



**City of Kingston  
Information Report to Council  
Report Number 24-077**

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**To:** Mayor and Members of Council  
**From:** Lanie Hurdle, Chief Administrative Officer  
**Resource Staff:** None  
**Date of Meeting:** February 20, 2024  
**Subject:** Quarterly Report: Tourism Kingston – Q4 2023

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**Council Strategic Plan Alignment:**

Theme: Regulatory & compliance

Goal: See above

**Executive Summary:**

In accordance with the Service Level Agreement entered into between the City of Kingston and Tourism Kingston ([Report Number 21-006](#)), the attached report (Exhibit A) provides detailed reporting on Q4 2023 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;*
- 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*

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*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.

February 20, 2024

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**Authorizing Signatures:**

ORIGINAL SIGNED BY CHIEF

ADMINISTRATIVE OFFICER

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**Lanie Hurdle, Chief  
Administrative Officer**

**Consultation with the following Members of the Corporate Management Team:**

Paige Agnew, Commissioner, Growth & Development Services	Not required
Jennifer Campbell, Commissioner, Community Services	Not required
Neil Carbone, Commissioner, Corporate Services	Not required
David Fell, President & CEO, Utilities Kingston	Not required
Peter Huigenbos, Commissioner, Major Projects & Strategic Initiatives	Not required
Brad Joyce, Commissioner, Infrastructure, Transportation & Emergency Services	Not required
Desirée Kennedy, Chief Financial Officer & City Treasurer	Not required

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**Options/Discussion:**

Exhibit A to this report provides an activity report from Tourism Kingston on results for Q4 2023.

**Existing Policy/By-Law:**

[Report Number 21-006](#) dated December 1, 2020

**Notice Provisions:**

None

**Financial Considerations:**

Section 4 of the Service Level Agreement relates to financial operations and provides clear parameters on funding to Tourism Kingston to undertake its core activities.

**Contacts:**

Lanie Hurdle, Chief Administrative Officer, 613-546-4291 extension 1231

**Other City of Kingston Staff Consulted:**

None

**Exhibits Attached:**

Exhibit A – Q4 2023 Tourism Kingston Report to Council

– Tourism –  
**KINGSTON**

# *FOURTH QUARTER REPORT 2023*



GOVERNMENT

# Tourism Kingston Quarterly City Report



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

**January 15, 2024**

**RE: Tourism Kingston Q4 2023 Report**

Please find attached our summary report on the activities undertaken by Tourism Kingston for Q4: October through December 2023.

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 the updated Integrated Destination Strategy and Council's Strategic Priorities.

We are pleased to deliver our fourth-quarter activity measures within each of the seven portfolios. This quarter reflects a continued effort to see maximum economic impact within the City of Kingston.

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**  
CHIEF EXECUTIVE OFFICER  
Tourism Kingston

# MARKETING & COMMUNICATIONS



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This quarter, our paid marketing campaigns focused on fall activities including spooky and family-friendly Halloween experiences and, later in the quarter, festive activities, positioning Kingston as an ideal location for holiday shopping. We also continued our weddings campaign, which promotes Kingston as a domestic destination wedding location in nearby markets of Toronto, Ottawa, and Montreal. The fall shoulder season sees the largest investment in paid media as we aim to extend visitation from peak season to drive overnight stays and business for partners.

Alongside paid marketing, we continued to raise profile for Kingston through proactive earned media efforts. This includes pitching select stories and experiences for coverage, nurturing relationships with media, and hosting influencers and journalists in Kingston, designing custom itineraries. We hosted Ian Shantz from the Toronto Sun from October 13–15. He explored Kingston’s vibrant music scene, including an interview with Rob Baker from The Tragically Hip, a [Creative Kingston Music Walking Tour](#), a Blue Rodeo concert at the Leon’s Centre, and an interview with Moira Demorest, Music Commissioner at Tourism Kingston. We also hosted Ottawa Life with a focus on Kingston’s diverse culinary scene. Their experience was well rounded with The Secret Garden Inn’s Afternoon Tea, a private tasting at Kingston Olive Oil Company, and meals at local restaurants (Tango Nuevo, Olivea, AquaTerra, Sens Café). In their spare time, we filled their itinerary with Kingston attractions (Kingston Pen Tours, Kingston Trolley Tour, Kingston 1000 Islands Cruises).

Rounding out our marketing mix, we leveraged our owned channels (website, social media, newsletters) to support our paid and earned activities, aligning key messages and content through a series of new stories, including our signature “25 things to do” monthly series and blog posts about Halloween attractions, holiday markets, and local restaurants. Our Instagram reels and TikTok videos brought these stories to life through video, engaging our social media followers, and our monthly newsletters delivered the stories to our subscribers. We produced 14 stories and 19 supporting social media videos in Q4.

In total, our strategic campaigns achieved considerable results. Our paid marketing campaigns generated 24,279,661 impressions. Our earned media work in Q4 generated 39 proactive stories and 123,137,916 impressions. Our owned media efforts generated 4,561,102 social media impressions and 118,365 engagements. Our reels and TikTok videos generated more than 196K views. The combined result of this work is 297,003 website sessions and 78,238 referrals to local businesses. Website traffic surpassed 2019 (pre-pandemic) by 40%. These strong marketing metrics delivered increased tourism to Kingston in Q4. Hotel occupancy averaged 61.3% in Q4, up from 56.7% in Q4 2022.

# MARKETING & COMMUNICATIONS



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Q4 was also a period of industry engagement and planning for the Marketing and Communications team. Alison Migneault, Director of Marketing and Communications, presented at an Economic Developers Association of Ontario regional event in October. She was part of the Indigenous Economic Development presentation, sharing two Kingston case studies (Katarokwi Indigenous Art & Food Market and a Kingstonlicious event) as well as the work Tourism Kingston has undertaken to support Truth and Reconciliation. Alison also represented Tourism Kingston at the CGLCC Black & White Gala for Canada's 2SLGBTQIA+ chamber of commerce, which celebrated its 20th anniversary in November.

The team met with partners as part of our monthly Destination Marketing Committee and quarterly Creative Committee for Visual and Digital Communicators, sharing plans and soliciting partner feedback as we reflect on 2023 and plan for 2024. The Marketing and Communications team also completed 2024 planning sessions with our marketing, earned media, and search marketing agencies of records.

Finally, the Marketing and Communications team was recognized with four awards in Q4:

- // Summit International Creative Award for Diversity, Equity, and Inclusion Marketing (gold)
- // Summit International Creative Award for Public Relations Program (bronze)
- // Marketing Canada Award for digital marketing – social media (Economic Developers Association of Canada)
- // Ontario Tourism Award of Excellence for Marketing Campaign over \$50,000

We are also finalists for two Economic Developers Council of Ontario awards: Tourist Attraction & Tourism Product Development for Kingstonlicious and Inclusive Community Based Initiative & Programming for our brand development and management efforts. These awards will be announced in February.



# MARKETING & COMMUNICATIONS



## 2023 annual goals

Marketing and Communications	2023 Goal	Q1	Q2	Q3	Q4	2023 Result	% goal actual
Website sessions	1,250,000	357,539	505,482	531,903	297,003	1,691,927	135%
Website pageviews	1,820,000	489,287	677,766	750,621	413,897	2,331,571	128%
Referrals to partners (web + phone)	215,000	36,673	46,307	115,560	78,238	276,778	129%
Advertising impressions	75,000,000	25,736,454	12,195,829	31,785,986	24,279,661	93,997,930	125%
Social media link clicks	375,000	147,284	96,877	82,760	59,334	386,255	103%
Social media engagements	800,000	304,789	306,387	180,544	118,365	910,085	114%
Social media impressions	46,500,000	11,180,211	9,590,815	8,150,122	4,561,102	33,482,250	72%
Total followers	120,000	111,218	113,397	116,713	119,469	119,469	100%
Proactive earned media stories	110	12	9	24	39	84	76%
Total media stories	400	123	299	369	374	1,165	291%
Total earned media impressions	450,000,000	281,515,718	61,948,761	249,710,408	123,137,916	716,312,803	159%

# PACKAGING



This quarter, we worked closely with partners to build overnight stay packages that bridge a variety of sectors (including attractions, experiences, and accommodations) and to curate signature events aligned with special projects. Q4's 18 packages included attraction experiences, along with family-friendly packages tailored around pre-holiday activities. Packages resulted in 8,171 referrals (web, calls, emails), and a minimum of 130 room nights were booked.

In Q4, we continued to partner with SLPC and three hotel partners, who created three packages with fall seasonal experiences, Pumpkinferno at Kingston Pen and Fort Fright at Fort Henry. Twenty-five tickets and 10 packages were sold, with most visitors selecting the Pumpkinferno packages. Overall, we saw an increase in overnight packages and tickets sold from participating hotels throughout the season with continued demand for these signature attractions.

In October, we also worked with Queen's Alumni Relations to organize events within Homecoming. This included a curated campus walking tour that shared stories from our Creative Kingston literary, music, and film tours. This experience engaged alumni to explore the campus they once knew through a new lens while highlighting the recently launched Creative Kingston walking tours. Building on these relationships, we hosted another activation bringing together the city and campus with a community event hosted at the Visitor Information Centre.

When Kingston was chosen as host location for the Vanier Cup in November 2023 and 2024, we worked with Queen's University Athletics, securing 100 tickets for the 2023 game ahead of the general public sale. These tickets were part of an overnight stay package, positioned as an incentive to encourage visitors to purchase football tickets and accommodation early. Six hotel partners participated in this package.

In early November, we launched a Visa incentive program ahead of the winter holidays. This encouraged incoming visitors to stay and shop in our community with a \$100 Kingston Visa gift card and a 20% voucher for use at the Visitor Information Centre. The addition of the 20% voucher leverages the locally made products within the Visitor Information Centre along with Kingston-branded merchandise. This program aligned with local holiday markets and ran November 6 to December 17. This "shop on us" package saw a minimum of 95 overnight stays, (one night on weekdays and two nights on a weekend) over the six-week period.

# PACKAGING



A partnership with Kingston Food Tours and hotel partners encouraging multi-night stays and a \$100 Visa gift card wrapped up in late December with three accommodation partners yielding 10 two-night stays during Q4.

Our winter culinary festival, Kingstonlicious, returns in January. Outreach to culinary partners for the 2024 season began in September with an in-person kick-off meeting. Throughout the quarter, we engaged with partners and have confirmed participation from over 35 partners across the city, including restaurants, cafés, and breweries. We have also been working with restaurant partners to curate a series of six signature events, with the aim of engaging new host restaurants. In early December, we began outreach to accommodation partners for the 2024 winter promotion offering a \$100 Visa gift card as part of overnight packages (one night on weekdays and two nights on a weekend). This promotion will align with the return of Kingstonlicious in mid-January.

Throughout the quarter, we held bi-monthly meetings with key community stakeholders in planning for the total solar eclipse on April 8, 2024. We have made significant steps to create community activations before and during the eclipse. There are now four dedicated viewing eclipse areas across the city: Breakwater Park, Woodbine Park, Lake Ontario Park, and the walking path of the Waaban Crossing. The Department of Physics, Engineering Physics, & Astronomy at Queen's University will assemble a team of subject matter experts who will be deployed across the city. More than 100 Eclipse Ambassadors will share information on how to safely view the eclipse. Other eclipse activities are being planned by Fort Henry, the Murney Tower Museum, the Tett Centre, and Kingston 1000 Island Cruises, with more to come. In Q4, the Marketing and Communications team deployed phase one of the [2024 Solar Eclipse landing page](#). Phase two launches early in Q1 2024 and will include an update to the landing page to showcase partner events throughout the city, activations, lead segmentation for email signups, and packages.

The quarterly Attractions Committee last met in early December. This committee reviews high-level operational plans and programs for Kingston attractions as well as business performance, which is shared with hotel partners to inform packaging.

We attended the Ontario Tourism Summit in Mississauga, presented by the Tourism Industry Association of Ontario. This event provides keynote speakers from across the tourism sector ranging in topics around advocacy to the use of AI. This event offers networking opportunities with professionals from across the province.

# PACKAGING



## 2023 annual goals

Packaging	2023 Goal	Q1	Q2	Q3	Q4	2023 Result	% goal actual
See + Do packages	40	5	16	2	15	38	95%
Eat + Drink packages	40	25	8	1	0	34	85%
Rest + Relax packages	15	4	4	0	2	10	67%
Family packages	15	5	2	4	1	12	80%
Package referrals to partners	22,500	6,892	5,962	6,785	8,171	27,810	124%
Minimum room nights	600	406	40	55	130	631	105%

\*\* Tourism Kingston supported or created packages

# SPORT AND WELLNESS



Local business Improbable Escapes won their bid to host the Canadian KeyForge National Championships in Kingston, and we assisted them in securing hotel rooms for the 70 board game competitors and families visiting our city from across Canada. The event took place October 6–8, with players vying for spots at the World Championships of this popular game.

Also in October, Kingston welcomed the Ontario Hockey League Leadership Meeting, Fall Bash - Greater Kingston AAA Hockey, and the Climb Canada Pan Am Training Camp. In November, Kingston hosted its inaugural Hockey Helps the Homeless tournament. Previous tournaments have taken place in cities across Canada to raise funds for services for vulnerable populations. Proceeds from the local tournament event went to Kingston services OneRoof and the Integrated Care Hub. The Kingston event saw Kingstonian Hockey Hall of Famers Doug Gilmour and Jayna Hefford, as well as former Kingston Frontenacs forward Mike Zigomanis, join local players for a day of hockey. Skate Ontario's Synchro Series came to Kingston in December, with 960 skaters participating at the three-day event at the Leon's Centre.

Kingston hosted two major U Sports events in November. The Women's Soccer National Championships on November 9–13 had 1,000 attendees and booked 300 local hotel rooms. The Vanier Cup on November 25 had 4,000 attendees and booked 600 hotel rooms.

With the support of the Kingston Native Centre and Language Nest, we attended the Indigenous Masters Games in Ottawa, where we met with representatives from Indigenous Sport & Wellness Ontario to hear about their future plans, and how we can assist.

We have been working with the Greater Kingston Girls Hockey Association Ice Wolves to secure rooms for their returning tournament in January 2024, with the assistance of Kingston Accommodation Partners. This tournament brings over 60 girls' hockey teams to Kingston.

// Looking ahead to Q1, 2024, Kingston will welcome the following events:

// 2024 Ice Wolves Hockey Tournament, January 5–7

// 2024 Taylor Hall Classic, January 12–14

// Ted Brown Classic, January 25–27

// RELM Sports Showdown, February 16–18

// International Police Hockey Tournament, February 21–23

// Canadian Scrabble Classic, February 16–19

# SPORT AND WELLNESS



## 2023 annual goals

Sport and Wellness	2023 Goal	Q1	Q2	Q3	Q4	2023 Result	% goal actual
Number of traces	2,000	716	324	300	300	1,640	82%
Number of bids prospected	50	18	27	10	3	58	116%
Number of bids submitted	8	2	4	2	3	11	138%
Number of bids won	4	0	4	2	3	9	225%
Room attendees	20,000	4,768	6,016	1,450	1,600	13,834	69%
Event attendees	38,000	9,112	10,162	21,000	3,200	43,474	114%
Estimated economic impact	\$15,000,000	\$2,630,400	\$6,665,700	\$4,632,850	\$1,358,400	\$15,287,350	102%

*All numbers are based on date traces/leads began*

*Bids prospected - potential events*

*Bid submitted - bids that require a bid book presented to the sport organization for consideration to host.*

# TRAVEL TRADE



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In Q4, we held four FAM tours and one sales mission:

- // Champlain College tourism program FAM tour (September 14–15)
- // Markham Sales Mission (September 27–28)
- // AUS/UK Market FAM tour with Destination Ontario and 11 tour operators (October 16–17)
- // German Market FAM tour with Destination Ontario and 10 tour operators (October 17-18)
- // South Korea FAM tour with five tour operators (November 5)

In the weeks following these events, we sent partner referrals to tour operators, including follow-up information on Kingston restaurants, attractions, and accommodations.

Client traces are at over 109%, definite leads are at over 135%, referrals to partners are at 131%, and number of buses, at 146% for this quarter. We continue to utilize tracking tools in the Simpleview CRM software but note that these numbers do not reflect all outgoing communications with tour operators.

In December, we attended the Ontario Motor Coach Association Marketplace in Toronto. There, we held meetings with more than 40 tour operators, with partners from Hilton DoubleTree and Home2Suites and Kingston Destination Group.

We continue to build out our library of local itineraries in Travefy and work closely with tour operators on customized itineraries for their trip to Kingston. In Q4, we added 14 new Itineraries in Travefy, both sample and customized for tour operators. Examples of these new itineraries include Kingston Educational Itinerary, Pearl Mist Day in Port of Kingston, Culture Exchange Day, and more.

Throughout Q4, we held monthly meetings of the cruise committee. We continue to work with our partners and cruise agencies to ensure their guests make the most of their time here in Kingston. This fall, we welcomed the MS Hamburg, with over 300 guests, into the Port of Kingston. On the ship's September 22 arrival, guests were welcomed by Visitor Services staff, and were able to explore downtown Kingston and local sights. We worked closely with a local Indigenous Drum Circle group, Ollin, to offer the guests a traditional send-off from the Crawford Wharf. The ceremony was very well received by the guests.

# TRAVEL TRADE



MS Hamburg returned to Kingston on October 8 but couldn't tender, due to high winds. This missed opportunity for cruise ship passengers to visit Kingston further supports the need for a deep-water dock.

We continue to plan for an upcoming trade show in Nashville in January: the American Bus Association Marketplace. We currently have 37 meetings booked with North American bus tour operators. This will be one of five trade shows we will attend in 2024, to directly connect with both Canadian and international tour operators to encourage them to include Kingston in their future itineraries.

## 2023 annual goals

Travel Trade	2023 Goal	Q1	Q2	Q3	Q4	2023 Result	% goal actual
Number of traces	600	146	178	202	165	691	115%
Definite leads	60	9	54	21	7	91	152%
Referrals	350	142	235	84	37	498	142%
Cruise passengers	800	385	0	560	280	1225	153%
Number of buses booked	50	5	52	18	3	78	156%
Estimated economic impact	\$2,500,000	\$303,103	\$1,952,000	\$843,370	\$86,500	\$3,184,973	127%

*All numbers are based on date traces/leads began*

*Traces - contact with clients and prospects*

*Definite leads - potential business that has turned into booked business*

*Referrals are when partner information is provided to a client, either by email referral or through Simpleview*

*Buses booked in the quarter do not necessarily arrive in the quarter booked*



# BUSINESS EVENTS



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We worked closely during the autumn months with organizers for the Canadian Society for Psychomotor Learning & Sport Psychology, the OHL League Meetings, the Queen's University Conference on Business and Governance, and Camping in Ontario/CampX, all of which hosted multi-day conferences in Kingston during the last quarter of the year. These events were wonderful "shoulder season" additions to an extremely busy year for meetings and conferences in the city.

We enjoyed a strong fourth quarter with respect to meeting and conference inquiries, beginning work during the quarter with the following groups, all of which intend hosting in Kingston in 2024: The Canadian Glaucoma Society, FIRST Robotics Canada, the Canadian Critical Care Society, NCSY Canada, RTO 9, Napa Autopro, FEED Ontario, AIESEC Canada, the Canadian Brewers Journal & Brewers' Choice Awards, and the Therapeutic Gastroenterology Training Program. Together, these events represent more than 2,700 rooms nights, plus meeting space and food and beverage.

The need for a medium-sized, purpose-built conference centre in Kingston was highlighted this quarter by our inability to bid on four significant future events, each of which is too big to be accommodated in existing facilities. These events (with estimated direct economic impact noted) were: Canadian Council for the Advancement of Education 2025 Conference (\$468,385), Ontario Association of Architects 2026 Conference (\$656,130), Canadian Association of Exposition Management 2024 Conference (\$339,354), and the Canadian Chamber of Commerce 2025 AGM and Convention (\$525,812). Fortunately, the Conference Centre Request for Expressions of Interest process had positive results and is moving forward to a short-list of interested parties and, hopefully, issuance of a Request for Proposals.

The fourth quarter also saw preparations for several major conferences to take place in 2024. We will welcome the Northeast Shrine Association, in both April and September, BGC Canada (formerly the Boys & Girls Clubs) in May, the Ontario Association for Mathematics Education in May, the Vespa Club of Canada in June, the Canadian Society of Association Executives in July, the Municipal Information Systems Association in October, and the Tarot Lenormand Conference in November. Combined, these major events represent over 5,000 room nights plus all ancillary spending in the community.

# BUSINESS EVENTS



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One of the 2024 events in particular, the Canadian Society of Association Executives (CSAE) Summer Summit in July, holds virtually unlimited long-term potential for Kingston as a premier destination for meetings and events. The CSAE is Canada's "association for associations" and the 250 people attending Summer Summit from July 10 to 12, 2024 represent organizations that all host their own meetings and conferences every year. We worked hard to secure this first-ever "industry gathering" for Kingston, and we will be pulling out all the stops to ensure attendees see first-hand all that our city has to offer them as event planners and organizers.

During Q4, we attended a number of key industry events at which we promoted Kingston as an ideal meeting place. These events included the Professional Convention Management Association's Canada East Chapter Speed Networking event in Montreal in October, and the Meeting Planners International Ottawa Chapter's Education Day Event and Annual Festive Dinner gathering, both in Ottawa in November. These industry association events are ideal opportunities to meet with meeting planners and organizers from all key sectors – corporate, government, and association.

We also spent a good deal of time in Q4 putting in place all the various elements required to succeed in the year ahead, including finalizing details for Kingston's participation in Ottawa Meet Week (Destination Direct Canada, Tete-a-Tete, REVEAL, and various industry events), the Canadian Meetings & Events Expo in Toronto, and a number of key industry conferences and conventions that Tourism Kingston will attend and sponsor.

Lastly, the fourth quarter saw a strong push to compile all necessary information to launch the [Business Events Digital Venue Catalogue](#). This initiative will result in a comprehensive listing in the Business Events section of VisitKingston.ca of all the city's key meeting and event venues, including photographs, virtual tours, capacity charts, floor plans, catering information, and contact details. It will offer meeting planners a compelling first look at what we as a city can provide by way of facilities for their meetings, and further enhance our standing in the business events community. With an initial launch on December 22, the Digital Venue Catalogue will undergo constant updating and revision to ensure planners have access to the most up-to-date information available.

# BUSINESS EVENTS



## 2023 annual goals

Business Events	2023 Goal	Q1	Q2	Q3	Q4	2023 Result	% Goal Actual
Number of traces	800	263	210	280	310	1063	133%
Tentative leads	35	9	6	12	8	35	100%
Definite leads	40	15	5	11	9	40	100%
Contracted room nights	10,000	3,900	3,105	988	4,012	12,005	120%
Estimated economic impact	\$1,500,000	\$844,000	\$147,000	\$425,000	\$726,792	\$2,142,792	143%

*All numbers are based on date traces/leads began*

*Traces - contact with clients and prospects*

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

*Definite leads- booked business*

*Economic impact reflects room nights and does not include indirect spend for delegates*

# FILM & MEDIA



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In Q4, we saw inquiries from large, studio-based productions as the writers' and actors' strikes in the U.S. finally came to a close after more than eight months of significant disruption to the industry. We welcomed groups from Netflix and Corus Entertainment, who toured prime locations including Royal Military College and Queen's University. Both groups included senior executives and creatives, including VP-level executives, show runners, directors, and cinematographers. Senior personnel taking part in location scouts is generally a good sign that they are very close to finalizing plans to bring productions to the city. In the case of Netflix, they have begun pre-production on their project in December and if all goes according to plan, they will begin production in summer 2024. We should have further details early in the new year.

We also hosted a location tour for the upcoming Netflix production *Frankenstein*, directed by Guillermo Del Toro, who previously used Kingston as a location for the 2015 movie *Crimson Peak*. We held numerous conversations with producers about hosting three separate big-budget series that are being produced for the Paramount+ streaming platform as well. Canadian production company Shaftesbury indicated they will be returning to Kingston to film additional episodes of their long-running CBC series *Murdoch Mysteries* and, separately, we've begun initial conversations with Shaftesbury about possible location needs for the series *Ruby and the Well*, which is awaiting a fourth season order in 2024. This quarter has been encouraging for what lies ahead in 2024 regarding productions from out of town. We continue to pursue additional opportunities as we enter the new year.

In Q4, we welcomed several unscripted and documentary productions to the city; two of these were returning productions that wish to repeat their positive experiences filming in Kingston. *Ghost Hunters of the Grand River* came back to film an additional episode of this popular paranormal series after initially coming to Kingston in late 2022. French-language series *Secrets des Profondeurs* came to Kingston for the second time this year. Low-budget feature films *The Guy* and *Red Converse* filmed entirely in Kingston in October.

# FILM & MEDIA



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We had great turnouts for our professional development workshops this quarter. We partnered with organizations such as the Directors Guild of Canada and the Kingston Canadian Film Festival, as well as renowned and award-winning film and TV producers, to offer a wide-ranging group of workshops. The workshops offered in Q4 included:

- // The Basics of Entertainment Law (in partnership with KCFF)
- // Filming Considerations 101 (in partnership with RTO 9)
- // Special Effects and Makeup Training (in partnership with KCFF)
- // Fundamentals of the Film & TV Art Department (in partnership with the Directors Guild of Canada)
- // From Concept to Delivery: How to Ideate, Develop, and Pitch Your TV Show Idea
- // Reel-Scout 101 (how community members can utilize our film resource database to find work on local productions in Kingston)

In total, we welcomed nearly 400 participants to our events in Q4. We're actively working with partners to develop even more exciting events in the new year.

And lastly, in Q4 we welcomed Joanne Loton to the Film & Media team as Film & Media Officer. Joanne's 20 years of experience as a documentary producer and collaborations in the digital media space will be a great asset as we ramp up production in the post-strike period and expand our outreach and collaborations beyond film and TV production and into exciting new areas in the digital and interactive space.

# FILM & MEDIA



## 2023 annual goals

Productions	2023 Goal	Q1	Q2	Q3	Q4	2023 Result	% goal actual
Tier 1 (7+ days)	3	1	1	1	0	3	100%
Tier 2 (overnight to 1 week)	10	0	2	2	8	12	120%
Tier 3 (single day)	10	0	0	3	4	7	70%
Local productions (within 100km)	10	1	2	3	6	12	120%
Non-local Productions (>100km travel)	25	0	1	4	3	8	32%

Workshops/Events	2023 Goal	Q1	Q2	Q3	Q4	2023 Result	% goal actual
Events	10	2	1	1	9	13	130%
Participants	1,000	400	10	50	340	800	80%

Scout Tours	2023 Goal	Q1	Q2	Q3	Q4	2023 Result	% goal actual
Tours	60	0	10	19	7	36	60%
Participants	500	0	76	152	32	260	52%

# MUSIC



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The commitment to fostering the growth of Kingston's music ecosystem is a continuous thread throughout the Music Officer's work. Q4 highlights for the Music portfolio, under the leadership of Moira Demorest, reflect these significant accomplishments and further solidify Kingston as a hub for musicians and music enthusiasts.

This quarter, we collaborated with a number of community partners. Support included Eclipse Activations Artist Curation with Fort Henry and the City of Kingston; Holiday Programming curatorial suggestions with Downtown Kingston BIA; artist and larger-scale event consultation with Daft Brewery; music programming consultation for the Holiday Inn; ongoing strategic planning with Cantabile Choirs; and artist consultations and suggestions for the Queen's Vanier Cup programming. Ongoing conversations with the Limestone District School Board's secondary school music teachers has resulted in a partnership on the Limestone Music Celebration event, which will bring 500 area music students together in Q1 2024 to rehearse, learn, and perform collaboratively. Conversations with Algonquin & Lakeshore District School Board and the École Secondaire Publique Mille-Îles also continue. We continue to partner with St. Lawrence College's Music & Digital Media program in an advisory and mentorship capacity.

Launched in Q3, the Musiikki Merch Market saw a significant boost in attendees during its second iteration on December 9, coinciding with the busy holiday shopping season. December's Market featured 15 artists and music makers and achieved positive feedback with a "capacity" crowd of 250+ attendees during the two-hour event. The positive impact on artists was evident through post-event feedback, prompting plans for further development for Q2 2024, with outdoor expansion to ensure continuous growth and revenue opportunities for artists.

The inaugural Makers Meetup was also launched during Q4, in collaboration with the Film & Media team and the Kingston Canadian Film Festival. Meetups drew 200 attendees across two events at the Broom Factory, Kingston's newest all-ages event space. This monthly series fosters collaborations and networking among Kingston's music, film, gaming, digital, and creative communities. This initiative continues into 2024.

Engagement with the ten production companies and ten musicians featured in the Slight Music Video Program continued during Q4. Behind-the-scenes content capture for marketing and promotion continued. This program, bridging film and music,

# MUSIC



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will premiere ten locally produced music videos at the Kingston Canadian Film Festival in 2024. Hosted at Kingston's Grand Theatre, production teams and artists will walk the "red carpet" for this premiere on March 2, 2024.

The final Kingston Roadshow of 2023, in collaboration with Ottawa's Spectrasonic, featured a lineup that included Kingston artists Luella and Clara Smallman. The events at the Broom Factory in November drew a packed crowd of 150+ attendees. Ongoing partnerships were also fostered through quarterly meetings with music offices from Toronto, London, Mississauga, Ottawa, Hamilton, and Kitchener.

Throughout Q4, work continued on the relaunch and expansion of the Bandwidth program, set for Q1 2024. The program, a series of professional development and networking events, aims to strengthen Kingston's music scene through professional development, collaboration, and networking. We are also facilitating an ongoing Youth Open Mic event, providing a platform for young musicians with one-on-one mentorship provided by local singer-songwriter Savannah Shea. Throughout the Open Mic initiative, high school music students will be engaged to assist in a leadership capacity, assisting with promotion and event facilitation.

The Broom Factory continues to be a centre for learning, collaboration, and presentation, creating synergy between the music and film sectors. Our presence at the Broom Factory has allowed for continued partnerships with community groups, while providing much-needed event space for our ongoing programs. During Q4, the Broom Factory hosted 39 public events, engaging with 13 unique community partners, featuring approximately 60 bands and solo artists, and 37 local bands and artists. This space continues to foster sustainable growth and support for Kingston's music ecosystem.

Since 2022, Music Officer Moira Demorest has worked with the City's Arts & Culture Services and the Nordicity team on the development of the Kingston Music Strategy (KMS). The KMS provides a strategic roadmap that identifies ways to improve support for local music and musicians, address gaps and opportunities specific to the music economy, and embrace and promote Kingston's vibrant and diverse music communities. On December 13, the Arts, Recreation & Community Policies Committee unanimously approved the KMS, which includes continued support for Tourism Kingston's music portfolio. On December 19, City Council approved the KMS and its recommendations.



# MUSIC



## 2023 annual goals

Live Events	2023 Goal	Q1	Q2	Q3	Q4	2023 Result	% Goal Actual
Kingston facilitated roadshows	5	2	1	2	1	6	120%
Artists/ bands impacted	20	7	3	4	2	16	80%
Workshops/ Professional Development Events	6	3	17	2	4	26	433%
Attendees at workshops/ events	600	300	750	150	250	1,450	242%

Sponsored Events							
Sponsored music events	20	11	7	2	2	22	110%
Attendees - sponsored events	10,000	2,175	5,475	300	300	8,250	83%
Artists/ bands impacted	500	100	165	25	18	308	62%

# VISITOR SERVICES



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The fall season was busy with European visitors, primarily from France, Belgium, and Germany. The majority were here on vacation and to see the fall colours. Most European visitors plan a route between Quebec City and Niagara Falls with a stop in Kingston. The most common reasons for visiting Kingston are its perfect location between Toronto and Montreal; it is the largest city in South Eastern Ontario, and its close proximity to the Thousand Islands.

In October, we continued to strong ticket sales for our fall attractions including the Kingston Pen Tours and Ghost and Mystery Trolley Tours. Fort Fright returned this year to Fort Henry and was very popular, and Pumpkinferno moved to Kingston Pen. 1000 Islands Cruises also offered some Ghost & Mystery cruises, which sold well.

Kingston Trolley Tours launched its 2023 Christmas Light Tour in early December. The 75-minute tour ran until December 31 and was very successful.

We had strong retail sales this quarter namely our Tourism Kingston pins and Christmas ornaments. We also offered ornaments from a local maker [Found & Lost Art](#), as well as the Downtown Kingston's pewter ornament program.

We continue to add local makers to our retail offering including a local Indigenous maker to our offerings. Liv Rondeau, of [Flint and Maple Beadwork](#), supplied handmade jewelry, and in December handmade tree ornaments. Liv is a Kanyen'kehá:ka (Mohawk Nation) interdisciplinary artist.

We continue to showcase local artisans and producers, including [Kenny Maple Syrup](#), Iris Russak photography, and candles from [TwelveFive Candle Co.](#) We will be expanding our offerings in 2024.

Visitor Services staff participated in several community events this quarter, setting up information booths for Queen's Homecoming, the Queen's Conference on Business and Governance, the Women's Soccer championships, the Ontario Association on Developmental Disabilities conference, and the Vanier Cup football game. We also introduced a new "Letters to Santa" family event in December, which was very well received.

# VISITOR SERVICES



## 2023 annual goals

Visitors	2023 Goal	Q1	Q2	Q3	Q4	2023 Result	% goal actual
Number of interactions	80,000	1,290	14,245	23,334	4,557	43,426	54%

Sales	2023 Goal	Q1	Q2	Q3	Q4	2023 Result	% goal actual
Retail	\$50,800	\$6,082	\$21,292	\$41,171	\$18,077	\$86,622	171%
Commissions – attraction tickets	\$35,000	\$0	\$9,790	\$29,583	\$5,143	\$44,516	127%
Enhanced profile – brochure racking	\$23,300	\$13,100	\$11,900	\$1,350	\$400	\$26,750	115%
<b>Total sales</b>	<b>\$70,000</b>	<b>\$19,182</b>	<b>\$42,982</b>	<b>\$72,104</b>	<b>\$23,620</b>	<b>\$157,888</b>	<b>226%</b>

# DRAFT BUDGET

\*\*Preliminary results as 2023 year-end has not yet closed\*\*

**Tourism Kingston DRAFT Unaudited Financial Summary  
For the Twelve Months Ending December 31, 2023**

Revenue	Total Budget			Q1			Q2			Q3			Q4			TOTAL			
	Budget	Actuals	% Spent	Budget	Actuals	Variance	% Spent	Budget	Actuals	Variance	% Spent	Budget	Actuals	Variance	% Spent	Budget	Actuals	Variance	% Spent
Municipal Funding	\$1,526,844	381,711	100%	381,711	381,711	-	100%	381,711	381,711	-	100%	381,711	381,711	-	100%	1,526,844	1,526,844	-	100%
KAP Contribution	1,450,000	362,500	83%	362,500	362,500	(0)	100%	362,500	362,500	(0)	100%	362,500	362,500	-	100%	1,450,000	1,450,000	-	100%
UNAP Contribution - Other	50,612	12,653	0%	12,653	12,653	(0)	0%	12,653	12,653	-	0%	12,653	12,653	-	0%	50,612	15,891	34,721	31%
KAP Contribution - Other	198,000	49,500	0%	49,500	49,500	(0)	0%	49,500	49,500	-	0%	49,500	49,500	-	0%	198,000	198,000	-	100%
Unused MAT 35% Fund	290,000	72,500	0%	72,500	28,479	28,479	0%	72,500	28,479	-	0%	72,500	28,479	-	0%	290,000	316,479	(28,479)	110%
2023 Special Projects MAT	60,000	15,000	0%	15,000	15,000	(0)	0%	15,000	15,000	-	0%	15,000	15,000	-	0%	60,000	60,000	-	100%
MAT STR	175,000	43,750	0%	43,750	43,750	(0)	0%	43,750	43,750	-	0%	43,750	43,750	-	0%	175,000	175,000	-	100%
SLPC	207,958	51,990	25%	51,990	51,990	(0)	25%	51,990	51,990	-	25%	51,990	51,990	-	25%	207,958	177,969	30,009	86%
Tourism Relief Fund - 2022 carryforward	11,864	11,864	100%	11,864	11,864	(0)	100%	11,864	11,864	-	100%	11,864	11,864	-	100%	11,864	11,864	-	100%
2022 carryforward	31,806	31,806	100%	31,806	31,806	(0)	100%	31,806	31,806	-	100%	31,806	31,806	-	100%	31,806	31,806	-	100%
Reconnected Grant	4,884	4,884	100%	4,884	4,884	-	100%	4,884	4,884	-	100%	4,884	4,884	-	100%	4,884	4,884	-	100%
VC Services & Commissions:	70,000	17,500	25%	17,500	17,500	(0)	25%	17,500	17,500	-	25%	17,500	17,500	-	25%	70,000	80,539	(10,539)	115%
Retail	10,339	10,339	100%	10,339	10,339	(0)	100%	10,339	10,339	-	100%	10,339	10,339	-	100%	10,339	10,339	-	100%
Ticket sales & other revenue	41,354	10,339	25%	10,339	16,433	(6,094)	67%	10,339	16,433	(6,094)	159%	10,339	16,433	(6,094)	159%	41,354	41,982	(628)	102%
Brochure racking	20,000	5,000	25%	5,000	5,000	(0)	25%	5,000	5,000	-	25%	5,000	5,000	-	25%	20,000	27,202	(7,202)	136%
Misc Revenue	50,000	12,500	25%	12,500	12,500	(0)	25%	12,500	12,500	-	25%	12,500	12,500	-	25%	50,000	50,000	-	100%
Film Revenue	70,000	17,500	25%	17,500	30,775	(13,275)	176%	17,500	30,775	(13,275)	176%	17,500	30,775	(13,275)	176%	70,000	49,325	20,675	70%
Business Events Revenue	1,000	688	69%	688	688	(0)	69%	688	688	-	69%	688	688	-	69%	1,000	1,000	-	100%
Tourism Marketing Revenue	2,750	375	14%	375	375	(0)	14%	375	375	-	14%	375	375	-	14%	2,750	2,750	-	100%
Tourism Trade Revenue	1,500	375	25%	375	375	(0)	25%	375	375	-	25%	375	375	-	25%	1,500	1,775	(275)	118%
Sport & Wellness Revenue	1,500	375	25%	375	375	(0)	25%	375	375	-	25%	375	375	-	25%	1,500	1,500	-	100%
Marketing Revenue	65,000	16,250	25%	16,250	72,443	(56,193)	446%	16,250	72,443	(56,193)	446%	16,250	72,443	(56,193)	446%	65,000	118,830	(53,830)	183%
Marketing Revenue - Airport - 2022 carryforward	236,613	59,153	25%	59,153	59,153	(0)	25%	59,153	59,153	-	25%	59,153	59,153	-	25%	236,613	210,634	25,979	89%
Other Funding	33,550	8,388	25%	8,388	26,313	(17,925)	314%	8,388	26,313	(17,925)	314%	8,388	26,313	(17,925)	314%	33,550	26,313	7,237	78%
Canada Summer Jobs Program	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
RTOP Partnership Program	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total Revenue</b>	<b>4,612,365</b>	<b>913,283</b>	<b>79%</b>	<b>913,283</b>	<b>239,809</b>	<b>(673,474)</b>	<b>151%</b>	<b>913,283</b>	<b>1,108,472</b>	<b>(195,189)</b>	<b>96%</b>	<b>913,283</b>	<b>1,108,472</b>	<b>(195,189)</b>	<b>96%</b>	<b>4,612,365</b>	<b>4,774,172</b>	<b>(161,807)</b>	<b>104%</b>
<b>Expenditures</b>	<b>1,800,000</b>	<b>450,000</b>	<b>25%</b>	<b>450,000</b>	<b>450,000</b>	<b>(0)</b>	<b>25%</b>	<b>450,000</b>	<b>289,858</b>	<b>160,142</b>	<b>64%</b>	<b>450,000</b>	<b>289,858</b>	<b>160,142</b>	<b>64%</b>	<b>1,800,000</b>	<b>1,448,937</b>	<b>351,063</b>	<b>80%</b>
Wages & Benefits	239,857	59,964	25%	59,964	70,415	(10,451)	117%	59,964	70,415	(10,451)	117%	59,964	70,415	(10,451)	117%	239,857	320,946	(81,089)	134%
Other Administrative Expenses	200,000	50,000	25%	50,000	72,286	(22,286)	0%	50,000	72,286	(22,286)	0%	50,000	72,286	(22,286)	0%	200,000	61,797	(138,203)	31%
Software Maintenance	200,000	50,000	25%	50,000	162,221	(112,221)	224%	50,000	162,221	(112,221)	224%	50,000	162,221	(112,221)	224%	200,000	311,379	(111,379)	156%
Special Projects	1,682,366	420,592	25%	420,592	440,523	(19,931)	105%	420,592	348,659	71,933	83%	420,592	348,659	71,933	83%	1,682,366	1,615,171	67,195	96%
Marketing Digital Content Media Relations	207,958	51,990	25%	51,990	28,914	23,076	56%	51,990	28,914	23,076	56%	51,990	28,914	23,076	56%	207,958	167,051	40,907	80%
Tourism Relief Fund Grant	42,148	10,537	25%	10,537	10,537	(0)	25%	10,537	10,537	-	25%	10,537	10,537	-	25%	42,148	40,986	1,162	97%
Fancophone Community Grant	19,536	4,884	25%	4,884	0	4,884	0%	4,884	0	4,884	0%	4,884	0	4,884	0%	19,536	19,536	-	100%
Reconnect Grant	60,000	15,000	25%	15,000	21,837	(6,837)	146%	15,000	21,837	(6,837)	146%	15,000	21,837	(6,837)	146%	60,000	55,353	4,647	92%
Business Events	60,000	15,000	25%	15,000	31,684	(16,684)	211%	15,000	31,684	(16,684)	211%	15,000	31,684	(16,684)	211%	60,000	69,117	(9,117)	115%
Tourism Trade	60,000	15,000	25%	15,000	18,537	(3,537)	88%	15,000	18,537	(3,537)	88%	15,000	18,537	(3,537)	88%	60,000	65,000	(5,000)	108%
Sport & Wellness	65,000	16,250	25%	16,250	13,537	2,713	83%	16,250	13,537	2,713	83%	16,250	13,537	2,713	83%	65,000	65,000	-	100%
Marketing	50,000	12,500	25%	12,500	23,127	(10,627)	185%	12,500	23,127	(10,627)	185%	12,500	23,127	(10,627)	185%	50,000	50,000	-	100%
Misc	50,000	12,500	25%	12,500	10,073	2,427	81%	12,500	10,073	2,427	81%	12,500	10,073	2,427	81%	50,000	47,229	2,771	94%
Firm Incentive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Airport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Visitor Services	135,500	33,875	25%	33,875	53,972	(20,097)	159%	33,875	53,972	(20,097)	159%	33,875	53,972	(20,097)	159%	135,500	139,718	(4,218)	103%
<b>Total Expenditures</b>	<b>4,612,365</b>	<b>1,153,091</b>	<b>1,153,091</b>	<b>1,153,091</b>	<b>1,153,091</b>	<b>(0)</b>	<b>1,153,091</b>	<b>1,153,091</b>	<b>1,153,091</b>	<b>(0)</b>	<b>1,153,091</b>	<b>1,153,091</b>	<b>1,153,091</b>	<b>1,153,091</b>	<b>1,153,091</b>	<b>4,612,365</b>	<b>4,627,984</b>	<b>(15,619)</b>	<b>100%</b>
<b>Surplus/(Deficit)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>(111,444)</b>	<b>223,363</b>	<b>106%</b>	<b>-</b>	<b>965,381</b>	<b>(243,612)</b>	<b>106%</b>	<b>-</b>	<b>965,381</b>	<b>(243,612)</b>	<b>106%</b>	<b>-</b>	<b>146,188</b>	<b>-</b>	<b>-</b>

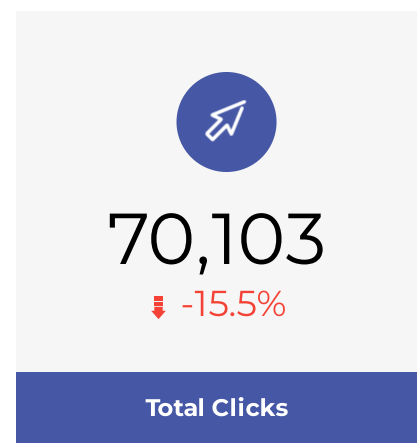
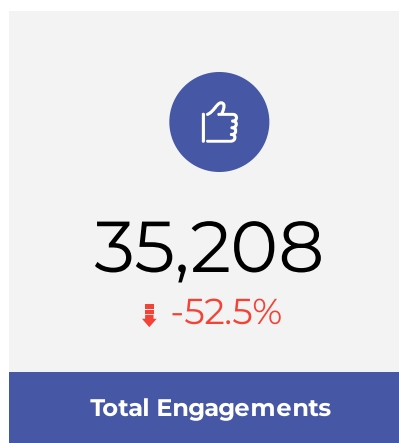
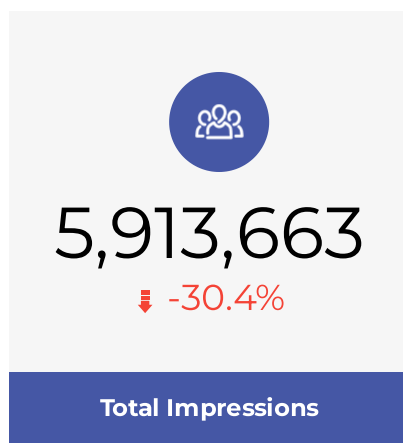
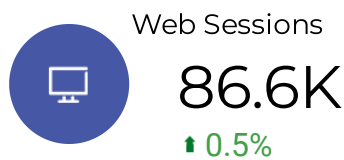


# digital report

## KINGSTON

### Overview - December 2023

The big picture of our digital activity this month



Impressions, Engagements, and Clicks include all digital activity

Dec 1, 2023 - Dec 31, 2023

**Website**

- Web sessions increased slightly (+0.5%) YoY in December, generating 86.6k sessions.
- Our return visitors rate also saw a 0.5% increase up to 12.47%, while our avg. engagement time per session has decreased 13% from Nov. (-13s) to 36s.
- Email engagement dropped off in December which caused the drop in overall engagement metrics as we typically see the strongest engagement and session times from the email audience.
- Our lead generation efforts continue to see MoM growth.

**Paid Digital**

We had brand campaigns in-market on FB/IG, Pinterest, StackAdapt, Primedatalytics and Expedia. Our wedding campaigns were in-market on FB/IG, GDN, YT and Weddingbells.

**FB/IG:**Boosted Posts:

2.08% CTR (-32%) | \$0.18 CPC (+31%)

- CTRs decreased in December as we increased the number of creatives running back up to 9 live ads at the beginning of the month.
- "Thriftmas" outperformed all other creatives with a 4.09% CTR (+64% higher than 2nd best creative). 'Festive Feast' was the 2nd best-performing ad with a 2.48% CTR. The "advent calendar" creative delivered the lowest CTR of 0.65% while driving a high proportion of impressions. This type of creative/promotion would perform better in a local campaign instead of targeting Toronto - Montreal.
- Our FR campaign continued to see strong performance, delivering a 53% increase in CTRs and a 10% increase in CPMs.

**Recommendations:**

- Our campaigns and creatives all perform better when there is a maximum of 5 pieces of creative running at once.

Brand Campaign:

1.43% CTR (-11%) | \$0.51 CPC (-16%)

- Our CTRs decreased slightly, primarily due to the decrease in our remarketing performance (CTRs decreased 33%). Our prospecting CTRs remained relatively unchanged at 1.37% (-3%)
- The prospecting campaign is delivering an engagement rate (ER) of 6% while the remarketing campaign is delivering an ER of 13%.
- The "Spa/Leisure" audience delivered the strongest overall performance with a CTR of 1.74%.
- The holiday shopping creative delivered the strongest CTRs (5.16%), with the "Entertainment" focused audience delivering a 9.21% CTR.

**Recommendations:**

- Launch a new family-focused audience to test within our brand campaign as creative using family imagery performs well.

Weddings Campaign:

3.73% CTR (+15%) | \$0.32 CPC (-13%)

- Performance continued to improve in December when ad costs typically rise, and our CPMs remained the same (\$12).
- The "Event planners" audience continues to deliver the bulk of results, with an engagement rate of 10%, while the wedding interest audience has an ER of 8%.

**Pinterest:**

0.43% CTR (-8%) | \$5.06 CPM (-21%) | 1,104 total pin clicks (+76%)

- KW targeting continues to drive the strongest CTRs and lowest CPMs. We recommend utilizing KW targeting in all future campaigns.
- We tested the performance of users interested in cars, weddings and festivals, which outperformed users interested in travel or entertainment. This is interesting to note for future campaigns and could be audience segments to test on other platforms.

**Email**CONSUMER

Avg. open rate: -2% (40.04%)

Avg. CTR: +131% (26.96%)

Total unsub: +11% (30)

MEMBER

Avg. open rate: -20% (41.06%)

Avg. CTR: -32% (26.53%)

Total unsub: -% (1)

Dec 1, 2023 - Dec 31, 2023

## Paid Digital

### Google:

#### Display - Wedding Campaign:

1.69% CTR (+13%) | \$0.15 CPC (+17%) | \$2.47 CPM (+33%)

- Growth is primarily attributed to our general wedding planning and wedding rings interest audience, indicating the winter months skew more towards users who are planning or in the early stages of wedding planning.

#### **Recommendations:**

- Winter creative and messaging should reflect audience insights (e.g., users planning to propose or in the early stages of planning)

#### YouTube - Wedding Campaign:

\$1.19 CPM (+2%) | 1.31% CTR (-4%) | \$0.09 CPC (-%) | \$0.19 CPV (-45%)

- We've seen the performance of the "event planners" (generic) audience deliver strong CTRs, and rolled out a test of business and corporate event/conference interest users.

- The "Business Conferences" in-market audience is now delivering the strongest CTR by far at 7.3%, which is 36% higher than "event planners" (generic) at 5.35%.

## Paid Search

- MoM, we saw an 11% decline in general searches around things to do in Kingston, while our event-specific campaigns were up by 68%

- The majority of the increase around event-specific campaigns can be attributed to the Kingston Trolley campaign, which drove 24% of all impressions and 30% of all site visits

- MoM, outbound referrals to operators were up by 15% (5,025 vs 5,771), with 26% (1,484) of all referrals coming from the Kingston Trolley campaign.

- Overall, the conversion rate on outbound referrals improved by 7% MoM (54% vs 58%)

- The avg click-through-rate was down slightly from November, 25% vs 24%

Dec 1, 2023 - Dec 31, 2023

# Consumption

Is our content marketing working?

## Glossary of Terms

### Sessions

# of times your site was visited.

### Users

# of people who visited your site.

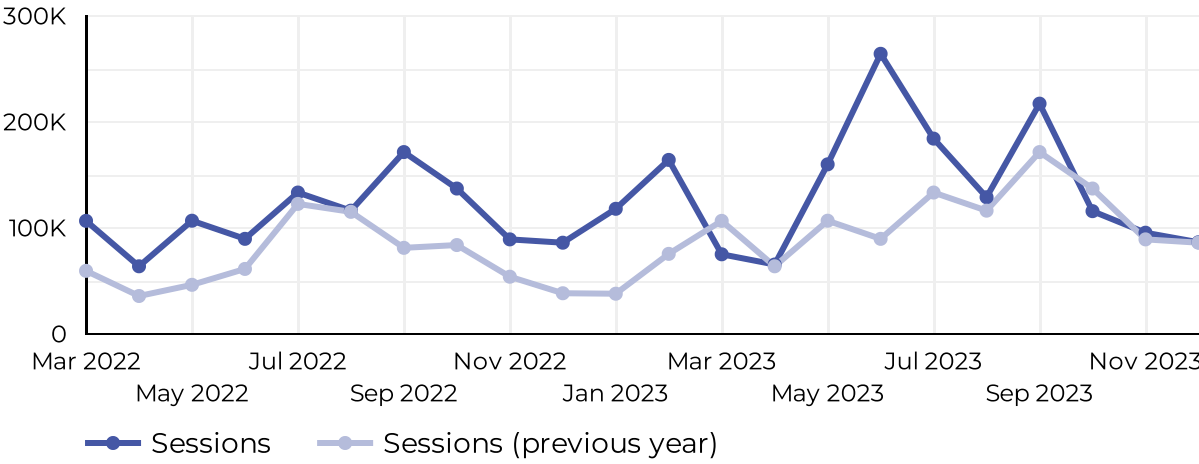
### Page Views

# 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**  
86.6K  
↑ 0.5%

**Users**  
72.8K  
↑ 6.6%

**Page Views**  
120.3K  
↑ 4.97%

# Retention

Are users coming back and consuming our content?

**12.47**  
% Return Visitors

# Lead Generation

Are users converting online?

## Operators

## Hotels

<p><b>15,198</b> ↑ 48.33%</p> <p><b>Web Referrals</b></p>	<p><b>92</b> ↓ 37.41%</p> <p><b>Clicks to Call</b></p>
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<p><b>1,660</b> ↑ 135.46%</p> <p><b>Web Referrals*</b></p>	<p><b>121</b> ↑ 3,933.3%</p> <p><b>Clicks to Call</b></p>
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\*Migration of Google Analytics took place in May. This review found that many hotel referrals are being captured as operator referrals, which has likely affected the breakdown of referrals in this report. This will be corrected going forward.



# Consumption

How is our audience using our site?

Users  
72,763

Dec 1, 2023 - Dec 31, 2023

## Glossary of Terms

### Users

# of people who visited your site.

### Avg. Engagement per Session

Average length of time that the website was in focus in the browser.

### 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.

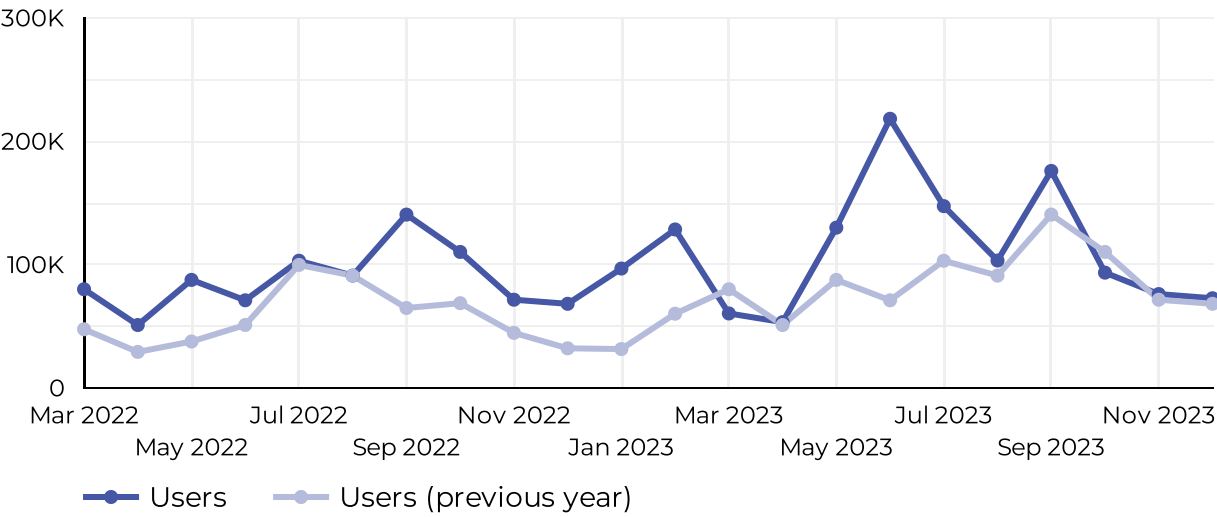
### Engagements


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





00:00:30

**Avg. Engagement per Session**




1.39

**Pages/Sessions**

# Social Media

An overview of activity on our social media channels



**22,990**  
Instagram Followers




**64,364**  
Facebook Page Likes




**68,716**  
Facebook Page Follow



**8,873**  
X Followers




**2,769**  
TikTok Followers




**1,142,316**  
↓ -48.2%

**Impressions**



**33,064**  
↓ -53.0%

**Engagements**



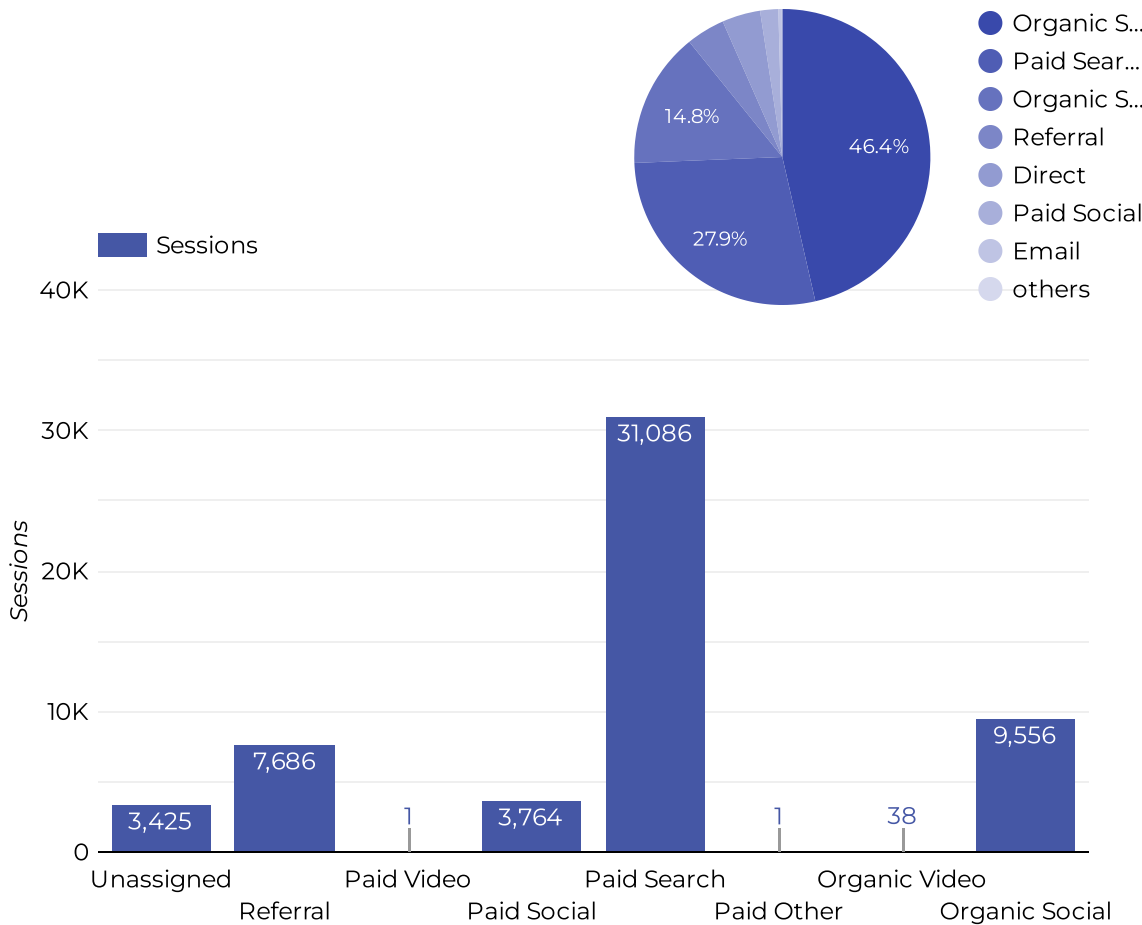
**18,867**  
↓ -38.3%

**Clicks**

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

# Website Metrics

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



Nov 1, 2023 - Nov 30, 2023

## Glossary of Terms

### Unassigned

Untagged sources.

### 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

Rank	City	Sessions
1.	Kingston	24,157
2.	Toronto	20,668
3.	Montreal	8,052
4.	Ottawa	4,619
5.	(not set)	4,171
6.	Mississauga	1,315
7.	Brampton	1,156
8.	London	829
9.	Vaughan	699
10.	Hamilton	671

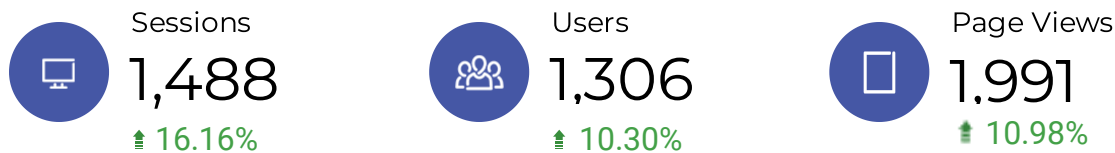
### Most Visited Pages

Rank	Landing page	Sessions
1.	/weddings	24,585
2.	/25-things-to-do-in-november	11,247
3.	/12-holiday-markets-to-visit-in-kingst...	7,964
4.	/visitor-survey	6,046
5.	/together	3,821
6.	/25-things-to-do-during-the-holidays...	3,584
7.	(not set)	2,988
8.	/	2,417
9.	/athletes-of-kingston-patrick-lynch	1,690
10.	/events	1,528

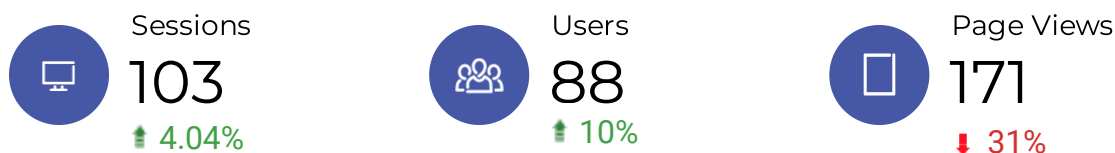
# French and Chinese Sites

Website metrics from each of our French and Chinese sites

## French

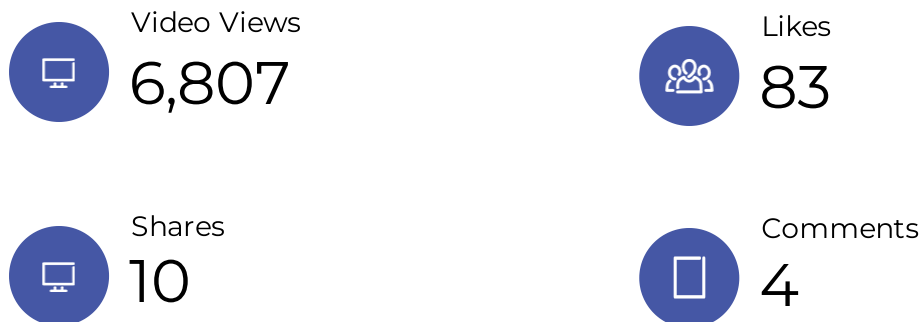


## Chinese



# TikTok

Metrics from VisitKingston's TikTok account for the month



Dec 1, 2023 - Dec 31, 2023

## 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.

### Video Views

The number of times viewers watched your videos in the selected date range.

### Likes

The number of likes your videos received in the selected date range.

### Comments

The number of comments your videos received in the selected date range.

*\*comparison is year over year*

Dec 1, 2023 - Dec 31, 2023

# Email Marketing

An overview of email campaigns this month

## Consumer Newsletter



8,718

Total Deliveries



3,491

Total Unique Opens



941

Total Clicks



30

Total Unsubscribes



40.04%

Average Open Rate



26.96%

Average CTR

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

## Member Newsletter



358

Total Deliveries



147

Total Unique Opens



39

Total Clicks



1

Total Unsubscribes



41.06%

Average Open Rate



26.53%

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 - Meta

Dec 1, 2023 - Dec 31, 2023

A snapshot of our Meta ads in market this month

### English Boosted Content

Ad Names	Impressions	Link clicks	CTR (link click-through rate)
TK (1129)   Boosted Post   Traffic   25 things in December	114,029	2,050	1.8%
TK (1215)   Boosted Post   Traffic   New Year Celeb	54,474	1,174	2.16%
TK (1116)   Boosted Post   Traffic   25 things holiday	53,102	1,258	2.37%
TK (1204)   Boosted Post   Traffic   Avent Calendar	50,861	329	0.65%
TK (1202)   Boosted Post   Traffic   West End Wish List	37,752	823	2.18%
TK (1202)   Boosted Post   Traffic   Thriftmas	34,888	1,426	4.09%
TK (1102)   Boosted Post   Traffic   Holiday Getaway	29,804	548	1.84%
TK (1205)   Boosted Post   Traffic   Festive Feast	22,376	556	2.48%
<b>Grand total</b>	<b>397,286</b>	<b>8,164</b>	<b>2.05%</b>

### French Boosted Content

Ad set name	Impressions	Link clicks	CTR (link click-through rate)
TK (1129)   Boosted Posts   Traffic   FR   25 choses a faire en dec	34,204	809	2.37%
<b>Grand total</b>	<b>34,204</b>	<b>809</b>	<b>2.37%</b>

### Brand Campaigns

Campaign name	Impressions	Link clicks	CTR (link click-through rate)
TK (2023)   Brand Campaign   REMKTG   EN   Traffic	44,672	808	1.81%
TK (2024)   Brand Campaign   REMKTG   EN   Traffic	13,635	192	1.41%
TK (2023)   Brand Campaign   Prospecting   Traffic	213,483	2,976	1.39%
TK (2024)   Brand Campaign   Prospecting   Traffic	72,257	946	1.31%
<b>Grand total</b>	<b>344,047</b>	<b>4,922</b>	<b>1.43%</b>

### Wedding Campaign

Campaign name	Impressions	Link clicks	CTR (link click-through rate)
TK (2023)   Weddings   Branded   Prospecting   Traffic	125,903	4,701	3.73%
<b>Grand total</b>	<b>125,903</b>	<b>4,701</b>	<b>3.73%</b>

\*All campaigns were optimized towards website traffic

# Paid Digital

Dec 1, 2023 - Dec 31, 2023

A snapshot of our digital ads in market this month

## Google Display/Discovery & YouTube

Campaign	Impressions	Clicks	CTR	Views
20230719-Weddings   YT	1,384,674	18,095	1.31%	8,295
20230718-Weddings   Display	553,957	9,340	1.69%	0
<b>Grand total</b>	<b>1,938,631</b>	<b>27,435</b>	<b>1.42%</b>	<b>8,295</b>

\*Interactions for display campaign are equal to clicks; Interactions for YouTube campaigns are the same as engagements which are counted when a user views or clicks on the ad; Interactions for discovery campaign includes clicks and engagement on carousel cards such as a swipe

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

## Google Search - Search Warrant

Session campaign	Ads impressions	Clicks	CTR
KA:23 Things to do in December	22,486	5,012	22.29%
KA:23 December Events: Stoke & Chill Sauna Experience	5,080	588	11.57%
KA:23 December Events: Kingston Trolley	4,709	1,494	31.73%
KA:23 December Events: Kingston Holiday Market	4,092	1,543	37.71%
KA:23 December Events: Kingston Frontenacs Games	3,179	933	29.35%
KA:23 2024 Solar Eclipse	2,935	430	14.65%
<b>Grand total</b>	<b>42,481</b>	<b>10,000</b>	<b>23.54%</b>

## Pinterest

Campaign	Impressions	Clicks	CTR
Brand Campaign 2023	258,812	1,104	0.43%
<b>Grand total</b>	<b>258,812</b>	<b>1,104</b>	<b>0.43%</b>

## Stackadapt

Campaign	Impressions	Clicks	CTR (%)
20231110-Q4-Brand Campaign 2023	607,445	2,564	0.42
<b>Grand total</b>	<b>607,445</b>	<b>2,564</b>	<b>0.42</b>

## Primedatalytics

Campaign	Impressions	Clicks	CTR	Views	CPV
Brand Campaign 2023	355,062	412	0.12%	321,458	\$0.014
<b>Grand total</b>	<b>355,062</b>	<b>412</b>	<b>0.12%</b>	<b>321,458</b>	<b>\$0.014</b>

## Expedia

Campaign	Impression...	Clicks	CTR
Brand Campaign 2023	342,451	709	0.21%
<b>Grand total</b>	<b>342,451</b>	<b>709</b>	<b>0.21%</b>

## SJC

Campaign	Impressions	Clicks	CTR
Wedding Campaign 2023	331,684	285	0.09%
<b>Grand total</b>	<b>331,684</b>	<b>285</b>	<b>0.09%</b>

Dec 1, 2023 - Dec 31, 2023

# Lead Generation

A snapshot of our digital lead generation

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

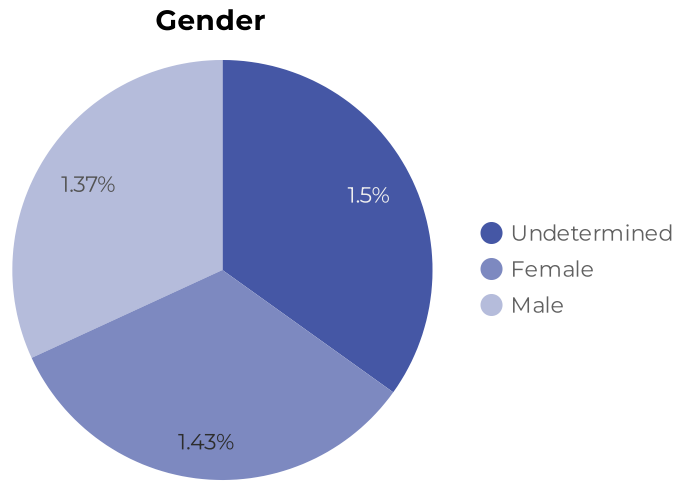
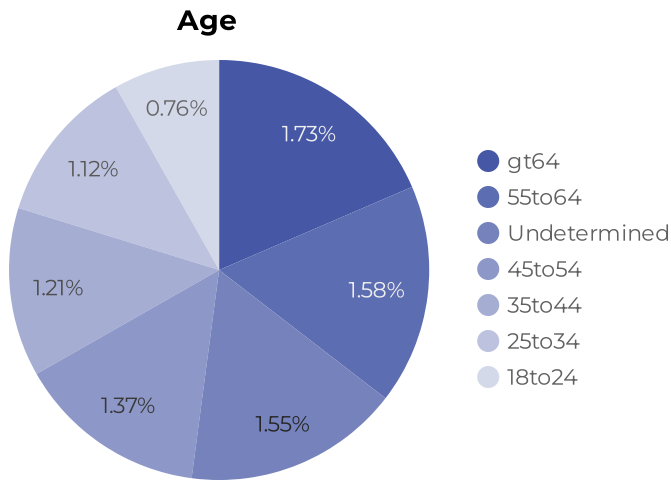
Event Action	Total Clicks ▾
<a href="https://www.kingstonrolley.ca/christmas/">https://www.kingstonrolley.ca/christmas/</a>	3,010
<a href="https://www.facebook.com/KingstonHolidayMarket/">https://www.facebook.com/KingstonHolidayMarket/</a>	1,484
<a href="https://www.stokedsaunaco.com/">https://www.stokedsaunaco.com/</a>	1,216
<a href="https://leonscentre.com/events/">https://leonscentre.com/events/</a>	543
<a href="https://www.mackinnonbrewing.com/the-winter-market/">https://www.mackinnonbrewing.com/the-winter-market/</a>	448
<a href="https://www.artskingston.ca/events/paints-pints-3/">https://www.artskingston.ca/events/paints-pints-3/</a>	357
<a href="http://www.dominotheatre.com/">http://www.dominotheatre.com/</a>	341
<a href="https://www.memorialcentrefarmersmarket.ca/">https://www.memorialcentrefarmersmarket.ca/</a>	323
<a href="https://www.kingstongrand.ca/events/candlelight-christmas-2023">https://www.kingstongrand.ca/events/candlelight-christmas-2023</a>	303
<a href="https://leonscentre.com/event/the-glorious-sons-the-glory-tour/">https://leonscentre.com/event/the-glorious-sons-the-glory-tour/</a>	null

# Website Audience

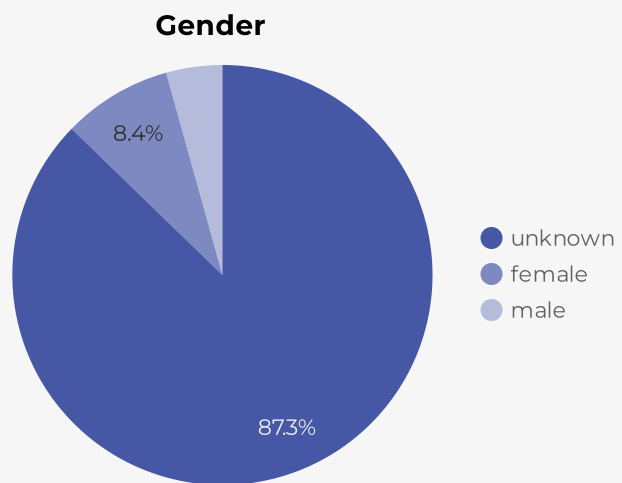
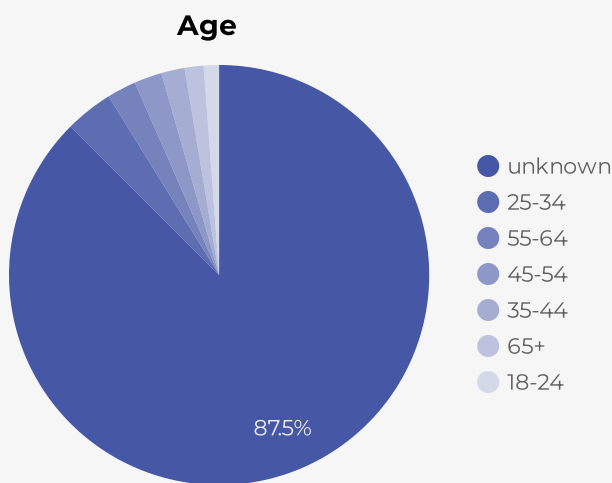
Dec 1, 2023 - Dec 31, 2023

A snapshot of the audience visiting our website

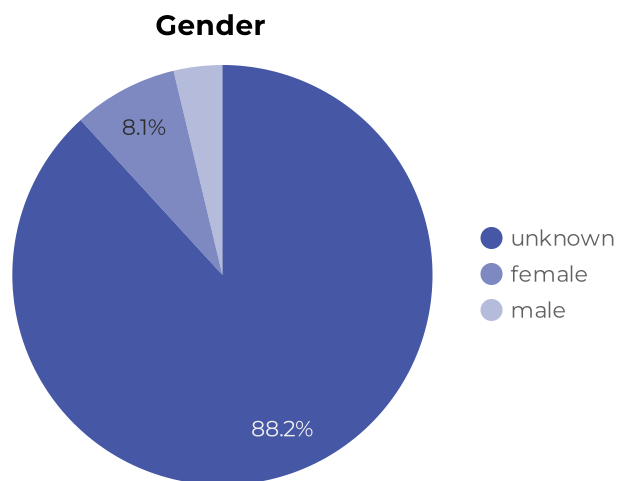
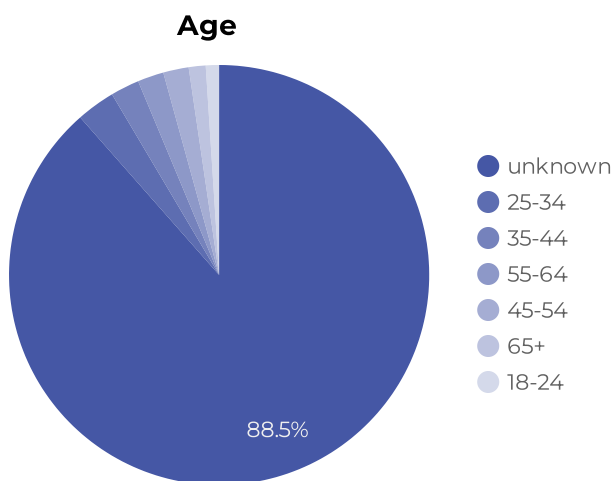
## Click-through Rate by Audience on Google Ads



## Hotel Leads by Audience



## Operator Leads by Audience







Tourism Kingston  
177 Wellington street, Suite 200  
Kingston, Ontario  
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– *Tourism* –  
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