



**City of Kingston
Information Report to Council
Report Number 21-268**

To: Mayor and Members of Council
From: Lanie Hurdle, Chief Administrative Officer
Resource Staff: Not applicable
Date of Meeting: November 2, 2021
Subject: Quarterly Report: Tourism Kingston – Q3 2021

Council Strategic Plan Alignment:

Theme: Regulatory & compliance

Goal: See above

Executive Summary:

In accordance with the Service Level Agreement entered into between the City of Kingston and Tourism Kingston ([Report Number 21-006](#)), the attached report (Exhibit A) provides detailed reporting on Q3 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;*

November 2, 2021

Page 2 of 4

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.

November 2, 2021

Page 3 of 4

Authorizing Signatures:

ORIGINAL SIGNED BY CHIEF
ADMINISTRATIVE OFFICER

**Lanie Hurdle, Chief
Administrative Officer**

Consultation with the following Members of the Corporate Management Team:

Paige Agnew, Commissioner, Community Services	Not required
Craig Desjardins, Acting Commissioner, Corporate Services	Not required
Peter Huigenbos, Commissioner, Business, Environment & Projects	Not required
Brad Joyce, Commissioner, Transportation & Public Works	Not required
Jim Keech, President & CEO, Utilities Kingston	Not required
Desirée Kennedy, Chief Financial Officer & City Treasurer	Not required

November 2, 2021

Page 4 of 4

Options/Discussion:

Exhibit A to this report provides an activity report from Tourism Kingston (TK) on results for Q3 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 – Q3 2021 Tourism Kingston Report to Council

QUARTERLY REPORT

Q3 - 2021

Kingston



Tourism Kingston Quarterly City Report



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

RE: Tourism Kingston Q3 Report

Please find attached our summary report on the activities undertaken by Tourism Kingston for Q3: the period of July through September 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 third quarter activity measures within each of the six portfolios.

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

Yours truly

Megan Knott
EXECUTIVE DIRECTOR
Tourism Kingston

MARKETING



In Q3, marketing focused on encouraging leisure travel to the city from domestic markets. July and August saw three campaigns in market: summer staycations, which scaled from local promotion up to our primary markets with each step of reopening; Kingston weddings, a long-lead campaign promoting Kingston for weddings in 2022; and a Kingston Pen Tours campaign to support the reopening of this anchor attraction. Supporting the sport and wellness portfolio, we also completed a series of profiles about Kingston's Olympic and Paralympic athletes competing at Tokyo 2020 (seven total!).

The Marketing and Communications team has spent much of the last year enhancing and updating our assets and channels to prepare for recovery. This includes refreshing the look and feel of our website; aligning our social channels under the same handle (VisitKingstonCA); investment in updated, inclusive photography each season; enhancing our Photo Share image library; new profiles and stories about Kingston businesses; maintaining our French-language and Chinese-language websites with new translated content; a redesigned, bilingual visitor guide available in print and accessible pdf; the addition of an earned media strategy; and engaging influencers and media journalists to visit Kingston.

All of this work laid the foundation for our fall campaign, which launched in early September, profiling and promoting Kingston across our primary domestic markets (Toronto, Ottawa, Montreal), Eastern Ontario, and into New York State through digital, print, radio, and broadcast. This campaign is our most significant investment in paid media since 2019. The campaign positions Kingston as a close, easy-to-get-to destination with intimate, unique experiences; it leverages a \$100 VISA card promotional offer for two-night stays to drive visitation.

Alongside this paid media campaign, we continued our proactive and effective earned media strategy in Q3 securing coverage in The Globe & Mail, National Post, CityNews, Narcity, BlogTO, Toronto Star, Foodism, Travel + Leisure Magazine, Fifty-Five Plus Magazine, Miami Herald (and 25 other U.S. publications). Year to date, we have generated 192 stories through proactive pitching and achieved more than 342M media impressions for Kingston.

MARKETING



Marketing and Communications	2021 Goal	2021 Q1	2021 Q2	2021 Q3
Website Sessions	725,000	137,719	143,622	319,253
Website Pageviews	1,150,000	212,950	225,340	556,507
Referrals to Partners (web + phone)	190,000	16,247	14,868	54,435
Advertising Impressions	60,000,000	18,780,373	7,246,283	13,020,092
Social Media Link Clicks	300,000	46,671	40,973	77,647
Social Media Engagements	780,000	118,110	126,980	186,489
Social Media Impressions	27,500,000	8,447,401	5,251,263	7,735,305
Total Followers	100,000	93,558	96,172	96,111
Proactive Earned Media Stories	120	43	26	123
Total Media Stories	450	147	144	193
Total Earned Media Impressions	350,000,000	117,086,726	119,764,946	105,475,716

SPORT AND WELLNESS



Sport has been our most successful portfolio in Q3. Not only did we see CORK successfully host all their events, we also welcomed the 1,000 Island Open. Q3 ended with the fantastic news that we have been awarded Hockey Canada's Rivalry series game, in which Kingston will host Team Canada vs. Team USA Women's hockey on November 21 at the Leon's Centre. There will be more than 250 room nights created from this major event. We also received news of winning the OMHA Championships, which will bring in more than 50 teams for two weekends in April 2022. This championship was a huge win for Kingston as the OMHA plans on hosting this championship in Kingston for many years to come. It will fill our hotels each year on the first two weekends of April and will have an immense impact on our economy.

Q3 saw the highest amount of tentative room nights we have seen so far in 2021, with a total of 13,885. There were also 3,420 contracted rooms in Q3, also the highest we have seen so far. We were also able to bid on four events in Q3, with two successful bids so far. This momentum will only continue in Q4 as we are already hosting U Sports Women's Rugby, Men's University Rugby Championships, OFSSA Volleyball, and the Hockey Canada game mentioned earlier.

The job posting for the Sport and Wellness Specialist was posted and we have received quite a few applications. We are looking to fill this position by the end of the year.

Sport Tourism	2021 Goal	2021 Q1	2021 Q2	2021 Q3
Number of Traces	500	283	309	257
Number of bids prospected	50	18	18	10
Number of bids submitted	8	0	0	4
Number of bids won	3	0	0	2
Tentative Room Nights	7500	880	595	13,885
Contracted Room Nights	5000	116	250	3,240

TRAVEL TRADE



Travel Trade saw an increase in inquiries through Q3, with more operators looking for connections for FIT packages, and small groups planning travel for the fall. The closure of the US/Canadian border through June and July paused the return of US trade operators into Canada. The Travel Trade Specialist worked closely with the Sales Project Assistant to create partnerships within the Kingston destination to create new and compelling experiences and packages for the fall to feature within the fall campaign. This led to a partnership between the DBIA, SLPC, and Kingston Destination Group for a combined packaging and experience offering featuring Pumpkinferno and expanding the Pumpkinferno experience throughout downtown.

The air service development project continued throughout Q3, and the Coal Dock has been finalized as a temporary deep-water dock through a partnership with Doornekamp Construction Ltd.

County Sips Wine Adventures started publicly scheduled wine tours for the first time in July, which are included in hotel packages and additionally sold through the Visitor Information Centre, with positive feedback from both hotels and guests. To date over 50 packages have been sold.

Travel Trade	2021 Goal	2021 Q1	2021 Q2	2021 Q3
Client Traces	600	95	382	259
Partner Traces	750	276	334	433
Leads	45	11	4	1
Referrals	275	33	8	1
Prospecting Traces	100	36	105	16

BUSINESS EVENTS



Q3 saw 1,510 requested rooms for meetings, the highest number since the beginning of 2021.

Currently, there are seven meetings tentatively booked for 2022, with more in the sales pipeline for 2023 and beyond.

The portfolio is working closely with KAP on a conference feasibility scan for the community alongside Floor 13 consulting. The report shows that both data and hotel community support back the building of a small-to-medium size conference centre for Kingston. These findings align with both the Integrated Destination Strategy for Kingston and the 2020 conference feasibility study done by Tourism Kingston.

The Canadian Meeting Events Expo takes place in Toronto Oct. 19 – 20. The Director of Sales will be attending with partners from the Delta and the Holiday Inn Waterfront. This will be the first in-person trade show in two years; we are eager to engage with meeting planners from across the country, and to showcase the many resources Kingston has for them.

The Meeting and Conference Specialist position will be re-named as the Business Events Specialist: we will fill this position by the end of the year.

Meetings and Conferences	2021 Goal	2021 Q1	2021 Q2	2021 Q3
Number of Traces	240	109	50	45
Tentative Leads	30	5	5	5
Rooms Requested	2000	210	390	1,510
Definite Leads	16	0	0	3
Contracted Room Nights	1100	0	0	230



The Kingston Film Office continued to host record levels of major top-tier production in the third quarter of 2021.

From July 26 to August 10 and again from August 25 to September 29, the Kingston Film Office hosted Paramount's *Mayor of Kingstown*. Final numbers are still being tallied, but this production is expected to have generated more than \$2,000,000 in direct economic spend within the City of Kingston. This includes filling hotels as far as Belleville, as well as extensive use of local suppliers, support facilities and labour, with 30 members of the community employed in junior crew roles as well as more than 100 background performers. This estimate does not include the further economic impact of more than 500 cast and crew residing in Kingston for nearly two months. *The Mayor of Kingstown*, starring Jeremy Renner and Dianne Wiest will release on Paramount Plus on November 14 and is expected to generate further production and tourism activity.

Notably, in August the Kingston Film Office also hosted three episodes of the new game show *Pop Whiz* at Fort Henry. This production will spotlight many local attractions, including *Improbable Escapes*, *Martello Alley* and the historic *Vendors Market* with sponsorship support from the *Downtown Kingston BIA*.

All told, the Film Office hosted 10 productions in Q3, with a notable decrease in small and local production due largely to the ongoing additional costs and restrictions imposed by COVID which are expected to lighten.

The Film Office expects to continue this strong momentum right through the end of year with back-to-back productions tentatively schedule with NBC Universal's *Peacock* and a notable documentary project in Q4. Meanwhile the Film Office is in late-stage discussions around hosting two potential end-to-end feature films throughout Kingston in early 2022.

In Q3, the Film Office also led an RTO9 funded *Regional Expansion & Support* study that encompasses surrounding regions from Belleville to Cornwall. This included assessing and inventorying current resources and processes in an effort to streamline, organize and potentially promote participating regions to industry together for collective benefit. As part of this study, the Film Office worked with Kingston Real Estate Media and two work-study students from the Queen's Film & Media program on extensive photography of more than 80 locations across greater Kingston and the region this summer.

FILM



The Film Office also supported area producer J. Joly on a Hyperlocal Original Screen-Based Content study to explore recommendations and models for supporting end-to-end production entirely locally. This comes on the heels of the Film Office hosting a \$150,000 feature film entirely in Verona, and the City of Kingston earmarking \$200,000 from the Destination Fund to use as incentive for targeting more end-to-end production with a \$500,000 or greater budget and mandatory local training opportunities. This study is funded by the Ontario Creates Business Intelligence Program, in partnership with KEDCO, Frontenac CFDC and The Kingston Film Office.

Both studies are part of an overarching strategy to continue to attract and support production within the greater Kingston area. They hope to feed into the creation of a proposed \$25,000,000 South Eastern Ontario Production Accelerator Fund (SEOPAF), currently being lobbied to the provincial government with support from a dozen area MPPs.

Kingston Film Office				
Productions (Tentative)	2021 Goal	2021 Q1	2021 Q2	2021 Q3
Tier 1 (7+ days)	25	12	11	8
Tier 2 (overnight to 1 week)	70	13	6	7
Tier 3 (single day)	30	4	3	12
Productions (Actual)	2021 Goal	2021 Q1	2021 Q2	2021 Q3
Tier 1 (7+ days)	1	0	4	3
Tier 2 (overnight to 1 week)	30	7	3	1
Tier 3 (single day)	25	2	3	6
Local Productions (within 100km)	45	4	4	3
Non Local Productions (>100km travel)	11	5	6	7
Workshops/Events	2021 Goal	2021 Q1	2021 Q2	2021 Q3
Events	7	6	6	2
Participants	400	352	213	45
Scout Tours	2021 Goal	2021 Q1	2021 Q2	2021 Q3
Tours	10	19	15	15
Participants	50	137	128	175

VISITOR INFORMATION CENTRE



The Visitor Information Centre saw a large increase in visitors from Q2 (relative to the current situation). As COVID restrictions eased, the number of visitations increased, with people travelling to Kingston from within the Quebec – Windsor corridor. During the conversations with these visitors, we discovered that 80 per cent of them were “first time” visitors to Kingston and their positive experience was such that they are definitely putting Kingston in their future travel plans. As we moved into the end of August to beginning of September, more were arriving from the Canadian West Coast, the U.S., and Europe with over 10,200 visitors by the end of Q3.

Tour buses started to arrive in September when we saw a slow but steady increase of passenger traffic by passengers. By the end of Q3 we counted approximately 900 people. We saw two cruise ships visit Kingston, the Canadian Empress and the Kawartha Voyageur. They brought 1,312 passengers to Kingston, arriving at and departing from Crawford Wharf.

The VIC staff worked with the TK team in support of organized activities and events such as Kingston Pride activities, hosting a drag show on our back patio, and a Kingston Homegrown Music Festival fundraiser that featured a live concert on our back patio. We also helped with logistics for the Indigenous cultural programming in Springer Market Square. All events were well attended.

We continued to staff the Visitor Information desk at The Kingston Pen tours throughout Q3, except during the time when Paramount was filming in the facility. We were able to meet with over 2,100 visitors. Attraction tickets continue to be sold on behalf of Kingston Destination Group, The Haunted Walks, and St. Lawrence Parks Commission, keeping up the tradition of the VIC as a “one stop shop” for Kingston attractions.

VISITOR INFORMATION CENTRE



Visitor Information Centre (VIC)	2021 Goal	2021 Q1	2021 Q2	2021 Q3
Number of Interactions	75,000	0	2,925	23,407
Tour Bus Passengers	1,000	0	0	885
Cruise Ship Passengers	1,000	0	0	1,312
VIC Sales	2021 Goal	2021 Q1	2021 Q2	2021 Q3*
Retail	\$20,000	\$3,487	\$24,566	\$19,998
Commissions- attraction tickets	\$30,000	\$0	\$0	\$182
Partnership - Brochure Racking	\$10,000	\$0	\$800	\$0
Total Sales		\$3,487	\$25,366	\$20,180





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

KINGSTON
— visitkingston.ca —

Tourism Kingston Financial Summary
For the Nine Months Ending September 30, 2021

	<u>Total Budget</u>	<u>Q1</u>			<u>Q2</u>			<u>Q3</u>		
		<u>Budget</u>	<u>Actuals</u>	<u>Variance</u>	<u>Budget</u>	<u>Actuals</u>	<u>Variance</u>	<u>Budget</u>	<u>Actuals</u>	<u>Variance</u>
Revenue										
Municipal Funding	\$ 1,439,332	\$ 359,833	\$ 359,833	\$ -	\$ 359,833	\$ 359,833	\$ -	\$ 359,833	\$ 359,833	\$ -
<u>Other Revenue</u>										
KAP Contribution	643,636	160,909	116,100	44,809	160,909	212,000	-51,091	160,909	134,250	26,659
MAT 35%	316,000	79,000		79,000	79,000	0	79,000	79,000	0	79,000
MAT/KAP Carryover			600,000	-600,000		48,523			0	
Regional Relief & Recovery Funding	120,000	30,000	70,000	-40,000	30,000	163,593	-133,593	30,000	-70,000	100,000
Tourism Working Group	335,228	83,807	8,256	75,551	83,807	343,484	-259,677	83,807	-16,512	100,319
VIC Sales & Commissions:		0		0	0	0	0	0	0	0
Resale	20,000	5,000	3,769	1,231	5,000	25,156	-20,156	5,000	17,514	-12,514
Ticket sales & other revenue	30,000	7,500		7,500	7,500	0	7,500	7,500	161	7,339
Brochure racking	10,000	2,500	49	2,451	2,500	800	1,700	2,500	0	2,500
Kingston Pen Fund	387,293	96,823		96,823	96,823	387,293	-290,470	96,823	0	96,823
Film Revenue	30,000	7,500	2,500	5,000	7,500	26,029	-18,529	7,500	91,417	-83,917
Meetings & Conferences Revenue	1,500	375		375	375	0	375	375	0	375
Travel Trade	1,500	375		375	375	0	375	375	0	375
Sport Revenue	2,200	550	396	154	550	1,204	-654	550	0	550
Marketing Revenue	30,000	7,500	26,500	-19,000	7,500	-16,599	24,099	7,500	0	7,500
Reserve Funding	306,000	76,500		76,500	76,500	0	76,500	76,500	0	76,500
Fed Dev Waterfront Grant	200,000	50,000		50,000	50,000	0	50,000	50,000	212,020	-162,020
Provincial Funding				0		35,831		0	0	0
Other Funding		0	23,554	-23,554	0	40,552	-40,552	0	162,743	-162,743
Total Revenue	3,872,689	968,172	1,210,957	-242,785	968,172	1,627,699	-575,173	968,172	961,426	6,746
Expenditures										
Wages & Benefits	1,182,800	295,700	191,575	104,125	295,700	218,715	76,985	295,700	339,039	-43,339
Other Administrative Expenses	225,000	56,250	109,025	-52,775	56,250	86,161	-29,911	56,250	47,395	8,855
<u>Project Expenses</u>									0	
Marketing Digital Content Media Relations	1,299,964	324,991	234,551	90,440	324,991	483,062	-158,071	324,991	551,050	-226,059
Tourism Working Group	335,228	83,807	14,488	69,319	83,807	220,413	-136,606	83,807	8,769	75,038
Meetings & Conferences	91,388	22,847	-419	23,266	22,847	3,912	18,935	22,847	27,560	-4,713
Travel Trade	97,050	24,263	2,250	22,013	24,263	320	23,943	24,263	10,526	13,737
Sport Tourism	240,013	60,003	5,383	54,620	60,003	39,614	20,389	60,003	22,912	37,091
Film Kingston	133,492	33,373	4,538	28,835	33,373	34,523	-1,150	33,373	63,895	-30,522
Visitor Services	67,754	16,939	48,846	-31,908	16,939	31,599	-14,661	16,939	30,988	-14,050
Fed Dev Waterfront Grant	200,000	50,000		50,000	50,000	0	50,000	50,000	212,020	-162,020
Total Expenditures	3,872,689	968,172	610,237	357,935	968,172	1,118,319	-150,147	968,172	1,314,154	-345,982
Surplus/(Deficit)	0	0	600,720	-600,720	0	509,380	-425,026	0	-352,728	352,728



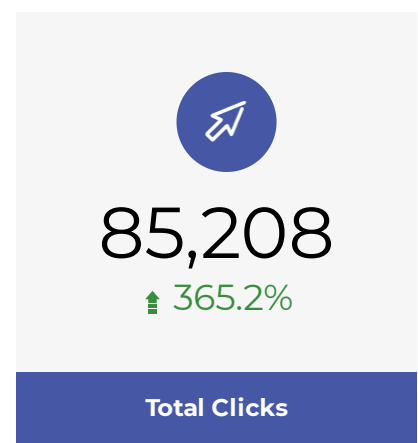
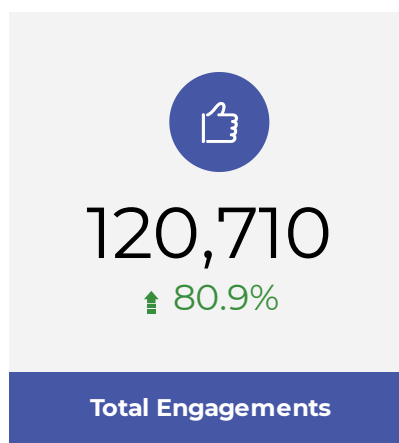
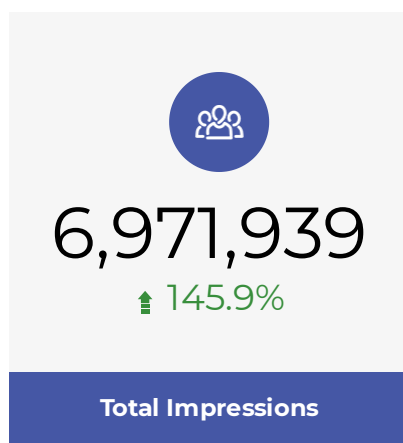
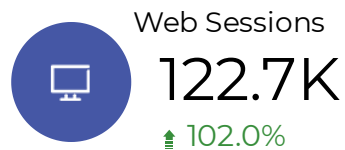
digital report

KINGSTON

visitkingston.ca

Overview

The big picture of our digital activity this month



Impressions, Engagements, and Clicks include all digital activity

Jul 1, 2021 - Jul 31, 2021

Website

Continuing with the trend from last month, we continued to see the overall website traffic to climb. The website sessions, users, and page views had a 102%, 107.1%, and 108.2% increase year-over-year. We are also continuing to see growth in leads. Total leads grew by 74.1% comparing to last year. The web referrals and clicks to call to operators increased by 66.6% and 37.8% YoY. Web referrals and clicks to call to hotels increased by 211% and 118.8% in comparison to the same period last year.

In total, 122.7K web sessions, 99.8K users, and 215.5K page views were captured from visitkingston.ca, which increased 241.5%, 228.4%, and 270.9% respectively in comparison to last month.

Paid Digital

In the month of July, we had the Staycation campaign, Weddings 2021 campaign, Kingston Pen Reopening campaign, VIC Merchandise Promo campaign, and the Content boost campaign in market. The ads ran on Facebook/Instagram, Google Discovery, Google Display, Google Search, YouTube, Pinterest, Stackadapt, and Sharethrough (District M). In total, our paid media delivered 4.8M impressions and 64K clicks. 10 content posts were boosted with all optimizing towards landing page views. The best performing post was "7 Kingston Athletes You Can Cheer On at the Olympics" with a CTR of 9.26%.

Below is the monthly impressions split by campaign:

Staycation (FB/IG, Google Discovery, District M & Stackadapt): 2,296,475

Facebook content boosts: 380,332

Facebook VIC Merchandise Promo: 45,512

Weddings 2021 Promo (FB/IG, GDN, YouTube & Pinterest): 1,402,423

Kingston Pen Reopening: 689,395

Email

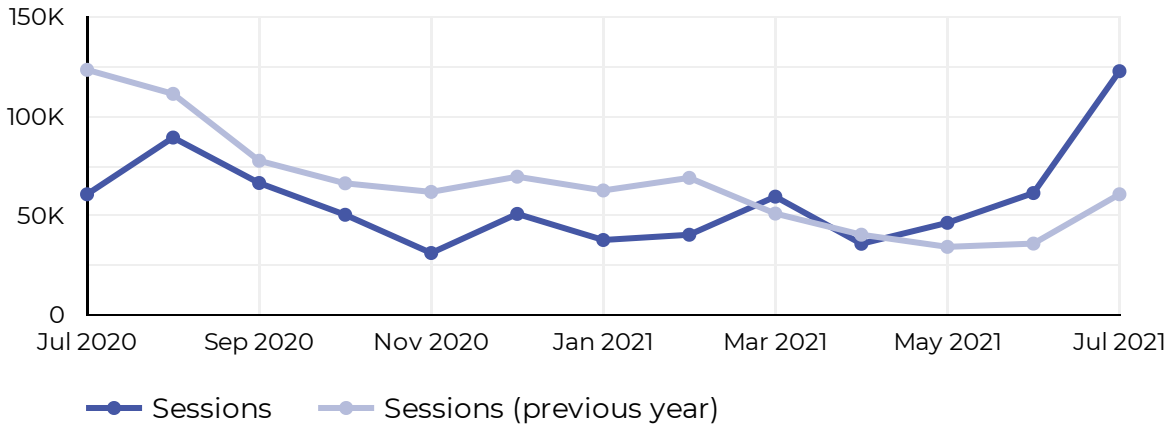
Total deliveries for consumer newsletter emails dropped from 5,977 to 5,923 within the reporting period. Unique opens also decreased from 1,862 to 1,792. However, the overall CTR increased from 20% to 33% with an average open rate of 30%. 338 industry newsletter emails were delivered with 109 unique opens and 8 clicks with an average open rate of 32%.

Paid Search

With the addition of Kingston Staycations & Kingston Pen tours campaigns, July was our largest month for traffic and conversions YTD. Overall click-through-rate was up by 84% in comparison to last month (8.95% v 4.87%). We also saw conversions increase by 493% (1,759 v 297) and the cost/conversion was down 48% (\$5.41 v \$10.42).

Consumption

Is our content marketing working?



Sessions
122.7K
 ↑ 102.0%

Users
99.8K
 ↑ 107.1%

Page Views
215.5K
 ↑ 108.2%

Jul 1, 2021 - Jul 31, 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.

% Return Visitors

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

* All percent change is Year Over Year

Retention

Are users coming back and consuming our content?

23%
 % Return Visitors

Lead Generation

Are users converting online?

Operators

 16,158 ↑ 66.6% Web Referrals	 379 ↑ 37.8% Clicks to Call
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Hotels

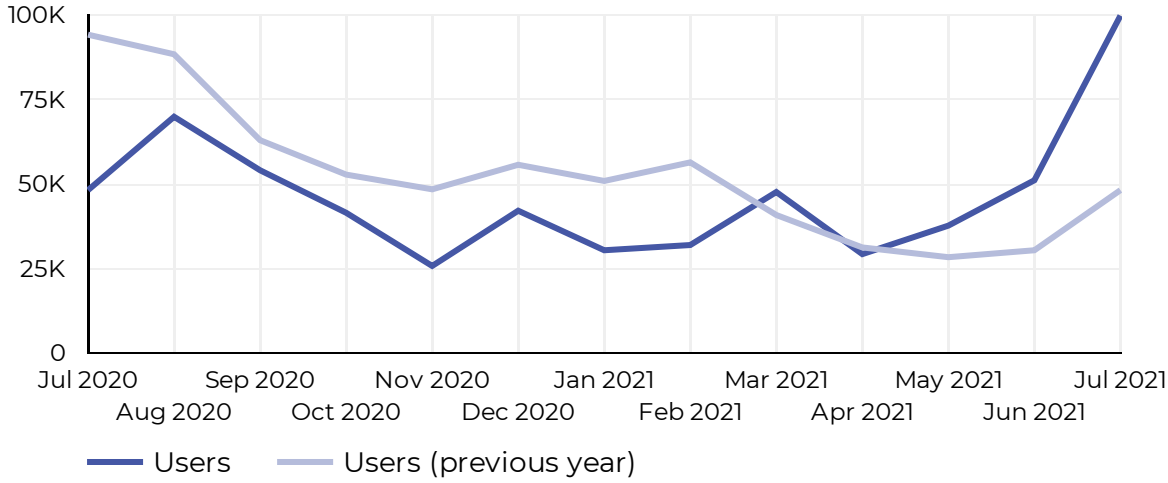
 1,810 ↑ 211.0% Web Referrals	 151 ↑ 118.8% Clicks to Call
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Jul 1, 2021 - Jul 31, 2021

Consumption

How is our audience using our site?

Users **99,809**



<p>00:01:28 ↓ -1.4%</p> <p>Avg. Time on Site</p>	<p>1.76 ↑ 3.1%</p> <p>Pages/Sessions</p>	<p>00:01:56 ↓ -8.3%</p> <p>Avg. Time on Page</p>
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Glossary of Terms

- Users**
of people who visited your site.
 - Avg. Time on Site**
Average time spent on site during one session.
 - Pages/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

15,407
Instagram Followers

60,919
Facebook Page Likes

7,693
Twitter Followers

2,238,461
↑ 25.9%

Impressions

72,042
↑ 7.9%

Engagements

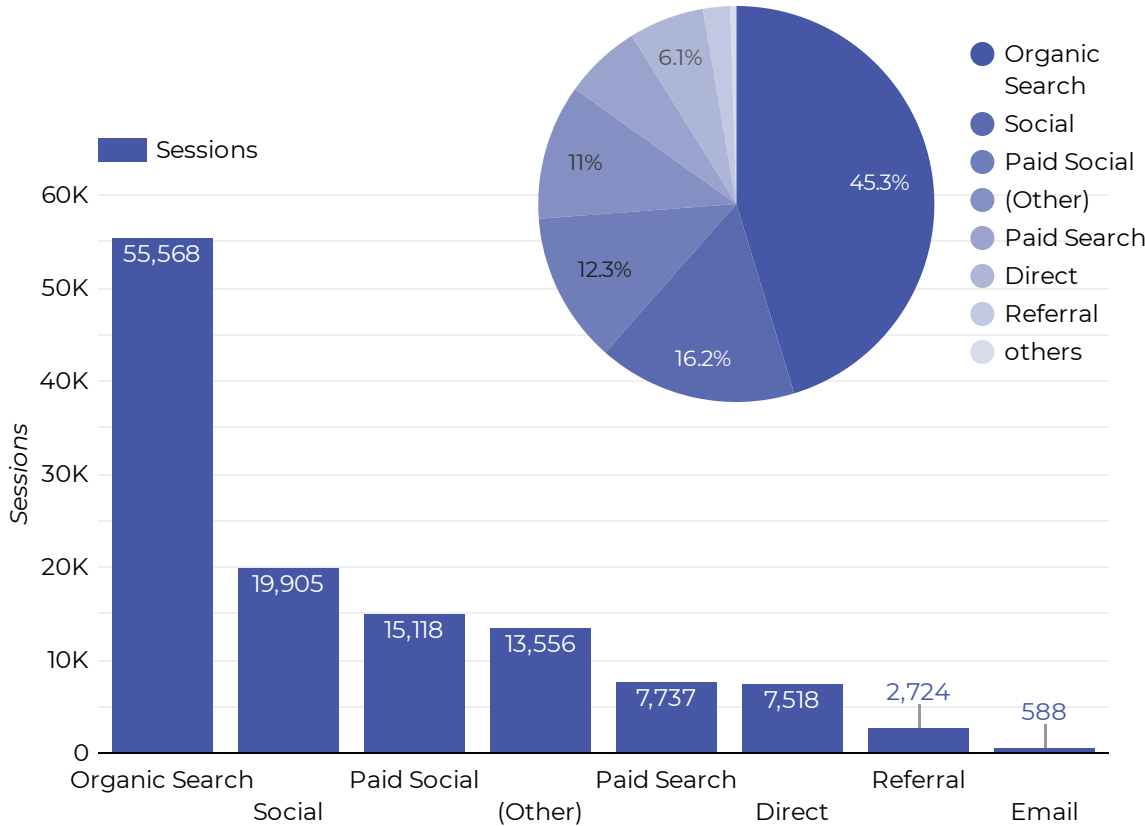
28,525
↑ 84.4%

Clicks

*totals for organic and paid Facebook, Instagram, Twitter

Website Metrics

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



Jul 1, 2021 - Jul 31, 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	30,764
2. Toronto	16,747
3. Montreal	13,194
... Ottawa	11,040
5. (not set)	5,015
6. Brampton	2,634
7. Hamilton	1,858
... Oshawa	1,833
9. Mississauga	1,793
... Belleville	1,737

Most Visited Pages

Page Title	Pageviews
1. Historic and Notorious Kingston Peni...	16,593
2. Experiences – Visit Kingston	13,114
3. Weddings – Visit Kingston	11,681
4. Visit Kingston – Fresh Made Daily	10,062
5. 7 Kingston Athletes You Can Cheer O...	9,066
6. 10 Kingston Food Trucks You Have to ...	8,460
7. 6 Beaches that Belong on Your Kingst...	5,427
8. Top Attractions – Visit Kingston	5,178
9. Stay – Visit Kingston	4,716
10. Packages – Visit Kingston	4,692

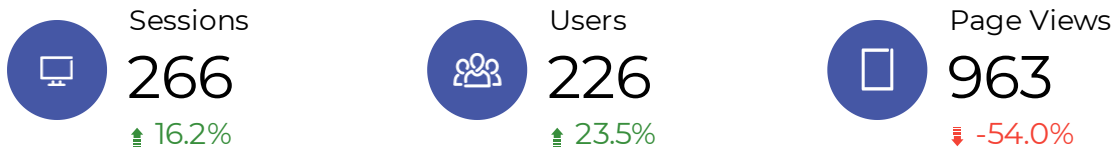
French and Chinese Sites

Website metrics from each of our French and Chinese sites

French



Chinese



Jul 1, 2021 - Jul 31, 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*

Jul 1, 2021 - Jul 31, 2021

Email Marketing

An overview of email campaigns this month

Consumer Newsletter



5,923

Total Deliveries



1,792

Total Unique Opens



600

Total Clicks



17

Total Unsubscribes



30%

Average Open Rate



33%

Average CTR

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

Member Newsletter



338

Total Deliveries



109

Total Unique Opens



8

Total Clicks



0

Total Unsubscribes



32%

Average Open Rate



7%

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

Jul 1, 2021 - Jul 31, 2021

A snapshot of our digital ads in market this month

Facebook/Instagram

Campaign name	Impressions	Reach	Link clicks	CTR (all) ▾
20210715-Con_Tokyo olympics	56,017	26,568	2,478	9.26%
20210730_Con_Alexandra Hove	5,187	3,976	128	8.56%
20210728_Con_Jenny Casson	10,998	8,599	175	7.82%
20210719-Con_Kristina Walker	36,773	19,296	858	7.76%
20210726_Con_Wind and water sports	15,175	9,558	177	7.28%
20210706-Con_Chris James	33,291	13,718	636	6.51%
20210722-Con_Crothers Rowing	22,946	10,536	441	6.17%
20210629-Con_Kingston food truck	93,982	27,568	3,374	5.6%
20210716-Kingston Pen Reopening July 2021	325,596	132,286	7,085	4.04%
20210531-Con_Sarah Harmer	11,598	7,811	167	3.32%
20210714-Con_25 things to do	94,365	25,570	1,407	2.82%
20210426-Weddings 2021 Promotion-Branded	123,738	60,386	2,132	2.71%
20210618-Staycation June 2021	469,256	141,957	3,540	1.32%
20210721-VIC Merch Promo	45,512	13,484	103	0.46%
20210426-Weddings 2021 Promotion-Partner	118,215	69,943	232	0.42%
Grand total	1,462,649	412,172	22,933	3.13%

*20210721-VIC Merch Promo was optimized towards purchases; 20210426-Weddings 2021 Promotion-Branded/Partner were optimized towards link clicks; All others were optimized towards landing page views

Google Display/Discovery & YouTube

Campaign	Campaign ...	Impressi...	Interactions	Clicks	Video views
20210618-Staycation June 2021	Discovery	959,642	15,732	14,489	0
20210716-Kingston Pen Reopening July 2021	Display	355,248	5,901	5,901	0
20210426-Weddings 2021 Promotion	Display	276,683	8,606	8,606	0
20210605-Weddings 2021 Promo-Partner-0705-0711_Delta	Display	107,511	58	58	0
20210726-Weddings 2021 Promo-Partner-0726-0801_Quality Inn	Display	98,050	48	48	0
20210628-Weddings 2021 Promo-Partner-0628-0704_QueensU #2	Display	60,332	40	40	0
20210426-Weddings 2021 Promotion-30s&1min	Skippable Video	43,035	15,284	753	7,426
20210426-Weddings 2021 Promotion-15s Non Skippable	Non-Skippable Video	40,793	65	65	0
	Grand total	1,941,294	45,734	29,960	7,426

*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

Jul 1, 2021 - Jul 31, 2021

Paid Digital

A snapshot of our digital ads in market this month

Google Search - Search Warrant

Campaign	Impressions	Clicks	CTR
KA:21 Kingston Summer Staycation	42,328	3,238	7.65%
KA:21 Weddings	36,081	1,309	3.63%
KA:21 Kingston Pen Tours & Packages	8,551	3,235	37.83%
Grand total	86,960	7,782	8.95%

Stackadapt

Campaign	Impressions	Clicks	CTR
20210618-Staycation June 2021	356,380	461	0.13%
Grand total	356,380	461	0.13%

Pinterest

Campaign	Impressions	Clicks	CTR
20210713-Weddings 2021 Promotion-Video #2	261,653	1,246	0.48%
20210706-Weddings 2021 Promotion Phase 4-Image	120,566	964	0.8%
20210705-Weddings 2021 Promo-Secret Garden Inn Week 11	48,262	159	0.33%
20210614-Weddings 2021 Promotion Phase 3-Image	40,629	355	0.87%
20210628-Weddings 2021 Promo-Holiday Inn Week 10	26,875	90	0.33%
Grand total	497,985	2,814	0.57%

Sharethrough (District M)

Campaign	Impressions	Clicks	CTR	Engagement Rate	Engagements
Tourism Kingston-Staycation Campaign June 2021	468,869	495	0.11%	8.74%	40,971
Grand total	468,869	495	0.11%	8.74%	40,971

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

Jul 1, 2021 - Jul 31, 2021

Lead Generation

A snapshot of our digital lead generation

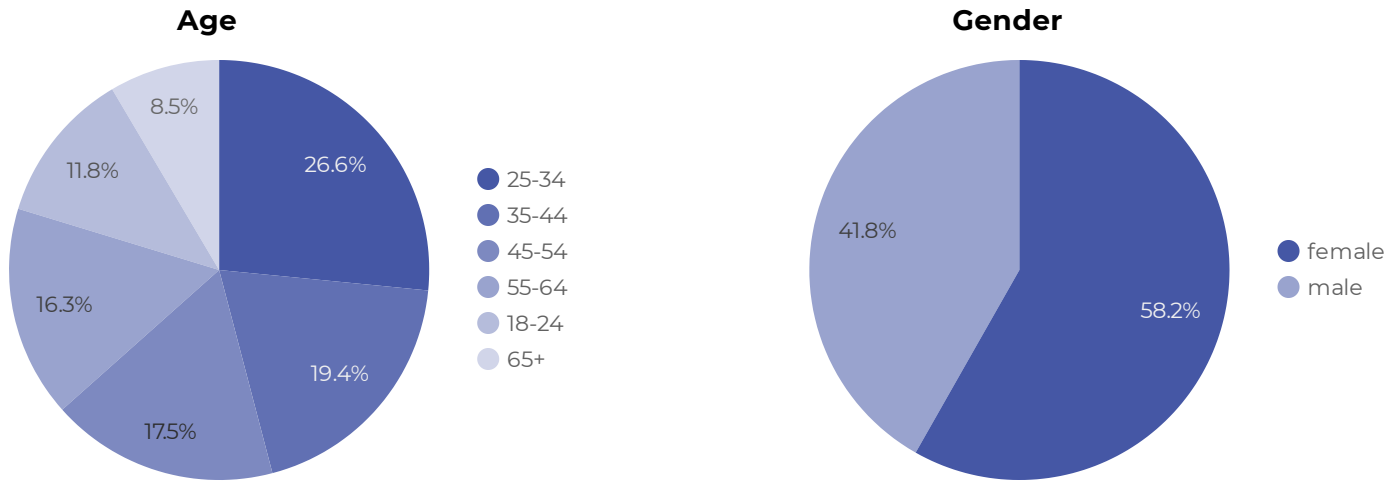
Top Outbound Clicks (Website Referrals to Partners and Community)

Event Action	Total Clicks ▾
www.1000islandcruises.ca	1,638
www.kingstonpentour.com	1,443
frontenacislands.ca/tourism/big-sandy-bay	677
forhenry.com	584
www.comfortsuites.com	464
marriott.com/hotels/travel/ygkcy-courtyard-kingston-highway-401-division-s...	352
www.kingstonrolley.ca/aboutus/	344
hauntedwalk.com/kingston-tours/	331
qualityinn.com	316
cityofkingston.ca/projects-construction/love-kingston-marketplace	310
cityofkingston.ca/residents/recreation/parks-trails/breakwater	283
hiexpress.com	271
www.parks.on.ca/attractions/skywood-eco-adventure-park/	258
visitekingston.ca/	250
www.marriott.com/hotels/travel/ygkdk-delta-kingston-waterfront-hotel/	238

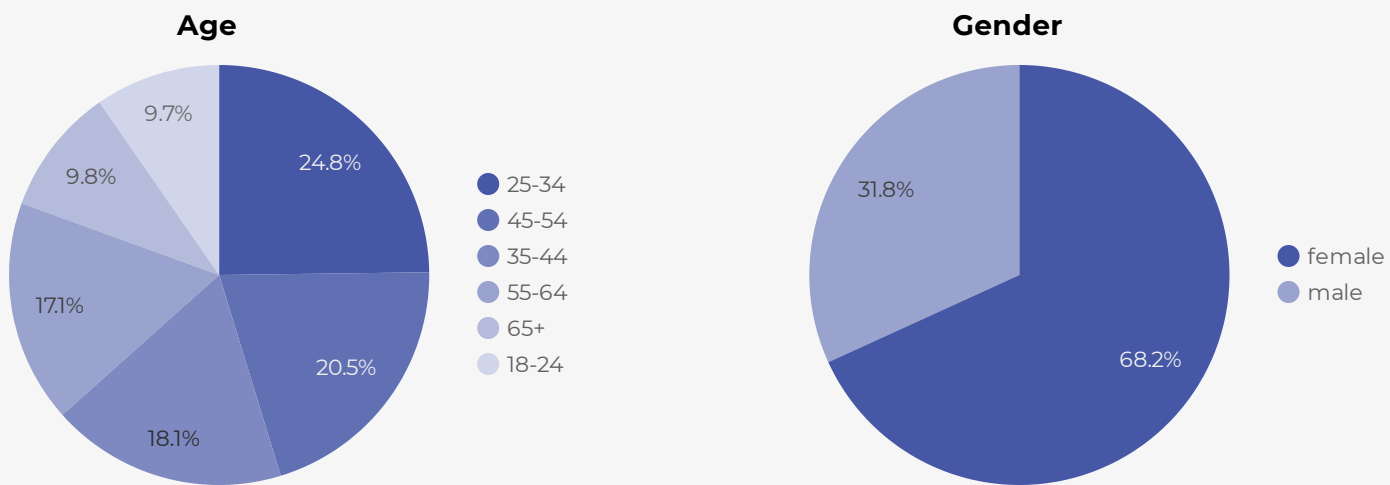
Jul 1, 2021 - Jul 31, 2021

Website Audience

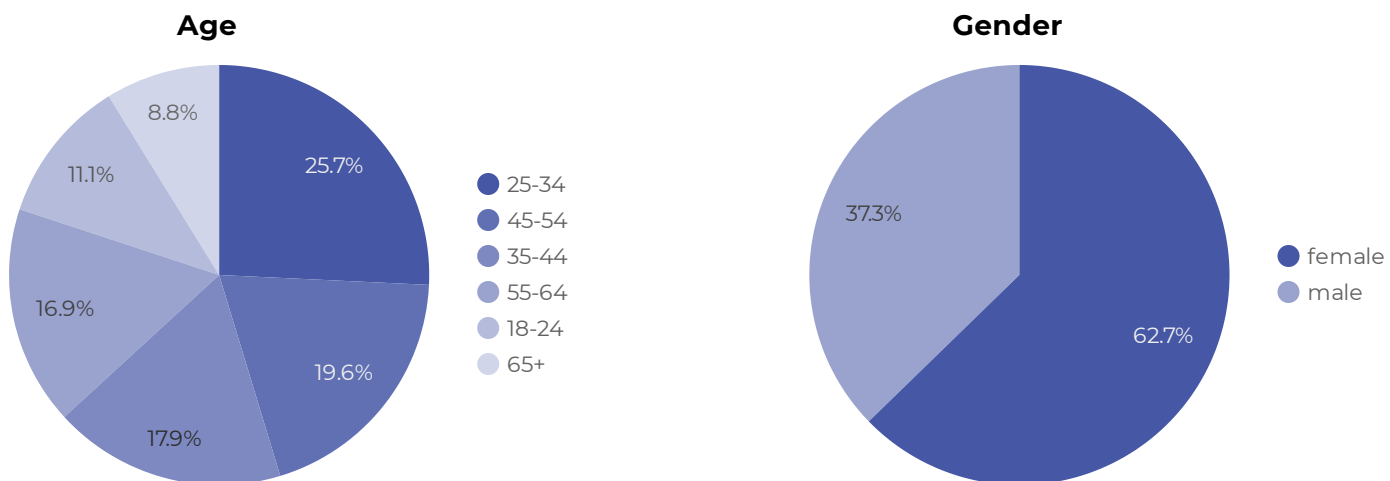
A snapshot of the audience visiting our website



Hotel Leads by Audience



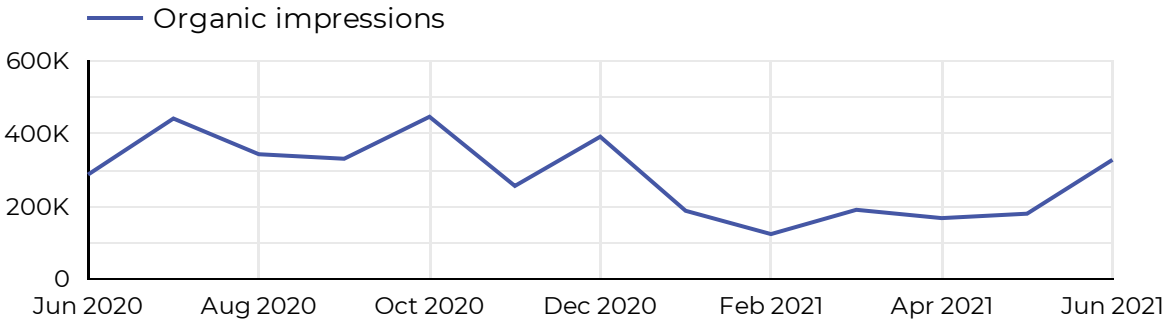
Operator Leads by Audience



Facebook

A snapshot of our content marketing in action

New Likes
277



Jul 1, 2021 - Jul 31, 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.

Page Post Engagements

of times people have engaged with your posts through likes, comments and shares and more.

323,852
Organic Reach

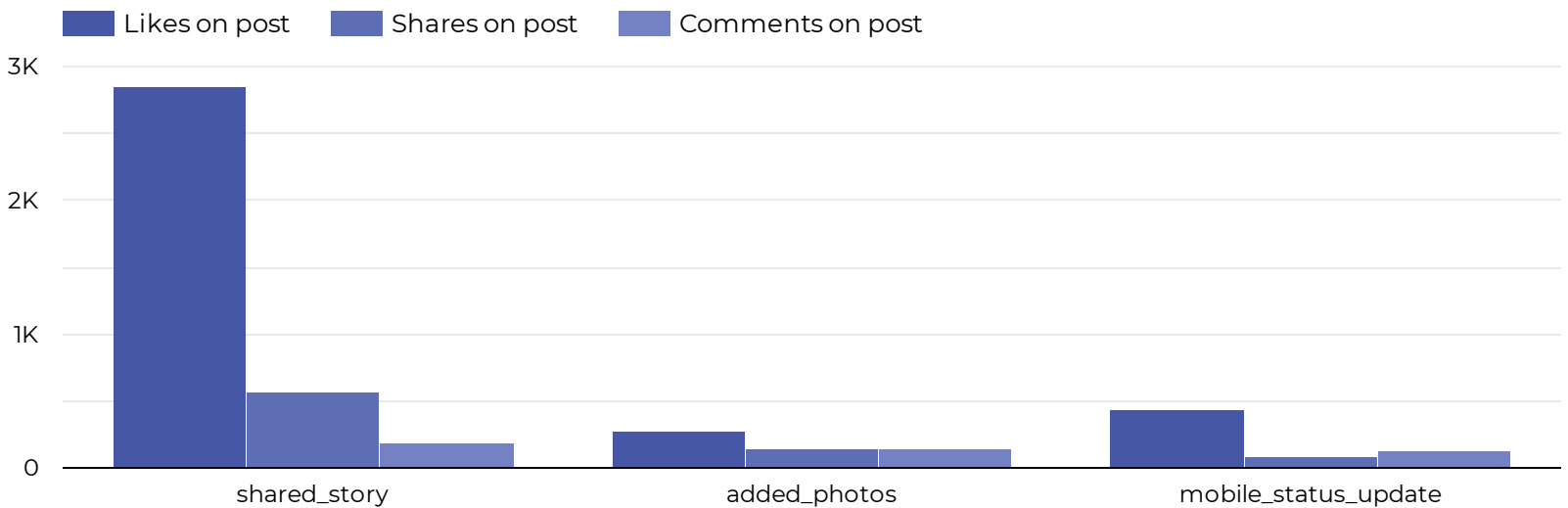
21,044
Viral Impressions

3,798
Organic Video Views

65,244
Page Post Engagements

Engagement by Post Type

What types of content are users engaging with the most?





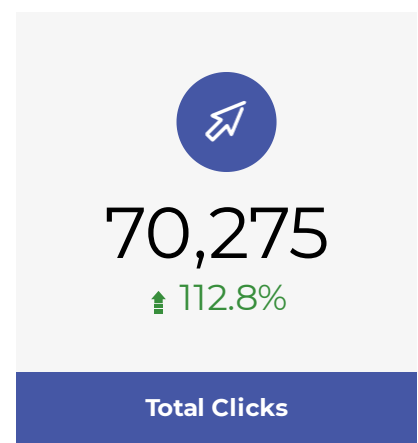
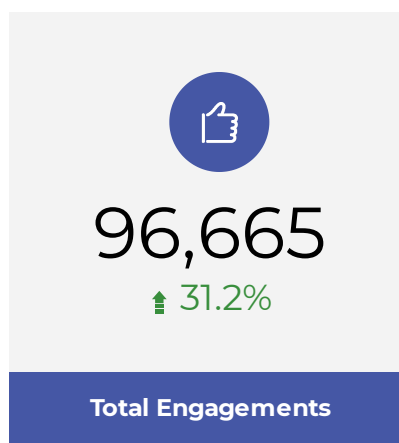
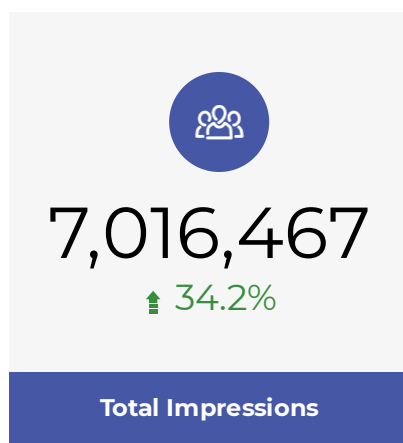
digital report

KINGSTON

visitkingston.ca

Overview

The big picture of our digital activity this month



Impressions, Engagements, and Clicks include all digital activity

Aug 1, 2021 - Aug 31, 2021 ▾

Website

In August, overall traffic to site continued to increase YoY. Overall sessions grew by 29%, alongside with a 30.3% increase in users and 39.4% increase in page views. The referrals to operators increased by 28.8% with a 5.3% decrease in clicks to call. The referrals to hotels increased by 7.2% with a decrease in clicks to call by 27.4%.

In total, 115.2K web sessions, 91.1K users, and 206.1K page views were captured from visitkingston.ca, which increased 241.5%, 228.4%, and 270.9% respectively in comparison to last month.

Paid Digital

A few campaigns concluded during the last month including Staycation campaign, Weddings 2021 campaign, Kingston Pen Reopening campaign, and VIC Merchandise Promo campaign. The ads ran on Facebook/Instagram, Google Discovery, Google Display, Google Search, YouTube, Pinterest, Stackadapt & Sharethrough. The paid media generated 4.7M impressions and 60K clicks. 11 boosted contents were live in market last month. The best performing post was "Kingston at the Olympics: Annie Foreman-Mackey Takes on Tokyo 2020" with a CTR of 8.64%.

Below is the monthly impressions split by campaign: (last month's data)

Staycation (FB/IG, Google Discovery, District M & Stackadapt): 1,597,271 (2,296,475)

Facebook content boosts: 369,717 (380,332)

Facebook VIC Merchandise Promo: 165,809 (45,512)

Weddings 2021 Promo (FB/IG, GDN, YouTube & Pinterest): 1,797,881 (1,402,423)

Kingston Pen Reopening: 815,632 (689,395)

Email

5,943 consumer newsletter emails were delivered in August with 1,630 unique opens. Average open rate was recorded at 27% with a CTR of 13%. 317 industry newsletter emails were delivered with 117 unique opens and 19 clicks with an average open rate of 37%.

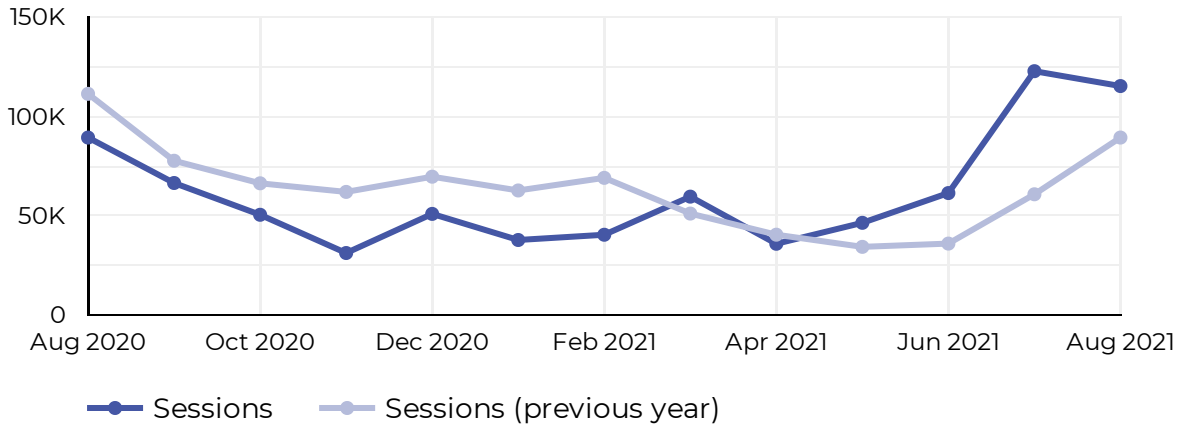
Paid Search

The total traffic from ads was up by 37% (10,653 v 7,782) in comparison to last month. We also saw conversions increase by 43% (2,544 v 1,779) while the cost/conversion went down 34% (\$3.54 v \$5.35). Our top performing campaign in August was the Kingston Pen Tours, with 61% (1,564) of all conversions being produced by those ads

Aug 1, 2021 - Aug 31, 2021

Consumption

Is our content marketing working?



Sessions
115.2K
↑ 29.0%

Users
91.1K
↑ 30.3%

Page Views
206.1K
↑ 39.4%

Glossary of Terms

Sessions

of times your site was visited.

Users

of people who visited your site.

Page Views

of pages that have been viewed on your site.

% Return Visitors

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

* All percent change is Year Over Year

Retention

Are users coming back and consuming our content?



26%

% Return Visitors

Lead Generation

Are users converting online?

Operators

Hotels

<p>17,374 ↑ 28.8%</p> <p>Web Referrals</p>	<p>410 ↓ -5.3%</p> <p>Clicks to Call</p>
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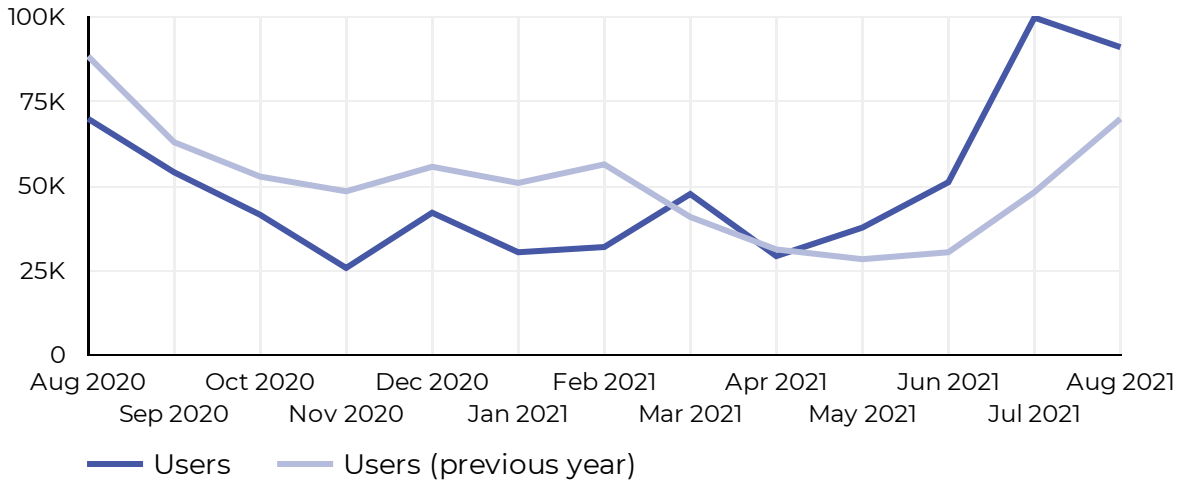
<p>1,685 ↑ 7.2%</p> <p>Web Referrals</p>	<p>156 ↓ -27.4%</p> <p>Clicks to Call</p>
--	---

Aug 1, 2021 - Aug 31, 2021

Consumption

How is our audience using our site?

Users **91,061**



<p>00:01:33 ↑ 8.3%</p> <p>Avg. Time on Site</p>	<p>1.79 ↑ 8.0%</p> <p>Pages/Sessions</p>	<p>00:01:58 ↓ -9.7%</p> <p>Avg. Time on Page</p>
---	--	--

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

15,626
Instagram Followers

60,991
Facebook Page Likes

7,760
Twitter Followers

2,291,977
↑ 21.7%

Impressions

55,520
↓ -24.7%

Engagements

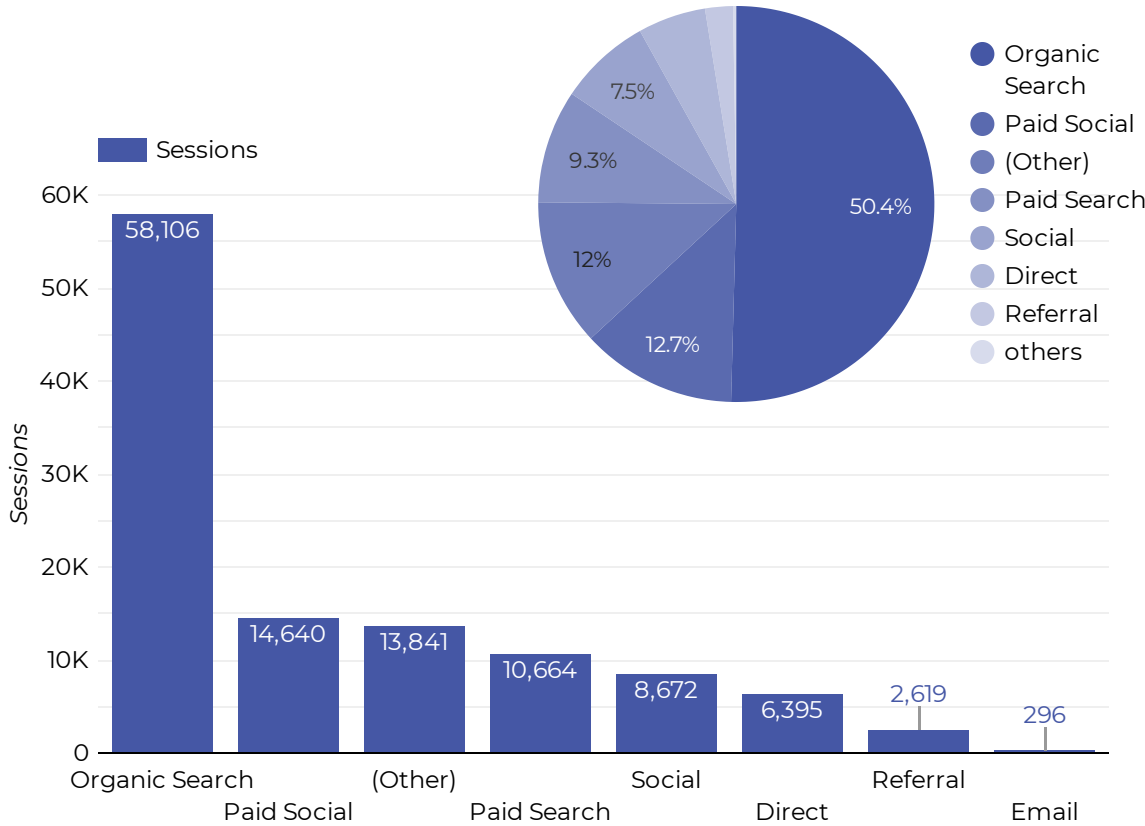
20,940
↓ -28.3%

Clicks

*totals for organic and paid Facebook, Instagram, Twitter

Website Metrics

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



Aug 1, 2021 - Aug 31, 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	23,009
2. Toronto	16,153
3. Montreal	14,233
... Ottawa	11,493
5. (not set)	4,906
6. Brampton	2,703
7. Oshawa	2,044
... Hamilton	1,923
9. Mississauga	1,707
... Belleville	1,472

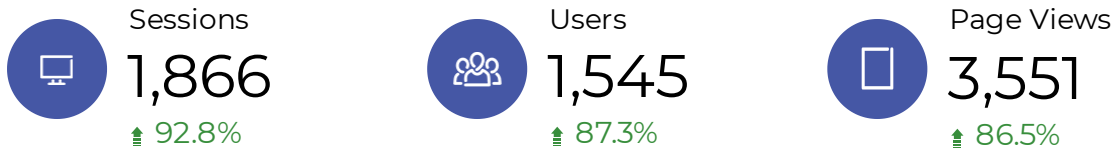
Most Visited Pages

Page Title	Pageviews
1. Historic and Notorious Kingston Penitentiary – Visit Kingst...	18,249
2. Weddings – Visit Kingston	12,023
3. Experiences – Visit Kingston	10,114
4. Visit Kingston – Fresh Made Daily	9,116
5. 25 Things to Do in August in Kingston 2021 – Visit Kingston	6,368
6. Packages – Visit Kingston	5,650
7. 6 Beaches that Belong on Your Kingston Hit-List – Visit Kin...	5,557
8. Top Attractions – Visit Kingston	4,638
9. Stay – Visit Kingston	4,090
10. Events in Kingston – Visit Kingston	3,013

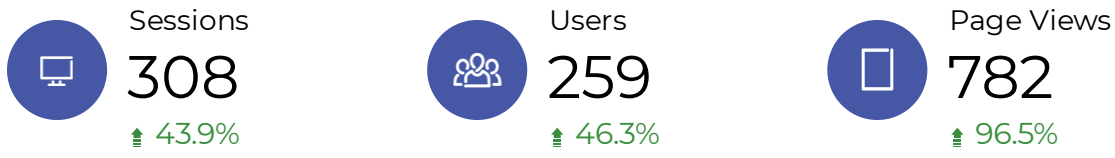
French and Chinese Sites

Website metrics from each of our French and Chinese sites

French



Chinese



Aug 1, 2021 - Aug 31, 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*

Aug 1, 2021 - Aug 31, 2021

Email Marketing

An overview of email campaigns this month

Consumer Newsletter



5,943

Total Deliveries



1,630

Total Unique Opens



217

Total Clicks



14

Total Unsubscribes



27%

Average Open Rate



13%

Average CTR

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

Member Newsletter



317

Total Deliveries



117

Total Unique Opens



19

Total Clicks



0

Total Unsubscribes



37%

Average Open Rate



16%

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

Aug 1, 2021 - Aug 31, 2021

A snapshot of our digital ads in market this month

Facebook/Instagram

Campaign name	Impressions	Reach	Clicks (all)	CTR (all) ▾	Link clicks
20210803_Con_Annie Foreman	41,593	24,551	3,592	8.64%	839
20210803_Con_Aaliyah Edwards	46,724	28,175	3,854	8.25%	763
20210804_Con_25 Things to do august	47,017	25,222	3,352	7.13%	1,922
20210728_Con_Jenny Casson	25,493	17,292	1,814	7.12%	330
20210719-Con_Kristina Walker	8,033	6,360	562	7%	151
20210730_Con_Alexandra Hove	35,186	21,972	2,007	5.7%	529
20210726_Con_Wind and water sports	21,665	13,593	1,107	5.11%	201
20210722-Con_Crothers Rowing	13,689	9,244	638	4.66%	190
20210811_Con_Kingston pen	68,320	40,613	3,081	4.51%	979
20210823_Con_County Sips	25,916	14,763	979	3.78%	360
20210820_Con_Abi Tripp	36,081	17,293	1,300	3.6%	331
20210716-Kingston Pen Reopening July 2021	325,450	154,526	9,452	2.9%	5,093
20210426-Weddings 2021 Promotion-Branded	96,494	46,859	2,523	2.61%	1,762
20210805-Weddings 2021 Sponsored Content-Branded	221,422	67,451	2,331	1.05%	1,372
20210618-Staycation June 2021	362,786	100,282	3,774	1.04%	2,632
20210721-VIC Merch Promo	165,809	35,966	730	0.44%	333
20210426-Weddings 2021 Promotion-Partner	30,735	24,086	128	0.42%	54
Grand total	1,572,413	462,439	41,224	2.62%	17,843

*20210721-VIC Merch Promo was optimized towards purchases; 20210426-Weddings 2021 Promotion-Partner was optimized towards link clicks; All others were optimized towards landing page views

Google Display/Discovery & YouTube

Campaign	Campaign ...	Impressi...	Interactions	Clicks	Video views
20210426-Weddings 2021 Promotion	Display	680,505	9,255	9,255	0
20210618-Staycation June 2021	Discovery	617,124	11,128	11,120	0
20210716-Kingston Pen Reopening July 2021	Display	471,905	6,706	6,706	0
20210809-Weddings 2021 Promo-Partner-0809-0815_Holiday Inn	Display	115,543	51	51	0
20210824-Weddings 2021 Promo-Partner-0824-0829_Secret Garden Inn #2	Display	96,537	43	43	0
20210426-Weddings 2021 Promotion-30s&1min	Skippable Video	47,194	15,887	875	7,667
20210426-Weddings 2021 Promotion-15s Non Skippable	Non-Skippable Video	41,125	68	68	0
20210726-Weddings 2021 Promo-Partner-0726-0801_Quality Inn	Display	16,296	15	15	0
Grand total		2,086,229	43,153	28,133	7,667

*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

Aug 1, 2021 - Aug 31, 2021

Paid Digital

A snapshot of our digital ads in market this month

Google Search - Search Warrant

Campaign	Impressions	Clicks	CTR
KA:21 Kingston Staycation	42,382	3,030	7.15%
KA:21 Kingston Pen Tours & Packages	18,277	7,175	39.26%
KA:21 Weddings	11,700	448	3.83%
Grand total	72,359	10,653	14.72%

Stackadapt

Campaign	Impressions	Clicks	CTR
20210618-Staycation June 2021	251,292	430	0.17%
Grand total	251,292	430	0.17%

Pinterest

Campaign	Impressions	Clicks	CTR
20210727-Weddings 2021 Promotion Phase 5-Image	115,826	838	0.72%
20210713-Weddings 2021 Promotion-Video #2	114,230	464	0.41%
20210818-Weddings 2021 Promotion Phase 6-Image	108,594	953	0.88%
20210802-Weddings 2021 Promo-Fort Henry Week 15	46,673	147	0.31%
20210816-Weddings 2021 Promo-Queen's University Week 17	41,627	133	0.32%
20210823-Weddings 2021 Promo-1000 Islands Cruises Week 18	13,380	34	0.25%
Grand total	440,330	2,569	0.58%

Sharethrough (District M)

Campaign	Impressions	Clicks	CTR	Engagement Rate	Engagements
Tourism Kingston-Staycation Campaign June 2021	366,069	370	0.1%	9.39%	34,380
Grand total	366,069	370	0.1%	9.39%	34,380

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

Aug 1, 2021 - Aug 31, 2021

Lead Generation

A snapshot of our digital lead generation

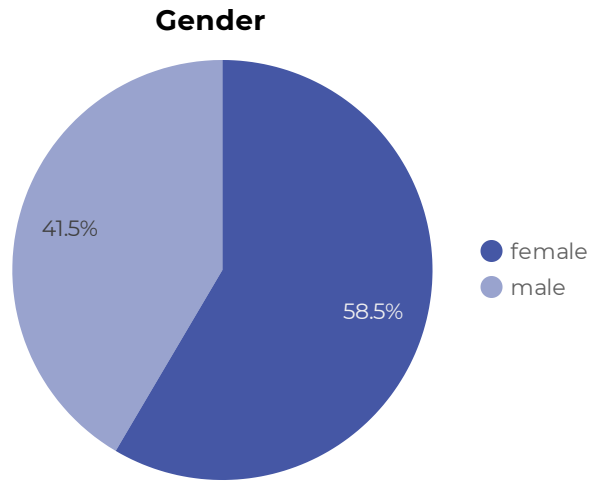
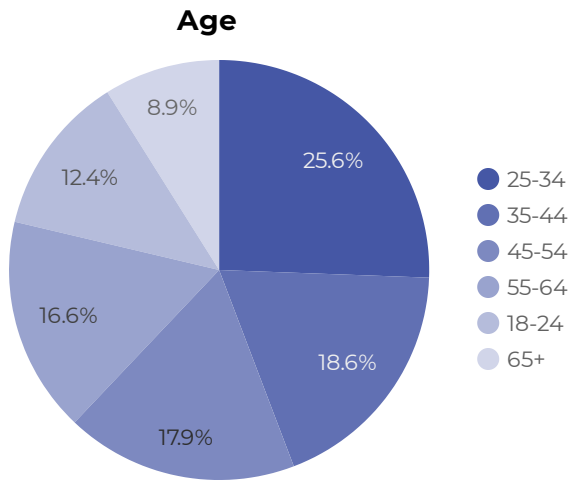
Top Outbound Clicks (Website Referrals to Partners and Community)

Event Action	Total Clicks
www.kingstonpentour.com	1,889
www.1000islandcruises.ca	1,807
cityofkingston.ca/projects-construction/love-kingston-marketplace	771
pokerrunsamerica.com/1000islandspokerrun/	669
www.comfortsuites.com	571
frontenacislands.ca/tourism/big-sandy-bay	533
marriott.com/hotels/travel/ygkcy-courtyard-kingston-highway-401-division-s...	474
qualityinn.com	455
hiexpress.com	378
forthenry.com	356
www.kingstonpentour.com/plan-your-visit/	339
cityofkingston.ca/residents/recreation/parks-trails/breakwater	335
hauntedwalk.com/kingston-tours/	317
www.kingstontrolley.ca/aboutus/	273
hauntedwalk.com/	270

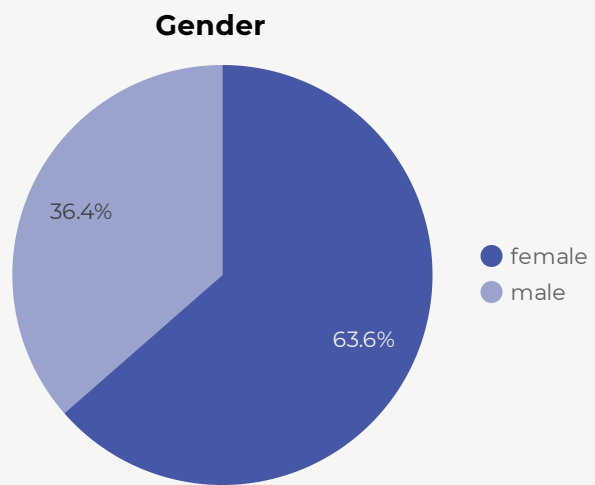
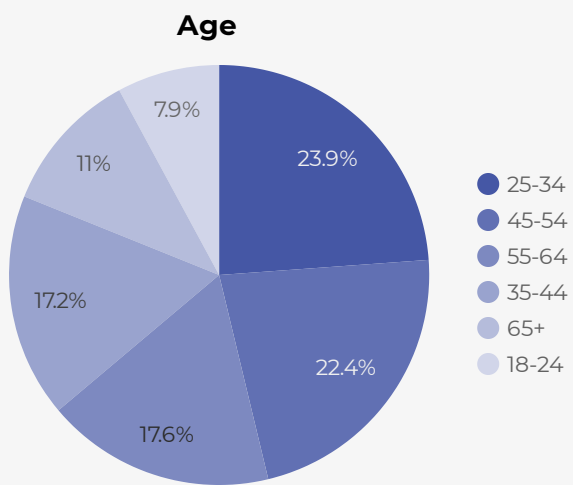
Aug 1, 2021 - Aug 31, 2021

Website Audience

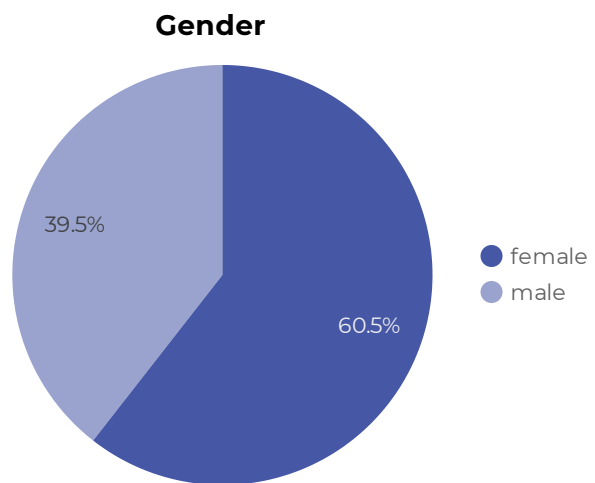
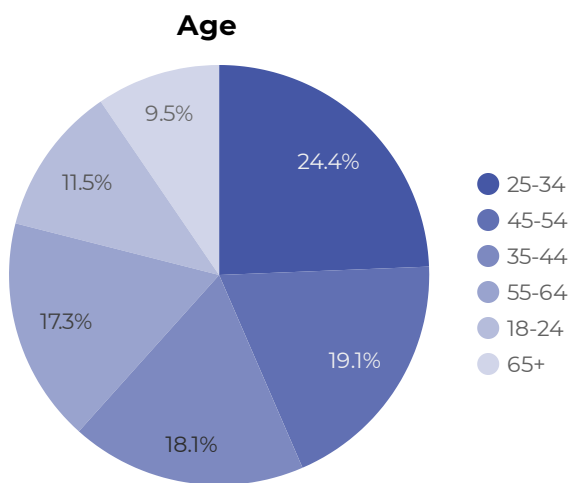
A snapshot of the audience visiting our website



Hotel Leads by Audience



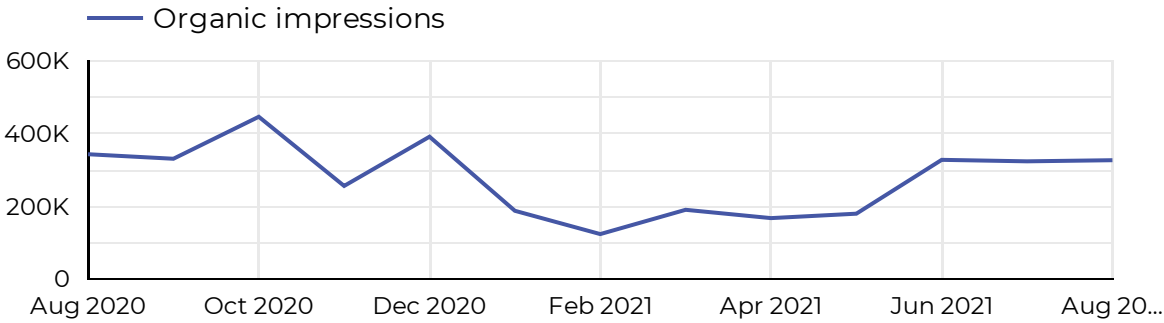
Operator Leads by Audience



Facebook

A snapshot of our content marketing in action

New Likes
204



Aug 1, 2021 - Aug 31, 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.

Page Post Engagements

of times people have engaged with your posts through likes, comments and shares and more.

326,949
Organic Reach

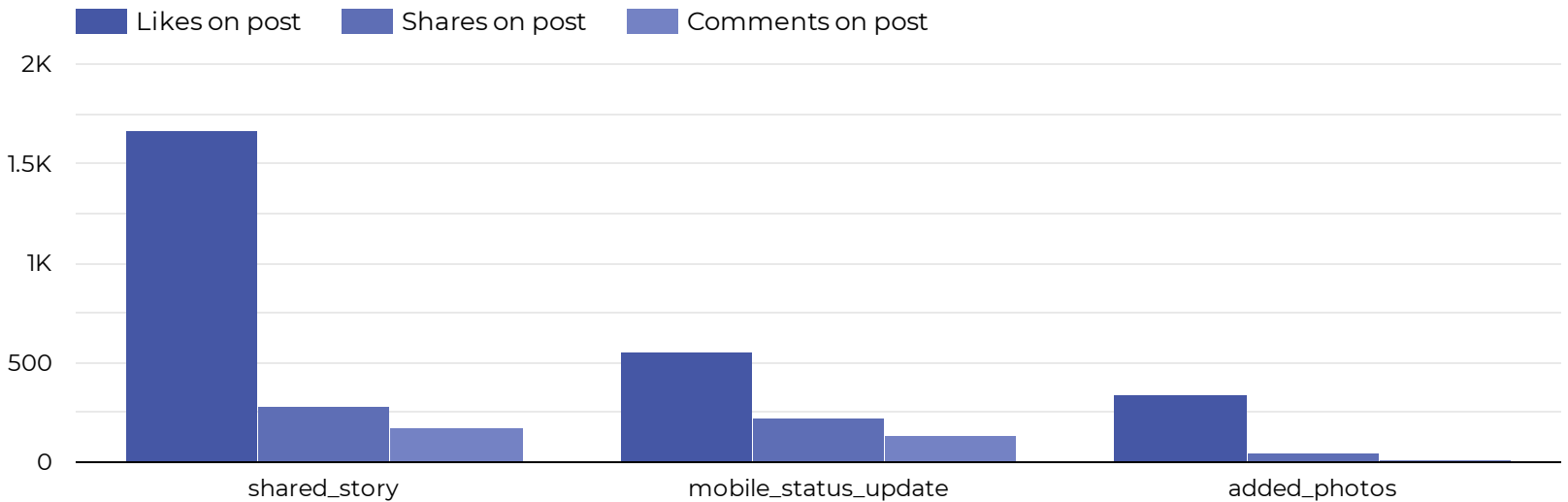
5,376
Viral Impressions

1,039
Organic Video Views

50,320
Page Post Engagements

Engagement by Post Type

What types of content are users engaging with the most?





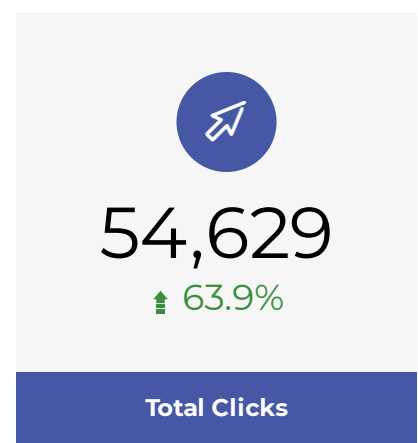
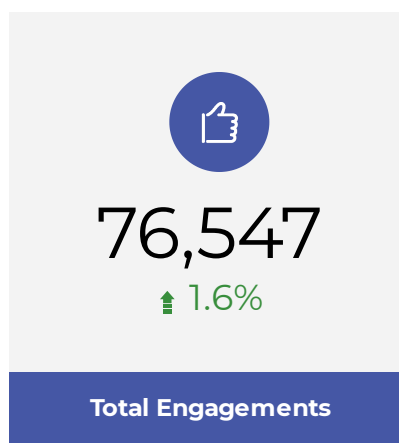
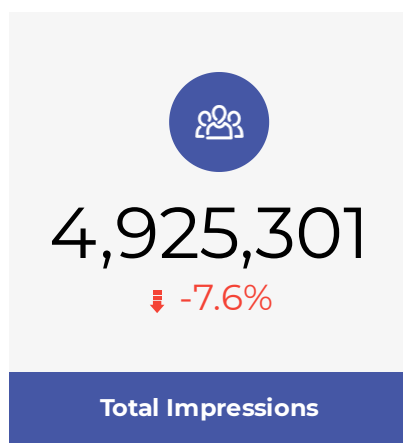
digital report

KINGSTON

visitkingston.ca

Overview

The big picture of our digital activity this month



Impressions, Engagements, and Clicks include all digital activity

Sep 1, 2021 - Sep 30, 2021 ▾

Website

During the reporting month, the website traffic increased again in comparison to September last year. In total, 81.3K sessions, 64.9K users, and 134.8K pageviews were recorded with 22%, 20% and 27% raise YoY. The referrals to operators increased by 66.1% with a 4.4% decrease in clicks to call. The referrals to hotels however decreased by 21.8% with an increase in clicks to call of 34.4%.

We saw a decrease in traffic in comparison to last month in web traffic. Although a part of the reasons is that we didn't spend as much in ads as last month, we also saw some of the main decreases were from organic search and direct traffic by 31% and 28% MoM. We believe that the general Back to School period and the snap election could have diverted away our target audience's attention from travel related content.

Paid Digital

In September, we launched our Q3/Q4 Campaign and continued the branded piece of our Weddings campaign on social. Also, we had our VIC Merch promo campaign as well as our regular content boosts in market. The ads ran on Facebook/Instagram, Google Discovery, Google Search, Pinterest, Stackadapt & Sharethrough. The paid media generated 3.6M impressions and 54K clicks. 6 boosted content pieces were live in market last month. The best performing post was "Juniper Cafe: Growing community" with a CTR of 6.01%.

As one of the tactics for our Q3/Q4 Campaign, we launched a paid content program on a variety of WeChat subscription accounts targeting the Chinese Canadians within our 3 main target markets. We had 4 articles that went out by October 6th, and our paid articles were viewed more than 21.8K times. TK's official WeChat account also grew 356 new followers within a month.

Below is the monthly impressions split by campaign:

Q3/Q4 Campaign (FB/IG, Google Discovery, Sharethrough & Stackadapt): 2,710,630

Facebook content boosts: 310,679

Facebook VIC Merchandise Promo: 75,077

Weddings 2021 Promo (FB/IG, GDN, YouTube & Pinterest): 479,287

Google Search: 82,439

Email

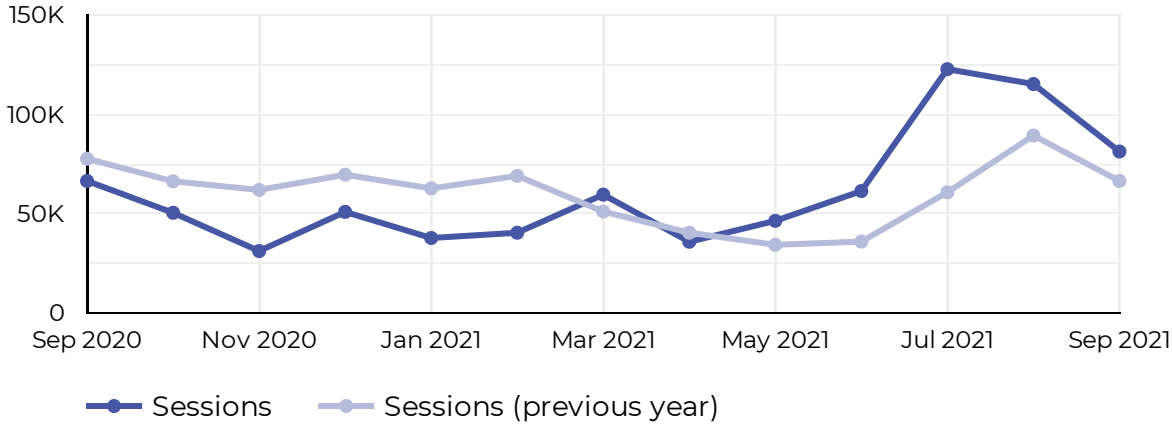
5,972 consumer newsletter emails were delivered in September with 1,690 unique opens. Average open rate was recorded at 28% with a CTR of 31% (13% last month). 356 industry newsletter emails were delivered with 128 unique opens and 75 clicks with an average open rate of 36%.

Paid Search

In comparison to the last month, we saw conversions go up by 93% (4,736 vs 2,564) while overall spend was up only 10% (\$9,882 vs \$9,008). The return of the "things to do" campaigns provided a substantial lift to the account. The 25 Things to do in September campaign itself provided 63% of all conversions. The CTR on our ads improved by 5.16% MoM (15.48% vs 14.72%). Conversion rate improved from 24% in August to 39% in September (+61%).

Consumption

Is our content marketing working?



Sep 1, 2021 - Sep 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.

% Return Visitors

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

* All percent change is Year Over Year

Sessions
81.3K
↑ 22.3%

Users
64.9K
↑ 20.0%

Page Views
134.8K
↑ 27.0%

Retention

Are users coming back and consuming our content?

24%
% Return Visitors

Lead Generation

Are users converting online?

Operators

<p>14,751 ↑ 66.1%</p> <p>Web Referrals</p>	<p>261 ↓ -4.4%</p> <p>Clicks to Call</p>
---	---

Hotels

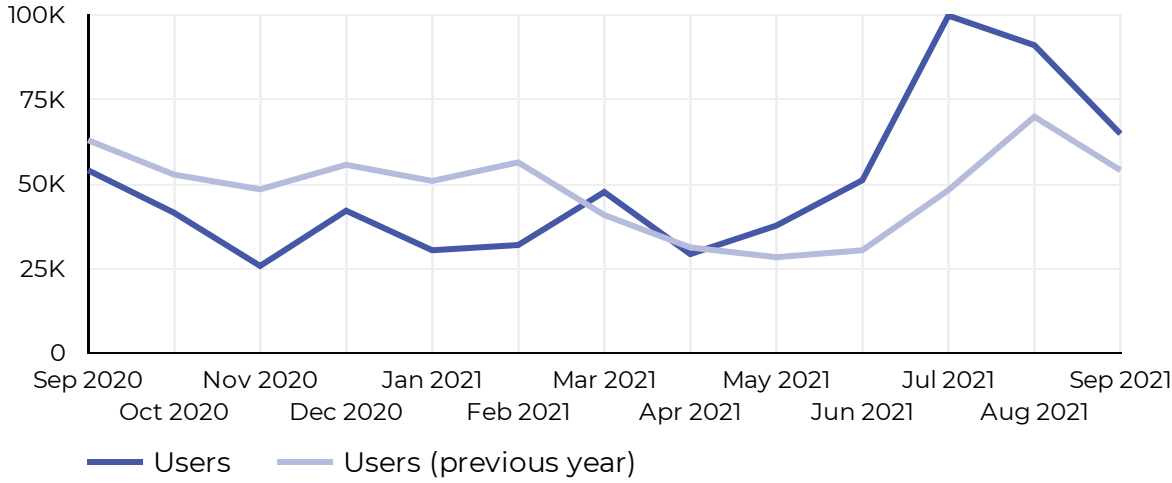
<p>1,175 ↓ -21.8%</p> <p>Web Referrals</p>	<p>125 ↑ 34.4%</p> <p>Clicks to Call</p>
---	---

Sep 1, 2021 - Sep 30, 2021

Consumption

How is our audience using our site?

Users **64,850**



<p>00:01:25 ↑ 6.7%</p> <p>Avg. Time on Site</p>	<p>1.66 ↑ 3.8%</p> <p>Pages/Sessions</p>	<p>00:02:09 ↓ -3.3%</p> <p>Avg. Time on Page</p>
---	--	--

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

15,990
Instagram Followers

61,041
Facebook Page Likes

7,810
Twitter Followers

1,912,511
↓ -8.0%

Impressions

50,163
↓ -33.4%

Engagements

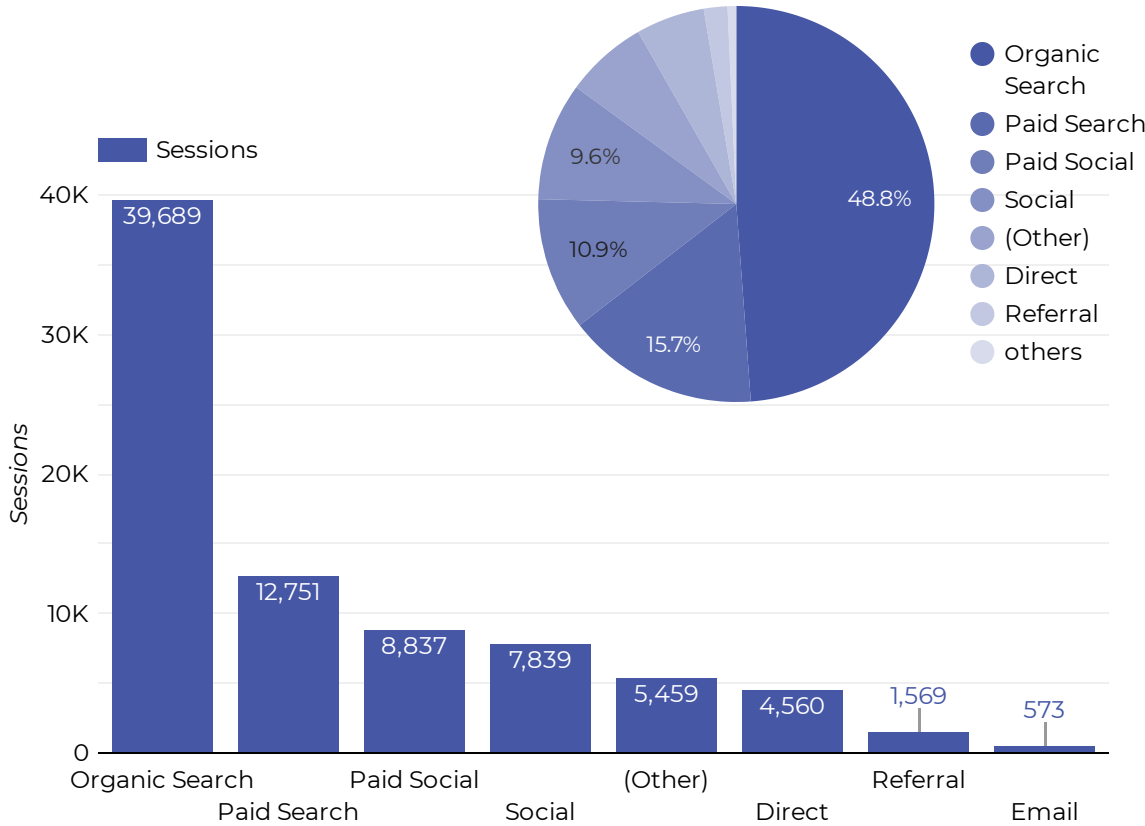
20,646
↓ -32.7%

Clicks

*totals for organic and paid Facebook, Instagram, Twitter

Website Metrics

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



Sep 1, 2021 - Sep 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	22,863
2. Toronto	10,510
3. Montreal	8,360
... Ottawa	7,782
5. (not set)	2,988
6. Brampton	1,843
7. Mississauga	1,305
... Hamilton	1,192
9. Belleville	879
... Oshawa	856

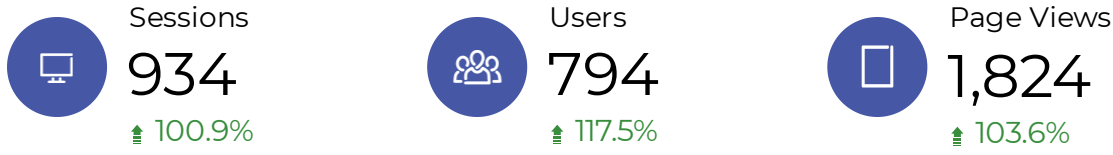
Most Visited Pages

Page Title	Pageviews
1. 25 Things to Do in September in Kingston 2021 - Visit Kings...	17,644
2. Closer - Visit Kingston	13,231
3. Visit Kingston - Fresh Made Daily	5,250
4. Weddings - Visit Kingston	2,601
5. Packages - Visit Kingston	2,468
6. Events in Kingston - Visit Kingston	2,370
7. 8 of the Best-Kept Secret Restaurants in Kingston - Visit Ki...	2,334
8. Top Attractions - Visit Kingston	2,277
9. Stay - Visit Kingston	2,148
10. Unleash the Fun: a Pet-Friendly Kingston Itinerary - Visit Ki...	2,071

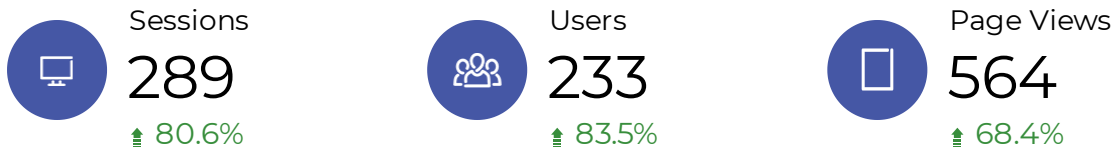
French and Chinese Sites

Website metrics from each of our French and Chinese sites

French



Chinese



Sep 1, 2021 - Sep 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*

Sep 1, 2021 - Sep 30, 2021

Email Marketing

An overview of email campaigns this month

Consumer Newsletter



5,972
Total Deliveries



1,690
Total Unique Opens



528
Total Clicks



21
Total Unsubscribes



28%
Average Open Rate



31%
Average CTR

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

Member Newsletter



356
Total Deliveries



128
Total Unique Opens



75
Total Clicks



1
Total Unsubscribes



36%
Average Open Rate



59%
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

Sep 1, 2021 - Sep 30, 2021

A snapshot of our digital ads in market this month

Facebook/Instagram

Campaign name	Impressions	Reach	Clicks (all)	CTR (all) ▾	Link clicks
20210910_Con_Juniper cafe	31,827	15,921	1,912	6.01%	886
20210907_Con_Pet friendly Kingston	52,710	27,368	2,543	4.82%	1,136
20210901_Con_25 Things to do september	118,671	52,584	5,071	4.27%	2,707
20210916_Con_Ted robinson	36,895	20,049	1,447	3.92%	621
20210823_Con_County Sips	14,221	10,272	392	2.76%	116
20210916_Con_Agnes etherington art centre	56,355	35,326	1,400	2.48%	462
20210901-Q3/Q4 Campaign 2021	564,553	236,988	13,769	2.44%	7,781
20210901-Weddings 2021 Promotion - Q3/Q4 Budget	168,472	64,625	4,092	2.43%	2,961
20210920-VIC Merch Pride Ad	75,077	21,851	382	0.51%	181
Grand total	1,118,781	398,090	31,008	2.77%	16,852

*20210920-VIC Merch Pride Ad was optimized towards purchases; All others were optimized towards landing page views

Google Display/Discovery & YouTube

Campaign	Campaign type	Impressions ▾	Interactions	Clicks
20210901-Q3/Q4 Campaign 2021-TORONTO	Discovery	322,556	6,783	3,825
20210901-Q3/Q4 Campaign 2021-OTTAWA	Discovery	138,098	4,555	1,673
20210901-Q3/Q4 Campaign 2021-MONTREAL	Discovery	96,255	2,760	1,047
Grand total		556,909	14,098	6,545

*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

Sep 1, 2021 - Sep 30, 2021 ▾

Paid Digital

A snapshot of our digital ads in market this month

Google Search - Search Warrant

Campaign	Impressions ▾	Clicks	CTR
KA:21 Kingston Staycation	35,412	2,449	6.92%
KA:21 Things to do in September	31,814	7,229	22.72%
KA:21 September Events: Island Star Dinner & Music	10,884	1,145	10.52%
KA:21 September Events: Kingston Ribfest	2,864	1,278	44.62%
KA:21 September Events: Kingston Pride	1,465	662	45.19%
Grand total	82,439	12,763	15.48%

Stackadapt

Campaign	Impressions ▾	Clicks	CTR
20210901-Q3/Q4 Campaign 2021-GTA	504,648	722	0.14%
20210901-Q3/Q4 Campaign 2021-OTTAWA	185,100	342	0.18%
20210901-Q3/Q4 Campaign 2021-MONTREAL	135,541	333	0.25%
Grand total	825,289	1,397	0.57%

Pinterest

Campaign	Impressions ▾	Clicks	CTR
20210901-Weddings 2021 Promotion-Q3/Q4 Budget	310,815	2,049	0.66%
Grand total	310,815	2,049	0.66%

Sharethrough (District M)

Campaign	Impressions ▾	Clicks	CTR	Engagements	Engagement Rate
Tourism Kingston-Q3/Q4 Campaign 2021 - Swipe	458,593	243	0.05%	21,334	4.65%
Tourism Kingston-Q3/Q4 Campaign 2021 - Standard	305,286	343	0.11%	0	0%
Grand total	763,879	586	0.08%	21,334	4.65%

*Engagement is only counted when a user engages with our interactive banner creatives such as Swipe or Reveal. Platform benchmark for engagement is 3% - 5%

Sep 1, 2021 - Sep 30, 2021

Lead Generation

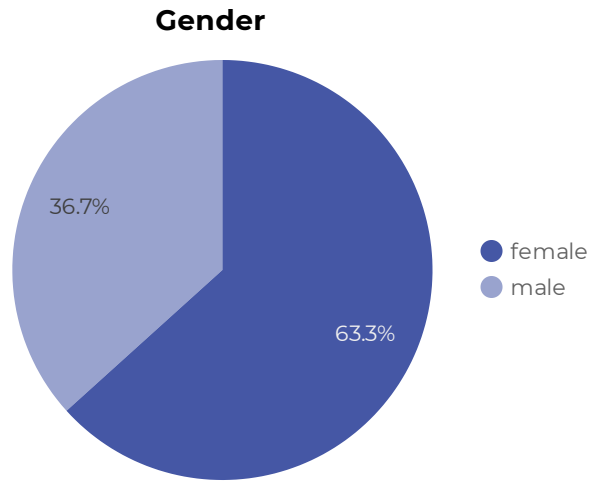
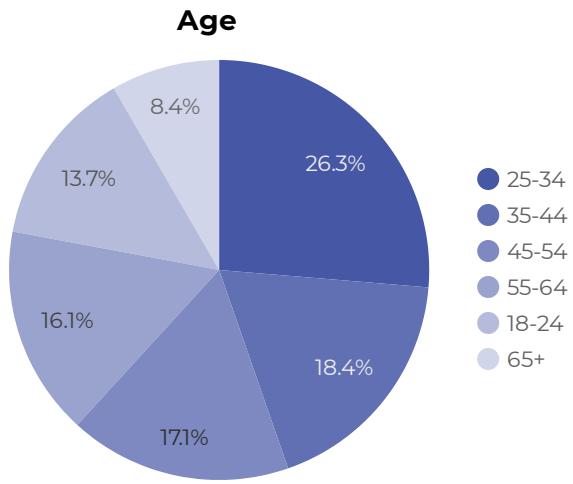
A snapshot of our digital lead generation

Top Outbound Clicks (Website Referrals to Partners and Community)

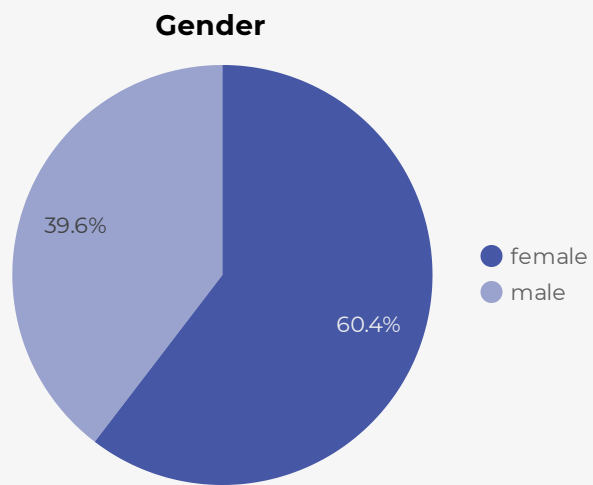
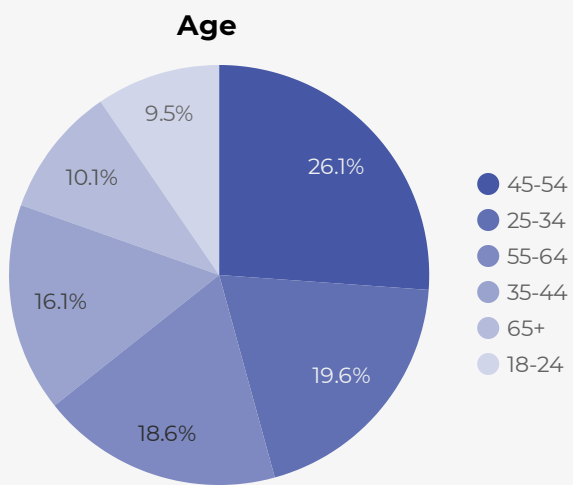
Event Action	Total Clicks
www.kingstonpentour.com	1,574
www.1000islandcruises.ca	1,531
cityofkingston.ca/city-hall/projects-construction/love-kingston-marketplace	1,484
kingstonribandbeerfest.com	1,050
www.kingstonpride.ca/2021	550
www.1000islandcruises.ca/starevents/	542
infrontenac.ca/en/local-food/open-farms-event-information.aspx	504
sunharvest.ca	502
downtownkingston.ca/events/2021/clone-of-movies-in-the-square-2021	433
hauntedwalk.com	411
kingstonrolley.ca/citytour	390
www.forthenry.com	383
www.kingstonmuseums.ca/doors-open-kingston	378
www.hiexpress.com	368
www.kingstonwritersfest.ca	203

Website Audience

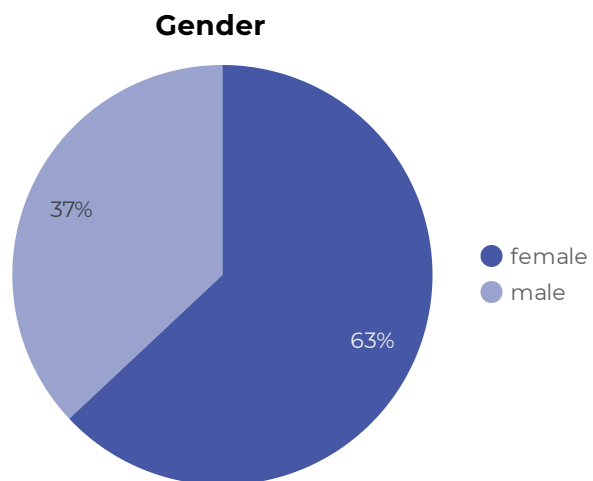
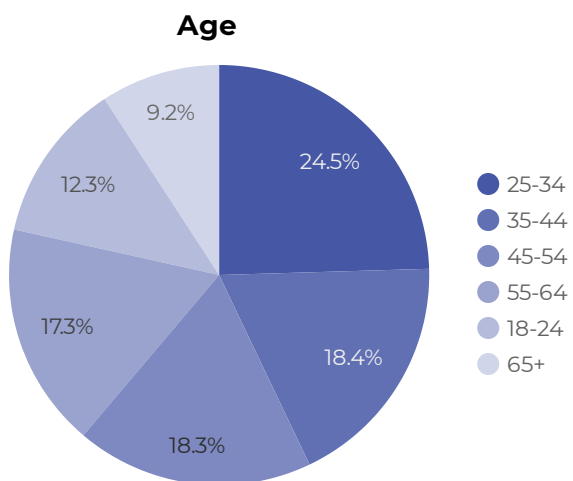
A snapshot of the audience visiting our website



Hotel Leads by Audience



Operator Leads by Audience

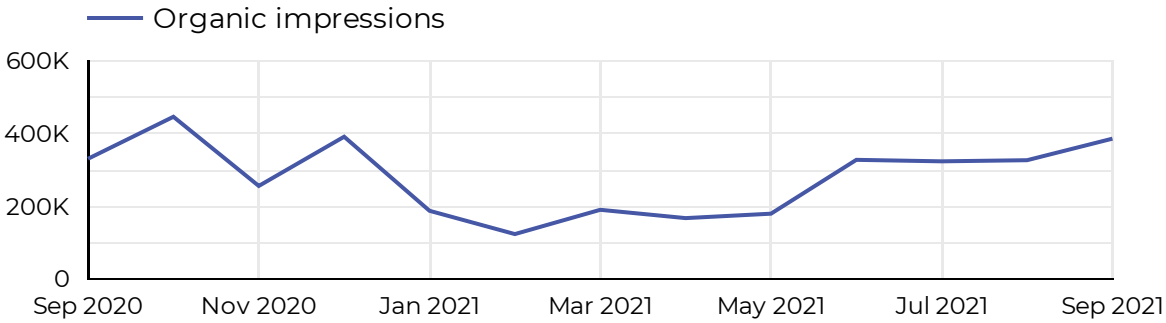


Facebook

A snapshot of our content marketing in action

Sep 1, 2021 - Sep 30, 2021

New Likes
190



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.

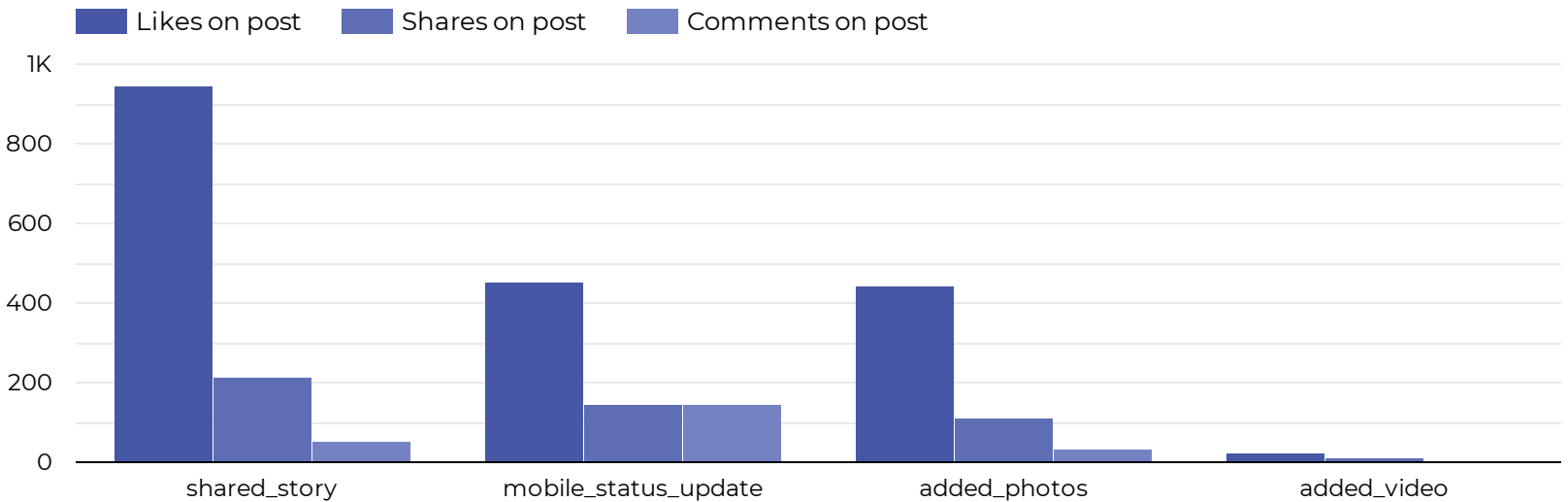
Page Post Engagements

of times people have engaged with your posts through likes, comments and shares and more.

 <p>386,240 Organic Reach</p>	 <p>2,540 Viral Impressions</p>
 <p>3,490 Organic Video Views</p>	 <p>42,971 Page Post Engagements</p>

Engagement by Post Type

What types of content are users engaging with the most?



— *Tourism* —
KINGSTON

Public Relations Report

August 2021





BY THE NUMBERS

**88
STORIES**

**46,498,134
IMPRESSIONS**

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

KEY ACTIVITIES



© W. D. Paul WASH



- Finalized and distributed Destination Weddings pitch
- Reached out to media about holiday gift guide timing and desired content
- Participated in agency FAM with Alphabet Creative to discover the region and its offerings
- Provided info on upcoming pitches and media and influencer stats for presentation to marketing committee
- Liaised with Stephanie Wallcraft of Driving.ca about visit to Kingston and article
- Presented earned media summer/fall update in marketing committee meeting
- Worked with TK to submit content for DC media inquiry for The Globe and Mail about culinary experiences/holiday hotel experiences
- Liaised with Carol Ann Davidson, Justin Plus Lauren and Stephen Johnson for Kingston FAM and article(s)
- Prepared detailed itineraries for FAMs for Justin Plus Lauren and Fifty-Five Plus
- Liaised with Tiny Town Tours to reschedule FAM to Kingston
- Participation in monthly marketing meetings

COVERAGE HIGHLIGHTS



Want to cruise privately? How I explored the Rideau Canal's small-town charm on my own cruiser



Lock staff operate as unofficial tour guides, ready to suggest worthwhile sights. "The Opinicon is just up the way," one tells us, after we moor at Chaffey's Lock (Rideau Canal Lock No. 37) a short distance from Elgin, Ont., a community of about 300 that swells with cottagers in summer.

An 1870s property with a butter-yellow exterior, the Opinicon is peak Canadiana; it's evolved from a private residence to a rooming house to a luxury resort, now undergoing a years-long multimillion-dollar restoration before it reopens next spring. We order takeout to peek inside and marvel at the interior, complete with a soaring foyer and grand staircase.

Taking a different route back to our boat, we find the original Lockmaster's stone house, set high overlooking the waterway – a security measure in the early 1800s when the Americans threatened the canal. Once Elgin's social mecca, home to both the post office and the village's sole phone, the property now lives on as a free museum.

IMPRESSIONS:
242,300 Print
2,725,710 Online
[LINK HERE](#)

COVERAGE HIGHLIGHTS

NARCITY

Pumpkinferno Is Coming To 2 Cities In Ontario This Fall With Thousands Of Glowing Pumpkins

The Halloween wonderland is back! 🎃



Upper Canada Village | Facebook, Upper Canada Village | Facebook

The highly anticipated event at Upper Canada Village is happening from September 24 to October 31.

It will have new exhibits to explore, like The Roaring 20s and Area 51, in addition to popular past exhibits.

While Fort Henry will transform into an enchanting illuminated experience from October 1 to 31 and some of the themed areas include the Dragon's Lantern Lair, Night At The Gallery, and Steampunk Station.

To attend, you'll be able to pre-purchase your timed-entry ticket from September 7. No tickets will be available at the gate.

IMPRESSIONS:
3,129,248 Online
[LINK HERE](#)

COVERAGE HIGHLIGHTS

NATIONAL POST

Following the historic St. Lawrence River in a 2021 Dodge Durango R/T

Life is a highway, but it's the slow way that takes you to where life is lived

Kingston, a settler city with history



Kingston City Hall PHOTO BY STEPHANIE WALLCRAFT

Our journey begins in the same city where Canada did. Kingston briefly served as the capital of the United Province of Canada in the 1840s, and at that point it had already long been established as a trade and military outpost.

Naturally, that means there's plenty of history here to explore. Today, it's complemented by a bustling downtown area with unique shops and a very cool food and entertainment scene.

IMPRESSIONS:
1,749,200 Online
[LINK HERE](#)

COVERAGE HIGHLIGHTS



Paralympian prepares for 'Tripp' of a lifetime

Canada's Paralympians are on their way to Tokyo. CityNews' Sports reporter Lindsay Dunn speaks to Abi Tripp, the Canadian swimmer who is hoping to break more records at the games.

IMPRESSIONS:
629,250 Online
17,591 Broadcast
[LINK HERE](#)

DIVINE

FOOD

Traveling Taste Buds: Margarita de la Casa from Mesa Fresca



Lime Infused Salt:

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

Freshly Squeezed Lime Juice:

- 3-4 limes per margarita

Simple Syrup:

- 1 cup sugar
- 1 cup water

Optional: you can easily make more or less syrup depending on how many margaritas you plan to have; just be sure to use equal parts sugar or water.

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

Margarita de la Casa:

- 1 oz Tequila el Espolon Blanco
- ½ oz Cointreau
- ¾ oz simple syrup (see above)
- 1 ½ oz freshly squeezed lime juice (see above)
- Ice

IMPRESSIONS:

22,140 Online

[LINK HERE](#)

COVERAGE HIGHLIGHTS

NARCITY

9 Incredible Things To Do In Ontario With Your Besties This Fall

Explore A Spooky New Pumpkin Trail



ade.phaco
Pumpkinferno, Upper Canada Village, Ottawa

[View Profile](#)



[View More on Instagram](#)



24 likes

ade.phaco

Pumpkins on the loose!!! 🎃🎃🎃 @uppercanadavill - Pumpkinferno '18



Price: \$18 per adult

When: October 1 - 31, 2021

Address: 1 Fort Henry Dr., Kingston, ON

Why You Need To Go: Pumpkinferno is coming to Fort Henry for the first time ever, and you and your friends can explore a luminous world of hand-carved pumpkins.

[Website](#)

IMPRESSIONS:
3,129,248 Online
[LINK HERE](#)

FAM TRIP HIGHLIGHTS

Justin Plus Lauren
August 30 at 12:15 PM · @

BRAND NEW on the blog: Vegan Guide to Kingston, Ontario! Kingston has the most restaurants per capita in Canada & that means there's lots of delish vegan eats!

Here are the best restaurants in Kingston you must check out:
<https://justinpluslauren.com/vegan-kingston/>
Visit Kingston #VisitKingston



justinpluslauren • Follow
Original Audio

justinpluslauren • 5 things you have to do when you're in Kingston, Ontario!!

- 1: Take a tour of the Kingston Penitentiary
- 2: Kingston Ghost Tour with @hauntedwalk . Kingston is so historic so you can bet that there are lots of spooky tales and hauntings.
- 3: Martello Alley @martelloalley - a hidden gem in Kingston, a cute art alley with works by local artists.
- 4: Trolley tour of Kingston

Liked by visitkingstonca and 143 others
5 DAYS AGO

Add a comment... Post



Lauren | Justin Plus Lauren
@JustinLaurenXO

We're so excited to be visiting Kingston, Ontario! Here's what we experienced that you need to add to your Kingston travel plans:

Kingston Penitentiary Tour (fascinating!), Haunted Walk (spooky ghost walk!), lunch at The Grocery Basket, dinner at Chez Piggy.

#VisitKingston



11:14 PM · Aug 17, 2021 · Twitter for Android

12 Retweets · 1 Quote Tweet · 27 Likes

Backyard... Save

justinpluslauren.com

Fun Things to Do in Kingston Ontario: Best Activities & Amazing Attractions

Awesome things to do in Kingston Ontario that you'll love! This Canadian city offers many fun attractions and activities for an amazing trip.

Justin Plus Lauren
22k followers Follow

Photos Comments

Tried this Pin?
Add a photo to show how it went Add photo

Justin Plus Lauren saved to Justin Plus Lauren Travel Blog



FAM TRIP HIGHLIGHTS

FIFTY-FIVE PLUS

Lifestyle Magazine

History is alive in Kingston

Kingston, Ontario is a city that knows and celebrates its history. Whether that means taking a tour of Fort Henry or having a meal inside a hundred year old building, history is alive in Kingston. On a recent trip to the limestone city, our family had a chance to learn more about its heritage firsthand.



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While the stories were spooky, all were appropriate for our thirteen year old son, David. The tour lasted about seventy-five minutes. It was the perfect combination of learning, being entertained and getting exercise.

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Ahoy Rentals. We hit the water and explored the shoreline of Lake Ontario. David was a pro going ahead of us. Sandy and I got the hang of it and enjoyed ourselves. David was proud of the distance he traveled and would like to take it up as his summer sport.



IMPRESSIONS:

8,340 Online

[LINK HERE](#)

FAM TRIP HIGHLIGHTS

Miami Herald

THOUSAND ISLANDS | St. Lawrence River offers travelers 1,001 delights

Kingston

The city of Kingston on the St. Lawrence is a portrait in contrasts. Of the approximately 125,000 residents, the vast majority being Caucasian, it is also the home of the Queen's University, attracting multicultural students from around the world. Kingston homes are constructed from quarried limestone creating a light, welcoming facade, and yet in their midst stands the most notorious and massive Federal Penitentiary in Canada (a former maximum security prison that opened in 1835). Now referred to as The Pen, it is a much-visited tourist site. In 1841 Kingston was anointed Canada's first capital, which lasted a mere three years. Today it is a beautiful city by the water with Ontario's oldest public market and a new, hip feel fathered by a happening music scene and the most restaurants per capita in Canada and second only to New Orleans in the U.S.

I recommend The Kingston Trolley Tour, which wends its way around the downtown core and crosses over a bridge to Fort Henry to the Canadian Forces Base with its scattered reminders of the role Kingston played in the the War of 1812. Further afield, we passed a stone building, now moribund but which once housed the criminally insane. It is rumored that ghosts still haunt it.

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Restaurant recommendations: The Bank Gastrobar of the Frontenac Club (superb dining experience); Northside Espresso and Kitchen (I particularly liked its salads); Chez Piggy (charming patio off a secluded cobblestone lane); Pan Chancho (great bakery with outdoor terrace with table service)

IMPRESSIONS:

8,184,450 Online across multiple outlets

[LINK HERE](#)

UPCOMING ACTIVITIES

- **Pitches**
 - Halloween
 - Highlighting attractions and operators that can tell the story of the eerie history of Kingston
 - Canadian Beer Day (Oct. 6)
 - Promote the extensive array of breweries in Kingston and add to relevant influencer itineraries that can align with timing
 - Holiday Gift Guides
 - Create a local makers gift guide with items from partners to share with media for inclusion in roundups
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 - Drafting detailed itineraries and influencer contracts confirming deliverables
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 - Participation in monthly marketing meetings
 - Assist with any promotion of fall/winter activities or campaigns to align with marketing goals



— *Tourism* —
KINGSTON

THANK YOU



— *Tourism* —
KINGSTON

Public Relations Report

August 2021



A close-up photograph of a spiral-bound notebook with a pen resting on it. The notebook is open, showing lined pages. The pen is black with a gold-colored tip. The spiral binding is visible on the left side. The background is a dark blue gradient.

BY THE NUMBERS

**88
STORIES**

**46,498,134
IMPRESSIONS**

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

KEY ACTIVITIES



- Finalized and distributed Destination Weddings pitch
- Reached out to media about holiday gift guide timing and desired content
- Participated in agency FAM with Alphabet Creative to discover the region and its offerings
- Provided info on upcoming pitches and media and influencer stats for presentation to marketing committee
- Liaised with Stephanie Wallcraft of Driving.ca about visit to Kingston and article
- Presented earned media summer/fall update in marketing committee meeting
- Worked with TK to submit content for DC media inquiry for The Globe and Mail about culinary experiences/holiday hotel experiences
- Liaised with Carol Ann Davidson, Justin Plus Lauren and Stephen Johnson for Kingston FAM and article(s)
- Prepared detailed itineraries for FAMs for Justin Plus Lauren and Fifty-Five Plus
- Liaised with Tiny Town Tours to reschedule FAM to Kingston
- Participation in monthly marketing meetings

COVERAGE HIGHLIGHTS



Want to cruise privately? How I explored the Rideau Canal's small-town charm on my own cruiser



Lock staff operate as unofficial tour guides, ready to suggest worthwhile sights. "The Opinicon is just up the way," one tells us, after we moor at Chaffey's Lock (Rideau Canal Lock No. 37) a short distance from Elgin, Ont., a community of about 300 that swells with cottagers in summer.

An 1870s property with a butter-yellow exterior, the Opinicon is peak Canadiana; it's evolved from a private residence to a rooming house to a luxury resort, now undergoing a years-long multimillion-dollar restoration before it reopens next spring. We order takeout to peek inside and marvel at the interior, complete with a soaring foyer and grand staircase.

Taking a different route back to our boat, we find the original Lockmaster's stone house, set high overlooking the waterway – a security measure in the early 1800s when the Americans threatened the canal. Once Elgin's social mecca, home to both the post office and the village's sole phone, the property now lives on as a free museum.

IMPRESSIONS:
242,300 Print
2,725,710 Online
[LINK HERE](#)

COVERAGE HIGHLIGHTS

NARCITY

Pumpkinferno Is Coming To 2 Cities In Ontario This Fall With Thousands Of Glowing Pumpkins

The Halloween wonderland is back! 🎃



Upper Canada Village | Facebook, Upper Canada Village | Facebook

The highly anticipated event at Upper Canada Village is happening from September 24 to October 31.

It will have new exhibits to explore, like The Roaring 20s and Area 51, in addition to popular past exhibits.

While Fort Henry will transform into an enchanting illuminated experience from October 1 to 31 and some of the themed areas include the Dragon's Lantern Lair, Night At The Gallery, and Steampunk Station.

To attend, you'll be able to pre-purchase your timed-entry ticket from September 7. No tickets will be available at the gate.

IMPRESSIONS:
3,129,248 Online
[LINK HERE](#)

COVERAGE HIGHLIGHTS

NATIONAL POST

Following the historic St. Lawrence River in a 2021 Dodge Durango R/T

Life is a highway, but it's the slow way that takes you to where life is lived

Kingston, a settler city with history



Kingston City Hall PHOTO BY STEPHANIE WALLCRAFT

Our journey begins in the same city where Canada did. Kingston briefly served as the capital of the United Province of Canada in the 1840s, and at that point it had already long been established as a trade and military outpost.

Naturally, that means there's plenty of history here to explore. Today, it's complemented by a bustling downtown area with unique shops and a very cool food and entertainment scene.

IMPRESSIONS:
1,749,200 Online
[LINK HERE](#)

COVERAGE HIGHLIGHTS



Paralympian prepares for 'Tripp' of a lifetime

Canada's Paralympians are on their way to Tokyo. CityNews' Sports reporter Lindsay Dunn speaks to Abi Tripp, the Canadian swimmer who is hoping to break more records at the games.

IMPRESSIONS:
629,250 Online
17,591 Broadcast
[LINK HERE](#)

DIVINE

FOOD

Traveling Taste Buds: Margarita de la Casa from Mesa Fresca



Lime Infused Salt:

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

Freshly Squeezed Lime Juice:

- 3-4 limes per margarita

Simple Syrup:

- 1 cup sugar
- 1 cup water

Optional: you can easily make more or less syrup depending on how many margaritas you plan to have; just be sure to use equal parts sugar or water.

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

Margarita de la Casa:

- 1 oz Tequila el Espolon Blanco
- ½ oz Cointreau
- ¾ oz simple syrup (see above)
- 1 ½ oz freshly squeezed lime juice (see above)
- Ice

IMPRESSIONS:

22,140 Online

[LINK HERE](#)

COVERAGE HIGHLIGHTS

NARCITY

9 Incredible Things To Do In Ontario With Your Besties This Fall

Explore A Spooky New Pumpkin Trail



ade.phaco
Pumpkinferno, Upper Canada Village, Ottawa

[View Profile](#)



[View More on Instagram](#)



24 likes

ade.phaco

Pumpkins on the loose!!! 🎃🎃🎃 @uppercanadavill - Pumpkinferno '18



Price: \$18 per adult

When: October 1 - 31, 2021

Address: 1 Fort Henry Dr., Kingston, ON

Why You Need To Go: Pumpkinferno is coming to Fort Henry for the first time ever, and you and your friends can explore a luminous world of hand-carved pumpkins.

[Website](#)

IMPRESSIONS:
3,129,248 Online
[LINK HERE](#)

FAM TRIP HIGHLIGHTS

Justin Plus Lauren
August 30 at 12:15 PM · @

BRAND NEW on the blog: Vegan Guide to Kingston, Ontario! Kingston has the most restaurants per capita in Canada & that means there's lots of delish vegan eats!

Here are the best restaurants in Kingston you must check out:
<https://justinpluslauren.com/vegan-kingston/>
Visit Kingston #VisitKingston



justinpluslauren • Follow
Original Audio

justinpluslauren • 5 things you have to do when you're in Kingston, Ontario!!

- 1: Take a tour of the Kingston Penitentiary
- 2: Kingston Ghost Tour with @hauntedwalk . Kingston is so historic so you can bet that there are lots of spooky tales and hauntings.
- 3: Martello Alley @martelloalley - a hidden gem in Kingston, a cute art alley with works by local artists.
- 4: Trolley tour of Kingston

Liked by visitkingstonca and 143 others
5 DAYS AGO

Add a comment... Post



Lauren | Justin Plus Lauren
@JustinLaurenXO

We're so excited to be visiting Kingston, Ontario! Here's what we experienced that you need to add to your Kingston travel plans:

Kingston Penitentiary Tour (fascinating!), Haunted Walk (spooky ghost walk!), lunch at The Grocery Basket, dinner at Chez Piggy.

#VisitKingston



11:14 PM · Aug 17, 2021 · Twitter for Android

12 Retweets · 1 Quote Tweet · 27 Likes

Backyard... Save

justinpluslauren.com

Fun Things to Do in Kingston Ontario: Best Activities & Amazing Attractions


Awesome things to do in Kingston Ontario that you'll love! This Canadian city offers many fun attractions and activities for an amazing trip.

Justin Plus Lauren
22k followers Follow

Photos Comments

Tried this Pin?
Add a photo to show how it went Add photo

Justin Plus Lauren saved to Justin Plus Lauren Travel Blog



FAM TRIP HIGHLIGHTS

FIFTY-FIVE PLUS

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IMPRESSIONS:

8,340 Online

[LINK HERE](#)

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IMPRESSIONS:

8,184,450 Online across multiple outlets

[LINK HERE](#)

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— *Tourism* —
KINGSTON

THANK YOU



— *Tourism* —
KINGSTON

Public Relations Report

September 2021





BY THE NUMBERS

**39
STORIES**

**27,159,921
IMPRESSIONS**

**11 / 28%
DIRECT**

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

KEY ACTIVITIES



- Liaised with media and prepared detailed itineraries for Do the Daniel, The Planet D and foodism/escapism media FAMs
- Reached out to Carol Ann Davidson to correct information in article for Tribune Network
- Drafted and distributed Fall Programming press release
- Sent Destination Weddings pitch to expanded media list
- Drafted and distributed Canadian Beer Day pitch
- Drafted Holiday Gift Guide pitch and uploaded to Mailerlite
- Liaised with editor at Divine.ca about submitting content for Travelling Tastebuds series
- Worked with Tourism Kingston, RTO9 and Frontenac County to edit and distribute press release for Open Farms event
- Researched and developed media and influencer list for additional fall FAMs
- Reached out to Virginie Roy and Caroline Elie to invite on fall FAMs
- Secured Post City and Postmedia to attend fall media FAMs
- Prepared and presented recap of summer PR efforts for marketing meeting
- Participation in monthly marketing meetings

COVERAGE HIGHLIGHTS



Open Farms 2021 showcases local food and agriculture

For the first time ever, Open Farms 2021 will offer both in-person and virtual activities. Visit <http://www.openfarms.ca> for the full event schedule.



IMPRESSIONS:
17,900 Broadcast
5,209,1876 Online
[LINK HERE](#)

COVERAGE HIGHLIGHTS

blog
TO

Fall colours are starting to appear in Ontario and here's where to find them

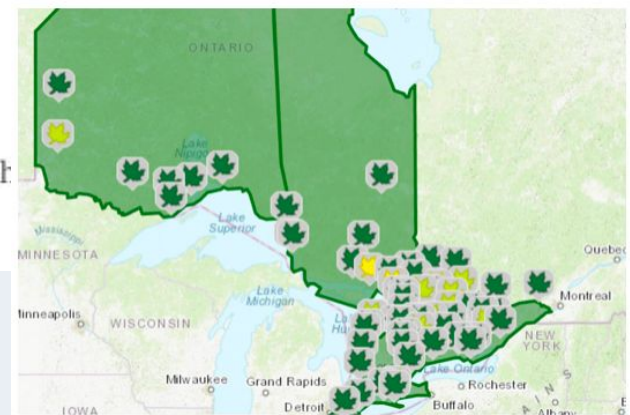


After a summer of **brutal heat waves** and **severe thunderstorms** in Ontario, many people look forward to the cooler temperatures and spectacular fall colours.

The fall season offers great **opportunities to get outside** and **enjoy day trips**. There are **several hiking trails** nearby ideal for viewing fall colours.

While Toronto is still mainly green, beautiful colours are starting to appear in Ontario's northern regions, **according to Ontario Parks**.

As of Sept. 15, the **Ontario Parks Fall Colour map** shows leaves are starting to turn yellow in the **Algonquin area**, in **Killarney Park**, north of Kingston in **Frontenac Park**, and around Sudbury.



IMPRESSIONS:
3,541,293 Online
[LINK HERE](#)

COVERAGE HIGHLIGHTS



Tenth season for Pumpkinferno



MORRISBURG – The St. Lawrence Parks Commission's popular Pumpkinferno event will return for its tenth season in late-September.

Beginning late-September Upper Canada Village will be your one-stop shop for all things fall as it celebrates the 10th annual Pumpkinferno.

More than 7,000 individually-carved pumpkins make up the displays on the one kilometre walk through the village, located just east of Morrisburg in South Dundas.

The St. Lawrence Parks Commission announced late last week that opening day for the popular event is September 24 and it will be open until October 31.

Between September 24 and October 17, the village will be open nightly from 7 p.m. to 10 p.m. It will open at 6:30 p.m. starting October 18.

This season, the SLPC is offering three accessibility nights – October 5, 12, and 19.

In 2020, the village modified the Pumpkinferno programming to be as “touchless” as possible due to the COVID-19 pandemic. Face masks are required for all indoor buildings, and hand sanitizing stations are set up throughout. Visitors must self-screen for COVID-19 symptoms before attending.

Also similar to operations in 2020, tickets are for specific time slots to attend. Tickets are only available online and go on sale September 7 at the UCV website.

IMPRESSIONS:
2,725,710 Online
[LINK HERE](#)

COVERAGE HIGHLIGHTS

POST CITY MAGAZINES



Where to travel for a taste of movie magic

You'll find famous film locations all over Ontario

Where to travel for a taste of movie magic

You'll find famous film locations all over Ontario

When walking downtown in Cambridge, Ontario, you might catch a glimpse of old-timers at Elizabeth Street and see fellow moviegoers' film cast members from the *Grand Hotel*. The past summer, James Murno was spotted in Stone Wall Village before taking off to the East Coast, and the cast of *Avatar* spent some time spotted along the Queen Street during filming in Toronto.

Ontario has always played a lead role in some of the biggest blockbusters. With beautiful landscapes, historic towns, and bustling city centres, it is one of the province's most popular filming locations. There are some Ontario locations to head to that have been the backdrop for some of our favourite films and television shows. You might even catch a glimpse of a few more movies as well.

Real moments of your favourite indie movies in Kingston

With historical buildings and a long, pebbly pier, Kingston is an ideal filming location.

In 2013, Kingston Productions filmed over 40 different scenes within traditional production of a new series, and those film the year, although that year has not yet been announced. It is known that *Throne of Glass*, *Abducted Myrris* and *Star Trek: Discovery* were all filmed on location at Kingston Productions with great

results. Book a trip to Kingston to find a lot like a movie star yourself while going on a boat, cruise, shopping on Queen Street and grabbing a slice of pizza at *Brooklyn Diner*.

Movie magic without movie cameras in the Ottawa Canal

Ottawa is a popular Canadian scenic film location with its picturesque views, and was named Canada's Most Beautiful City in 2014. The city's scenic views, lovely architecture, and scenic backdrop are perfect for filming. Locations like New York City Central Park and Cambridge Heritage Village (Ottawa's oldest) are also 2013's best scenic, picturesque location and a great time again, all that for filming a variety of locations - and for a reward.

Kingston Canal, a UNESCO World Heritage Site, is a huge scenic attraction all year round, making the ideal backdrop for filming and viewing in the winter months and being along the Kingston to the river. With historic and dramatic architecture lining the river, the *Robert Canal* serves as a picturesque backdrop for many productions. *Farewell, My Love* is the starring Nicholas Cage, Christopher Plummer and Cecilia Roth was filmed on the Canal, as was *Small Mirrors* without those two stars and *Habitat* film story of film

IMPRESSIONS:
120,000 Print
[LINK HERE](#)

COVERAGE HIGHLIGHTS

NARCITY

This Trolley Ghost Tour Takes You To Phantom-Filled Spots In Ontario & It's Truly Haunting



September 07, 2021, 08:00 PM
Madeline Forsyth

Climb aboard if you dare! You can ride a bright red trolley through the historic streets of Kingston Ontario and discover ghostly secrets about the city's past.

The [Kingston Trolley Ghost & Mystery Tour](#) runs until the end of October, and you can visit some lesser-known areas and spooky sites that are believed to be haunted.



Kingston Trolley Tours
about 5 years ago

2 Comment Share

The 90-minute journey includes stops like Fort Henry and the Kingston Penitentiary as well as [Rocheleau Court](#), where you'll learn about one of the city's most active ghosts, Teresa Beam, who is said to be buried in the alleyway.

You may experience some paranormal activities for yourself along the way. Visitors have reported strange and unexplainable shadows in their photos from the trolley tour.

Reservations are recommended in advance, so if you're feeling brave, book a spot on this spooky trolley for a chilling fall adventure.

IMPRESSIONS:
3,129,248 Online
[LINK HERE](#)

COVERAGE HIGHLIGHTS



Local playwrights 'Speak' in theatre company's 30th season opener



So she got in touch with collaborator Kelly Dear, and that's exactly what they did.

Twelve of those 21 monologues — written by playwrights of different age groups, experience and ethnicities, Doyle said — are the basis of “We Speak,” the opening show of Theatre Kingston’s 30th season. It opens Thursday at the Tett Centre for Creativity and Learning.

“I was looking for those little magical threads that could be brought together for a story,” said Doyle, adding she and Dear structured the play, “and it worked out well.”

The play features seven local actors (one of whom even plays a backyard hen) and is a “bit of a ghost story.”

“It’s very Kingston. It’s very deep, actually, and philosophical. That’s kind of what Kingston is,” Doyle, who grew up here, explained. “It’s different takes on the city. It’s not like a pamphlet about Kingston. It’s definitely not that.”

“We Speak” is the first of three productions Theatre Kingston has lined up for its anniversary season.

The second production, “The Sylvia Effect,” was supposed to be staged last season, so they’ve been working on it since November. Written and directed by Peter Hinton-Davis, it is inspired by the poetry of Sylvia Plath and focuses on four characters: the Daughter, the Poet, the Mother and the Son.

IMPRESSIONS:

68,897 UMV

[LINK HERE](#)

COVERAGE HIGHLIGHTS



A new Indigenous languages space will be coming to Kingston soon



WATCH: City of Kingston partners with Indigenous Langu

The City of Kingston is partnering with the Kingston Indigenous Languages Nest to support Indigenous community members rebuilding their connections to their culture, and to learn Indigenous languages.

“The plan right now is to make a city space available to Languages Nest, which is a volunteer-run community organization that helps second language learners learn Indigenous languages as a part of connecting back with culture, cultural revitalization and some land based learning as well,” said Jennifer Campbell, Director of Heritage Services with the City of Kingston.

610 Montreal Street will be the new home for the Languages Nest, and to organizers, the space is much needed.

IMPRESSIONS:
17,900 Broadcast
5,209,1876 Online
[LINK HERE](#)

COVERAGE HIGHLIGHTS



Doors Open Kingston takes place this weekend

The annual Doors Open Kingston event returns this weekend.

Presented by the Kingston Association of Museums, Art Galleries and Historic Sites (KAM), there are 15 locations offering free tours on Saturday and Sunday. They are:

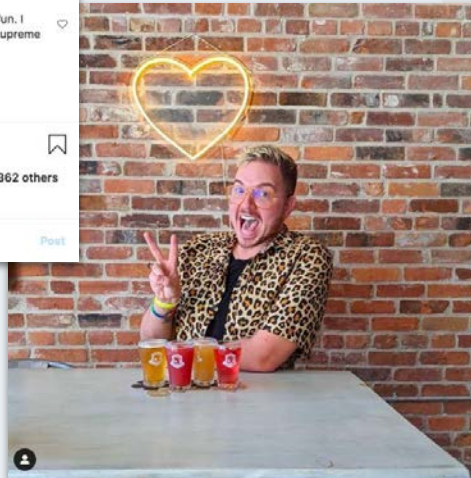
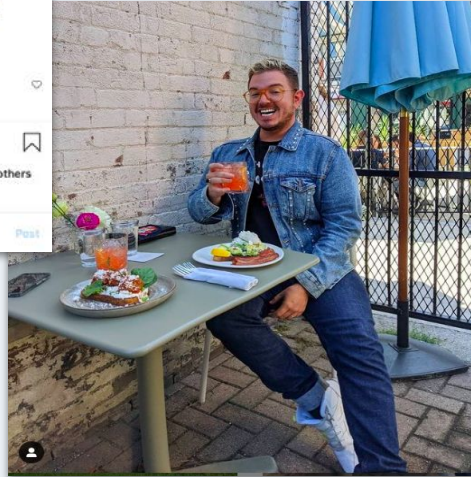
- The Tett Centre for Creativity and Learning
- St. Mark's Anglican Church
- The Spire
- Bellevue House Visitor Centre and Gardens
- Murney Tower Museum
- Lower Burial Ground
- South Frontenac Museum
- St. Andrew's Presbyterian Church
- Kingston Scout Museum

IMPRESSIONS:

68,897 UMV

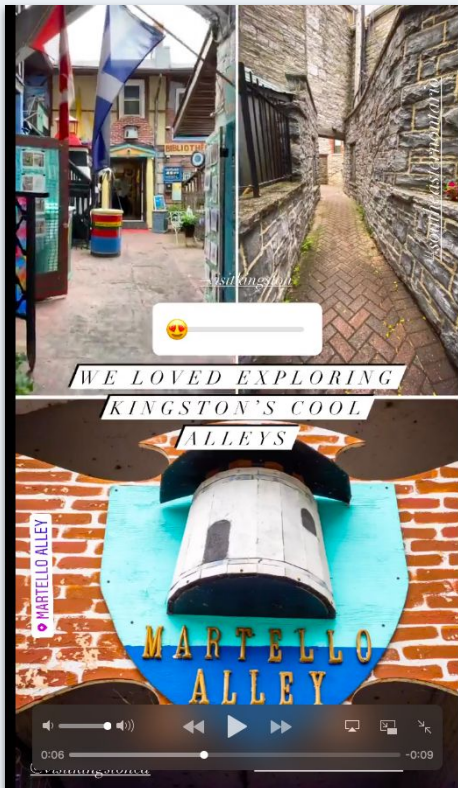
[LINK HERE](#)

FAM TRIP HIGHLIGHTS



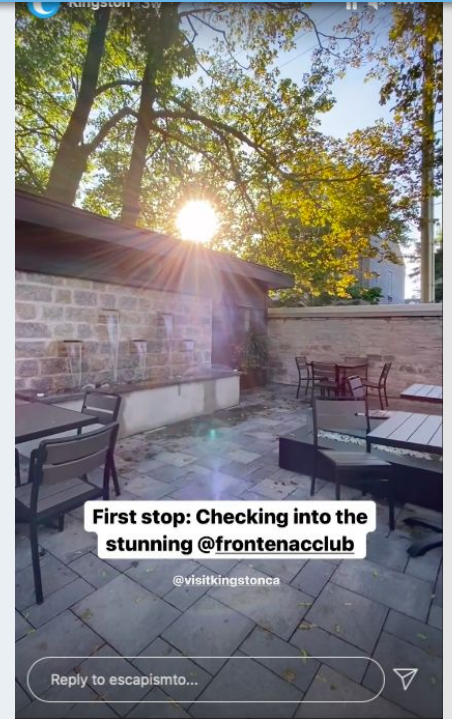
FAM TRIP HIGHLIGHTS

the planet 
Adventure is for everyone!



FAM TRIP HIGHLIGHTS

escapism
TORONTO



UPCOMING ACTIVITIES

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 - Halloween
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 - Distribute a local makers gift guide with items from partners to share with media for inclusion in roundups
- **Press Releases**
 - Live 365 with the Glorious Sons (ON HOLD)
 - Promote live music story in Kingston and winter offerings
- **FAM Trips:**
 - Liaison with fall media for next round of FAMs
 - Drafting detailed itineraries and influencer contracts confirming deliverables
- **Additional PR support as needed:**
 - Participation in monthly marketing meetings
 - Assist with any promotion of fall/winter activities or campaigns to align with marketing goals



— *Tourism* —
KINGSTON

THANK YOU

