



**City of Kingston  
Information Report to Council  
Report Number 21-203**

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**To:** Mayor and Members of Council  
**From:** Lanie Hurdle, Chief Administrative Officer  
**Resource Staff:** Not applicable  
**Date of Meeting:** August 10, 2021  
**Subject:** Quarterly Report: Tourism Kingston – Q2 2021

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**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 Q2 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;*

August 10, 2021

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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.

August 10, 2021

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**Authorizing Signatures:**

ORIGINAL SIGNED BY CHIEF  
ADMINISTRATIVE OFFICER

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**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 Q2 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 – Q2 2021 Tourism Kingston Report to Council

# QUARTERLY REPORT

Q2 - 2021

# Kingston



# Tourism Kingston Quarterly City Report



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

RE: Tourism Kingston Q2 2021 Report

Please find attached our summary report on the activities undertaken by Tourism Kingston for Q2: the period of April through June 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 second quarter activity measures within each of the six portfolios.

We look forward to our continued work together. If you have any questions or require clarification on our activities or outputs, please do not hesitate to contact me.

Yours truly,

**Megan Knott**  
EXECUTIVE DIRECTOR  
Tourism Kingston

# MARKETING



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In Q2, we continued to support Kingston's hard-hit restaurant industry with Kingstonlicious, a culinary program developed to support the city's restaurants through themed prix-fixe menus and virtual events. The program was supported by a comprehensive local media campaign. In total, the program had 30 restaurant partners with 107 different menus and seven sold-out virtual events. The campaign achieved 14,460,632 impressions, 41,725 clicks, and more than 50,000 pageviews, and it generated the sale of thousands of prix-fixe meals.

In April, we returned into our primary markets (Toronto, Ottawa, Montreal) with a long-lead campaign to promote Kingston as a wedding destination for 2022. This partnership program features a brand campaign paired with individual ad units for participating partners. Since launching, the wedding microsite has seen more than 25,000 pageviews. The campaign continues until the end of August.

We have completed an overhaul of our Visitor Guide in time for the summer season. The guide leads with rich photography and is bilingual, presenting Kingston as a four-season destination. The Visitor Guide is now available at the Visitor Information Centre and an accessible pdf version is available on our website: English | French.

In June, we celebrated Pride Month through a series of activations working in partnership with the LGBTQ+ community. This included Pride-themed clothing with a portion of proceeds going to Kingston Pride, a celebratory video, banners on the Visitor Information Centre, Pride heart decals for the neon hearts in storefronts, and support of Reelout Queer Film Festival's summer series.

Complementing our paid media campaigns, we continued to execute against our earn media strategy in Q2, which attracted Kingston coverage in several outlets including The Globe & Mail, Toronto Star, Travel and Leisure, and Foodism. Earned media is an effective way to build the profile and reputation of the city and keep Kingston top of mind for future travel.

# MARKETING



<b>Marketing and Communications</b>	<b>2021 Goal</b>	<b>2021 Q1</b>	<b>2021 Q2</b>
Website Sessions	725,000	137,719	143,622
Website Pageviews	1,150,000	212,950	225,340
Referrals to Partners (web + phone)	190,000	16,247	14,868
Advertising Impressions	60,000,000	18,780,373	7,246,283
Social Media Link Clicks	300,000	46,671	40,973
Social Media Engagements	780,000	118,110	126,980
Social Media Impressions	27,500,000	8,447,401	5,251,263
Total Followers	100,000	93,558	96,172
Proactive Earned Media Stories	120	43	26
Total Media Stories	450	147	144
Total Earned Media Impressions	350,000,000	117,086,726	119,764,946



# SPORT AND WELLNESS



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Q2 is seeing a return of certain sporting events but there are still restrictions in place. CORK is planning on proceeding with all six of their events starting at the end of July and running until the end of September. The 1000 Island Open Fishing event will also take place, but with some limitations: for instance, instead of having 100 boats each day, they will only have 50.

The Ontario University Association (OUA) has just recently released their schedules for all sports starting in the fall and winter. We are hopeful that this will mean both U SPORTS Women's Rugby Nationals in November and U SPORTS Women's Basketball Nationals in March will take place in Kingston. We are working closely with the Ontario Minor Hockey Association (OMHA) to annually host two back-to-back weekends of championship games in April 2022. This will bring 40 teams to Kingston where we will host approximately 92 games each weekend. We are working closely with OMHA and the City to move this forward.

Skate Canada will be hosting the Next Generation Jr. National Training camp in July, which will bring 230 room nights to Kingston.

The Boiler Room climbing gym recently closed their doors at the Woolen Mill in order to open a brand-new state-of-the-art facility. We have been working closely with them to attract future events. These include provincial championships in 2022 with over 300 attendees; a PanAm championships in 2023 with over 300 attendees; a 2024 world cup event attracting 200 athletes and 1,500 spectators; and the world youth championships, with 900 athletes and coaches and 3,000 spectators.

We had 18 prospects in Q2 for future sporting events and are working closely with local, provincial, and national sport organizations to bring these to Kingston.

# SPORT AND WELLNESS



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<b>Sport Tourism</b>	<b>2021 Goal</b>	<b>2021 Q1</b>	<b>2021 Q2</b>
Number of Traces	500	283	309
Number of bids prospected	50	18	18
Number of bids submitted	8	0	0
Number of bids won	3	0	0
Tentative Room Nights	7500	880	595
Contracted Room Nights	5000	116	250

# *SPECIAL PROJECTS*



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## Initiatives

The Director of Sales (DOS), has been working towards increasing LGBTQ+ tourism within our city by aligning with the Canadian Gay and Lesbian Chamber of Commerce (CGLCC) and the initiatives they have in place. The LGBTQ+ community represents a major opportunity for our recovery, as LGBTQ+ travellers outspend other travellers at seven times the average trip expense. In order to make sure Kingston is ready to welcome this market, which is valued at over \$12 billion annually, it is important that we put the right measures in place. The DOS started by completing the CGLCC's Navigating LGBTQ+ Diversity and Inclusion workshops. As a result, Tourism Kingston was one of 22 cities originally chosen to be a part of the CGLCC's destination audit and assessment, which the DOS led, together with selected community stakeholders. This detailed process reviewed all our efforts and then provided us a very detailed report of steps that could/should be taken to better our city for this market. We are working on funding in order to take the next steps of this audit and hope to move them forward in Q3/Q4. The DOS was honoured when asked to participate at the CGLCC's Global Virtual Summit this year at their Building a Future-Ready Tourism Workforce session.

In addition, we are working on a Rainbow Registered program with the BIA, Chamber of Commerce, City of Kingston, and KAP to push this program out to as many businesses as possible. The CGLCC has partnered with Tourism HR Canada to launch this accreditation program, which is a national accreditation for LGBTQ+ friendly businesses and organizations.

# TRAVEL TRADE



The Travel Trade industry has seen a significant positive shift throughout the first half of 2021, especially in Q2. The Travel Trade Specialist attended RVC+ from May 17 to 21, and Tourism Kingston was proud to be a bronze level sponsor of the event. This iconic tradeshow, cancelled in 2020, showcased the importance of the trade industry and the pent-up demand for travel. Tourism Kingston held 92 one-on-one 20-minute client meetings, with over half being new clients interested in Kingston. The focus was on travel in 2022 and beyond, allowing Tourism Kingston to establish critical strategic partnerships to become a key destination in the changing Travel Trade world, which is seeing travel trends move away from large cities. Coming directly from our RVC+ networking is a marketing partnership with Jonview, the largest Canadian receptive operator, for 2021–2022. This partnership is key for the development of the Travel Trade portfolio, as it is a reciprocal agreement that includes market insights and development time with the Jonview product teams.

Tourism Kingston is working closely with RTO9 and an FIT operator, Landsby, to create unique regional itineraries with Kingston as the main focus. These itineraries will be sold direct to consumers through Landsby, and will be promoted through Destination Canada's 2021 campaign focused on domestic travel.

The Travel Trade Specialist has continued working with the City of Kingston, KEDCO, and Midas Aviation to return air service to Kingston, through an RFP and negotiation process. Key requirements have been identified to ensure that the future carrier and ensuing service is successful and sustainable long term.

As the cruising industry focuses on the future, Tourism Kingston has confirmed the use of the Kingston Coal Dock as a temporary deep-water dock, making Kingston accessible to more Great Lakes cruise operators. As the dock is owned by Doornekamp Construction Ltd, Tourism Kingston will continue collaborating with the owner to ensure the dock is welcoming and on par with the other public spaces in Kingston.

# TRAVEL TRADE



The Travel Trade Specialist worked closely with County Sips, a local operator providing wine tours in Prince Edward County, to develop a publicly scheduled tour and negotiated net rates for hotels to create compelling destination packages. A first of its kind in Kingston, this experience allows for a unique selling proposition with packages, incentivizing longer stays and complementary experiences in Kingston. The tours will run on a pilot project until end of November 2021. Tickets can be purchased through hotel packages or through the Visitor Information Centre.

In June 2021, a Sales Project Assistant was hired for the summer to assist the Travel Trade Specialist in creating destination packages to expand the program and to develop a strong destination program through collaboration with partners to leverage visitation in the fall of 2021 and work towards expanding our tourism season in the future.

<b>Travel Trade</b>	<b>2021 Goal</b>	<b>2021 Q1</b>	<b>2021 Q2</b>
Client Traces	600	95	382
Partner Traces	750	276	334
Leads	45	11	4
Referrals	275	33	8
Prospecting Traces	100	36	105

# MEETINGS AND CONFERENCES



The Meetings and Conference portfolio is still in a recovery phase due to COVID-19 impacts. The Director of Sales continues to handle this portfolio and has continued to sit on the Meetings Professionals International Education committee. The DOS works alongside event organizers to assist in planning four events per year that are attended by meeting planners from the Ottawa and Toronto regions. There are currently seven leads with small- to mid-sized meetings tentatively booked as early as November 2021.

The Canadian Meetings Events & Expo (CMEE) is moving forward as a full in-person event October 19 and 20 with a new format that allows the education portion of the event and tradeshow floor to be hosted together at the Metro Toronto Convention Centre. Tourism Kingston plans to attend this event with partners.

<b>Meetings and Conferences</b>	<b>2021 Goal</b>	<b>2021 Q1</b>	<b>2021 Q2</b>
Number of Traces	240	109	50
Tentative Leads	30	5	5
Rooms Requested	2000	210	390
Definite Leads	16	0	0
Contracted Room Nights	1100	0	0



The Kingston Film Office continued to host record levels of major top-tier production in the second quarter of 2021, already surpassing annual targets by only mid-year. The Film Office hosted 15 scouts while courting almost a dozen overlapping major productions. That said, small-scale and local productions were significantly decreased, averaging only 25% of original annual estimates, due to the strict new COVID safety protocols and their associated additional costs.

From April 28 to May 4, the Kingston Film Office hosted the pilot for Amazon's new series *Reacher*. This production resulted in more than 550 hotel rooms booked; eight local production trainees, 35 local background performers, and more than a dozen local security hired; lift, bin, washroom, and equipment rentals from local suppliers; plus multiple site repairs to Kingston Penitentiary and a sizeable donation to the Federal Correctional Memorial Fund.

From May 31 to June 4, the Film Office hosted season 15 of *Murdoch Mysteries* at various locations throughout Kingston, including City Hall, Springer Market Square, Tara Natural Foods, Rochleau Court, St. George's Cathedral, the Rosemount Inn, and the Hochelaga Inn. More than 30 members of the community were involved in various roles, from background talent to Location Support Personnel.

From May 26 to June 17, the Film Office hosted the first of three planned blocks of filming for Paramount's *Mayor of Kingstown* at Kingston Penitentiary. Final numbers are still being tallied, but this initial shoot alone will result in more than 900 hotel rooms and over \$300,000 in direct spend within Kingston. There has been nearly \$100,000 in site improvements to Kingston Penitentiary, including fence and gate repairs, electrical and lighting maintenance, and equipment installations and upgrades. The production also made sizable donations to both the Friends of the Penitentiary Museum charity and Federal Correctional Memorial Fund. More than 20 Location Support Personnel were hired, trained, and employed from within the community, and more than 50 members of the community and local suppliers were employed, including LSPs, electricians, mechanics, security, equipment rentals, background talent, and cleaners.



Finally, from June 1 to 18 the Film Office hosted the low-budget feature film *Verona* entirely within Kingston and the South Frontenac region. This production had extensive community involvement in all areas of production, both behind the scenes and in front of the camera. This is the first in a targeted series of end-to-end productions that the Kingston Film Office is hoping to attract to the Kingston area, specifically designed to offer training and advancement opportunities to our community. This feature film was supported by the Telefilm Talent to Watch Program, wherein qualifying filmmakers can compete for \$150,000 towards creating their first feature film. The Kingston Film Office has bridged both Queen’s Film & Media and the Kingston Canadian Film Festival as qualifying partners on this national program.

The Film Office continues to connect local production companies and community to employment opportunities with incoming major productions wherever possible, while also offering two streams of training programs and workshops targeted to both entry- level employment for individuals as well as professional development for local production companies. All told, the Film Office offered a half dozen workshops to more than 200 participants in Q2.

The Film Office has been able to sustain this exponential growth with the addition of a new administrative staff member and is in the process of incorporating as a stand-alone non-profit organization in order to access additional funding opportunities at the provincial and federal levels.

Kingston Film Office			
<b>Productions (Tentative)</b>	<b>2021 Goal</b>	<b>2021 Q1</b>	<b>2021 Q2</b>
Tier 1 (7+ days)	25	12	11
Tier 2 (overnight to 1 week)	70	13	6
Tier 3 (single day)	30	4	3
<b>Productions (Actual)</b>	<b>2021 Goal</b>	<b>2021 Q1</b>	<b>2021 Q2</b>
Tier 1 (7+ days)	1	0	4
Tier 2 (overnight to 1 week)	30	7	3
Tier 3 (single day)	25	2	3
Local Productions (within 100km)	45	4	4
Non Local Productions (>100km travel)	11	5	6
<b>Workshops/Events</b>	<b>2021 Goal</b>	<b>2021 Q1</b>	<b>2021 Q2</b>
Events	7	6	6
Participants	400	352	213
<b>Scout Tours</b>	<b>2021 Goal</b>	<b>2021 Q1</b>	<b>2021 Q2</b>
Tours	10	19	15
Participants	50	137	128



# VISITOR INFORMATION CENTER



The Visitor Information Centre opened its doors to the public on June 11 to in-person visitors for information, retail, and ticket sales. This was complemented with an outdoor walk-up booth outside VIC to support the flow of visitors during the periods of reduced indoor capacity. Staff are also now stationed inside Kingston Pen to direct visitors and provide information on ways to extend their stay in Kingston and the region.

The VIC staff have partnered with local attractions and businesses to sell and make reservations for Haunted Walks, Kingston Pen Tours, Fort Henry, Ahoy Rentals cycling, water-sports and charters reservations, and 1000 Islands Cruises, Trolley Tours, and Walking Tour tickets.

During Q2 we welcomed 2,388 visitors and encouraged them to extend their stay in Kingston by visiting some of our many outdoor amenities. The VIC team was successful in receiving federal and provincial funding to hire 7 summer students for the 2021 season.

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

# TOURISM WORKING GROUP



## TourismWorkingGroup

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 recovery efforts for tourism in 2021/22. Working collaboratively with the city, Tourism Kingston, and the Downtown Kingston! B.I.A., the Tourism Working Group reviews potential asset development for infrastructure, events, and attractions to support tourist activities as local, regional, and provincial restrictions begin to lift. 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 in 2020 as well as 2021 in partnership with the Downtown Kingston! B.I.A and the 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 an agreed upon by back costing the end of LKM 2.0 for future use within the city. This updated version of the barriers in 2022 will allow for more curb appeal while also making safety a primary goal.

The Tourism Working Group has completed purchase and installation of new bike repair stations across the city to further support the goal of being cycle friendly.

In addition, the revitalisation of the waterfront is a primary goal of the TWG. Namely, the Crawford Wharf project, which is designed to revamp Crawford Wharf by providing a clear pedestrian walkway, along with design elements such as seating, pageantry, and the creation of more green space. This project also includes repairs to the Confederation Basin walkway, adding public art to the walls underneath the Delta hotel and adding some more consistent visuals throughout the fire lane leading to Battery Park. This work will also be leverage for a grant that the city is leading to help support further infrastructure updates to this area. The work is to be completed by mid-August as part of the waterfront revitalization project that stretches from Crawford Wharf to Battery Park.

The TWG is currently focusing on what Fall/Winter will look like for 2021.

Total Remaining Budget: \$50,000



27A25

*Exit To Past*

23A21

23A21



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

**KINGSTON**  
— visitkingston.ca —

→ *Tourism* ←  
**KINGSTON**

**Tourism Kingston Financial  
For the Six Months Ending**

	Budget	Year to Date	Variance	% Spent
<b>Revenue</b>				
Municipal Funding	\$1,439,332	\$719,666	\$719,666	50.00%
<b>Other Revenue</b>				
KAP Contribution	643,636	328,100	315,536	50.98%
MAT 35% Fund	316,000	0	316,000	0.00%
MAT/KAP Carryover	0	648,523	-648,523	
Regional Relief & Recovery Funding	120,000	233,593	-113,593	194.66%
Tourism Working Group	335,228	351,740	-16,512	104.93%
VIC Sales & Commissions:				
Resale	20,000	28,925	-8,925	144.63%
Ticket sales & other revenue	30,000		30,000	0.00%
Brochure racking	10,000	849	9,151	8.49%
Kingston Pen Fund	387,293	387,293	0	100.00%
Film Revenue	30,000	28,529	1,471	95.10%
Meetings & Conferences Revenue	1,500		1,500	0.00%
Travel Trade Revenue	1,500		1,500	0.00%
Sport Revenue	2,200	1,600	600	72.73%
Marketing Revenue	30,000	9,901	20,099	33.00%
Reserve Funding	306,000		306,000	0.00%
Provincial Funding		35,831	-35,831	
Other Funding		64,106	-64,106	
<b>Total Revenue</b>	<b>3,672,689</b>	<b>2,838,656</b>	<b>834,033</b>	<b>77.29%</b>
<b>Expenditures</b>				
Wages & Benefits	1,182,800	410,290	772,510	34.69%
Other Administrative Expenses	225,000	195,186	29,814	86.75%
<b>Project Expenses</b>				
Marketing Digital Content Media Relations	1,299,964	717,613	582,351	55.20%
Tourism Working Group	335,228	234,901	100,327	70.07%
Meetings & Conferences	91,388	3,493	87,895	3.82%
Travel Trade	97,050	2,570	94,480	2.65%
Sport Tourism	240,013	44,997	195,016	18.75%
Film Kingston	133,492	39,061	94,431	29.26%
Visitor Services	67,754	80,445	-12,691	118.73%
<b>Total Expenditures</b>	<b>3,672,689</b>	<b>1,728,556</b>	<b>1,944,133</b>	<b>47.07%</b>
<b>Surplus/(Deficit)</b>		<b>1,110,100</b>	<b>-722,808</b>	

— *Tourism* —  
**KINGSTON**

Public Relations Report

April 2021





# BY THE NUMBERS

**65  
STORIES**

**17,748,528  
IMPRESSIONS**

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

## KEY ACTIVITIES

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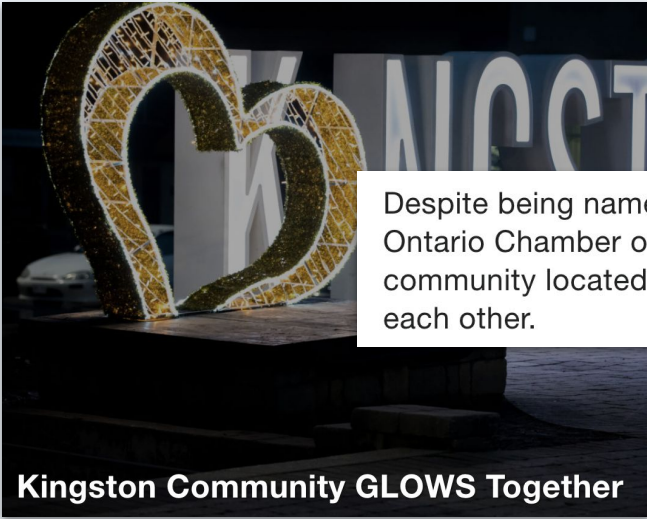
- Attended Alphabet x Twenty31 consumer research presentation on Kingston
- Provided industry news travel trends to keep teams informed on the current travel landscape
- Liaised with media for assets and info on female chefs and recipe pitches
- Drafted and distributed Cinco de Mayo pitch and secured coverage
- Liaised with writer and gathered info for possible opportunity on The Social for 'Canadian Bucket List' post-pandemic travel segment
- Reached out to top tier media to secure interest in upcoming FAM trips
- Had calls with confirmed media and influencers to collect interests and timing for upcoming FAM trips
- Built media hosting activities and budget breakdown for upcoming FAM trips
- Liaised with writer for LGBT-focused travel article for The Globe and Mail
- Brainstormed and researched story angles for the latter half of the year
- Liaised with media for upcoming stories in Foodism and Zoomer
- Participation in monthly marketing meetings



# COVERAGE HIGHLIGHTS

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## Trip Jaurit



Despite being named one of the pandemic's [hardest hit](#) cities in Canada by the Ontario Chamber of Commerce, the population of Kingston, Ontario, a vibrant community located 2.5 hours east of [Toronto](#), has rallied together to support each other.

**Kingston Community GLOWS Together**



General Brock's Commissary. Photo provided by Tourism Kingston

At [General Brock's Commissary](#) the pandemic really disrupted the flow of business and the number of shoppers dropped dramatically. When the neon hearts started going up in the windows of downtown businesses it lifted everyone's spirits and we saw a dramatic response from our customer base," **says Chris and Cindy Shelley, General Brock's Commissary.** "At Christmas we had customers telling us how the hearts had motivated them to act upon the "Shop Local/Love Kingston" campaign and we heard over and over how people had decided to shop downtown this Christmas to support us. As a result, we had a great Christmas season! The hearts touched our customers and with their support we will survive the pandemic and thrive. Love Kingston!"

### IMPRESSIONS:

2,760 Online

[LINK HERE](#)

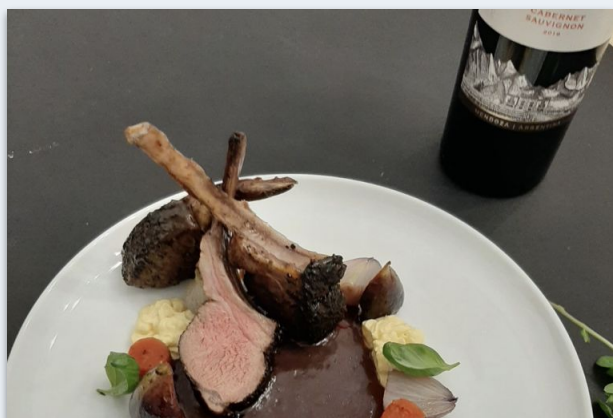
# COVERAGE HIGHLIGHTS

## DIVINE

## EDIT SEEN

5 MAY 2021 | TORONTO | BY GRACIE CARROLL

### Traveling Taste Buds: Moroccan Spiced Rack of Lamb



SHARES



Our latest stop on [Traveling Taste Buds](#) is a little closer to home. Beautiful Kingston, Ontario is where the St. Lawrence River, Rideau Canal, and Lake Ontario meet. The city's lakeshore location has earned it a reputation for some of the best freshwater sailing in the world. One of Canada's oldest cities – Kingston is also home to the world-renowned 1000 Islands, and UNESCO-designated Rideau Canal and Fort Henry. It is also close to Toronto (a 2 hour and 37 minute drive) and just under 2 hours from Ottawa making it a perfect weekend getaway.

[The Secret Garden Inn](#) is a hidden treasure in the Limestone City (Kingston is known for its beautiful limestone buildings). Chef Ashley Loudon, cooking since age 17, has creative control of the menu. She uses seasonal ingredients and the menu changes constantly so there is always a reason to go back. Chef Loudon shared her recipe for Moroccan spiced rack of lamb with sweet corn purée, braised shallots, red wine demi-glace, and balsamic figs with us.

This was the recipe Ashley cooked for her final interview to become chef at The Secret Garden Inn. The coffee in the spice rub gives this dish a distinctive flavour:



"It's not a harsh coffee taste," says Ashley, "but it balances out the sweetness of the apple

### What To Make: Mediterranean Seared Tuna by Chef Cassandra Mercier

**Chef Cassandra** studied culinary administration at Canadore College in North Bay. She particularly loves cooking with seafood, but while she is trained in classic French and Italian cuisines, she says, "Atomica has let me to toss all that out the window and just trust my creativity." This led her to create her acclaimed Tofu Bao Buns for the restaurant. "I have started to dabble in the plant-based realm and create some wicked dishes, considering I am a straight-up carnivore!" Cass also takes inspiration from her mom's home-cooking, "I like to take things she has made at home, and turn it into **Atomica** comfort classic dishes."

*Chef Cass has kindly shared with us one of her famous dishes, Mediterranean Seared Tuna. Keep reading to learn how to make it!*

#### Mediterranean Seared Tuna Recipe



Canada, particularly Kingston, Ontario, is renowned for its culinary culture that caters to any palate – whether you prefer European, Asian, or Mediterranean cuisines, it's all there. In a male-dominated industry, there are a lot of powerhouse women leading the way in Kingston's culinary scene. One of whom is **Chef Cassandra Mercier**, **Atomica's** executive chef.

IMPRESSIONS:  
22,140 Online  
[LINK HERE](#)

IMPRESSIONS:  
6,331 Online  
[LINK HERE](#)

# COVERAGE HIGHLIGHTS

## OTTAWA BUSINESS JOURNAL

### From farms to forks, entrepreneurs ready to reignite Eastern Ontario tourism industry

Food tours, plant subscriptions and agricultural experiences part of a new wave of regional offerings

BY:  
Laura Byrne Paquet



PUBLISHED:  
Apr 1, 2021 5:21pm EDT

0 COMMENTS

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TOPIC:  
Regional

ORGANIZATIONS:  
Cornwall Food Tours,  
Calabogie Family Farm,  
Tourism Kingston



Vanesse Leduc started Cornwall Food Tours with Moe Bellefeuille after participating in similar excursions in other cities and realizing Cornwall had just as much to offer. (Photo courtesy Cornwall Tourism)

Several pandemic-era trends – an obsession with food, interest in supporting local businesses, worries for the hospitality industry and a new appreciation for local travel – are spurring a surge in agrotourism initiatives across Eastern Ontario.

Several pandemic-era trends – an obsession with food, interest in supporting local businesses, worries for the hospitality industry and a new appreciation for local travel – are spurring a surge in agrotourism initiatives across Eastern Ontario.

"People have increasingly had more interest in knowing where the food they're eating comes from," says Alison Migneault, director of marketing and communications for Tourism Kingston.

### Merchants find fresh ways for customers to 'Love Kingston' amid pandemic

BY:  
Dani-Elle Dubé



PUBLISHED:  
Apr 16, 2021 5:39pm EDT

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TOPIC:  
Regional

ORGANIZATIONS:  
Kingston Economic  
Development Corp., Cher-

TAGS:  
Love Kingston



Aba Mortley is the owner of Cher-Mere Day Spa.

When COVID-19 forced most non-essential retailers and service providers to close their doors last spring, business owners in Kingston – a city where many merchants rely heavily on tourist traffic – held their collective breath.

"We thought, 'Oh, it would be a couple of weeks,' but then reality hit," recalls Aba Mortley, the owner of Cher-Mere Day Spa.

Having previously relied on providing in-person treatments, Mortley turned to e-commerce to sell homemade beauty products, but found it difficult to cover her rent and electricity bills.

"I was worrying about my staff," she says. "How can we quickly adapt and try to mitigate the loss?"

For Mortley and dozens of other merchants, part of the answer involved joining forces with one another and leveraging local economic development initiatives to raise the

IMPRESSIONS:  
56,257 Online  
[LINK HERE](#)

IMPRESSIONS:  
56,257 Online  
[LINK HERE](#)

# UPCOMING ACTIVITIES

---

- Building out remaining months of stories for pitch angle matrix
- **Kingston Summer Programming Release:**
  - Drafting media release
  - Distribution and media follow ups
- **Building and distributing upcoming pitches:**
  - Asian Heritage Month
    - Promoting Asian-owned small businesses
  - Olympics
    - Leveraging Kingston-connected athletes and stories
  - JUNOS
    - Leverage musician interviews for PR storytelling opportunities
- **FAM Trips:**
  - Confirming media travel dates and activities
  - Building itineraries and coordinating logistics
- **Additional PR support:**
  - Participation in monthly marketing meetings
  - Support on promoting upcoming confirmed summer attractions
  - Love Kingston Marketplace



— *Tourism* —  
**KINGSTON**

**THANK YOU**



— *Tourism* —  
**KINGSTON**

Public Relations Report

May 2021





# BY THE NUMBERS

**21  
STORIES**

**1,205,953  
IMPRESSIONS**

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

# KEY ACTIVITIES

---



- Built out remaining months of the PR storytelling pitch angle matrix
- Liaised with media, providing assets and info for Cinco de Mayo recipe pitches
- Pitched and secured summer recipe food and drink stories in the Foodism summer issue
- Drafted TK summer programming press release
- Drafted and distributed Asian Heritage Month pitch
- Expanded media list for Asian Heritage Month pitch
- Brainstormed and drafted pitch for JUNOS x Kingston's music roots pitch
- Built music and entertainment media list for JUNOS pitch
- Sent note to all interested FAM media delaying timing of visit due to lockdowns
- Had calls with media and influencers wanting clarification on new timing and activities for FAMs
- Discussed pushing FAM to fall with The Globe and Mail
- Liaised with writer to coordinate interview for LGBT-focused travel article for The Globe and Mail
- Participation in monthly marketing meetings



# ZOOMIER

## Staycation: Recipes From Some of the Best Mexican Restaurants in Canada

VIVIAN VASSOS | MAY 5TH, 2021



Mexico at home? Why not.

First, let's take a trip to the shores of Lake Ontario, to the city of Kingston. It's situated on the traditional territory of the Anishinaabe and Haudenosaunee Peoples, where the St. Lawrence River, the Rideau Canal and Lake Ontario meet.

The city is known for Fort Henry as well as the defensive Martello Towers, some of the best freshwater sailing in the world and its culinary culture. With that, some of the best authentic Mexican restaurants also call [Kingston](#) home. But, until we can visit the historically significant town again, we've asked a few local chefs — from [Dianne's Fish Shack and Smokehouse](#) and [Mesa Fresca](#) to share their recipes for Cinco de Mayo and beyond.

We're also going across Canada with [Quesada Burritos & Tacos](#), a Toronto-based franchise founded by Steve Gill and his brother Greg. The restaurant chain now has 150 locations across Canada, with homemade and authentic Mexican food flavours at its core. All its salsas are made fresh, building on recipes that the brothers

IMPRESSIONS:  
210,870 Online  
[LINK HERE](#)

# OTTAWA BUSINESS JOURNAL

## OBJ REGIONAL

SPRING 2021 | MANUFACTURING | LOGISTICS | FOOD PROCESSING | TOURISM | INVESTMENTS | ENTREPRENEURSHIP | ISSUE NO. 4



### A FRESH TAKE ON FARM-TO-FORK TOURISM

Feeding the growing demand for local experiences



PLUS The e

### OBJ REGIONAL

## Agrotourism entrepreneurs ready to reignite Eastern Ontario tourism industry

Food tours, plant subscriptions and agricultural experiences part of a new wave of regional offerings

BY LAURA BYRNE PAQUET  
@newsobjco

Several pandemic-era trends — an obsession with food, interest in supporting local businesses, worries for the hospitality industry and a new appreciation for local travel — are sparking a surge in agrotourism initiatives across Eastern Ontario.

"People have increasingly had more interest in knowing where the food they're eating comes from," says Alison Mignault, director of marketing and

communications for Tourism Kingston. In 2019, her organization began developing *Freemont Farm to Kingston Table*, a program designed to attract visitors by highlighting growers from nearby Freemont County and Kingston chefs. Plans to begin promoting the program in March 2020 were derailed by COVID-19.

The tourism board knew time was of the essence if it wanted to help its restaurants. In late March 2020, The Conference Board of Canada pinpointed Kingston as one of five communities

across Canada most at risk of a severe economic impact from COVID-19, due to the city's high concentration of jobs in accommodation and food services.

So Tourism Kingston reframed the farm-to-table promotion in fall 2020, focusing on encouraging locals to discover their region rather than on attracting visitors from further afield. "We saw a great response and a lot of interest," says Mignault — so much so that the tourism board ran the program again in late winter 2021, drawing on \$15,000 in partnership funding from the Regional Tourism Organization for South Eastern Ontario.

Kingston is not the only Eastern Ontario community using food and farms to jump-start tourism (when we can all travel safely, of course). Further east, the Cornwall and St. Lawrence Spunk Program attracted 18 applications from entrepreneurs keen to take their tourism ideas to the next level. All of the winning applicants, who each received a \$3,000 grant and tourism mentorship in late 2020, had ideas with a food or agrotourism slant.



Vanessa Leduc started Cornwall Food Tours with Moa Bellefeuille after participating in similar excursions in other cities and realizing Cornwall had just as much to offer.

**People are looking for authentic experiences.**

—VANESSA LEDUC, CORNWALL FOOD TOURS

Among those winners were Vanessa Leduc and Moa Bellefeuille, who plan to start offering food tours of Cornwall later this year. The couple, both keen travellers, have taken food tours in places ranging from Charleston to Cancun. After each, one of them would say to the other, "Cornwall has such great food — we should be doing a tour like this in Cornwall," says Leduc. So

they launched Cornwall Food Tours. At first, they'll offer walking tours to sample dishes and drinks from local restaurants for hordes of four to six people — somewhat smaller than the usual food tour group of 10 to 12.

"None of this is what we were originally hoping for," Leduc concedes, but she's OK with that. Starting small will allow them to fine-tune the approach.

Despite the pandemic, Leduc is convinced the time is right for this business. "People are looking for authentic experiences," she says, adding that small, outdoor tours will help locals discover homegrown food in a COVID-safe way. The couple initially planned to run a one-time event in summer 2020 as a fundraiser for Baldwin House, a local women's shelter. Over time, that morphed into a plan to run a more extensive slate of tours, with a portion of all proceeds providing ongoing support to Baldwin House.

#### COMMUNITY EMPHASIS

A desire to give back to the community also motivated Johnny Slack of Cabotville Family Farm — an organic livestock farm in Renfrew County — to create a new venture. In early 2021, he launched Community Blossoms. Every week or so throughout the growing season, subscribers will receive a bouquet of fresh flowers grown on the farm.

Two weeks after the program opened in early January, Slack had sold half of the 50 shares, at \$100 for a full share or \$75 for a half share. Within six weeks, the program was completely subscribed. Community Blossoms isn't designed as a money-maker for the farm, Slack says, instead, he wanted to busy people's spirits while raising money for a good cause.

"It's about ... showing that, even apart, we can be together," he says. The family will only keep whatever money they need to buy seeds for the zinnias, baby's breath, cosmos and other flowers they will grow. The rest of the proceeds will go to the Renfrew & District Food Bank.

A strong emphasis on community also comes through when North Grenville mayor Nancy Peckford speaks about the agricultural growth on the grounds of Kempenville Campus. Frank Heverken, an experienced maple syrup producer from Chesterville,



begin restoring the property's abandoned network of about 1,000 maple taps in 2016. The lines had once been used to make syrup as part of the University of Guelph's agrotourism program. After acquiring the property from the university in 2018, the municipality decided to rehabilitate the campus's network of trails to complement the restored sugarbush. Not only would they give local students and teachers



a new place for COVID-safe outdoor educational activities, but the trails would also be a valuable addition to the community's recreational infrastructure. Before COVID, "People were travelling outside of our community to



visit a sugarbush, but we had one right in the middle of Kempenville," Peckford points out. She adds that this is not the only new food and agrotourism initiative in Kempenville. In April 2020, a startup called My Local Markets set up a website to sell a wide range of local foods — such as flour from Winchester and honey from Arnprior — and deliver it directly to consumers. My Local Markets also organized socially distanced outdoor culinary events at Kempenville Campus last summer.

## Johnstown entrepreneur invests in historic restaurant

BY JOE MARTELLE  
@newsobjco

ocation, location, location: South Grenville entrepreneur Sean Lacey has long been aware of the answer to the age-old question of the three most important factors in determining the desirability of a property.

But now the owner of Johnstown's Bridgeway Restaurant — a business located near the shores of the St. Lawrence River that he purchased last year — is betting that its proximity to the busy watersway, international border and a growing business community will pay dividends in a post-pandemic economic rebound.

While investing in a restaurant in the midst of a pandemic may sound like an unusual move to some, Lacey argues it's an ideal opportunity. "We believe the restaurant industry will come out just as strong, if not stronger, than when it went in," he says, predicting there will be post-pandemic

demand for leisure and outdoor activities as public health restrictions are eased.

"The appetite coming out of COVID is going to be (far) bigger than that gets people out of their house. I want to go somewhere. Let's go for a drive. Let's go for a cruise. Let's go for a hike. Let's go for a bear ride," he argues. "Because we can accommodate all those things, we're in an exceptionally good position to draw from far and wide."

**REBUILDING THE PAST**  
Lacey's initial venture into the South Grenville market came with the construction and launch of the Windmill Brewery. The small craft beer facility opened in 2016, residing on the edge of the Johnstown Industrial Park, and immediately began to reap the rewards of its location.

Located within view of the Ogdenburg-Johnstown International Bridge, a scenic show from highways 40 and 45 and with the Port of Johnstown just to the south, the industrial park

has enticed tenants such as Pymman Cabins, Greenfield Ethanol and the 750,000-square-foot Claret Tiger distribution centre.

When Lacey heard the previous owners of the restaurant were looking to sell, he acted quickly. "When I officially went on the market in early 2020, we took advantage of the opportunity," Lacey recalls, noting that the pandemic created a buyer's market made the decision that much easier.

"We were reasonably comfortable with the assumption that you could never build a restaurant that close to the water again ... so we took the opportunity."

The end goal is to market the Bridgeway as a destination restaurant, capturing the hearts, minds and meal budgets of the thousands of tourists who frequent the Seaway region, sagging Johnstown as a stopping point for boaters, cyclists, campers, and seasonal drivers.

"We're here and we've got a view," he says with a slight hint of awe in his voice. "We've got a chance to do something that very few people in the area can do ... just because of our location."



Sean Lacey is betting that the restaurant industry will come out just as strong, if not stronger, than when it went in.

# OTTAWA BUSINESS JOURNAL

## OBJ REGIONAL

SPRING 2021 | MANUFACTURING | LOGISTICS | FOOD PROCESSING | TOURISM | INVESTMENTS | ENTREPRENEURSHIP | ISSUE NO. 4



### A FRESH TAKE FARM-TO-FORK TOURISM

Feeding the growing demand for local



**PLUS** The entrepreneurs betting on a tourism

### OBJ REGIONAL

## Merchants find fresh ways for customers to 'Love Kingston' amid pandemic

*Through partnerships and innovative offerings, business owners are connecting with tourists and local residents alike*

BY DANIELLE DUBÉ  
@newsobjco

When COVID-19 forced most non-essential retailers and service providers to close their doors last spring, business owners in Kingston — a city where many merchants rely heavily on tourist traffic — held their collective breath.

"We thought, 'Oh, it would be a couple of weeks,' but then reality hit," recalls Aba Mortley, the owner of Cher-Mere Day Spa.

Having previously relied on providing in-person treatments, Mortley turned to e-commerce to sell homemade beauty products, but found it difficult to cover her rent and electricity bills.

"I was worrying about my staff," she says. "How can we quickly adapt and try to mitigate the loss?"

For Mortley and dozens of other merchants, part of the answer involved joining forces with one other and leveraging local economic development initiatives to raise the profile of their unique offerings in new venues to tourists and local residents alike.

And, with COVID-19 cases and travel restrictions continuing to linger on the eve of a new summer tourism season, officials are hoping the investments — which included \$65,000 in provincial funding earlier this year — will continue



LEFT: Aba Mortley is the owner of Cher-Mere Day Spa. ABOVE: Josh Hoyer is the president of Spearhead Brewing Co.

to pay dividends by connecting customers with local businesses.

**'HERE'S OUR STORY'** Kingston Economic Development Corp. started to lay the foundation for accelerating support for local businesses with a consumer campaign

**It's not the time to be promoting and marketing traditional tourism.**  
— MEGAN KNOTT, EXECUTIVE DIRECTOR, VISIT KINGSTON

aesthetics of the downtown area and expanding sidewalks to create more space for patios.

They also produced video profiles of the businesses, giving owners the chance to tell their stories.

"It's not the time to be promoting and marketing traditional tourism, so we really do have to take a localized approach," says Megan Knott, the executive director of Visit Kingston.

At Cher-Mere Day Spa, Mortley created an at-home spa-in-a-box that included her beauty products. Then Mortley got others on board to add some of their products to the boxes, such as chocolates and candles, which helped promote her local partners.

Love Kingston really highlighted local and rallied to collaborate and support businesses," Mortley says. "It kept me top-of-mind for people and let them know that we were here, here's our story and here's how you can engage with us."

Kingston-based Spearhead Brewing Co. was also hit hard by the dramatic drop in the number of visitors to the city. Not only were fewer customers coming to Spearhead's brewery, but bars and restaurants were operating at reduced capacity, meaning many clients were curtailing their regular beer orders.

Spearhead was another business that benefited from Love Kingston as it set up a satellite shop in a high-traffic location. Spearhead president Josh Hoyer says the company also got creative to ensure it was helping to support other local businesses.

"(Love Kingston) had us (in the marketplace) so we were at least able to extend our footprint into the downtown," Hoyer says. "What we didn't want to do was have people in the square, buying beer from us and then not go to the restaurants around. So, we gave out coupons to those restaurants along with our beer."

This year, the downtown marketplace will continue, as will patio expansions and street closures. Key attractions — such as cruises and trolley tours — will reopen.

"We need to love our community and we need to love it quickly," Knott says. "That's the premise: love the community, the experience and shopkeepers."

OBJ.CA | SPRING 2021 | 56

IMPRESSIONS:  
10,000 Print

# UPCOMING ACTIVITIES

---

- **Kingston Summer Programming Release:**
  - Following up with attractions and connecting with TK team on reopening dates for operators
  - Drafting media release
  - Distribution and media follow ups
- **Building and distributing upcoming pitches:**
  - Olympics
    - Leveraging Kingston-connected athletes and stories
  - Domestic Destination Weddings
    - Promoting Kingston as ideal Canadian destination for domestic weddings
- **FAM Trips:**
  - Reconnecting with media for alternative travel dates and activities
  - Building itineraries and coordinating logistics
- **Additional PR support as needed:**
  - Participation in monthly marketing meetings
  - Support on promoting upcoming confirmed summer attractions
  - Love Kingston Marketplace



— *Tourism* —  
**KINGSTON**

**THANK YOU**



— *Tourism* —  
**KINGSTON**

Public Relations Report

June 2021





# BY THE NUMBERS

**58  
STORIES**

**100,810,465  
IMPRESSIONS**

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

# KEY ACTIVITIES

---



- Worked with Destination Ontario on in-person summer events article for The Toronto Star
- Distributed JUNOs pitch and secured interview
- Liaised with media and client to coordinate JUNOs interview with Virginia Clark
- Built sports media list for Olympics pitch
- Drafted and distributed Olympics pitch and secured interviews
- Worked with TK to evaluate influencer/media inquiry process for press trips
- Liaised with Driving.ca writer for upcoming press trip to Kingston
- Met with escapism editor to discuss FAM opportunity and activities
- Liaised with CKWS, Alison and Krista at KAC for segment about Kingston being hard hit by pandemic
- Reconnected with media to get alternative dates and begin planning again
- Organized media activities for FAMs in master spreadsheet
- Revisited Summer Programming press release and added activities
- Participation in monthly marketing meetings



# COVERAGE HIGHLIGHTS

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**THE  
GLOBE  
AND  
MAIL** 

As Canadian destinations reopen, many are looking to LGBTQ travellers as the first group they welcome



And all eyes are on Kingston, Ont., as Ian Burns, chair of Kingston Pride, says they are tentatively planning for an in-person pride festival, or at least a modified festival, at the end of September. “We need to give people the chance to be visible. An in-person parade and community fair will bring the spirit of the 2SLGBTQIA\* community back to downtown Kingston,” says Burns. “It’s important to educate residents who aren’t aware of the size of this community. Virtual events don’t quite share that visibility.”

**IMPRESSIONS:**  
2,587,597 Online  
99,281 Print  
[LINK HERE](#)

## COVERAGE HIGHLIGHTS

---



# A weekend escape to Limestone City



### DAY ONE

**In the morning:** The fastest route from Toronto is to drive east along Highway 401 and should take just over two hours. With an early enough start (and a more leisurely mindset), detour south at Highway 49 through Picton – stopping at one of its local bakeries – and continue along Highway 33 east to the Glenora Ferry. After a short ferry crossing, continue driving on Highway 33 into the heart of Kingston. The latter route increases your travel time but makes for an unhurried and scenic start to a weekend getaway.

Once you arrive in Kingston, get your bearings by taking one of Kingston Trolley Tours hour-long rides to learn more about some of the Limestone City's more than 300 years of history. Or stroll through the heart of Kingston at the water's edge, where the docks and parkland of Confederation Basin face city hall, a masterpiece of 19th-century classical British Renaissance architecture. The compact downtown is easy to explore on foot or by bicycle (regular and e-bikes available from Ahoy Rentals).

IMPRESSIONS:  
2,318,957 Print  
6,586,409 Online  
[LINK HERE](#)

# COVERAGE HIGHLIGHTS

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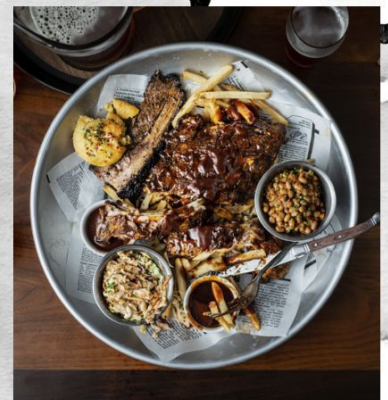
## TRAVEL+ LEISURE

### STROKE OF AMBITION

Canadian adventurer **MARIO RIGBY** may have traveled the world promoting diversity in the outdoors, but a kayaking trip across Lake Ontario reminded him that exploring our own backyards can be equally fulfilling.

I'VE ALWAYS HAD A desire to push boundaries, whether that means redefining what an adventurer looks like or testing my own physical limits. Black explorers are still few and far between, so I see every expedition as an opportunity to challenge expectations and demonstrate the importance of equity in the outdoors.

I've done expeditions around the world, from swimming, cycling, and kayaking around my native Turks and Caicos to a two-year walk from Cape Town to Cairo. But with international travel under tight regulation, I've been seeking out new excursions around the shores of Ontario, Canada, where I've lived for 20 years. Most recently, I spent two weeks kayaking the length of Lake Ontario. Not every day was able to take as much time as I did, but it's easy to divide the trip into a few day trips—each revealing a different landscape, scenic views, cultural sights and great places to eat and drink. Read on for my favorite stops along the way.



#### 4. KINGSTON

Kingston is a paradise for casual kayakers. In the morning, pick up your gear from **Ahoy Rentals** ([ahoyrentals.com](http://ahoyrentals.com)) and head onto the lake from An Gorta Mór Park. Grab lunch in town at **Dianne's Fish Shack & Smokehouse** ([dianneskingston.com](http://dianneskingston.com); entrées \$13–\$26). It's known for barbecue, but I also loved the steak and blackened shrimp.

IMPRESSIONS:  
976,562 Print

# COVERAGE HIGHLIGHTS



**foodism**



## Margarita de la casa

"We juice fresh limes each day to ensure the vibrant flavour of our margaritas. It's a bit labour-intensive but worth it. The combination of fresh-squeezed juice and quality tequila shaken over ice is the best way to enjoy this classic cocktail. Fresh, not frozen, is the only way to enjoy a real margarita!"  
— BRONWYN RIHA, MESA FRESCA



**INGREDIENTS**

- 1 oz Tequila el Espolon Blanco
- ½ oz Cointreau
- ¼ oz simple syrup
- 1 ½ oz freshly squeezed lime juice
- Lime-infused salt, to rim

**LIME-INFUSED SALT INGREDIENTS**

- Coarse Kosher salt
- Fresh lime zest (zesting with a microplane works best)

**SIMPLE SYRUP INGREDIENTS**

- 1 cup sugar
- 1 cup water

**SIMPLE SYRUP METHOD**

- 1 Combine equal parts sugar and water in a large saucepan.
- 2 Bring to a boil then reduce; let simmer for 15 minutes.
- 3 Cool to room temperature before using.

**MARGARITA DE LA CASA METHOD**

- 1 Rim an 8 oz rocks glass with lime juice and salt the rim generously.
- 2 Combine all of the ingredients in a cocktail shaker.
- 3 Shake well for 10 seconds and strain into the rocks glass over ice. Enjoy! 🍹



**foodism**



## Mexican street corn

"Elote is a simple and popular antojito. It knocks it out of the park with its crave-worthy, charred, tangy, sweet, creamy and spicy flavours. It is a must side dish for summer barbecues when plentiful corn is in peak season."  
— HENRY FISHER, DIANNE'S FISH SHACK AND SMOKEHOUSE



**INGREDIENTS**

- 8 pieces freshly husked corn on the cob
- 8 oz queso fresco, pulsed in a food processor until loosely crumbled
- 1 Tbsp Mexican-style chili powder
- 2 jalapeno peppers, very thinly sliced crosswise, include some seeds
- ½ cup mayonnaise, mixed with the zest and juice of 2 limes
- 2 Tbsp roughly chopped cilantro leaves
- 1 lime cut in to 8 wedges
- Sea salt, to taste
- Freshly ground pepper, to taste

**METHOD**

- 1 Light barbecue and preheat to high with lid closed.
- 2 When barbecue is hot, lay corn side by side on the grill and leave to cook until corn starts to "pop" and begins to char.
- 3 Starting from one end on the line of corn, rotate each cob a quarter turn and allow charring to continue and corn to "pop" until evenly charred all over. (Charring is good for depth of flavour, don't be afraid of it.)
- 4 When corn is evenly charred and cooked, place on a tray and spoon over a generous amount of lime mayonnaise. Using tongs, rotate the corn to smother each cob completely from end to end with the mayonnaise.
- 5 Place two cobs side by side on a serving plate and sprinkle liberally with queso. With a generous pinch of chili powder, dust corn entirely.
- 6 Season to taste with sea salt and pepper, then garnish with several slices of jalapeno, chopped cilantro and a lime wedge. Serve. 🌽



IMPRESSIONS:

50,000 Print

9,660 Online

[LINK HERE](#)

# COVERAGE HIGHLIGHTS

---



## Kingston one of five top cities in Ontario hardest hit by pandemic



“Normally in Kingston, just alone we would have somewhere in the neighbourhood of 15,000 people within the hospitality and tourism sector this time of year. So we need a huge ramp up of people to either come back into the industry, or new people to enter the industry.”

IMPRESSIONS:  
5,984,400 Broadcast  
13,276,576 Online

[LINK HERE](#)

# COVERAGE HIGHLIGHTS



## | A Podcast Conversation With ... Virginia Clark



billkingpiano

FYIMUSICNEWS.ca The Roots of Kingston Music - Bill King & ...

SOUNDCLOUD

Share



▶ 89

Tourism Kingston recently caught up with a few of the nominees, including The Tragically Hip's Rob Baker, Sarah Harmer and The Glorious Sons (ahead of their Juno appearance) to discuss what Kingston has meant to them. For more information on Kingston's contribution to Canadian music visit [here](#).

IMPRESSIONS:

39,420 Online

[LINK HERE](#)

# UPCOMING ACTIVITIES

---

- **Kingston Summer Programming Release:**
  - Building press release distribution list
  - Finalizing release, distribution and media follow ups
- **Building and distributing upcoming pitches:**
  - Olympics
    - Following up on Olympics story and coordinating any accompanying media interviews
  - Domestic Destination Weddings
    - Promoting Kingston as ideal Canadian destination for domestic weddings
  - August Long Weekend
    - Building roundup pitch for family-friendly activities in the area
- **FAM Trips:**
  - Securing dates for each media and adding to FAM trip calendar
  - Building itineraries and coordinating logistics
- **Additional PR support as needed:**
  - Participation in monthly marketing meetings
  - Support on promoting any upcoming summer TK projects or city attractions
  - Love Kingston Marketplace



— *Tourism* —  
**KINGSTON**

**THANK YOU**





# KINGSTON

visitkingston.ca

## OVERVIEW

The big picture of our digital activity this month.



WEB SESSIONS

35.8K

↓ -11.3%



TOTAL LEADS

3,391

↓ -54.8%



2,536,450

↑ 28.0%

TOTAL IMPRESSIONS



28,186

↓ -73.3%

TOTAL ENGAGEMENTS



15,274

↓ -0.4%

TOTAL CLICKS

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

# MONTHLY DIGITAL REPORT

Apr 1, 2021 - Apr 30, 2021

## Website

Paid online activities were pulled back significantly in April due to the provincial lockdown. We believe this was the reason why our traffic to site dropped in comparison to the previous reporting period and previous year. The web sessions, users and page views for the month of April 2021 dropped by 11%, 6% and 6.5% respectively YoY. In total, 35.8K web sessions, 29.3K users and 54.7K page views were recorded in April. Kingstonlicious's main page maintained its number 1 place in page views with more than 5K page views generated. The second highest is the page about background extras needed for the upcoming TV series with 3.9K views.

Organic search continue to be the leading traffic source followed by organic and paid social.

## Paid Digital

Online promotions were significantly decreased because of the new provincial lockdown restrictions. In April the paid activities include Facebook/Instagram, Google Display, YouTube, Stackadapt Native ads, Stackadapt Connected TV, Pinterest, Spotify and District M. Over 2.5M impressions were generated from paid channels along with 15K clicks. VIC Merch Promo and Culinary March 2021 promo concluded, but Q2 Campaign 2021 (Kingstonlicious and Virtual Events) and Weddings 2021 Promo went into market in April. Three articles were boosted on Facebook this month and the best performing one was **the Cinco de Mayo post** with the lowest cost per landing page views and 8.17% CTR.

Below is the monthly impressions split by campaign:

Culinary March 2021 Promo (FB/IG, Stackadapt & YouTube): 865,978

Q2 Campaign 2021: Kingstonlicious and Virtual Events (FB/IG, District M & Spotify): 293,223

Facebook content boosts: 25,595

Facebook VIC Merchandise Sale: 139,304

Weddings 2021 Promo (FB/IG, GDN, YouTube & Pinterest): 299,026

The Merchandise sales campaign continued to perform strong in April which generated 61 purchases with \$4,917.49 in purchase values. In total, this campaign accounted for 83 purchases, \$7,103.49 in sales and a positive ROAS (Return on Advertising Spend) of 6.42. The total sales volume on Shopify's backend during the campaign period was at \$13,779.14 which means that 51% of the sales came from our ads.

## Email

Total deliveries for consumer emails dropped a bit (5,894 vs 5,870), but unique opens increased from 1,674 to 1,688. More industry emails were delivered and opened in April comparing to last month. The open rate for the industry email increased from 35% to 41%.

## Paid Search

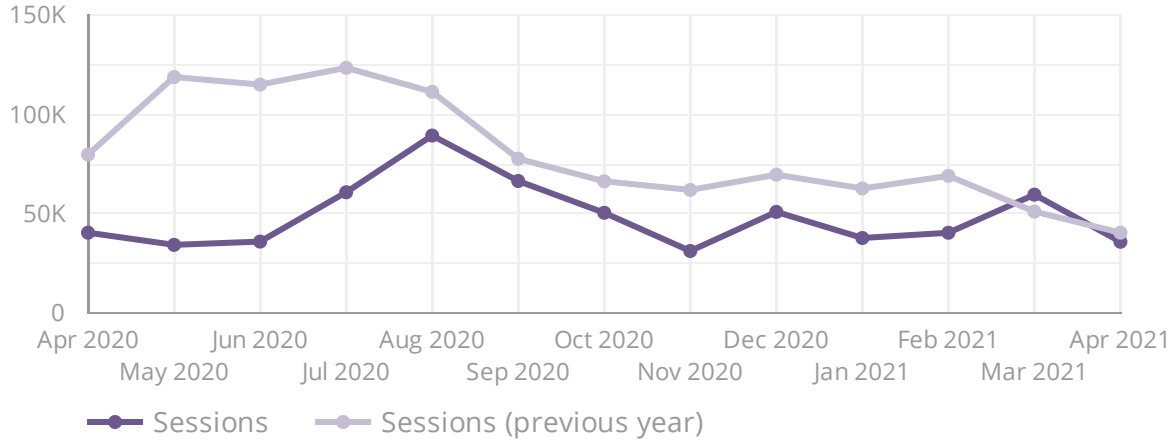
There was a steep decline in conversions and traffic in comparison to last month due to the stay at home order being announced in April, resulting in the Staycations campaign being pulled from market. In total, traffic was down 69%, conversion was down 74%. The CTR in April was 10.3% which was down slightly from 10.8% in March. Conversion rate was down MoM from 20% to 16.6%, mainly attributed to the newly re-launched 2022 Weddings campaign. Kingstonlicious was our top performing campaign with a CTR of 16.9%, up from 14.3% in March. This campaign was responsible for over 70% (136 of 187) of our referrals to operators in the month of April.

# MONTHLY DIGITAL REPORT

Apr 1, 2021 - Apr 30, 2021

## CONSUMPTION

Is our content marketing working?



**SESSIONS**  
**35.8K**  
 ↓ -11.3%

**USERS**  
**29.3K**  
 ↓ -6.3%

**PAGE VIEWS**  
**54.7K**  
 ↓ -6.5%

## 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?



**26%**

% RETURN VISITORS

## LEAD GENERATION

Are users converting online?

### OPERATORS

### HOTELS

<p><b>3,190</b> ↓ -55.5%</p> <p>WEB REFERRALS</p>	<p><b>66</b> ↓ -76.3%</p> <p>CLICKS TO CALL</p>
---	---

<p><b>122</b> ↑ 205.0%</p> <p>WEB REFERRALS</p>	<p><b>13</b> ↓ -38.1%</p> <p>CLICKS TO CALL</p>
---	---

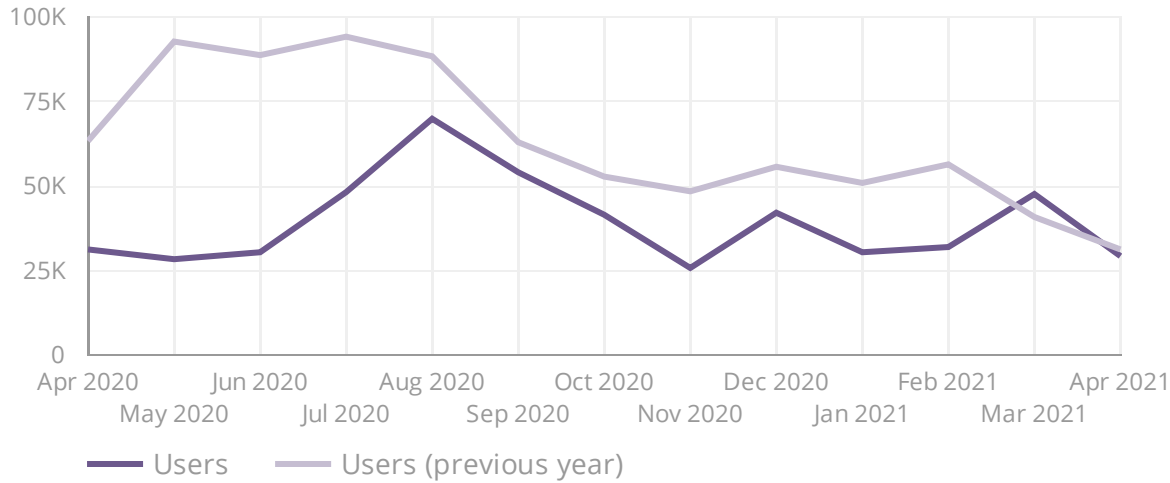
# MONTHLY DIGITAL REPORT

Apr 1, 2021 - Apr 30, 2021

## CONSUMPTION

How is our audience using our site?

USERS **29,253**



## 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

<b>00:01:11</b> ↓ -14.1%	<b>1.53</b> ↑ 5.4%	<b>00:02:14</b> ↓ -26.3%
<b>AVG. TIME ON SITE</b>	<b>PAGES / SESSION</b>	<b>AVG. TIME ON PAGE</b>

## SOCIAL MEDIA

An overview of activity on our social media channels

*This data is cumulative to today's date.*

**14,749**  
INSTAGRAM FOLLOWERS

**60,799**  
FACEBOOK LIKES

**7,584**  
TWITTER FOLLOWERS

**1,042,943**  
↓ -46.2%

**IMPRESSIONS**

**26,038**  
↓ -75.3%

**ENGAGEMENTS**

**6,811**  
↓ -55.6%

**CLICKS**

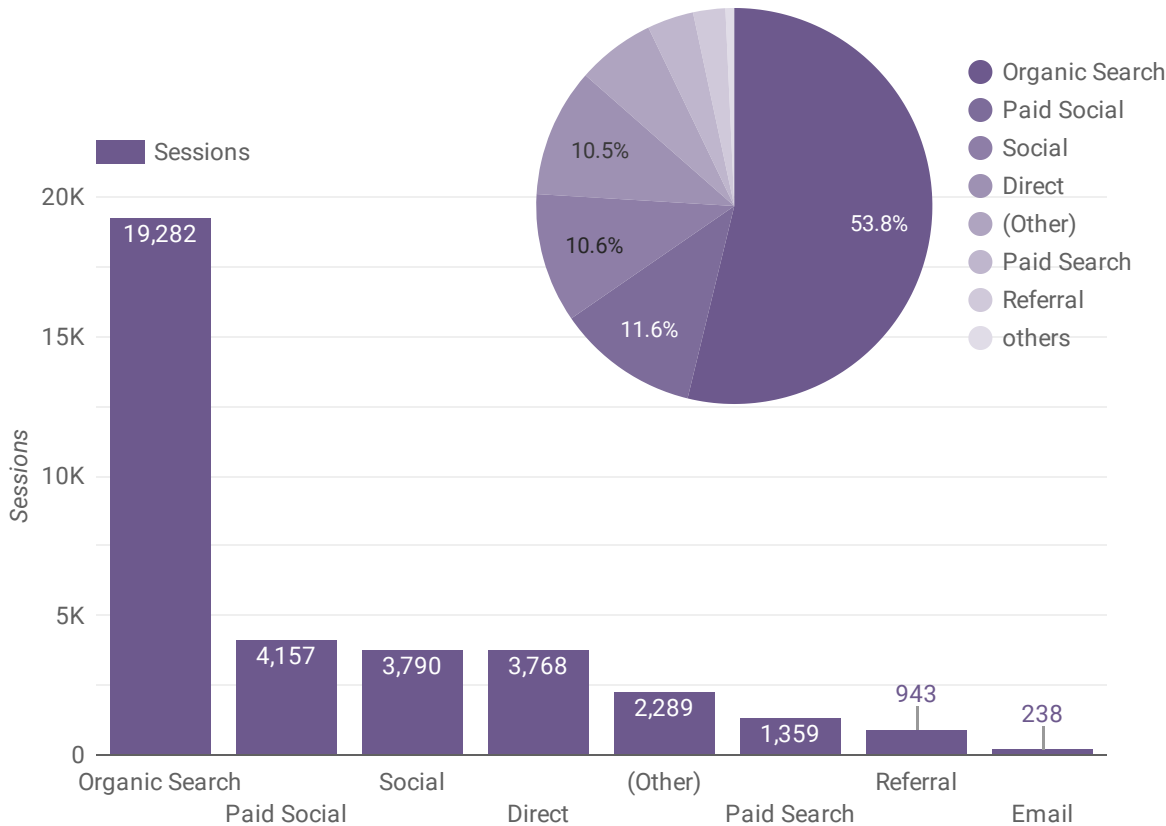
\*totals for organic and paid Facebook, Twitter, and Instagram

# MONTHLY DIGITAL REPORT

Apr 1, 2021 - Apr 30, 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	14,157
2. Ottawa	3,168
3. Toronto	3,066
4. Montreal	2,432
5. (not set)	1,318
6. Mississauga	577
7. Belleville	515
8. Hamilton	483
9. Burlington	408
... Brampton	375

### MOST VISITED PAGES

Page Title	Pageviews
1. Kingstonlicious – Visit Kingston	5,331
2. Background extras needed for upcoming T...	3,953
3. Visit Kingston – Fresh Made Daily	3,442
4. Kingston Shop – Visit Kingston	3,007
5. COVID-19 and the Kingston Community – ...	2,671
6. Top Hiking Spots in Kingston – Visit Kings...	1,661
7. Weddings – Visit Kingston	1,592
8. Culinary – Visit Kingston	1,066
9. Food and Retail Services During Shutdown...	780
10. Page not found – Visit Kingston	778

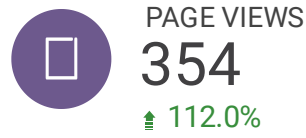
# MONTHLY DIGITAL REPORT

Apr 1, 2021 - Apr 30, 2021

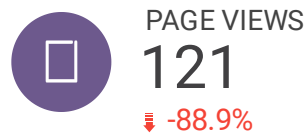
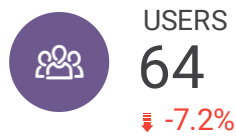
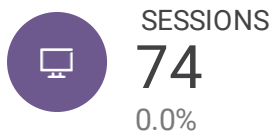
## FRENCH AND CHINESE SITES

Website metrics from each of our French and Chinese sites

### FRENCH



### CHINESE



## 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 year over year

# MONTHLY DIGITAL REPORT

Apr 1, 2021 - Apr 30, 2021

## EMAIL MARKETING

An overview of email campaigns this month

### CONSUMER NEWSLETTER



**5,870**  
TOTAL DELIVERIES



**1,688**  
TOTAL UNIQUE OPENS



**245**  
TOTAL CLICKS



**19**  
TOTAL UNSUBSCRIBES



**29%**  
AVERAGE OPEN RATE



**15%**  
AVERAGE CTR

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

### MEMBER NEWSLETTER



**295**  
DELIVERIES



**122**  
UNIQUE OPENS



**36**  
CLICKS



**1**  
UNSUBSCRIBES



**41%**  
OPEN RATE



**30%**  
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

Apr 1, 2021 - Apr 30, 2021

## PAID DIGITAL

A snapshot of our digital ads in market this month.

### FACEBOOK/INSTAGRAM NETWORK

Campaign name	Impressions	Reach	Link clicks	CTR (all) ▾
20210429-Con_Cinco de Mayo 2021	4,567	3,008	206	8.17%
20210316-VIC Merch Promo	139,304	29,377	1,700	4.1%
20210322-Con_Easter dining guide	7,698	6,124	133	3.77%
20210426-Weddings 2021 Promotion-Branded	36,154	23,339	431	2.63%
20210409-Q2 Campaign 2021	106,006	21,062	1,283	2.3%
20210427-Con_Mother's Day	13,330	5,730	182	2.28%
20210303-Culinary Campaign March 2021	228,824	66,929	919	0.75%
<b>Grand total</b>	<b>535,883</b>	<b>102,148</b>	<b>4,854</b>	<b>2.2%</b>

20210316-VIC Merch Promo was optimized towards purchases; 20210308-TK March 2021 Promo was optimized towards impressions; All others were optimized towards landing page views

### GOOGLE DISPLAY & YOUTUBE

Campaign	Campaign type	Impressions ▾	Interactions	Clicks	Video views
20210426-Weddings 2021 Promotion	Display	163,591	1,030	1,030	0
20210303-Culinary Campaign March 2021	In-stream	106,876	36,442	724	20,632
20210426-Weddings 2021 Promotion-30s&1min	Responsive video ad	12,008	3,307	103	1,460
20210426-Weddings 2021 Promotion-15s Non Skippable	Standard	3,697	6	6	0
	<b>Grand total</b>	<b>286,172</b>	<b>40,785</b>	<b>1,863</b>	<b>22,092</b>

\*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	4,896	829	17%
KA:21 Kingston Spring Staycation	Search Only	1,680	118	7%
KA:21 Weddings	Search Only	2,839	100	4%
KA:20 Weddings	Search Only	1,570	82	5%
	<b>Grand total</b>	<b>10,986</b>	<b>1,129</b>	<b>10%</b>



# MONTHLY DIGITAL REPORT

Apr 1, 2021 - Apr 30, 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...	514,017	975	0.19%	null
20210303-Culinary Campaign March 2021-CTV	16,261	null	null	98.44%
<b>Grand total</b>	<b>530,278</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>

### SPOTIFY

Campaign	Impressions	Clicks	Completion rate
20210409-Tourism Kingston-Q2 Campaign 2021	50,572	57	95.57%
<b>Grand total</b>	<b>50,572</b>	<b>57</b>	<b>95.57%</b>

### PINTEREST

Campaign	Impressions	Clicks	CTR
20210426-Weddings 2021 Promotion Phase 1-Image	49,883	547	1.1%
20210201-Weddings relaunch 2021	33,564	166	0.49%
<b>Grand total</b>	<b>83,447</b>	<b>713</b>	<b>1.59%</b>

### DISTRICT M

Campaign	Engagements	Impressions	Clicks	CTR	Engagement Rate
20210409-Tourism Kingston-Q2 Campaign 2021	5,037	135,645	94	0.07%	3.71%
<b>Grand total</b>		<b>135,645</b>	<b>94</b>	<b>0.07%</b>	<b>3.71%</b>

\*Engagement is counted when a user swipe or reveal with our banner creatives. Platform benchmark for engagement is 3% - 5%

# MONTHLY DIGITAL REPORT

Apr 1, 2021 - Apr 30, 2021

## LEAD GENERATION

A snapshot of our digital lead generation

### TOP OUTBOUND CLICKS (WEBSITE REFERRALS TO PARTNERS AND COMMUNITY)

Event Action	Total Clicks
<a href="http://www.wharfandfeather.com/">http://www.wharfandfeather.com/</a>	96
<a href="https://www.mesafresca.ca/">https://www.mesafresca.ca/</a>	89
<a href="https://bit.ly/3s37Uti">https://bit.ly/3s37Uti</a>	83
<a href="https://bellabistroonline.com/">https://bellabistroonline.com/</a>	76
<a href="https://news.ontario.ca/en/release/61029/ontario-enacts-provincial-emer...">https://news.ontario.ca/en/release/61029/ontario-enacts-provincial-emer...</a>	75
<a href="http://www.aquaterrakingston.com/">http://www.aquaterrakingston.com/</a>	61
<a href="http://www.chezpiggy.com/">http://www.chezpiggy.com/</a>	58
<a href="http://www.atomica.ca/">http://www.atomica.ca/</a>	58
<a href="http://www.smokenbarrelkingston.com/">http://www.smokenbarrelkingston.com/</a>	53
<a href="https://www.kflaph.ca/en/healthy-living/travel.aspx">https://www.kflaph.ca/en/healthy-living/travel.aspx</a>	51
<a href="https://www.cityofkingston.ca/residents/recreation/parks-trails/k-p">https://www.cityofkingston.ca/residents/recreation/parks-trails/k-p</a>	50
<a href="http://www.rivermill.ca/">http://www.rivermill.ca/</a>	50
<a href="https://www.dianneskingston.com/">https://www.dianneskingston.com/</a>	49
<a href="http://frontenacislands.ca/tourism/big-sandy-bay/">http://frontenacislands.ca/tourism/big-sandy-bay/</a>	49
<a href="http://www.longroadecofarm.ca/">http://www.longroadecofarm.ca/</a>	43
<a href="https://www.kingstonrolley.ca/citytour/">https://www.kingstonrolley.ca/citytour/</a>	41
<a href="http://www.westbrookgolfclub.com/">http://www.westbrookgolfclub.com/</a>	39
<a href="http://www.kingstonpentour.com/">http://www.kingstonpentour.com/</a>	38
<a href="https://finebalancebrewing.ca/">https://finebalancebrewing.ca/</a>	37
<a href="http://www.wolfeisland.com/ferry.php">http://www.wolfeisland.com/ferry.php</a>	36

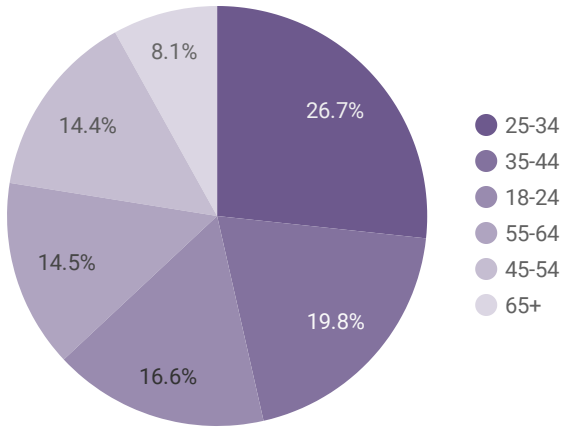
# MONTHLY DIGITAL REPORT

Apr 1, 2021 - Apr 30, 2021

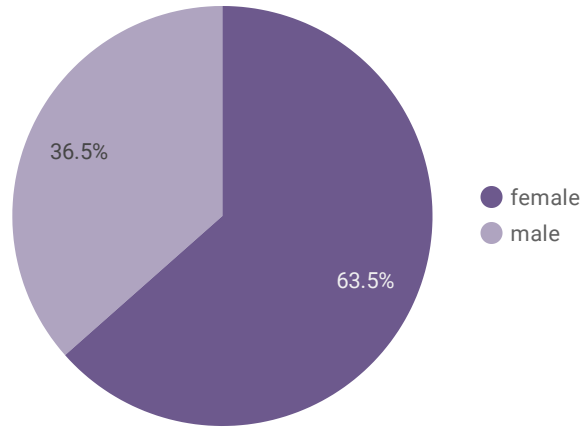
## WEBSITE AUDIENCE

A snapshot of the audience visiting our website.

AGE

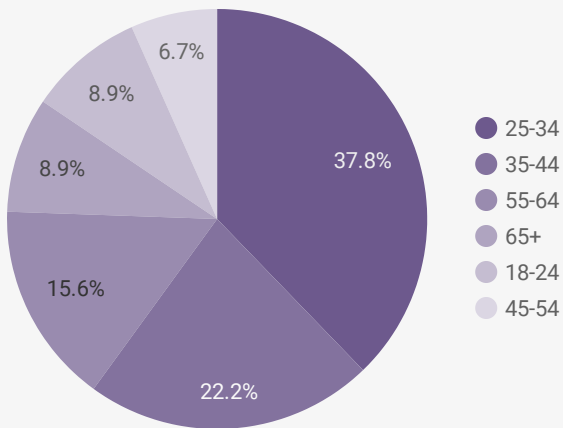


GENDER

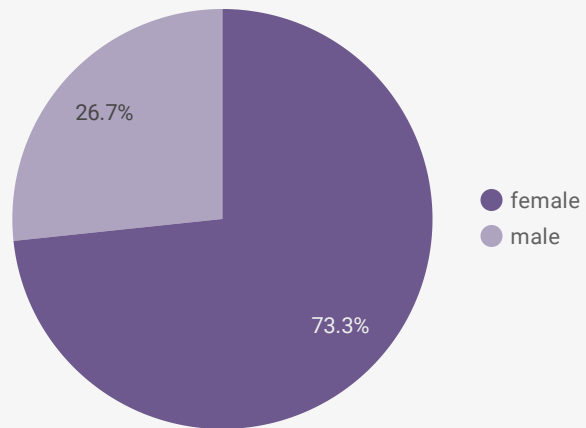


## HOTEL LEADS BY AUDIENCE

AGE

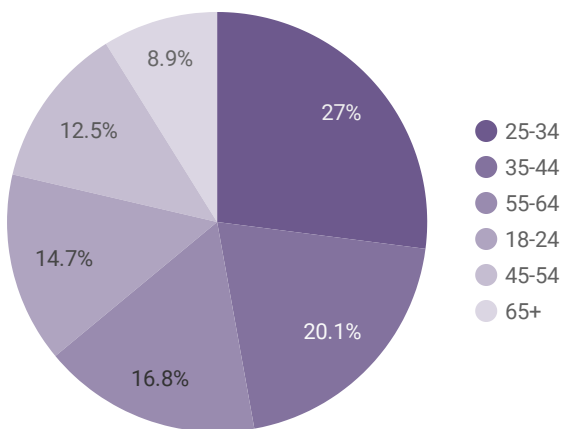


GENDER

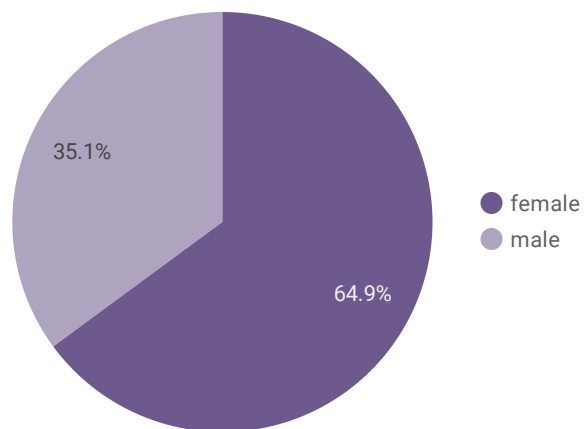


## OPERATOR LEADS BY AUDIENCE

AGE



GENDER



# MONTHLY DIGITAL REPORT

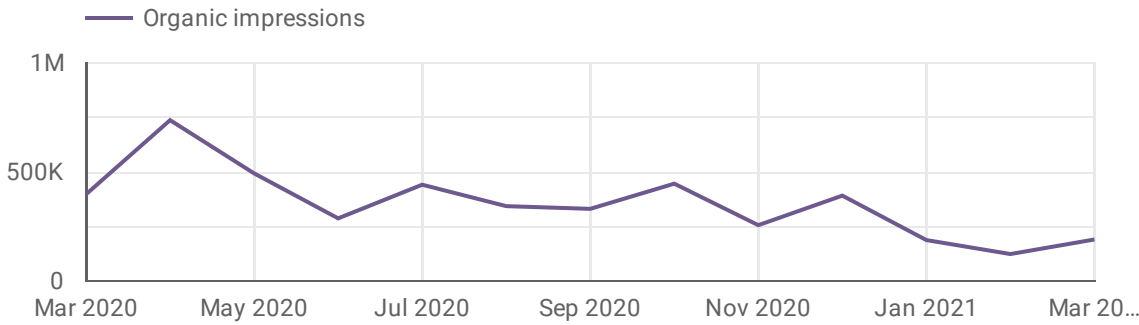
Apr 1, 2021 - Apr 30, 2021

## FACEBOOK

A snapshot of our content marketing in action.



New likes  
**142**



## 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.

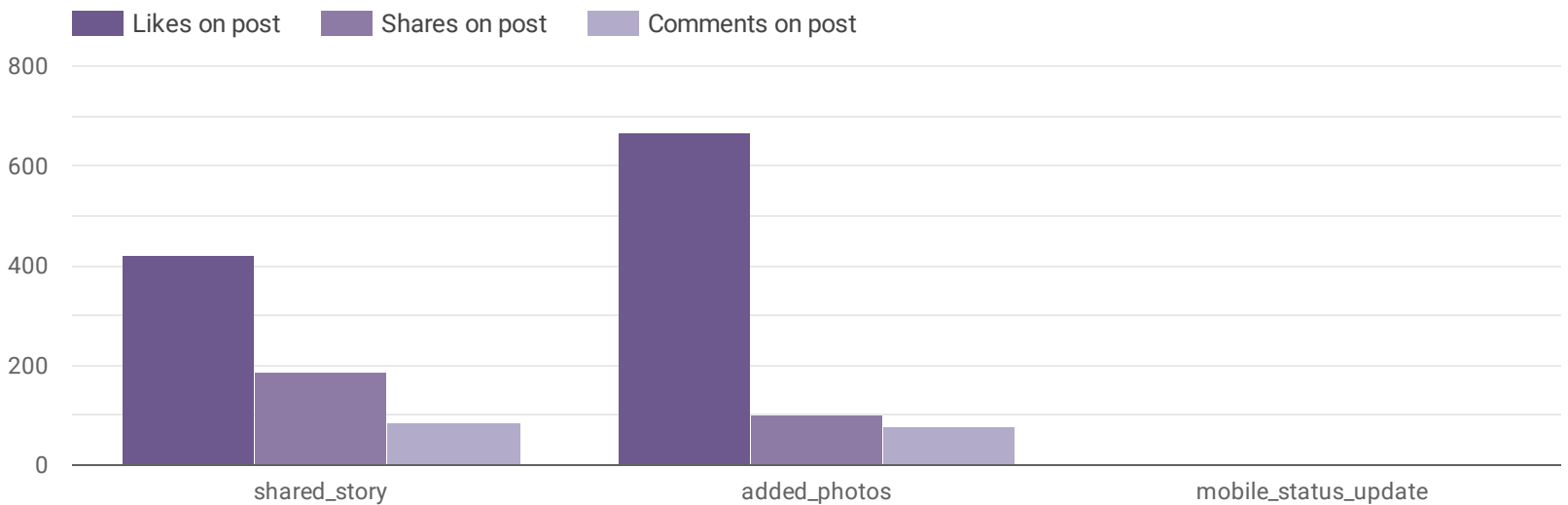
### ENGAGEMENT RATE

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

	<b>167,561</b> ORGANIC REACH		<b>44,680</b> VIRAL REACH
	<b>4,234</b> ORGANIC VIDEO VIEWS		<b>7.34%</b> 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

46.4K

↑ 35.3%



TOTAL LEADS

4,002

↓ -29.8%



3,771,339

↑ 112.5%

TOTAL IMPRESSIONS



42,249

↓ -41.4%

TOTAL ENGAGEMENTS



39,874

↑ 138.7%

TOTAL CLICKS

Impressions, Engagements, and Clicks include all digital activity

# MONTHLY DIGITAL REPORT

May 1, 2021 - May 31, 2021

## Website

We are beginning to see overall growth in our website sessions, visits, users, and page views. Although this is partially due to an increase in paid media spend, we can also assume this growth shows intent and eagerness for people to travel as soon as it's deemed safe to do so.

The 2021 Weddings Campaign, promoting long-lead bookings for 2022 weddings, launched on April 26 and will run until the end of August. Since this was the first full month we had the Weddings campaign in market this year, our overall impressions and clicks increased significantly both MoM and YoY. The [visitkingston.ca/weddings](https://www.visitkingston.ca/weddings) page had the most page views on the site this month, with over 10K page views recorded.

During May, 46.4K web sessions, 37.7K users, and 65.7K page views were captured, increasing YoY by 35.3%, 33%, and 12.6% respectively.

## Paid Digital

MoM, our paid digital activity increased significantly. This was largely due to a significant amount of content being promoted, as well as the Weddings campaign. Our lead generation was down, however we can assume this is largely due to closures because of the pandemic. Hotel leads were up, which is a positive sign for recovery in the accommodation sector. Our ads ran on the following platforms: Facebook/Instagram, Google Display, Google Search, YouTube, Pinterest, Spotify, and District M. Overall, our paid digital advertising in May generated 2.8M impressions and 39K clicks. Our best performing post was the feature on Sarah Harmer, with the lowest cost per view and a 12.52% CTR.

Below is the monthly impressions split by campaign:

Q2 Campaign 2021: Kingstonlicious and Virtual Events (FB/IG, District M & Spotify): 692,578

Facebook content boosts: 278,799

Facebook VIC Merchandise Sale - Carousel Ad: 53,726

Weddings 2021 Promo (FB/IG, GDN, YouTube & Pinterest): 1,771,064

## Email

5,843 consumer emails were delivered with 1,586 unique opens along with 463 clicks. Open rate was recorded at 27% with a 29% CTR, both above our benchmark of 24% for open rate and 12% for CTR. 335 industry emails were delivered in May with 120 unique opens and 23 clicks.

## Paid Search

In comparison to last month, overall conversion volume was up by 16% (190 vs 220), with 73% of all conversions coming from the Kingstonlicious campaign. Cost per visitor was down by 3.5% MoM as well (\$1.25 vs \$1.20), with both active campaigns, Weddings & Kingstonlicious, seeing efficiency improvements.

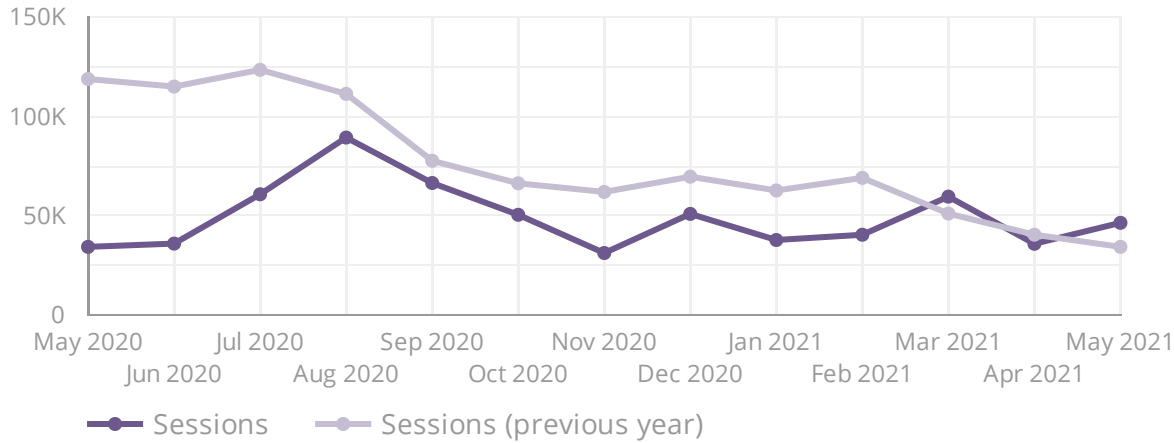
May was the first full month with the updated 2022 Weddings campaign in market, helping contribute to an increase in overall paid traffic of 79% compared to April (1,129 vs 2,026).

# MONTHLY DIGITAL REPORT

May 1, 2021 - May 31, 2021

## CONSUMPTION

Is our content marketing working?



**SESSIONS**  
46.4K  
↑ 35.3%

**USERS**  
37.7K  
↑ 33.0%

**PAGE VIEWS**  
65.7K  
↑ 12.6%

## GLOSSARY OF TERMS

### SESSIONS

# of times your site was visited.

### USERS

# of people who visited your site.

### PAGE VIEWS

# of pages that have been viewed on your site.

### % RETURN VISITORS

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

\* All percent change is Year Over Year

## RETENTION

Are users coming back and consuming our content?



25%

% RETURN VISITORS

## LEAD GENERATION

Are users converting online?

### OPERATORS

### HOTELS

 <b>3,769</b> ↓ -31.2% <b>WEB REFERRALS</b>	 <b>53</b> ↓ -67.1% <b>CLICKS TO CALL</b>
--	--

 <b>170</b> ↑ 203.6% <b>WEB REFERRALS</b>	 <b>10</b> ↑ 233.3% <b>CLICKS TO CALL</b>
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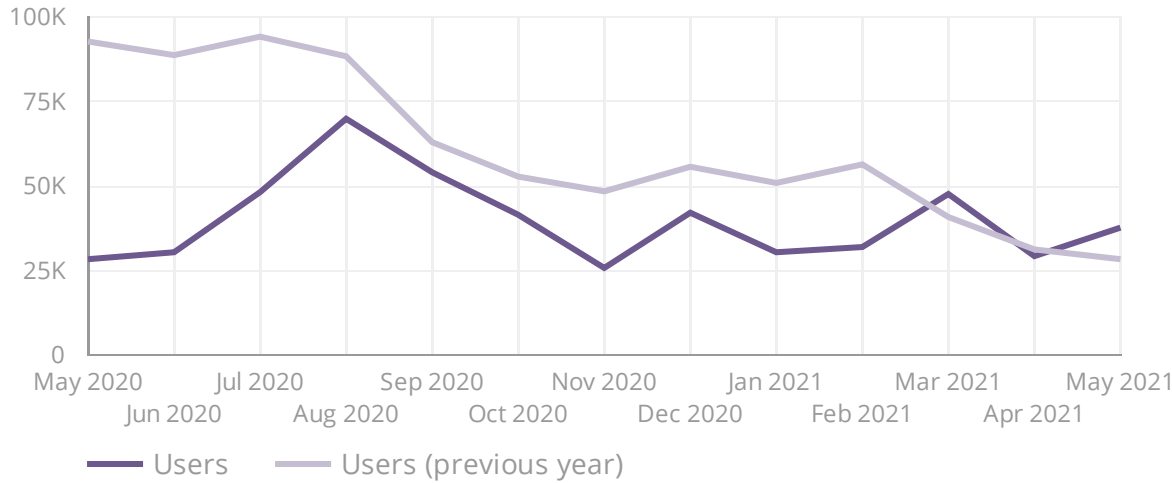
# MONTHLY DIGITAL REPORT

May 1, 2021 - May 31, 2021

## CONSUMPTION

How is our audience using our site?

**USERS**  
37,685



## 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

<b>00:00:57</b> ↓ -34.3%	<b>1.42</b> ↓ -16.7%	<b>00:02:16</b> ↑ 10.3%
<b>AVG. TIME ON SITE</b>	<b>PAGES / SESSION</b>	<b>AVG. TIME ON PAGE</b>

## SOCIAL MEDIA

An overview of activity on our social media channels

*This data is cumulative to today's date.*

<b>14,973</b> INSTAGRAM FOLLOWERS	<b>60,839</b> FACEBOOK LIKES	<b>7,627</b> TWITTER FOLLOWERS
--------------------------------------	---------------------------------	-----------------------------------

<b>1,317,342</b> ↓ -25.4%	<b>36,047</b> ↓ -50.0%	<b>14,186</b> ↓ -15.1%
<b>IMPRESSIONS</b>	<b>ENGAGEMENTS</b>	<b>CLICKS</b>

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

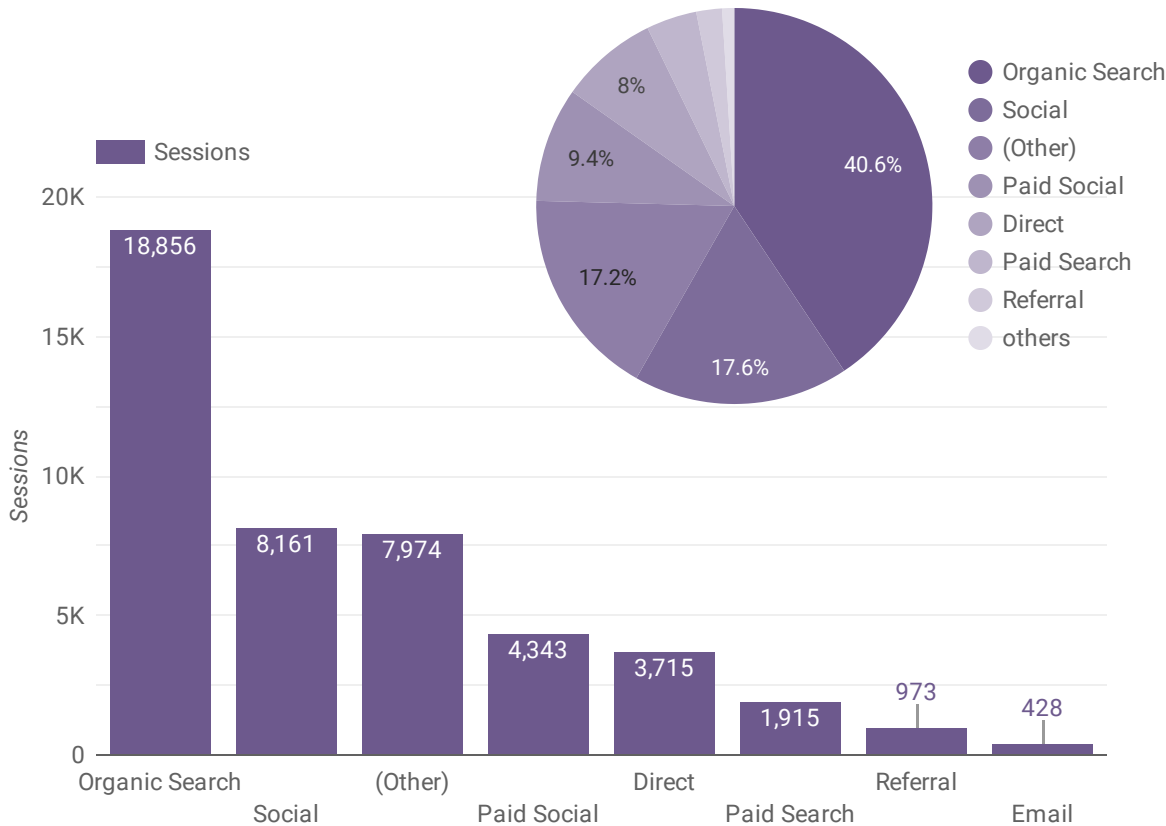


# MONTHLY DIGITAL REPORT

May 1, 2021 - May 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	19,249
2. Toronto	5,256
3. Montreal	5,124
4. Ottawa	3,350
5. (not set)	1,655
6. Brampton	702
7. Mississauga	460
8. London	386
9. Markham	367
... Hamilton	355

### MOST VISITED PAGES

Page Title	Pageviews
1. Weddings – Visit Kingston	10,875
2. Kingstonlicious – Visit Kingston	5,212
3. Top Hiking Spots in Kingston – Visit Kings...	3,291
4. Visit Kingston – Fresh Made Daily	3,185
5. Best in bloom: 7 great places to experienc...	2,818
6. Top hiking spots in Kingston – Visit Kings...	2,250
7. COVID-19 and the Kingston Community – ...	2,024
8. Kingstonlicious Virtual Events – Visit King...	1,690
9. Kingston Shop – Visit Kingston	1,551
10. Your local gift guide to Mother's Day – Visi...	1,119

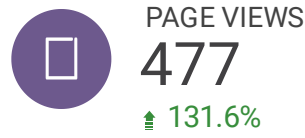
# MONTHLY DIGITAL REPORT

May 1, 2021 - May 31, 2021 ▼

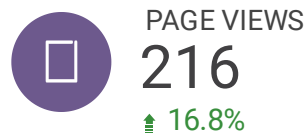
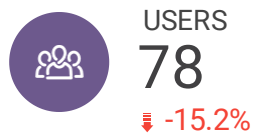
## FRENCH AND CHINESE SITES

Website metrics from each of our French and Chinese sites

### FRENCH



### CHINESE



## 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 year over year

# MONTHLY DIGITAL REPORT

May 1, 2021 - May 31, 2021

## EMAIL MARKETING

An overview of email campaigns this month

### CONSUMER NEWSLETTER



**5,843**  
TOTAL DELIVERIES



**1,586**  
TOTAL UNIQUE OPENS



**463**  
TOTAL CLICKS



**20**  
TOTAL UNSUBSCRIBES



**27%**  
AVERAGE OPEN RATE



**29%**  
AVERAGE CTR

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

### MEMBER NEWSLETTER



**335**  
DELIVERIES



**120**  
UNIQUE OPENS



**23**  
CLICKS



**0**  
UNSUBSCRIBES



**36%**  
OPEN RATE



**19%**  
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

May 1, 2021 - May 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) ▾
20210531-Con_Sarah Harmer	1,334	1,209	62	12.52%
20210531-Con_Pride 2021	3,623	3,064	78	11.23%
20210507-Con_Hiking	64,630	25,780	2,848	6.98%
20210514-Con_Best places to see spring flowers	53,255	18,328	1,602	5.88%
20210429-Con_Cinco de Mayo 2021	30,737	12,468	749	4.8%
20210519-Con_The Tragically Hip	57,280	21,996	420	4.27%
20210531-Con_JUNO's award poster	1,572	1,400	9	3.82%
20210426-Weddings 2021 Promotion-Branded	116,801	57,571	2,373	3.14%
20210520-Con_May Long weekend	35,783	15,132	667	2.74%
20210409-Q2 Campaign 2021	307,197	58,220	3,125	1.88%
20210427-Con_Mother's Day	30,585	10,999	233	1.19%
20210517-VIC Merch Carousel Ad	53,728	12,380	223	0.92%
20210426-Weddings 2021 Promotion-Partner	47,538	35,007	125	0.53%
<b>Grand total</b>	<b>804,063</b>	<b>159,242</b>	<b>12,514</b>	<b>2.95%</b>

20210517-VIC Merch Carousel Ad was optimized towards purchases; All others were optimized towards landing page views

### GOOGLE DISPLAY & YOUTUBE

Campaign	Campaign type	Impressions ▾	Interactions	Clicks	Video views
20210426-Weddings 2021 Promotion	Display	799,322	8,344	8,344	0
20210524-Weddings 2021 Promo-Partner-0524-0530_1000islands	Display	108,213	78	78	0
20210517-Weddings 2021 Promo-Partner-0517-0523_QueensU	Display	107,236	88	88	0
20210426-Weddings 2021 Promotion-30s&1min	Responsive video ad	65,861	18,804	970	8,506
20210426-Weddings 2021 Promotion-15s Non Skippable	Standard	40,988	64	64	0
<b>Grand total</b>		<b>1,131,060</b>	<b>27,628</b>	<b>9,794</b>	<b>8,506</b>

\*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	6,751	1,092	16.18%
KA:21 Weddings	Search Only	23,590	934	3.96%
<b>Grand total</b>		<b>30,342</b>	<b>2,026</b>	<b>6.68%</b>

# MONTHLY DIGITAL REPORT

May 1, 2021 - May 31, 2021

## PAID DIGITAL

A snapshot of our digital ads in market this month.

### SPOTIFY

Campaign	Impressions	Clicks	Completion rate
20210409-Tourism Kingston-Q2 Campaign 2021	59,904	54	96.17%
<b>Grand total</b>	<b>59,904</b>	<b>54</b>	<b>96.17%</b>

### PINTEREST

Campaign	Impressions	Clicks	CTR
20210510-Weddings 2021 Promotion-Video	220,446	1,375	0.62%
20210524-Weddings 2021 Promotion Phase 2-Image	90,997	786	0.86%
20210426-Weddings 2021 Promotion Phase 1-Image	83,981	869	1.03%
20210506-Weddings 2021 Promo-Queen's Uni Week 2	44,185	249	0.56%
20210531-Weddings 2021 Promo-Secret Garden Inn Week 4	6,424	29	0.45%
<b>Grand total</b>	<b>452,077</b>	<b>3,327</b>	<b>0.74%</b>

### DISTRICT M

Campaign	Engagements	Impressions	Clicks	CTR	Engagement Rate
20210409-Tourism Kingston-Q2 Campaign 2021	20549	318,726	311	0.1%	6.45%
<b>Grand total</b>		<b>318,726</b>	<b>311</b>	<b>0.1%</b>	<b>6.45%</b>

\*Engagement is counted when a user swipe or reveal with our banner creatives. Platform benchmark for engagement is 3% - 5%

# MONTHLY DIGITAL REPORT

May 1, 2021 - May 31, 2021

## LEAD GENERATION

A snapshot of our digital lead generation

### TOP OUTBOUND CLICKS (WEBSITE REFERRALS TO PARTNERS AND COMMUNITY)

Event Action	Total Clicks
<a href="http://www.aquaterrakingston.com/">http://www.aquaterrakingston.com/</a>	108
<a href="http://www.wharfandfeather.com/">http://www.wharfandfeather.com/</a>	107
<a href="https://www.1000islandscruises.ca/">https://www.1000islandscruises.ca/</a>	106
<a href="https://www.mesafresca.ca/">https://www.mesafresca.ca/</a>	103
<a href="https://www.ongwanada.com/public-services/joseph-dominik-sensory-ga...">https://www.ongwanada.com/public-services/joseph-dominik-sensory-ga...</a>	89
<a href="http://frontenacislands.ca/tourism/big-sandy-bay/">http://frontenacislands.ca/tourism/big-sandy-bay/</a>	87
<a href="http://www.smokenbarrelkingston.com/">http://www.smokenbarrelkingston.com/</a>	76
<a href="http://www.rivermill.ca/">http://www.rivermill.ca/</a>	75
<a href="http://www.tangonuevo.ca/">http://www.tangonuevo.ca/</a>	72
<a href="https://www.frontenacarchbiosphere.ca/explore/hiking/marble-rock-cons...">https://www.frontenacarchbiosphere.ca/explore/hiking/marble-rock-cons...</a>	72
<a href="http://www.chezpiggy.com/">http://www.chezpiggy.com/</a>	60
<a href="https://www.frontenactrailtours.ca/">https://www.frontenactrailtours.ca/</a>	57
<a href="http://www.wolfeisland.com/ferry.php">http://www.wolfeisland.com/ferry.php</a>	54
<a href="http://www.kingstonpentour.com/">http://www.kingstonpentour.com/</a>	53
<a href="https://kingstonhort.ca/paterson-garden/">https://kingstonhort.ca/paterson-garden/</a>	53
<a href="https://theeverly.ca/">https://theeverly.ca/</a>	51
<a href="https://www.rvca.ca/conservation-areas/fee-required/foley-mountain-ca">https://www.rvca.ca/conservation-areas/fee-required/foley-mountain-ca</a>	51
<a href="https://www.visitkingston.ca/">https://www.visitkingston.ca/</a>	47
<a href="https://www.cityofkingston.ca/residents/recreation/parks-trails/k-p">https://www.cityofkingston.ca/residents/recreation/parks-trails/k-p</a>	45
<a href="https://finebalancebrewing.ca/">https://finebalancebrewing.ca/</a>	41

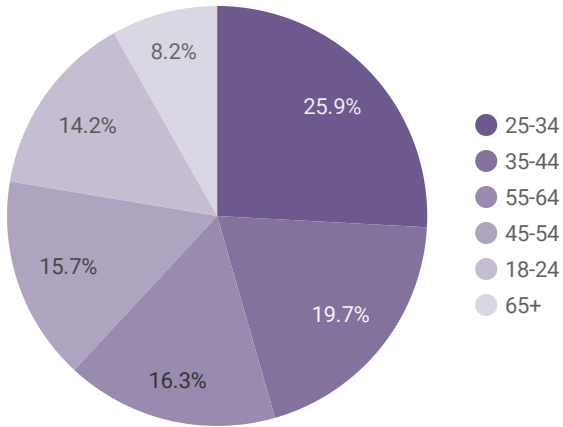
# MONTHLY DIGITAL REPORT

May 1, 2021 - May 31, 2021

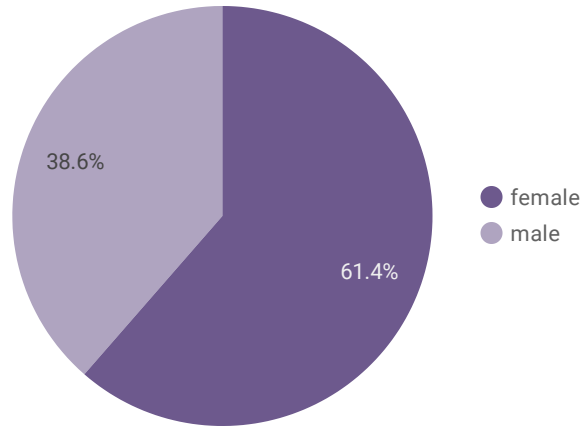
## WEBSITE AUDIENCE

A snapshot of the audience visiting our website.

AGE

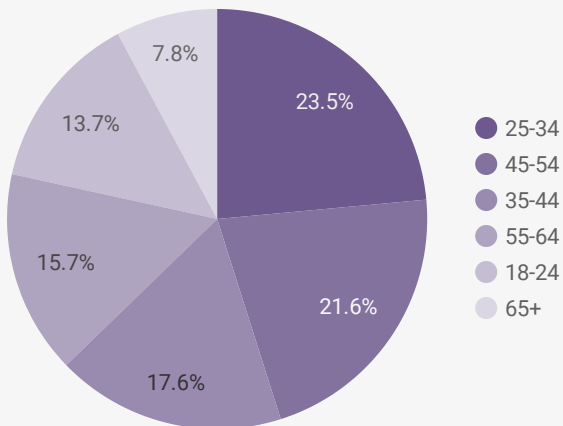


GENDER

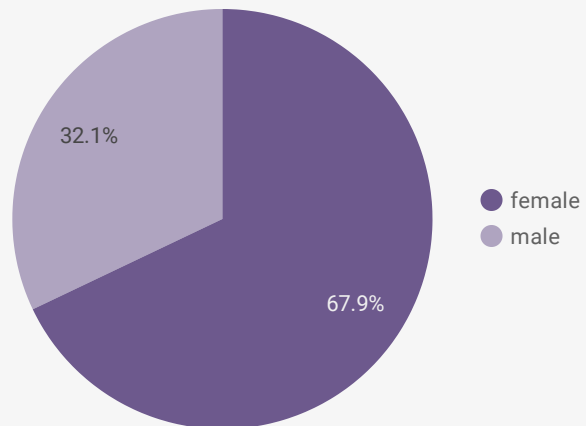


## HOTEL LEADS BY AUDIENCE

AGE

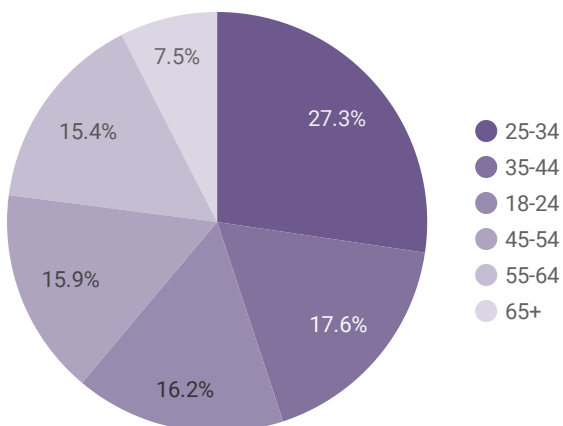


GENDER

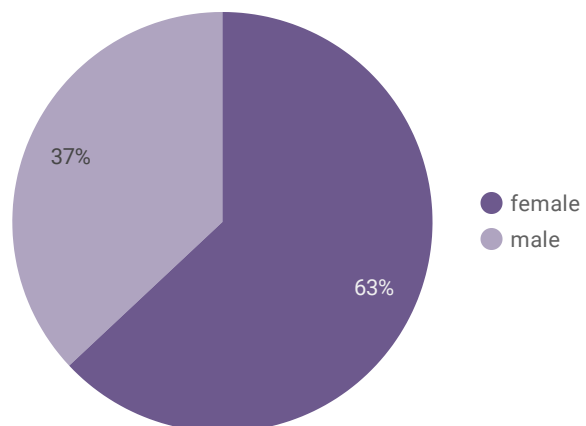


## OPERATOR LEADS BY AUDIENCE

AGE



GENDER



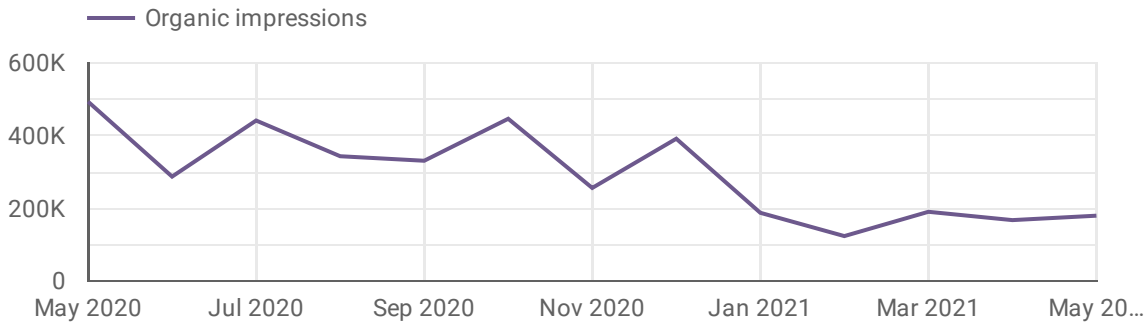
# MONTHLY DIGITAL REPORT

May 1, 2021 - May 31, 2021

## FACEBOOK

A snapshot of our content marketing in action.

New likes **128**



## 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.

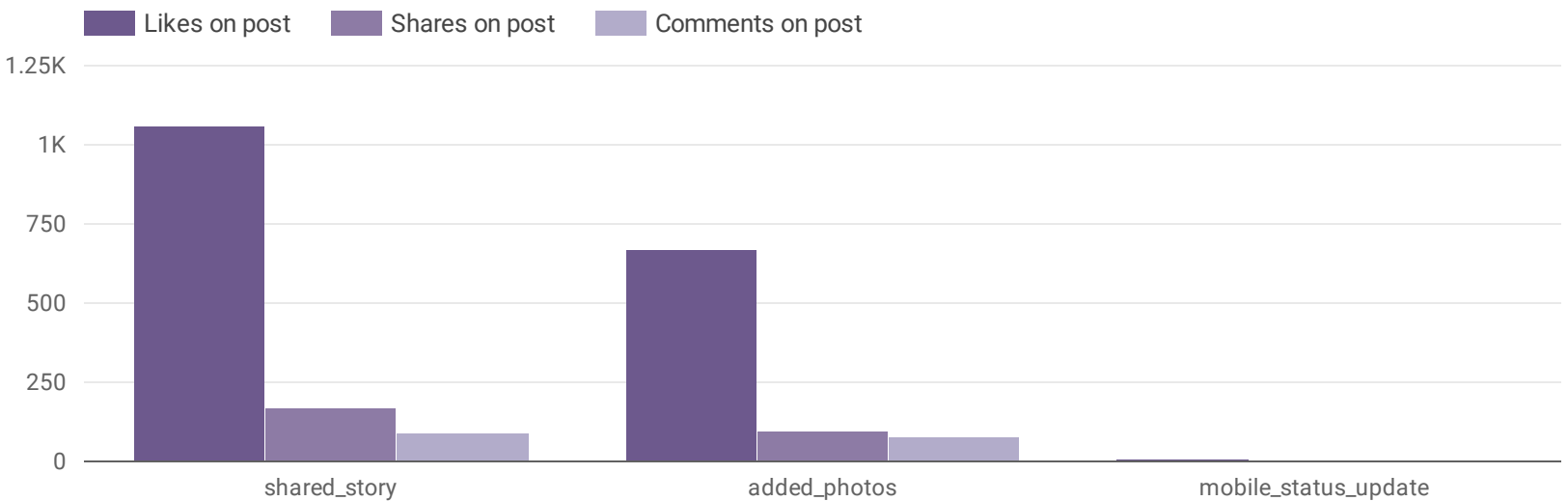
### ENGAGEMENT RATE

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

	<b>179,759</b> ORGANIC REACH		<b>37,715</b> VIRAL REACH
	<b>1,028</b> ORGANIC VIDEO VIEWS		<b>7.59%</b> ENGAGEMENT RATE

## ENGAGEMENT BY POST TYPE

What types of content are users engaging with the most?







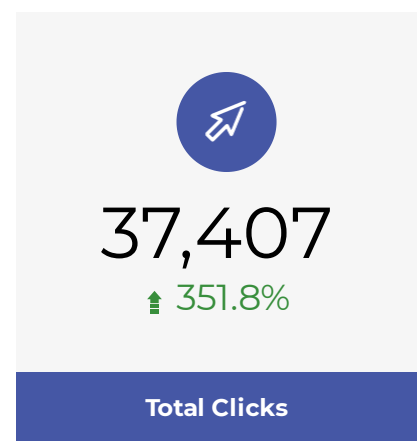
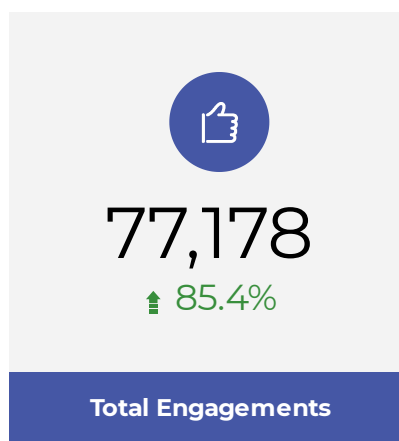
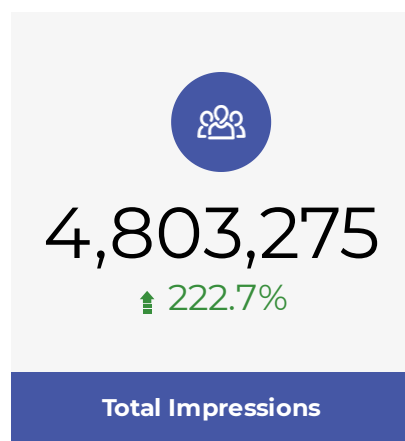
# digital report

## KINGSTON

visitkingston.ca

### Overview

The big picture of our digital activity this month



Impressions, Engagements, and Clicks include all digital activity

Jun 1, 2021 - Jun 30, 2021 ▾

## Website

In the month of June, we continued to see overall growth in traffic to site. In comparison to same period last year, our website sessions, users, and page views increased 70.8%, 68.1% and 80.7% respectively. As we move through the Ontario reopening plan, we are also seeing an increase in leads, referrals and calls to operators and hotels. Overall, web referrals and clicks to call to operators increased by 49.8% and 21.4% YoY. Web referrals and clicks to call to hotels increased by 148.7% and 100% comparing to last year.

In total, 61.4K web sessions, 51.1K users, and 105K page views were captured from visitkingston.ca.

## Paid Digital

We launched the Staycation campaign in June, which contributed to the increase in our overall site traffic. In June, our ads ran on Facebook/Instagram, Google Discovery, Google Display, Google Search, YouTube, Pinterest, Stackadapt, and Sharethrough (District M). Overall, our paid digital advertising generated 2.9M impressions and 25K clicks. 12 content posts were boosted this month with 3 different optimization methods based on the nature of the content. The pride video was optimized towards thurplays, which optimizes the ad unit towards people who are most likely to complete or watch at least 15s of the video. 6,625 thurplays were recorded at a Cost Per Thruplay of \$0.06. The Patio Opening post was optimized towards impressions because it was a post showcasing 11 photos of the patios that were opening and there weren't any website links with the post. It generated 1,100 total clicks with a CPC of \$0.10. All the other posts were optimized towards landing page views, and the best performing post was the 10 Kingston Food Trucks You Have to Park Yourself at This Summer, with the lowest cost per view and a 12.41% CTR.

Below is the monthly impressions split by campaign:

Staycation (FB/IG, Google Discovery, District M & Stackadapt): 740,937

Facebook content boosts: 606,758

Facebook VIC Merchandise Pride Ad: 158,569

Weddings 2021 Promo (FB/IG, GDN, YouTube & Pinterest): 1,389,169

## Email

For consumer newsletter emails, the total deliveries increased from 5,843 to 5,977 in June. The unique opens also increased from 1,586 to 1,862. Open rate was captured at 31% with a 20% CTR. The deliveries for industry newsletter emails went from 335 last month to 340 with 126 unique opens and 44 clicks, both increased from the previous month.

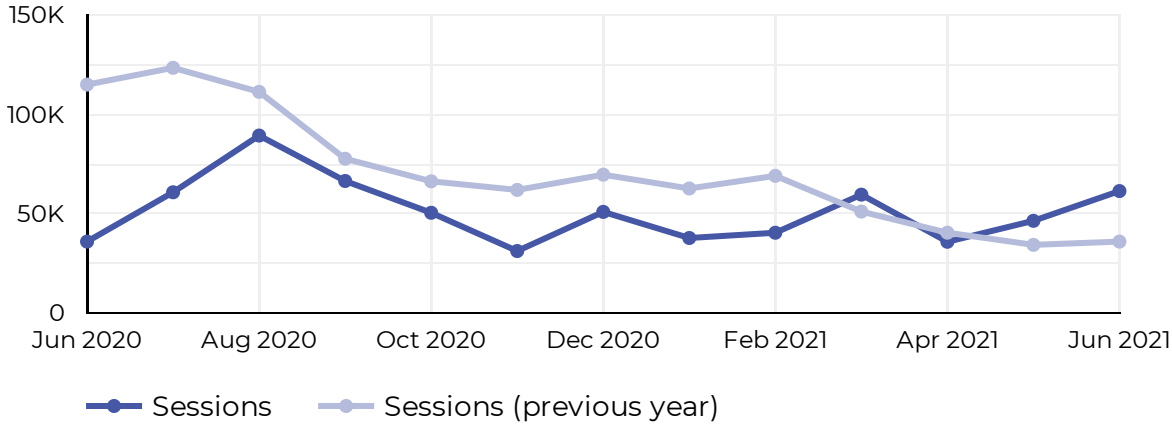
## Paid Search

Overall conversions were up 33% (293 vs 220) in comparison to last month with an improved conversion rate from 10.86% to 15.65%. The Summer Staycation campaign that was live in June played a big role in improvement. CTR was down from 6.68% to 4.87% MoM. This is mostly attributed to the Kingstonlicious campaign coming to an end the previous month, which had a CTR of 16%. The new Staycations campaign is helping to maintain a healthy CTR, currently at 7.9%

Jun 1, 2021 - Jun 30, 2021

# Consumption

Is our content marketing working?



**Sessions**  
61.4K  
↑ 70.8%

**Users**  
51.1K  
↑ 68.1%

**Page Views**  
105.0K  
↑ 80.7%

## 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?

**22%**  
% Return Visitors

# Lead Generation

Are users converting online?

## Operators

<p><b>6,750</b> ↑ 49.8%</p> <p><b>Web Referrals</b></p>	<p><b>136</b> ↑ 21.4%</p> <p><b>Clicks to Call</b></p>
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## Hotels

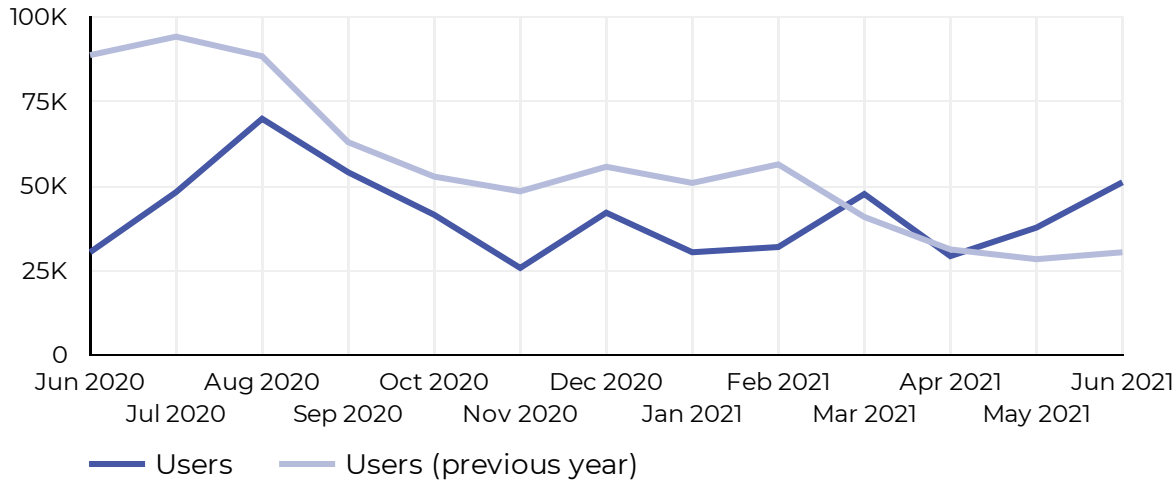
<p><b>567</b> ↑ 148.7%</p> <p><b>Web Referrals</b></p>	<p><b>22</b> ↑ 100.0%</p> <p><b>Clicks to Call</b></p>
--	--

Jun 1, 2021 - Jun 30, 2021

# Consumption

How is our audience using our site?

Users **51,107**



<p><b>00:01:18</b> ↑ 4.7%</p> <p><b>Avg. Time on Site</b></p>	<p><b>1.71</b> ↑ 5.8%</p> <p><b>Pages/Sessions</b></p>	<p><b>00:01:50</b> ↓ -9.1%</p> <p><b>Avg. Time on Page</b></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/Sessions**  
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

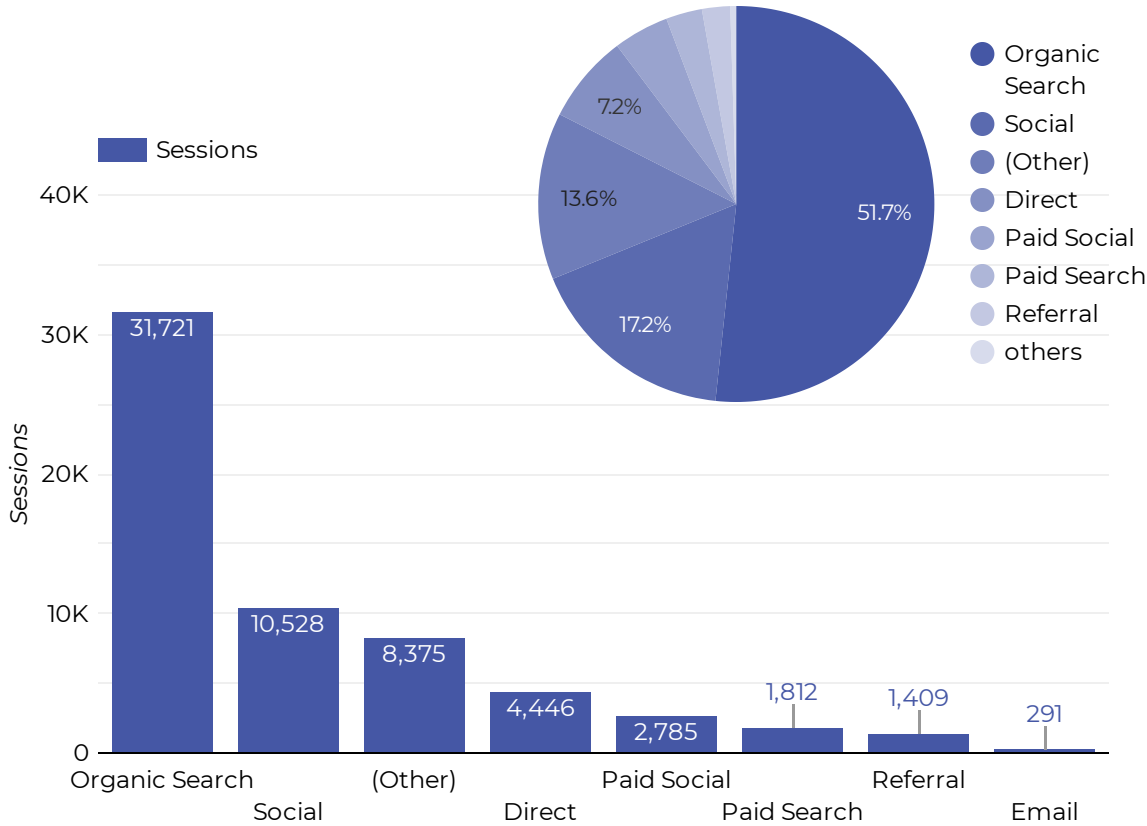
<p><b>15,211</b> Instagram Followers</p>	<p><b>60,766</b> Facebook Page Likes</p>	<p><b>7,646</b> Twitter Followers</p>
--	--	---

<p><b>1,940,924</b> ↑ 41.6%</p> <p><b>Impressions</b></p>	<p><b>57,849</b> ↑ 39.0%</p> <p><b>Engagements</b></p>	<p><b>13,871</b> ↑ 75.7%</p> <p><b>Clicks</b></p>
---	--	---

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

# Website Metrics

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



Jun 1, 2021 - Jun 30, 2021

## 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	22,093
2. Toronto	7,574
3. Montreal	6,791
... Ottawa	5,228
5. (not set)	2,067
6. Brampton	1,194
7. Mississauga	841
... Hamilton	691
9. London	612
... Belleville	518

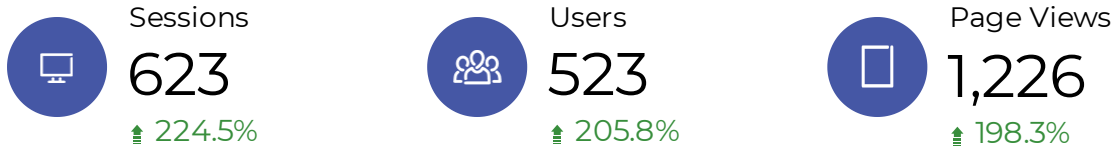
### Most Visited Pages

Page Title	Pageviews
1. Weddings – Visit Kingston	9,808
2. Visit Kingston – Fresh Made Daily	5,104
3. 10 Kingston Food Trucks You Have to ...	4,699
4. Experiences – Visit Kingston	4,032
5. 6 Beaches that Belong on Your Kingst...	3,391
6. COVID-19 and the Kingston Communi...	3,050
7. Kingston Shop – Visit Kingston	2,782
8. Patio Guide – Visit Kingston	2,209
9. Top Attractions – Visit Kingston	2,208
10. Nourishing Community Connection: ...	1,765

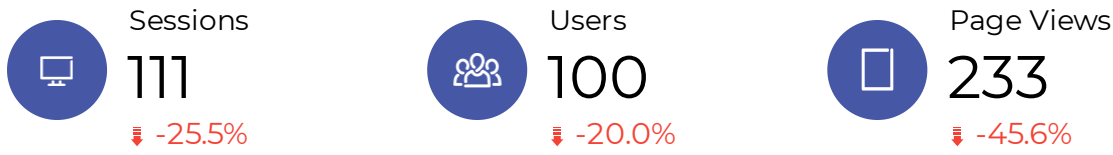
# French and Chinese Sites

Website metrics from each of our French and Chinese sites

## French



## Chinese



Jun 1, 2021 - Jun 30, 2021

## 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 year over year*

Jun 1, 2021 - Jun 30, 2021

# Email Marketing

An overview of email campaigns this month

## Consumer Newsletter



**5,977**  
Total Deliveries



**1,862**  
Total Unique Opens



**377**  
Total Clicks



**16**  
Total Unsubscribes



**31%**  
Average Open Rate



**20%**  
Average CTR

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

## Member Newsletter



**340**  
Total Deliveries



**126**  
Total Unique Opens



**44**  
Total Clicks



**0**  
Total Unsubscribes



**37%**  
Average Open Rate



**35%**  
Average 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.

# Paid Digital

Jun 1, 2021 - Jun 30, 2021

A snapshot of our digital ads in market this month

## Facebook/Instagram

Campaign name	Impressions	Reach	Link clicks	CTR (all) ▾
20210629-Con_Kingston food truck	7,613	4,965	587	12.41%
20210607-Con_Daughter's General Store	41,620	16,356	1,169	10.42%
20210531-Con_Pride 2021	59,118	21,026	550	6.44%
20210601-Con_The glorious sons	65,256	31,611	875	6.16%
20210531-Con_Sarah Harmer	66,032	24,420	1,460	4.96%
20210519-Con_The Tragically Hip	16,520	10,486	138	3.5%
20210608-Con_Father's day 2021	43,558	14,084	710	3.32%
20210607-Con_Pride 2021	70,739	24,824	657	2.96%
20210426-Weddings 2021 Promotion-Branded	106,723	55,419	1,972	2.79%
20210611-Con_Patio Opening	49,521	12,256	6	2.22%
20210610-Con_A guide to kingston's breweries	48,896	15,972	471	1.76%
20210531-Con_JUNO's award poster	64,323	23,786	156	1.48%
20210618-Staycation June 2021	153,099	42,240	1,050	1.38%
20210615-Con_Pride Video 2021	73,562	25,824	2	1.33%
20210603-VIC Merch Pride Ad	158,569	31,372	548	0.61%
20210426-Weddings 2021 Promotion-Partner	84,163	57,061	142	0.36%
<b>Grand total</b>	<b>1,109,312</b>	<b>207,429</b>	<b>10,493</b>	<b>2.77%</b>

20210603-VIC Merch Pride Ad was optimized towards purchases; 20210615-Con\_Pride Video 2021 was optimized towards video views; 20210426-Weddings 2021 Promotion-Partner was optimized towards link clicks; 20210531-Con\_Pride 2021 was optimized towards impressions; All others were optimized towards landing page views

## Google Display/Discovery & YouTube

Campaign	Campaign type	Impressions ▾	Interactions	Clicks	Video views
20210426-Weddings 2021 Promotion	Display	561,944	6,516	6,516	0
20210618-Staycation June 2021	Discovery	263,712	5,484	3,549	0
20210614-Weddings 2021 Promo-Partner-0614-0620_Secret Garden Inc	Display	103,894	74	74	0
20210426-Weddings 2021 Promotion-30s&1min	Skippable Video	48,900	17,480	639	8,373
20210628-Weddings 2021 Promo-Partner-0628-0704_QueensU #2	Display	46,152	23	23	0
20210426-Weddings 2021 Promotion-15s Non Skippable	Non-Skippable Video	40,015	52	52	0
<b>Grand total</b>		<b>1,064,617</b>	<b>29,629</b>	<b>10,853</b>	<b>8,373</b>

\*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; Interactions for discovery campaign includes clicks and engagement on carousel cards such as a swipe

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

## Google Search - Search Warrant

Campaign	Impressions ▾	Clicks	CTR
KA:21 Weddings	29,385	1,157	3.94%
KA:21 Kingston Summer Staycation	9,030	715	7.92%
<b>Grand total</b>	<b>38,415</b>	<b>1,872</b>	<b>4.87%</b>



Jun 1, 2021 - Jun 30, 2021

## Paid Digital

A snapshot of our digital ads in market this month

### Stackadapt

Campaign	Impressions ▾	Clicks	CTR
20210618-Staycation June 2021	149,660	156	0.1%
<b>Grand total</b>	<b>149,660</b>	<b>156</b>	<b>0.1%</b>

### Pinterest

Campaign	Impressions ▾	Clicks	CTR
20210614-Weddings 2021 Promotion Phase 3-Image	77,252	570	0.74%
20210510-Weddings 2021 Promotion-Video	68,327	310	0.45%
20210531-Weddings 2021 Promo-Secret Garden Inn Week 4	61,105	168	0.27%
20210531-Weddings 2021 Promo-Delta Week 6	58,041	170	0.29%
20210524-Weddings 2021 Promotion Phase 2-Image	48,835	421	0.86%
20210621-Weddings 2021 Promo-Quality Inn Week 9	36,664	130	0.35%
20210628-Weddings 2021 Promo-Holiday Inn Week 10	17,769	53	0.3%
<b>Grand total</b>	<b>367,993</b>	<b>1,822</b>	<b>0.5%</b>

### Sharethrough (District M)

Campaign	Engagements	Impressions ▾	Clicks	CTR	Engagement Rate
Tourism Kingston-Staycation Campaign June 2021	13141	165,436	200	0.12%	7.94%
<b>Grand total</b>		<b>165,436</b>	<b>200</b>	<b>0.12%</b>	<b>7.94%</b>

\*Engagement is counted when a user swipe or reveal with our banner creatives. Platform benchmark for engagement is 3% - 5%

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# Lead Generation

A snapshot of our digital lead generation

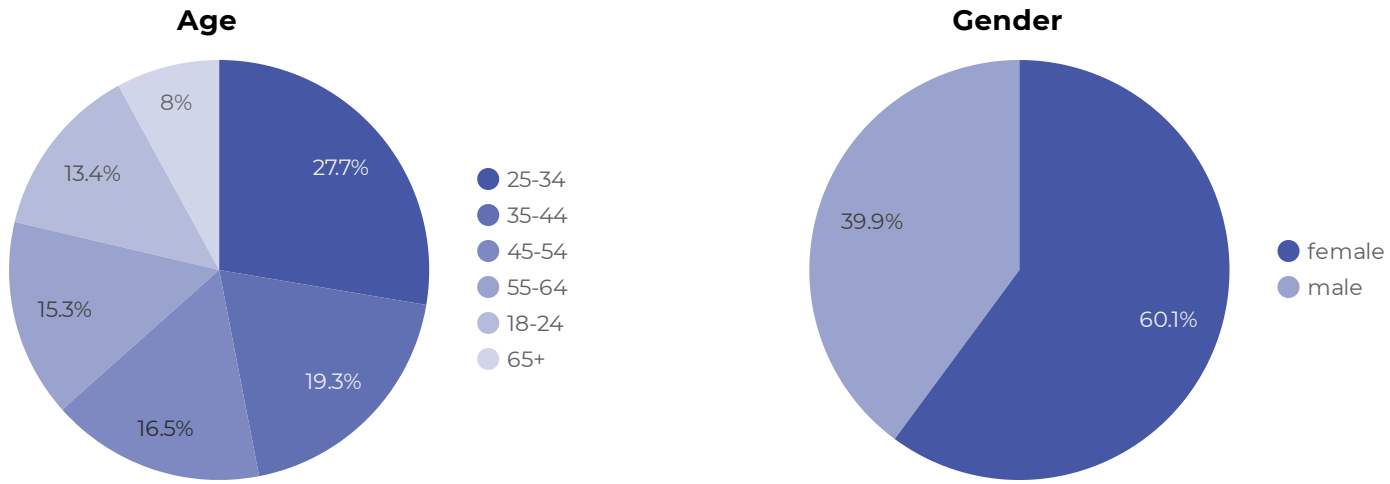
## Top Outbound Clicks (Website Referrals to Partners and Community)

Event Action	Total Clicks
<a href="http://frontenacislands.ca/tourism/big-sandy-bay/">http://frontenacislands.ca/tourism/big-sandy-bay/</a>	474
<a href="https://www.1000islandscruises.ca/">https://www.1000islandscruises.ca/</a>	302
<a href="http://www.kingstonpentour.com/">http://www.kingstonpentour.com/</a>	268
<a href="http://www.1000islandscruises.ca/">http://www.1000islandscruises.ca/</a>	198
<a href="http://www.forthenry.com/">http://www.forthenry.com/</a>	145
<a href="https://whitkingston.com/collections/fathers-day-ideas">https://whitkingston.com/collections/fathers-day-ideas</a>	121
<a href="https://www.daughtersgeneralstore.ca/">https://www.daughtersgeneralstore.ca/</a>	116
<a href="https://www.cityofkingston.ca/residents/recreation/parks-trails/bre...">https://www.cityofkingston.ca/residents/recreation/parks-trails/bre...</a>	110
<a href="http://www.allsuiteswhitneymanor.com/">http://www.allsuiteswhitneymanor.com/</a>	103
<a href="http://www.wolfeisland.com/ferry.php">http://www.wolfeisland.com/ferry.php</a>	102
<a href="http://www.parks.on.ca/attractions/skywood-eco-adventure-park/">http://www.parks.on.ca/attractions/skywood-eco-adventure-park/</a>	102
<a href="https://www.kingstonrolley.ca/citytour/">https://www.kingstonrolley.ca/citytour/</a>	101
<a href="https://www.kingstonpentour.com/">https://www.kingstonpentour.com/</a>	97
<a href="http://www.aquaterrakingston.com/">http://www.aquaterrakingston.com/</a>	93
<a href="https://www.visitekingston.ca/">https://www.visitekingston.ca/</a>	91
<a href="http://www.chezpiggy.com/">http://www.chezpiggy.com/</a>	86
<a href="https://www.ontario.ca/page/reopening-ontario">https://www.ontario.ca/page/reopening-ontario</a>	78
<a href="http://www.hotelbelvedere.com/">http://www.hotelbelvedere.com/</a>	77
<a href="https://www.google.com/maps/place/Richardson+Beach/@44.222...">https://www.google.com/maps/place/Richardson+Beach/@44.222...</a>	74
<a href="http://reservation.worldweb.com/Bookings-nr105/activity-edit.html...">http://reservation.worldweb.com/Bookings-nr105/activity-edit.html...</a>	73

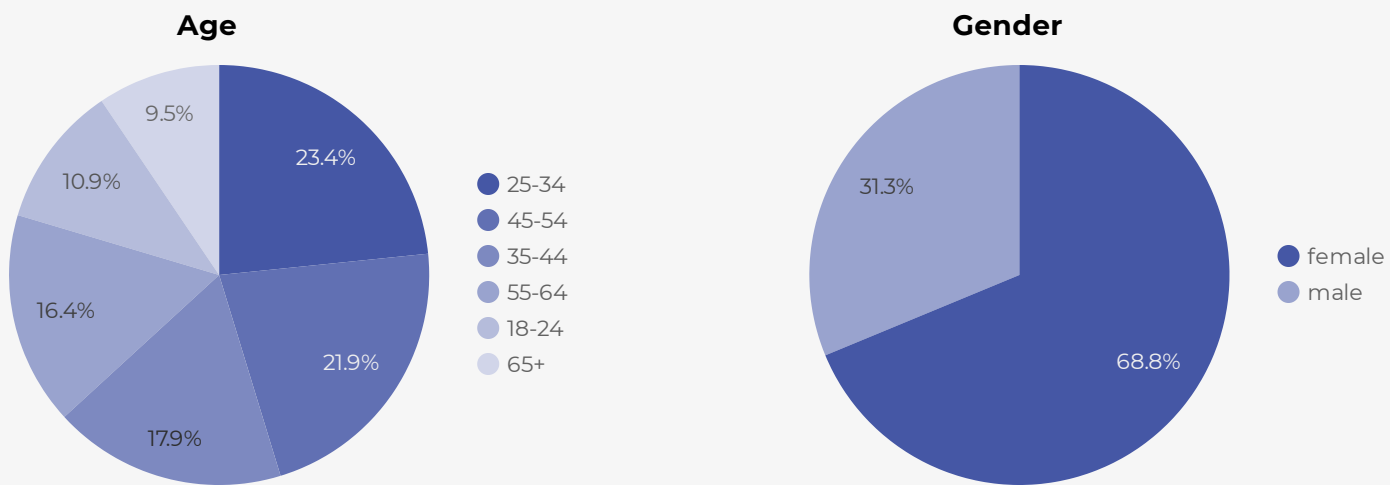
Jun 1, 2021 - Jun 30, 2021

## Website Audience

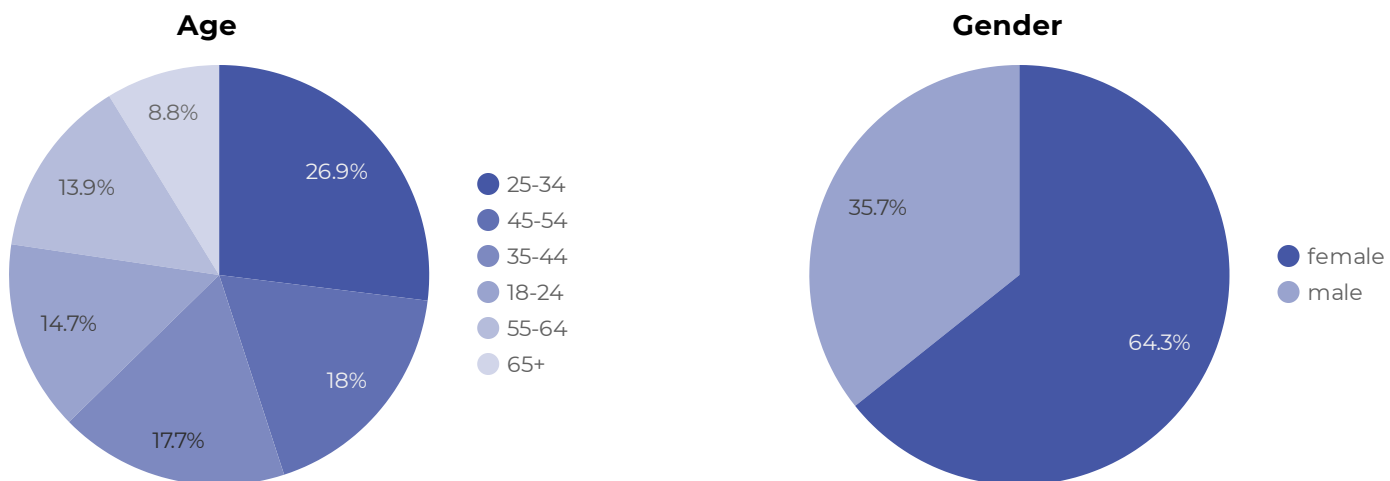
A snapshot of the audience visiting our website



## Hotel Leads by Audience



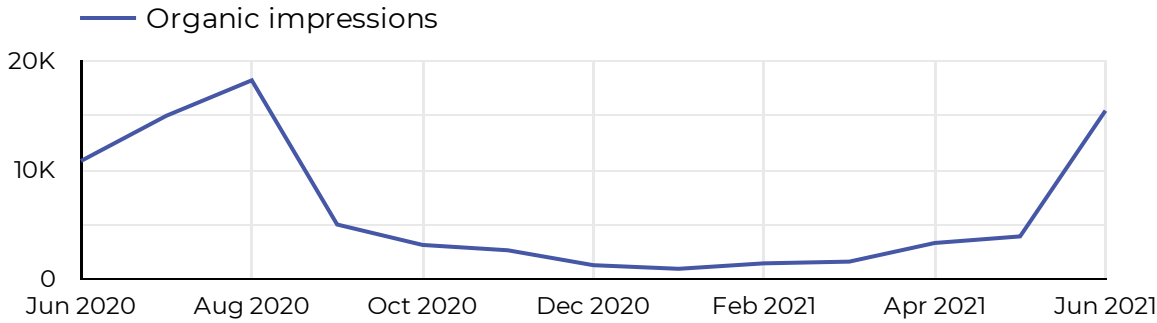
## Operator Leads by Audience



# Facebook

A snapshot of our content marketing in action

New Likes **30**



Jun 1, 2021 - Jun 30, 2021

## 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.

### Total Engagement

# of people Who liked, commented, shared, or clicked on your content



15,443

Organic Reach



12,794

Viral Impressions



176

Organic Video Views



416

Total Engagement

## Engagement by Post Type

What types of content are users engaging with the most?

