenry.com/	93

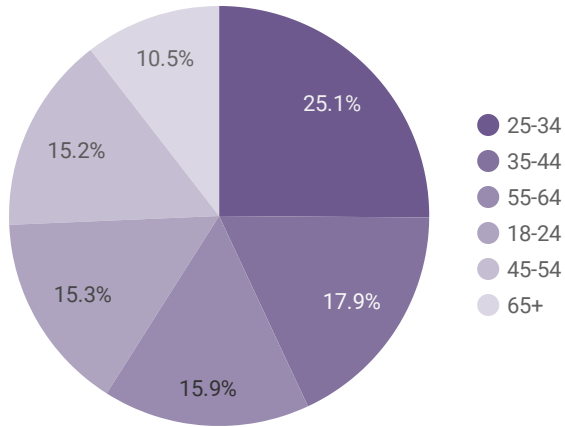
MONTHLY DIGITAL REPORT

Mar 1, 2021 - Mar 31, 2021

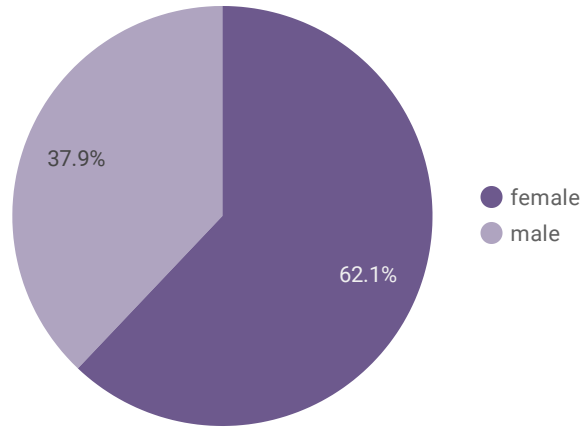
WEBSITE AUDIENCE

A snapshot of the audience visiting our website.

AGE

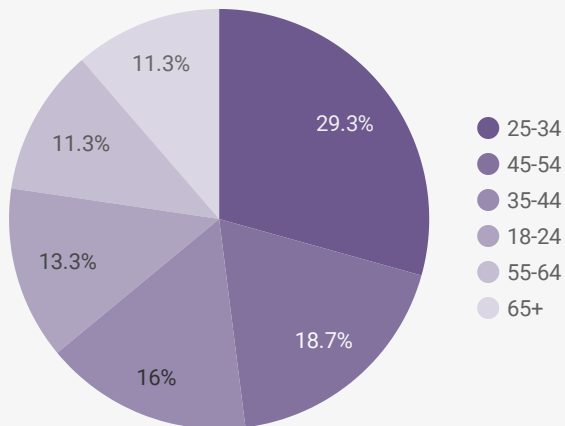


GENDER

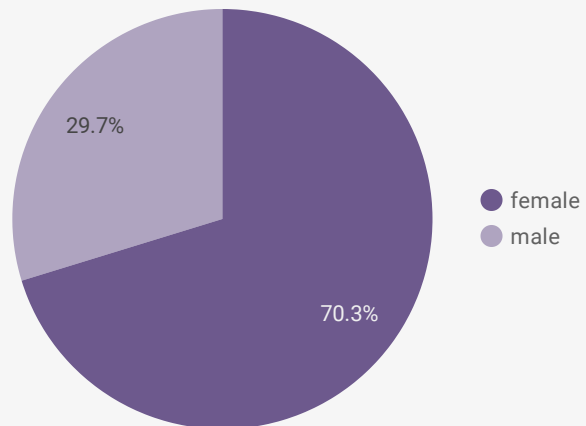


HOTEL LEADS BY AUDIENCE

AGE

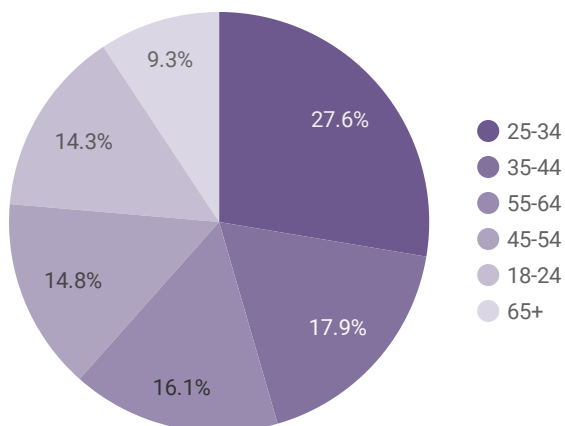


GENDER

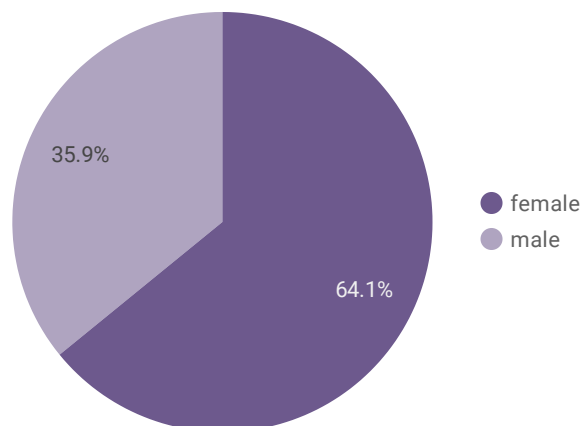


OPERATOR LEADS BY AUDIENCE

AGE



GENDER



MONTHLY DIGITAL REPORT

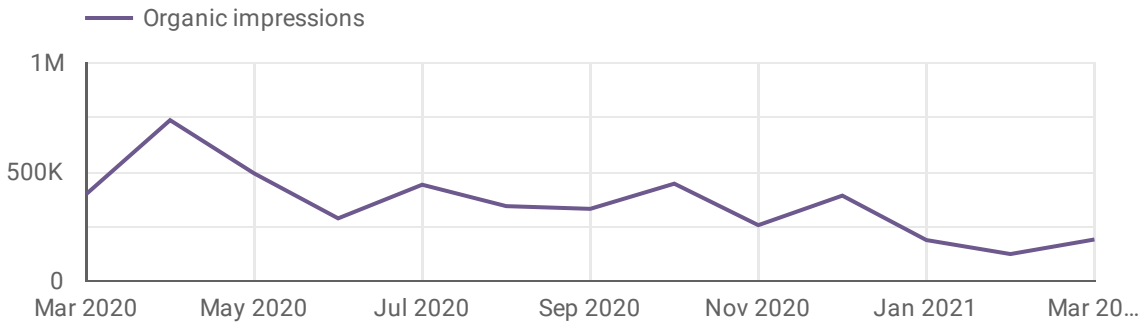
Mar 1, 2021 - Mar 31, 2021

FACEBOOK

A snapshot of our content marketing in action.



New likes
268



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.

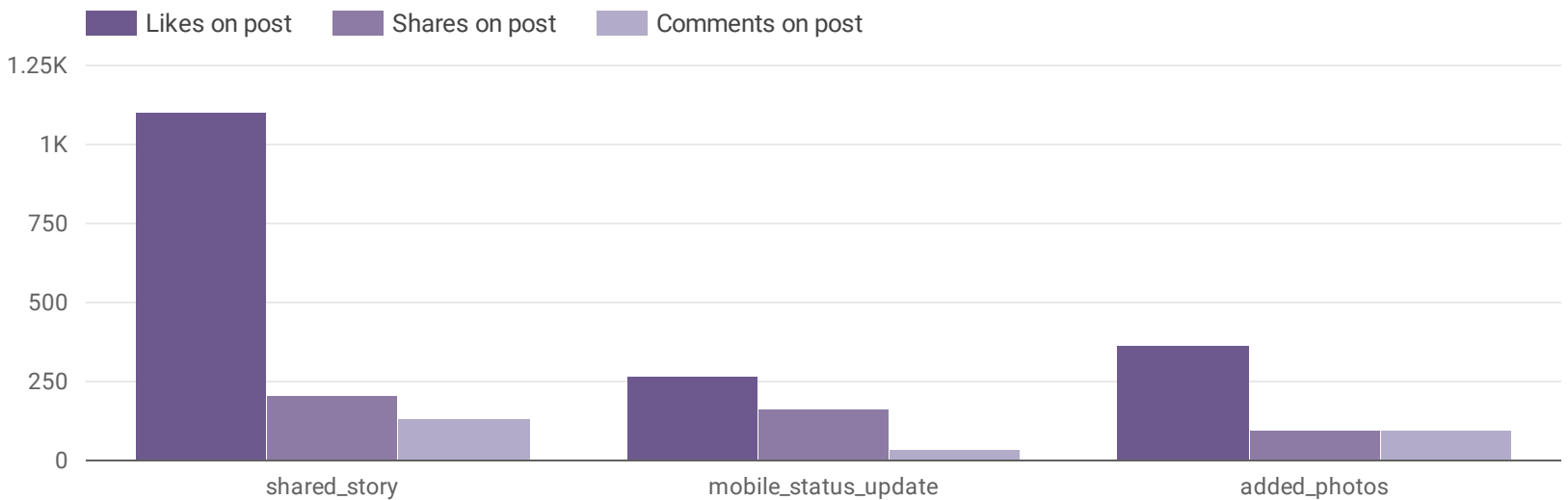
ENGAGEMENT RATE

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

	190,458 ORGANIC REACH		60,525 VIRAL REACH
	9,319 ORGANIC VIDEO VIEWS		11.58% ENGAGEMENT RATE

ENGAGEMENT BY POST TYPE

What types of content are users engaging with the most?



[MARCH 2021]

— *Tourism* —
KINGSTON

Public Relations Report

January - February 2021





BY THE NUMBERS

**106
STORIES**

**75,329,901
IMPRESSIONS**

[CLICK HERE](#) to view full coverage report

KEY ACTIVITIES



- Confirmed pitching priorities and completed topline PR plan/angle matrix
- Completed IMM meetings and follow ups, pitching key Kingston stories to relevant travel media in attendance
- Presented Influencer Workshop for Tourism Kingston partners and stakeholders
- Drafted and distributed Valentine's Day gift guide to media
- Liaised with journalist and sent assets for upcoming inclusion in Camping Caravaning Magazine
- Distributed 'Businesses Coming Together' pitch - secured placement in Canadian Geographic Travel for Frontenac Trail Tours
- Edited and distributed press release for Kingston Canadian Film Festival
- Followed up on KCFF press release with individual pitches and secured coverage
- Drafted and distributed Family Day activities pitch and secured coverage
- Drafted and distributed Neon Hearts pitch
- Liaison with Fifty-Five Plus writer for upcoming FAM trip
- Participated in Alphabet strategy planning session
- Participation in monthly marketing meetings

COVERAGE HIGHLIGHTS



Full Stream Ahead: Finally, Canadians can watch Framing Britney Spears, plus Kingston's film fest goes big while you stay home

Kingston Canadian Film Festival, kingcanfilmfest.com



Tracy Deen's coming-of-age drama *Beans* will screen virtually as part of the Kingston Canadian Film Festival.

SEBASTIEN RAYMOND/COURTESY OF EMAFILMS / MONGREL MEDIA

In any other year, regional Canadian film festivals would have trouble standing out from the long shadows cast by big players such as TIFF, Hot Docs and so forth. But this is of course not any other year, and now smaller, easier-to-miss festivals can deliver big impacts, with virtual screenings opening up access like never before. Case in point: the Kingston Canadian Film Festival, whose 23rd edition has the potential to reach more audiences than ever, all while highlighting the best homegrown filmmakers have to offer. Which, lately, is quite a bit.

Travel news: Online cooking classes, outdoor trails and Christmas in July



LOVE Kingston features light sculptures downtown at Springer Market Square.

Historic Kingston is celebrating LOVE Kingston with illuminations displayed downtown and at Springer Market Square. Locals can stroll the limestone pathways and waterfront to see light sculptures or take a turn on the ice under the lights until March.

IMPRESSIONS:
7,500,667 Online
99,281 Print
[LINK HERE](#)

IMPRESSIONS:
7,500,667 Online
99,281 Print
[LINK HERE](#)

COVERAGE HIGHLIGHTS

the social

INBETWEEN

How to explore the world from home with virtual travel

Travel journalist Caleigh Alleyne shares some fun ways to quench your wanderlust during the pandemic.

TRY AN ONLINE ESCAPE ROOM

[Improbable Escapes](#) in Kingston is a great example of how tourism has pivoted during the pandemic. To help meet safety guidelines, you can hop onto Zoom with your friends and find your way out of a virtual escape room in real time. How fun! You'll have a guide who is actually locked in the room and will follow your directions to solve the puzzles and escape.

These family friendly experiences can accommodate from 2-30 people and cost \$25 per participant. They're played at home from a device while you follow along and are transported into mythical and magical worlds. There are even large group play options of 200+ people so digital escape rooms are perfect for big family events or staff parties.

10 Things to do with Your Teens this Family Day Weekend

Bundle Up and Hit the Trails

Enjoy some outside winter activity in your local provincial parks and conservation areas that offer snowshoeing and hiking trails! Snowshoeing is a safe and inclusive activity for all ages and skill levels, plus it's fun to do as a family! Get some fresh air and maybe even work up a sweat trying something new this weekend!

Check out some of these great Ontario Parks that offer snowshoeing:

- Little Cataraqui Creek Conservation Area – Kingston, ON
- Guindon Park – Cornwall, ON
- Summerstown Trails- Stormont, Dundas, & Glengarry Counties, ON
- Quinte Conservation Area- Bay of Quinte, ON

IMPRESSIONS:
16,628 Online
149,087 Broadcast
[LINK HERE](#)

IMPRESSIONS:
7,786 Online
[LINK HERE](#)

COVERAGE HIGHLIGHTS



ZOOMER

Drifting Snow

By Laura Brody - February 25, 2021, 10:48 am



morning live "DRIFTING SNOW"

The Kingston Canadian Film Festival will be entering its 21st year and it will be virtual this year. It gets underway tomorrow, and one of the marquee films is 'Drifting Snow' starring Sonja Smits, who joined us this morning.

Wellness Staycations: Taking to Canadian Waters

VIVIAN VASSOS | JANUARY 21ST, 2021

Among the wintry [magical landscapes along the shores](#) of the St. Lawrence River (there are even castles!), there's a new place to lace up your skates. The just-opened Gord Brown Memorial Canada 150 Outdoor Rink – named after the region's member of Parliament who served from 2004 until his death in 2018 – is also a bit of nostalgia, days of outdoor rinks being Canada's pride.

Not too far down the highway, in Kingston, [Blue Rock Charters](#) offers guided ice fishing excursions, where visitors use fish finders and flashers to catch pike from portable huts.

IMPRESSIONS:
850,708 Online
2,800,000 Broadcast

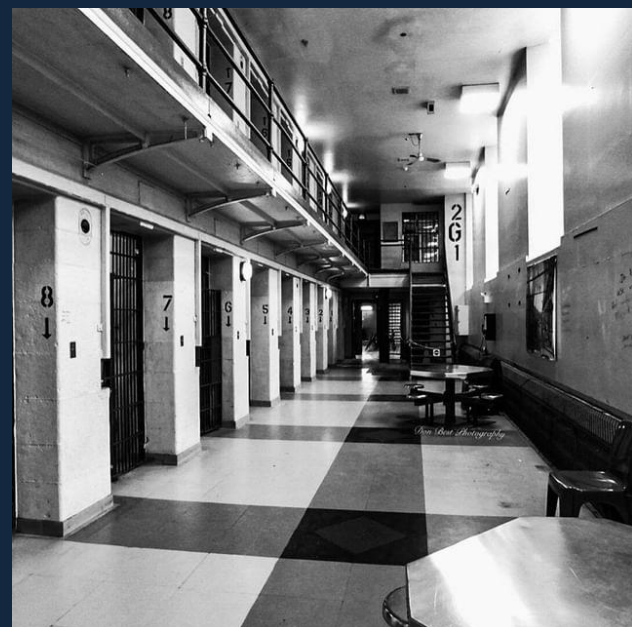
[LINK HERE](#)

IMPRESSIONS:
185,627 Online

[LINK HERE](#)

UPCOMING ACTIVITIES

- Kingston Pen Anniversary planning:
 - Strategy meeting with team for details
 - Building media list and distributing press release or pitch
 - PR support for regular summer programming
- Female Chef Profiles:
 - Reaching out to media to inquire on chef profile requirements
 - Building media list and drafting pitches
- FAM Trips:
 - Evaluating opportunities and building influencer and media FAM trip list
 - Securing media, building itineraries and coordinating logistics
- Ottawa Business Journal interview coordination for Love Kingston and Frontenac Farms to Kingston Table stories
- Review and recommendation of edits to Tourism Kingston media page on website
 - Review and evaluation of what assets are needed for potential media kit
- Participation in monthly marketing meetings
- Second workshop presentation (topic: FAM Trips) to partners and stakeholders
- Support on cruise campaigns and trolley tours
- Love Kingston Marketplace PR support
- Working with Alphabet for 2021 planning



[MARCH 2021]

— *Tourism* —
KINGSTON

THANK YOU



[APRIL 9, 2021]

— *Tourism* —
KINGSTON

Public Relations Report

March 1 - 31, 2021





BY THE NUMBERS

**41
STORIES**

**41,756,825
IMPRESSIONS**

[CLICK HERE](#) to view full coverage report

KEY ACTIVITIES



- Researched and evaluated Visit Kingston website media page and compiled recommendations for edits
- Presented Influencer Workshop for Tourism Kingston partners and stakeholders
- Presented FAM Workshop for Tourism Kingston partners and stakeholders
- Liaised with Ottawa Business Journal and coordinated interviews for Love Kingston and Frontenac Farms to Kingston Table stories
- Drafted media briefs for Ottawa Business Journal interview opportunities
- Participated in strategy session with SLPC for Kingston Pen programming
- Followed up on “Neon Hearts” pitch securing placement in lifestyle and trade media
- Built media and influencer target list for summer FAMs
- Drafted and distributed Female Chefs pitch for Cass and Rikki
- Liaison with The Globe and Mail about upcoming LGBT-focused travel article
- Liaised with editor for Divine.ca’s “Travelling Tastebuds” series for potential inclusion
- Liaised with Fifty-Five Plus writer about FAM and sent breakdown of desired experiences
- Participation in monthly marketing meetings

COVERAGE HIGHLIGHTS



A cross-Canada collection of virtual March Break activities for kids and teens

Super cool science projects

Go full-steam-ahead with online activities from PumpHouse in Kingston, Ont. Its virtual Learn and Explore program has downloadable activities for kids of all ages and a range of interests that use supplies you likely already have on hand. Budding chemists (and undercover agents) will love making their own invisible ink, while would-be civil engineers can learn what it takes to build structurally sound bridges and tunnels in their own living rooms (tip: Scotchgard couch cushions in advance). For older kids, the Manitoba Museum

Puzzles!

Escape rooms went online this past year, providing a family-fun alternative now that we've exhausted our collections of board games. Improbable Escapes offers brain-teasing games for all ages and interests. For smaller kids, there's the storybook-themed Neverland, while The Cure For the Common Zombie will appeal to older (or edgier) kids. Sherlock Escapes has a unique hybrid archaeology-themed Cavernous Caper in which a package of files and clues arrives via snail mail and leads players to an online experience.

IMPRESSIONS:
7,500,667 Online
99,281 Print
[LINK HERE](#)



Scott Thompson and Paul Bellini resurrect a gay punk band you've never heard of



This Friday (March 5), Paul Bellini and Scott Thompson will premiere their documentary **Mouth Congress** at the Kingston Canadian Film Festival. (Virtually, of course.) It's the culmination of a DIY project the two friends and frequent creative collaborators started in the mid 80s: a gay punk band determined to be as loud and weird as possible.

Mouth Congress (the band, not the documentary) was an energetic, bizarre affair, as any five minutes of archival camcorder footage will demonstrate. Thompson thrashes around the stage, screaming and sweating, with Bellini supplying a more reserved strangeness and musicians Gord Disley, Tom King and Rob Rowatt keeping the songs flowing. It's a thrilling expression of personality and energy – and with the context of the AIDS epidemic that was sweeping through the gay community at the time, every performance feels like an act of rebellion.

IMPRESSIONS:
224,883 Online
[LINK HERE](#)

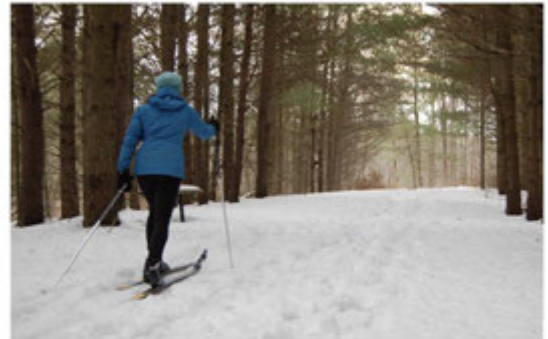
COVERAGE HIGHLIGHTS



ZOOMER

Winter Wanders: Scenic Hiking Trails to Check Out in Ontario Before the Snow Melts

Little Cataraqui Creek Conservation Area (Kingston)



Glenburnie, Ont.

- Four-season 394-hectare site
- There are areas of marsh, field, and forest habitat for nature appreciation
- Winter is the most popular time of year at Little Cataraqui Creek, with facilities for cross-country skiing and snowshoeing
- 13 kilometres of trails are groomed when conditions permit



IMPRESSIONS:
468,420 Online
281,591 Broadcast
LINK N/A

IMPRESSIONS:
185,627 Online
[LINK HERE](#)

COVERAGE HIGHLIGHTS



Supporting Local Businesses in Kingston

With Glowing Hearts: Kingston Businesses Display Neon Signs to Show Solidarity in Tough Times



In December, Tourism Kingston and the City of Kingston — named by the Conference Board of Canada as one of the pandemic's top five hardest hit cities in Canada — partnered to launch the Love Kingston winter campaign, with lighting installations and glowing neon hearts placed in store windows throughout the city.

Tourism Kingston gifted 300 retailers neon hearts for the holidays, which can now be seen adorning many windows in the downtown core, as a way to keep spirits up and remind residents and business owners in the community that they are 'all in it together.'

Since then, many community members have reached out to show their support wanting to purchase neon hearts themselves, and Tourism Kingston has ordered an additional 300 hearts with the aim to have as many businesses (and houses!) glowing as possible.

When things got tough, Kingston got resilient.

This small city in eastern Ontario has remained a leader in protecting its residents and preventing mass spread of COVID-19 in the area. The businesses and the tourism industry in town haven't been unscathed. But the love can be seen across the city, keeping spirits up and reminding residents and business owners in the community that they are 'all in it together.'

There are now **300 glowing neon hearts** (and counting) adorning many windows in the downtown core.

Named by the **Conference Board of Canada as one of the pandemic's top five hardest hit cities in Canada**, Kingstonians have been banding together and finding ways to lift spirits amid the chaos of 2020. In December, the City of Kingston and Tourism Kingston partnered to launch the Love Kingston winter campaign, with lighting installations throughout the city and glowing neon hearts placed in store windows.

IMPRESSIONS:
24,749 Online
[LINK HERE](#)

IMPRESSIONS:
185,627 Online
[LINK HERE](#)

UPCOMING ACTIVITIES

- Kingston Summer Programming Release:
 - Gathering content
 - Drafting media release
 - Media follow ups
- Building and distributing upcoming pitches:
 - Female Chefs
 - Liaison with Divine.ca for Travelling Tastebuds series
 - Outreach for Secret Garden restaurant for Earth Day
 - Cinco De Mayo
 - Outreach for at-home Mexican recipes from notable Kingston restaurants
 - Mother's Day
 - Outreach for mother/daughter duos
 - JUNOS
 - Outreach for Kingston's music roots to tie into broadcast
- FAM Trips:
 - Reaching out to media/influencers and developing list of interested activities
 - Building itineraries and coordinating logistics
- Additional PR support:
 - Participation in monthly marketing meetings
 - Support on cruise campaigns and trolley tours
 - Love Kingston Marketplace
 - Working with Alphabet for 2021 planning



[APRIL 2021]

— *Tourism* —
KINGSTON

THANK YOU





Tourism Kingston
366 King St. E Suite #460
Kingston, Ontario
K7K 6Y3

KINGSTON
— visitkingston.ca —