

– Tourism –  
**KINGSTON**

# SECOND QUARTER REPORT 2024

# Kingston





# Tourism Kingston quarterly report



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

**July 8, 2024**

**RE: Tourism Kingston Q2 2024 report**

Please find attached our summary report on the activities undertaken by Tourism Kingston for Q2: April through June 2024.

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 (IDS) and Council's Strategic Priorities.

We are pleased to deliver our second-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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The Marketing and Communications team wrapped up a comprehensive campaign for the total solar eclipse in Q2. With funding from the Ontario Cultural Attractions Fund, we launched a campaign for the total solar eclipse in mid-February. We targeted Ottawa and Toronto, two of our primary markets not in the path of totality. We also created a webpage dedicated to the eclipse, which showcased all there was to see, do, and experience in Kingston to encourage multi-day stays in the city. Starting last fall, we proactively pitched the solar eclipse to media outlets to secure coverage for Kingston. To welcome visitors to Kingston for the eclipse on April 8, we installed pole pennants, banners, transit bus advertisements, and other pageantry in the downtown core and at hotels. These pole pennants were later updated with new imagery and installed on Sir John A. Macdonald Blvd.

This campaign performed exceptionally well with 20 million advertising impressions; 258,000 ad link clicks; and 203,000 website sessions. We also secured 293 media stories through our proactive efforts, resulting in 470 million earned media impressions.

Between April 3–10, Kingston saw 74,000+ visitors, with 37,000+ arriving on April 7 and 8 for the eclipse. Forty-six per cent of visitors stayed overnight. Most visitors came from Ontario, but we also saw visitors from across Canada, the U.S., and international origins. Based on visitor estimates, the province's Tourism Regional Economic Impact Model (TREIM) was used to calculate the estimated economic impact of the total solar eclipse and related programming. In total, Kingston saw a \$25.8 million economic impact from the solar eclipse. Str (hotel room nights), AirDNA (short-term rental room nights), Near Mobile, and Stats Can data was used to calculate visitation.

As spring arrived, we shifted our brand campaign to all things spring, promoting Kingston breweries, culinary, and spring experiences, bringing summer attractions and experiences into the campaign in May. We also celebrated Tourism Awareness Week in April. During Tourism Awareness Week each year, we raise awareness of the importance and impact of tourism and celebrate the people who make our sector and community great. For this year's campaign, we asked tourism partners to nominate people who embody the best of Kingston tourism. We then showcased seven Kingstonians, from hotel front-line staff to local festival organizers, through our social media. We also highlighted the roles of different sectors (Travel Trade, Business Events, Sport and Wellness, Film & Media, Music, Visitor Services, and Marketing) in the local tourism industry, including print ads in *The Kingston Whig-Standard*.

We partnered with Destination Ontario on two early summer campaigns: New York State drive markets (in partnership with Kingston Destination Group) and a French-language Quebec campaign (in partnership with St. Lawrence Parks Commission). Both campaigns have dedicated landing pages to serve **American** and **French** audiences. Both campaigns finished at the end of June. In total, Q2 saw 63,348,167 advertising impressions and 676,882 website sessions, sending 85,821 referrals to Kingston tourism businesses.



# MARKETING & COMMUNICATIONS



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At the start of Q2, we launched our newly redesigned and refreshed bilingual [events calendar](#). This project was supported by Francophone Community Grant Program funding, which allowed us to make the calendar available on our French-language site, [visitekingston.ca](#). The new events calendar was designed with the user experience on mobile top of mind.

In June, we attended the Travel Media Association of Canada media marketplace and conference. We met with 24 journalists and influencers with the goal of raising awareness about Kingston and securing media FAMs and coverage for the city. We were also a gold sponsor of the event and presented an interactive wellness break game in partnership with Improbable Escapes. This game, "The Limestone Seekers Society," showcased Kingston's history, attractions, inns, waterfront, and festivals as participants endeavoured to crack the Kingston code, all the while learning about Kingston's unique history, heritage, and attractions.

Our earned media for this quarter aligned with our paid efforts with a focus on historic Kingston, pairing the heritage, history, and architecture of Kingston with the city's dynamic cultural life to inspire multi-day visits. In May, we hosted Sonya Davidson, journalist for Toronto Guardian, as part of a historic Kingston itinerary. The goal of this trip was to promote existing historic attractions as well as two new openings this spring. Partners included the Great Lakes Museum, home of the S.S. Keewatin, and Bellevue House. In June, we hosted influencer [Kirsten Wendlandt](#) with a similar itinerary and engaged VIA Rail to promote service between Montreal and Kingston, highlighting sustainable travel to the city. We also partnered with Destination Ontario for a multi-day itinerary in collaboration with Visit The County to host U.S.-based influencers Bobo & ChiChi.

Staff chaired or participated in the destination marketing committee, digital and visual communicators committee, attractions committee, and solar eclipse working group meetings.



# MARKETING & COMMUNICATIONS



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## These activities supported our 2024 annual plan goals:

- // Connect travellers and residents with Kingston
- // Drive sales for local businesses, supporting the continued recovery of Kingston's tourism industry
- // Leverage incentives, funding opportunities, and strategic campaigns and initiatives to extend reach
- // Support the sales sectors with targeted communications strategies and tactics that reach their unique audiences
- // Undertake a review and refresh of the events calendar to enhance the user experience
- // Support product development and programming around the solar eclipse in 2024; lead branding and marketing of the event to drive shoulder-season visitation
- // Celebrate tourism's impact and the importance of the industry to our community

## Marketing and Communications work this quarter supported the following IDS initiatives:

- 7 – Expand adoption of Kingston's brand
- 10 – Develop/enhance enticing shoulder/winter tourism products
- 15 – Create targeted, flexible campaigns in Ontario
- 16 – Create flexible campaigns targeting key provincial markets
- 17 – Create flexible campaigns targeting new markets
- 20 – Create and animate downtown pedestrian-only zones



# MARKETING & COMMUNICATIONS



## 2024 annual goals

Marketing and Communications	2024 goal	Q1	Q2	2024 result	% goal actual
Website sessions	2,000,000	512,738	676,882	1,189,620	59%
Website pageviews	2,500,000	670,211	899,648	1,569,859	63%
Referrals to partners (web + phone)	315,000	92,353	85,821	178,174	57%
Advertising impressions	110,000,000	32,933,373	63,348,167	96,281,540	88%
Social media link clicks	400,000	127,284	106,432	233,716	58%
Social media engagements	1,200,000	247,880	535,273	783,153	65%
Social media impressions	35,000,000	10,333,803	8,352,572	18,686,375	53%
Total followers	127,000	123,522	125,011	125,011	98%
Proactive high-value earned media stories*	425	76	307	383	90%
Total media stories	750	348	847	1,195	85%
Total earned media impressions	1,700,000,000	765,458,067	733,536,398	1,498,994,465	88%

\* Each earned media story may appear in multiple syndicated media outlets.

2024 goals were increased since the Q1 report to accommodate the increase in activity due to the solar eclipse in Q2.



# PARTNERSHIPS



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## Estimated economic impact of special projects in Q2: \$10,442.90

In early Q2, staff held the final of a series of stakeholder meetings ahead of the April 8 solar eclipse. These meetings, which started in 2023, confirmed 45 partner activities, including free, ticketed, and one-off events. In addition, some seasonal businesses and attractions opened early for the eclipse, including Ahoy Rentals, Fort Henry, and Kingston Pen. Based on the visitor traffic at the fort and penitentiary on the eclipse weekend, St. Lawrence Parks Commission kept both locations open during the weekends through the rest of April.

The wedding campaign launched in May: it is in market through December to showcase Kingston as an ideal destination for weddings. The target demographic for this campaign aligns with our leisure markets of Toronto, Ottawa, and Montreal. The [weddings microsite](#) showcases wedding services and venues; it receives almost 120,000 visits annually. Free listings are available on the site, as well as additional promotions on the website and social media for paying partners at three levels: basic, enhanced, and premium. Six partners participate in paid tiers, and more than 30 businesses from wedding services, fashion, and health and beauty participate in free listings.

Ahead of Tourism Awareness Week, we worked with attraction and experience partners to create or share promotions and incentives tailored to frontline hospitality workers. Frontline workers are often the first point of contact for visitors and residents, with firsthand knowledge of attractions and experiences. Ten partners supported this incentive with continued outreach throughout the season.

We have been working with new and returning signature attractions to support hotel packaging. Kingston Pen and Fort Henry are two of the attractions that will partner with hotels this summer with packages available on [visitkingston.ca](#). We created 20 packages with nine attractions or organizations and made 8,373 referrals to partners.



# PARTNERSHIPS



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We partnered with Rainbow Registered accredited accommodation partners to support Pride in June. Two hotels curated packages that included a donation to support Kingston Pride and Trellis HIV Community Care, respectively, to support the 2SLGBTQIA+ community in Kingston. Tourism Kingston is also proud to be a lead sponsor for Kingston Pride.

Additionally, 18 packages remain available year-round. These packages align with our marketing and earned media strategies with a focus on culinary, wellness, and family.

Planning for Open Farm Days 2024 in partnership with Frontenac County, South Frontenac, and the City of Kingston continued through this quarter in preparation for a six-week seasonal program in late Q3. This program's primary focus is to connect community through farming and food. Through our facilitation, one accommodation partner will create a new signature dining experience tied to overnight visitation.

We held monthly meetings with the Culinary Tourism Alliance to host an upcoming Feast On signature experience scheduled for September 28 at MacKinnon Brothers Brewing in partnership with Kingston Accommodation Partners and RTO 9. This program will support up to eight restaurants and beverage partners from the RTO 9 region. It will include Stay and Play packages designed to support a hub-and-spoke model: stay in Kingston and play in the surrounding communities.

## **External events attended:**

- // Taste of Place Summit in Montreal
- // Travel Media Association of Canada (TMAC) in St. John's
- // Murney Tower Museum 100th anniversary planning committee
- // Feast On culinary event planning sessions
- // Open Farm Days 2024 planning sessions
- // TMAC planning sessions with committee organizers and Destination Ontario



# PARTNERSHIPS



## These activities supported our 2024 annual plan goals:

- // Create destination packaging
- // Grow destination partnerships
- // Grow partnerships that support EDII
- // Develop engaging multi-month destination activations
- // Effectively promote packages to both visitors and partners
- // Grow partner engagement

## Partnerships and packaging work this quarter supported the following IDS initiatives:

- 9 – Support creation of flexible packages and itineraries
- 10 – Develop/enhance enticing shoulder/winter tourism products
- 11 – Enhance culinary tourism in Kingston
- 17 – Create targeted, flexible campaigns targeting new markets



# PARTNERSHIPS



## 2024 annual goals

Packaging*	2024 goal	Q1	Q2	2024 result	% goal actual
See + Do packages	45	1	12	13	29%
Eat + Drink packages	45	18	2	20	44%
Rest + Relax packages	20	0	2	2	10%
Family packages	20	4	4	8	40%
Package referrals to partners	40,000	16,890	8,373	25,263	63%
Minimum room nights	700	514	55	569	81%

\*Tourism Kingston supported or created packages

Special projects	2024 goal	Q1	Q2	2024 result	% goal actual
Facilitated events or activations	15	12	45	57	380%
Attendees, facilitated events or activations	4,000	345	10,033	10,378	259%
Partners involved or impacted	75	65	81	146	195%
Estimated economic impact		\$1,600,000	\$10,443	\$1,610,443	

Economic impact source: Destination Insights Dashboard. Direct spend based on average daily rate and room night data for Visa program

The estimated economic impact for Q1 special projects has been updated to accurately reflect Kingstonlicious. Q2 numbers reflect partners and events supported through the eclipse working group; attendance and economic impact reflect Tourism Kingston-presented programming and packaging.



# SPORT AND WELLNESS



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## Estimated economic impact of Sport & Wellness in Q2: \$1,440,334

The connections made at Sport Events Congress in Q1 continued to show value in Q2. We met with national sport organizations including Quadball Canada, Wheelchair Rugby Canada, and Swimming Canada to explore 2025 and 2026 hosting opportunities.

We're actively engaging with national sport organizations, seeking introductions to their provincial sport organization's leads for Ontario. We have received positive feedback from this endeavour, as organizations recognize Kingston's ideal geographic position and size for hosting provincial-level competitions. Even small regional or provincial sporting events have significant economic impact on the city: for every athlete in attendance, there may also be family members travelling to Kingston with them, as well as coaches and officials. These introductions are informing strategy in Q3 and Q4 and into 2025 resource planning as we develop a sales strategy to target those mid-size provincial championship events including youth, adult, and OFSAA (secondary school) competitions. Planning is underway to host an event in 2025 that would welcome provincial sport organization representatives to Kingston to tour facilities, accommodations, and attractions, while fostering professional development and industry collaboration to discuss the provincial sport system, its gaps, and future opportunities.

We represented Kingston at the first national Youth Sport Summit, hosted at Brock University. There, we participated in facilitated discussions and focus groups specifically designed to develop a partnership framework that benefits youth sport organizations and drives broader sport participation. We connected with sport leaders from other communities, specifically exploring infrastructure opportunities and grants for multi-use community sport spaces.

Working with the Marketing and Communications team, we relaunched the "Athletes of Kingston" feature series, which interviews local athletes who have gone on to represent Kingston, and in many cases, Canada, at notable events or levels of competition. In Q2, we showcased basketball player [Aaliyah Edwards](#), the highest drafted Canadian player in WNBA history, who went sixth overall in the 2024 draft. Aaliyah is on the basketball roster for Team Canada at the 2024 Olympic Games. Our second story featured [Justyne Bennett](#), a young athlete who is making a name for herself in the sport of para ice hockey (sledge hockey). This spring, Justyne made her national debut as one of three goaltenders for the Women's Para Hockey Canada team. Our stories were able to showcase these elite athletes getting their starts in sport in Kingston: Aaliyah with Kingston Impact Basketball and Justyne with the Greater Kingston Girls Hockey Association Ice Wolves. Engaging with Justyne has been additionally fruitful, as this has led to the creation of a new para ice hockey tournament for Kingston, which will utilize otherwise empty ice time at the INVISTA Centre in Q3 2024. This will be the first tournament of its kind in Kingston, inviting teams and individual athletes from across Ontario, Quebec, and New York State and engaging the region's para ice hockey community.

# SPORT AND WELLNESS



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We completed economic impact reporting for Queen's University to wrap up its 2023 and 2024 U SPORTS events and met with Queen's on a new collective strategy to bid on business to attract more sporting events to Kingston and to fill current openings in field, court, and accommodation availability.

As we continue to explore the impact that Tourism Kingston can have on the local sport community, we added a page to the Sport Tourism section of the [Visit Kingston](#) website to promote volunteer and work opportunities in the local sport community. We also are launching a monthly Kingston sport newsletter, which will roll out in Q3, to share notable updates, development opportunities, grants, and more, while providing the opportunity to raise the profile of existing events and sport leaders in our community.

Following through on the recommendations of the [Sport Tourism Strategic Framework](#), we held meetings with the City of Kingston, sport organizations, and individual community members about addressing sport facility and infrastructure shortages and prospective partnerships to fill gaps in community needs (soccer and basketball, specifically).

We collaborated with the Kingston Area Secondary School Athletic Association (KASSAA), local high schools, Queen's University, and St. Lawrence College to prospect and bid on OFSAA provincial events for Q4 2024, 2025, and 2026 – significant tournaments that bring business to Kingston during weekdays and in shoulder seasons. As a result, we have already secured AAA Boys Volleyball for Q4 2024, AAA Boys Basketball for Q1 2025, and AA/AAA Boys and Girls Soccer for Q2 2025. The bid for 2025 and 2026 OFSAA Football has been submitted for consideration. Tourism Kingston is helping to facilitate these events by connecting organizers with hotel partners, creating a curated sponsorship package to help the organizing committee seek local corporate support, coordinating a welcome reception for athletes, and providing incentive funding to help reduce costs associated with hosting the event. One of our goals is to encourage high school area sport leaders to see value in hosting OFSAA events and to support the tournament execution.

We attended community meetings and AGMs for local sport organizations, proposing new tournaments and expansion in 2025 and 2026 that would bring business to Kingston, benefit the community, the organization, and local families in reducing travel for competitive sport. A highlight of these efforts was collaborating with the Greater Kingston Girls Hockey Association and agreeing on a competitive girls' hockey tournament launch for 2025.

Staff participated in the sales committee this quarter.



# SPORT AND WELLNESS



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**We supported new and returning events with incentive funding, marketing support, and consulting services, most notably:**

// **Football Canada – Flag Nationals**

- 550 athletes
- 750+ spectators – including out-of-town visitors and local school groups invited to watch
- 1,100 room nights at Queen's residences

This successful event was secured for 2025. We also continued conversations with Football Ontario and Football Canada about future events (2026 Provincials, 2025 Tackle Nationals, 2026 and 2027 OFSAA).

// **Ontario Basketball Association – U17 and U19 Girls Ontario Cup**

- 650 athletes

We collaborated with OBA to cover the cost of room nights for out-of-town officials. There is the opportunity to bring the event back in 2025, in addition to more Ontario Basketball Association League games: proposals are in progress.

// **Canadian Volkssport Walking Festival**

- 387 participants from six Canadian provinces, 26 American states, and a handful of attendees from Norway, England, and Brazil

We worked with KAP and the event organizers to navigate challenges associated with hotel renovations and displaced attendees. We designed and distributed custom maps of downtown Kingston for event participants, encouraging visitor spend outside of festival activities and highlighting businesses that were offering special hours or deals for participants.

# SPORT AND WELLNESS



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// Kingston & the Islands Duplicate Bridge Tournament

- 200 participants

Tourism Kingston sponsored an evening reception to encourage another night stay; this was successful in driving extended bookings. This event will return to Kingston in 2026.

**These activities supported our 2024 annual plan goals:**

- // Work with local organizations to support off-season events and tournaments
- // Prospect sport-adjacent events to Kingston in collaboration with Business Events
- // Proactively build our business in the sport tourism industry through networking, business-to-business, and educational opportunities
- // Create wellness experiences and itineraries

**Sport and Wellness activities this quarter supported the following IDS initiatives:**

- 10 – Develop/enhance enticing shoulder/winter tourism products
- 21 – Improve relationship with Queen’s University
- 25 – Implement a sport and wellness tourism strategy



# SPORT AND WELLNESS



## 2024 annual goals

Sport and Wellness	2024 goal	Q1	Q2	2024 result	% goal actual
Number of traces	2,000	408	695	1,103	55%
Number of bids prospected	50	22	14	36	72%
Number of bids submitted	20	4	10	14	70%
Number of bids won	10	3	5	8	80%
Number of events hosted	70	15	30	45	64%
Room nights	40,000	18,140	16,223	34,363	86%
Event attendees	38,000	32,604	26,270	58,874	155%
Estimated economic impact		\$1,475,376	\$1,440,334	\$2,915,710	

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

*Bids prospected - potential events*

*Bid submitted include both led and supported bids; not all bids require a formal bid proposal.*

*Economic impact source: Sport Tourism Canada's STEAM calculator*

# TRAVEL TRADE



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## Estimated economic impact of Travel Trade in Q2: \$1,876,030

In early Q2, in addition to our work on the solar eclipse working groups, we worked closely with Queen's University and St. Lawrence Parks Commission on an eclipse ambassador training event at Fort Henry Great Hall. Eclipse ambassadors included hotel frontline staff, other tourism partners, and community volunteers.

We also worked with Short Trips, a Toronto-based tour operator, to bring two bus groups from Toronto into Kingston for the eclipse event at Fort Henry. Short Trips is now making regular visits to Kingston as a result of their positive experience in April. We continue to work with them to include S.S. Keewatin as a new product in their itineraries.

This quarter, we took part in Rendezvous Canada (RVC), where we met with more than 100 tour operators. RVC is Destination Canada's signature annual event, bringing together international travel buyers with Canadian tourism businesses and destinations. Throughout the event, we captured updated contact information from tour operators and industry partners. Our follow-ups included personalized sample itineraries and travel assistance for Concord Tours, Short Trips, and Onward Group Travel Services. We also sent a digital summer travel guide for groups to all attendees at RVC.

We regularly host familiarization tours, called FAM tours, for tour operators and travel agents to provide training and first-hand experience of the many incredible places to go and things to do in Kingston. The objective is to encourage the development of more Kingston itineraries for travellers in our target markets, and to equip our partners with the information they need to effectively sell Kingston. In Q2, we hosted six FAM tours:

- // Tourism Awareness Week FAM, April 15
- // Concord Tours FAM, May 1–2
- // Jonview + Naar Italy, May 13–14
- // TUI France, May 20
- // Destination Ontario + Tundra Voyages, June 17–19
- // Jonview + TUI, June 20



# TRAVEL TRADE



The ROI for a successful FAM tour can range from \$24,000 to \$56,000 per scheduled tour, depending on variables such as length of stay and number of guests per group. For example, the Concord FAM tour has yielded two upcoming trips, each with an estimated economic impact of \$24,000.

Kingston welcomed the inaugural visit of the cruise ship *Pearl Mist* on May 21–22. *Pearl Mist* holds 210 guests and 70 crew members. This visit had an estimated economic impact of \$84,000 for the community. We held a welcome ceremony at Crawford Wharf, complete with bagpiper and Kingston's Town Crier, as well as a commemorative plaque given to the ship's captain. Once ashore, passengers, who came from across North America, were able to explore and shop downtown. Local band Dead Root Revival went on board to entertain passengers during their stay. Ollin, a local Indigenous drum circle, performed dockside for crew and passengers as they tendered back out to the ship en route to their next port of call. *Pearl Mist* will return to Kingston in October.

Tour bus traffic increased in Q2: We continued our work with the City of Kingston to provide dedicated tour bus parking along King Street just west of Clarence. With complementary marketing to tour bus companies and their drivers, this system minimizes incidents of tour buses idling downtown. And with colourful benches and branded welcome flags, this parking area also provides bus passengers a comfortable location for disembarking and re-entry.

Staff chaired or co-chaired the cruise committee and solar eclipse working group meetings and participated in the sales committee.

## **These activities supported our 2024 annual plan goals to:**

- // Host prospective domestic and international clients from primary markets
- // Increase brand awareness and intensify the travel trade market
- // Develop new products and packages
- // Position Kingston as a key cruise hub
- // Work with the City of Kingston on an efficient tour bus strategy

## **Travel Trade work this quarter supported the following IDS initiatives:**

- 9 – Support the creation of flexible packages and itineraries
- 18 – Support multi-channel visitor services program with a focus on operators

# TRAVEL TRADE



## 2024 annual goals

Travel Trade	2024 goal	Q1	Q2	2024 result	% goal actual
Number of traces	600	181	484	665	111%
Definite leads	75	6	52	58	77%
Referrals	450	141	80	221	49%
Cruise passengers	1,300	330	0	330	25%
Number of buses booked	75	4	50	54	72%
Estimated economic impact		\$248,968	\$1,876,030	\$2,124,998	

Numbers for the Pearl Mist visit are reflected in Q1 in this chart.

Traces - contact with clients and prospects

Definite leads - potential business that has turned into booked business

Referrals - provision of local partner information to clients

Economic impact sources: TourTracker Pro (buses); University of Minnesota (Duluth) Great Lakes traffic study calculator (cruises)



# BUSINESS EVENTS



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## **Estimated economic impact of Business Events in Q2: \$1,656,627**

The [2024 Business Events campaign](#) is now in market, promoting Kingston as an ideal destination for small meetings and business events. The goal of the campaign is to generate new leads from event planners in the GTA, Ottawa, and Montreal markets and to support sales efforts pre- and post-events when connecting with event planners.

In May, we hosted our first “travelling FAM” at the VIA Rail Station Business Lounge in Ottawa. We showcased all that Kingston has to offer as a business events destination to 40 Ottawa-based meeting planners. For this event, we also involved four accommodation partners and three attractions/maker partners. The gathering started with Kingston and VIA Rail presentations, followed by a Kingston-themed “cinq-à-sept” style reception.

We attended the national conference for the Canadian Society of Professional Event Planners (CanSPEP) in Victoria June 25–28, meeting with many of the 120 independent planners there from across Canada. On the second last day of the conference, it was announced that Kingston will host the 2025 CanSPEP National Conference. This is a tremendous coup, as Kingston won out over Ottawa, Gatineau, Edmonton, Mississauga, and other prospective cities.

We continued our work with Lionhearts to roll out the food reclamation program, which will collect and redistribute left-over food from all large Kingston events in which Tourism Kingston is involved.

This quarter, staff participated in the sales committee, as well as a conference centre meeting to discuss technical specifications to include in the project RFP. Tourism Kingston’s CEO will also sit on the review committee this fall for conference centre proposals.

## **These activities supported our 2024 annual plan goals:**

- // Target specific business events sectors
- // Prioritize sustainability in business planning
- // Conduct spring and fall sales missions to Toronto, Montreal, and Ottawa
- // Promote opportunities for tourism partners to join Tourism Kingston at 2024 trade shows

## **Business Events activities this quarter supported the following IDS initiatives:**

- 13 – Create a sustainable tourism development plan
- 19 – Launch conference centre development

## **Q2 events hosted in Kingston as a direct result of Business Events bids and outreach:**

# BUSINESS EVENTS



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- // Therapeutic Gastroenterology Trainee Programme, April 5–6, 24 attendees, 48 room nights
  - // Northeast Shrine Association Spring Planning Conference, April 18–20, 50 attendees, 150 room nights
  - // OMERS One-Day Member Symposium, April 25, meeting space only
  - // Canadian Society of Association Executives Board/Staff Retreat, May 1–2, 16 attendees, 26 room nights
  - // Venture for Canada Training Camp, May 12–June 5, 70 attendees, 735 room nights
  - // Venture for Canada Alumni Summit, May 24–25, 100 attendees, 200 room nights
  - // Camerise Group Meeting, May 25, 12 attendees, 12 room nights
  - // BGC Canada (Boys & Girls Clubs) National Conference, May 27–31, 250 attendees, 1,000 room nights
  - // Ontario Ministry of Labour Leaders Forum, May 29–30, 100 attendees, 200 room nights
  - // WPBS Public Television board meeting, June 2, 20 attendees, 20 room nights
  - // PBR Kingston Classic, June 2-4, 30 attendees, 73 room nights
  - // Retraite en Action Club de Vélo Part 1, June 9–15, 60 attendees, 420 room nights
  - // COSIRES Conference, June 16–20, 45 attendees, 90 room nights
  - // Eclipsys Solutions team meeting, June 16–17, 45 attendees, 90 room nights
  - // Retraite en Action Club de Vélo Part 2, June 16–22, 60 attendees, 420 room nights
  - // Vespa Club of Canada's VESPA DAYS, June 20–22, 100 attendees, 300 room nights
  - // Feed Ontario Conference 2024, June 23–25, 140 attendees, 450 room nights



# BUSINESS EVENTS



## 2024 annual goals

Business Events	2024 goal	Q1	Q2	2024 result	% goal actual
Number of traces	1,000	351	425	776	78%
Tentative leads	30	13	12	25	83%
Definite leads	40	2	17	19	48%
Contracted room nights	9,000	3,523	2,407	5,930	66%
Estimated economic impact		\$1,505,093	\$1,656,627	\$3,161,720	

*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*

*Economic impact source: Destinations International Event Impact Calculator*

# FILM & MEDIA



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## Estimated economic impact of Film & Media in Q2: \$761,280

### Location tours

We had a busy quarter for location tours, with visits from major American studios and streaming platforms and top Canadian broadcasters to small, independent film producers and even immersive media production houses interested in bringing new media art installations to locations such as Kingston Penitentiary. Location tours this quarter included:

- // *Gen V* (Amazon Prime/Sony Pictures TV series)
- // *Star Trek: Starfleet Academy* (Paramount TV series)
- // Corus Entertainment
- // *Harbourfront* (feature film)
- // *The Haunted* (feature film)
- // Smithsonian Channel
- // Three visits from independent producers in Toronto

Two of these tours resulted in production shoots in this quarter: *Harbourfront* and *The Haunted*, each of which was in Kingston for two days.

We added 64 new locations to the locations database this quarter.

### Productions

Q2 saw a number of new film and television productions in Kingston and the surrounding regions encompassing a variety of genres, both scripted and unscripted. *De-Influencer 2*, a horror-comedy sequel to a popular independent film, shot in Kingston, Cornwall, and the SDG counties this quarter. *Love At Frost Sight* is a romantic comedy from Netflix that filmed in Brockville with the support of the Kingston Film & Media team. Both are Tier 1 productions and *De-Influencer 2* is the latest film to be produced entirely end-to-end in the region. The Film & Media team also supported five more Tier 2 productions this quarter, all of which resulted from previous location tours:

- // *Amazing Race Canada* (four days of production)
- // Commercial (two days of production)
- // CBC's *Ghosting* (two days of production)
- // *Ghost Hunters of the Grand River* (three days of production)
- // Zargara Productions untitled film (four days of production)



# FILM & MEDIA



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## Workshops and events

**Intimacy Coordinator workshop** – An on-set intimacy coordinator is responsible for ensuring that the privacy and dignity of actors are protected, acting as an advocate for them. Mattea Kennedy, a SAG-AFTRA certified intimacy coordinator, discussed aspects of consent and chain of communication; the coordinator’s role through pre-production, production, and post-production; and the training and certification needed for this role. (12 attendees)

**RTO 9 production workshop** – This workshop was designed for municipal organizations in South Eastern Ontario to learn about the intricacies of hosting film and TV productions, as well as the support available from Kingston Film & Media. The goal is to facilitate new productions in Kingston and surrounding communities. A [recording of the workshop](#) is now available. (11 attendees)

**Locations workshop** – This workshop helped local business and property owners understand how they can make their properties available to productions as filming locations, and the associated considerations. (10 attendees)

**Show & Tell: A Filmmakers’ Open Mic** – Eight local filmmakers showcased recent work on the big screen at The Screening Room in front of a live audience. They were then interviewed about their processes and artistic intentions. This event offered a very positive, non-competitive environment with a great turnout of 51 audience members.

**The Spring Makers Meetup** – This event at the Broom Factory brought together 40 artists and creators to discuss current and upcoming projects and form new collaborations.

We added 34 new vendor/cast/crew listings to our production directory this quarter.

## Industry events

### Film & Media staff attended three key industry events to promote Kingston as a production destination:

In April, we attended NAB Show, the largest TV and streaming market in the world, hosted by the National Association of Broadcasters at the Las Vegas Convention Center. We had more than 45 one-on-one meetings with representatives from Disney, Paramount, Netflix, and many others to highlight Kingston’s many unique locales and services available for the production industry.

In May, we attended the OverActive Media eSports event in Toronto. This served as a learning opportunity as we are developing a Kingston eSports strategy. We also connected with several major event organizers who will be visiting Kingston for FAM tours in the next quarter with an eye toward hosting events here in the next year.

In June, we participated in an Ontario Creates FAM tour in Toronto. Ten production executives from major Hollywood and U.K.-based studios, including Lionsgate, A24, and Amazon, were in attendance. Several leads were generated from this event: we intend to welcome a number of production teams to Kingston for location scouts in the coming months.

# FILM & MEDIA



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This quarter, staff participated in meetings of the Cinema Society of Kingston; the Ontario Creates municipal roundtable (with film commissioners from across the province); and the Canadian Film and Television Commissions.

**These activities supported our 2024 annual plan goals:**

- // Expand activities and share expertise as the film office for South Eastern Ontario, supported by RTO 9
- // Roll out a new workshop training series
- // Promote locations beyond Kingston Penitentiary for big-budget studio productions to increase pipeline and diversify the style and genres of productions we welcome to Kingston
- // Attract eSports and other interactive media productions
- // Leverage key industry events to promote Kingston as a premier global production hub

**Film & Media work this quarter aligned with the following IDS initiatives:**

- 4 – Develop a creative industries tourism plan
- 8 – Address immediate labour bottlenecks
- 14 – Leverage underutilized assets



# FILM & MEDIA



## 2024 annual goals

Productions	2024 goal	Q1	Q2	2024 result	% goal actual
Tier 1 (over one week)	4	1	2	3	75%
Tier 2 (overnight to one week)	10	5	7	12	120%
Tier 3 (single day)	10	0	0	0	0%
Local productions (within 100 km)	12	6	3	9	75%
Non-local productions (>100 km travel)	12	0	6	6	50%
Estimated economic impact		\$229,150	\$761,280	\$990,430	
<b>Workshops/events</b>					
Events	15	9	5	14	93%
Participants	800	620	133	753	94%
<b>Location tours</b>					
Tours	20	2	9	11	55%
Participants	200	15	38	53	27%
<b>Location/production directory</b>					
Location listings	100	12	64	76	76%
Vendor/crew listings	100	19	34	53	53%

Economic impact sources: Producers' reporting and Film & Television EI calculator



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## **Estimated economic impact of sponsored music events in Q2: \$69,638**

This quarter, the Kingston Music Office made significant strides in furthering the [Kingston Music Strategy](#) (KMS). We reviewed the community applications for the Kingston Music Advisory Committee and selected 15 committee members, with representation from musicians, industry experts, and community advocates. We held our inaugural meeting this quarter and have planned bimonthly meetings through 2024. This is a supporting action of the Kingston Music Strategy (KMS 3.1 – Amplify connection and visibility).

The Music Office facilitated and developed 15 industry-related workshops and professional development events this quarter in alignment with the KMS Pillar 2 – Empower & invest in talent. Highlights include:

**You & the music industry with Tara Shannon** – Geared towards emerging and established artists

**Youth Open Mic** – Targeted to emerging artists under 18, providing professional mentorship and performance opportunities

**Spring Reverb Festival** – We co-presented 10 industry panels on crucial topics such as music law, DIY touring, and the future of AI in music, offering free access to professional development resources for Kingston musicians (KMS 2.4, 2.8)

Also this quarter the Kingston Music Office organized several artist showcases, including a solar eclipse event at the Visitor Information Centre featuring local DJs Mat Almeida, Alex/A Lazy DJ, and Taylor. We provided programming consultancy for YGK BeerFest at Fort Henry in June, showcasing local talents such as Alex Mundy and Kasador. We also provided sponsorship and partnership to events such as Juvenis Youth Festival, Cantabile Concert's Considering Matthew Shepard concert, and Musiikki Merch Market, including marketing support, in-kind donations of space, and curation assistance. This aligns with supporting KMS action 3:5 – Facilitate networking opportunities for local musicians.

To assist artists, the Kingston Music Office launched a new Instagram channel, which has grown to 539 followers in just two months. Our regular newsletter also continues to grow with increased engagement. Additionally, we introduced "Release Radar," a survey for local musicians to inform us of upcoming releases, which we will promote on our Instagram channel. Website updates are ongoing and set to be released in early Q3. This aligns with supporting KMS action 4.3 – Create a public-facing webpage with updates on the Music Office's activities, programs, and impact.

During Q2, the Kingston Music Officer attended the London City of Music Conference as a panelist and case study presenter, highlighting the Broom Factory project and Kingston music initiatives. She also represented Kingston at Canadian Music Week (CMW) in Toronto, participating in the Music Cities Symposium and fostering new connections that hold promise for future music events for Kingston. Kingston was short-listed for Music City of the Year at the Canadian Live Music Association Industry Awards during CMW.



# MUSIC



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This quarter, staff participated in the St. Lawrence College Music & Digital Media Programming Advisory Committee, plus meetings of the Music Cities network (with music officers from Toronto, London, Guelph, Hamilton, Mississauga, and Ottawa.) Finally, Kingston Music Office completed the quarter with "In the Key of Kingston," a public art project featuring local emerging trans artist and activist Hill Werth, celebrating Kingston Pride Month with a new painting and piano.

## Events attended

- // London City of Music Conference (delegate and panelist)
- // Canadian Music Week, Toronto (delegate, Music Cities Symposium)
- // Capital Music Awards, Ottawa (guest)

## Events sponsored and economic impact

- // Musiikki Merch Market: 50 attendees; nine artists
- // Spring Reverb Music Festival: 2,970 attendees; 75 artists paid; 30 volunteers
- // Cantabile Choirs concerts: 350 attendees; 15 artists paid; 100 participants
- // Juvenis Festival events: 150 attendees; 20 artists; 10 volunteers
- // Estimated economic impact of sponsored events: \$69,638

## These activities supported our 2024 annual plan goals:

- // Strengthen music-friendly infrastructure
- // Create professional development and networking opportunities for local artists
- // Support activation and development of spaces for musical experiences
- // Provide support for local promoters, organizers, festivals, and venues
- // Increase connections and visibility in the community to support creative industries growth

## Music work this quarter supported the following IDS initiatives:

- 4 – Develop a creative industries tourism plan
- 10 – Develop/enhance enticing shoulder and winter tourism products
- 23 – Activate the waterfront

# MUSIC



## 2024 annual goals

Live events	2024 goal	Q1	Q2	2024 result	% goal actual
Kingston facilitated roadshows	8	1	1	2	25%
Artists/bands impacted	25	3	2	5	20%
Workshops/professional development events	20	5	15	20	100%
Attendees at workshops/events	750	240	490	730	97%

Sponsored events					
Sponsored music events	25	4	5	9	36%
Attendees - sponsored events	15,000	1,325	6,200	7,525	50%
Artists/bands impacted	600	49	239	288	48%
Estimated economic impact of sponsored events		\$67,490	\$69,638	\$137,128	

Location/production directory					
Music listings	25	5	15	20	80%

Economic impact source: TREIM



# VISITOR SERVICES



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**We welcomed just under 43,000 visitors to the Visitor Information Centre this quarter.**

## **Q2 visitor insights:**

- // 50.69% of visitors came from Ontario.
- // 9.82% of visitors came from Quebec.
- // 1.6% of visitors came from the U.S.
- // 25.34% came from outside North America.
- // Visitors travelled an average of 394 km.
- // 47.3% of visitors stayed overnight.
- // 25.9 hours was the average length of stay.

Visitor counts are from installed door counters at the Visitor Information Centre. Visitor insights are based on Near mobile data, part of our Destination Insights Dashboard.

Q2 started with focus on the April 8 solar eclipse. We saw record numbers of sales, which included eclipse glasses and merchandise.

For the summer season at the Visitor Information Centre, we hired 10 bilingual summer staff. We also continued our partnership with Destination Ontario, which enabled us to hire one destination ambassador. This ambassador works closely with summer staff at the Visitor Information Centre, and assists visitors in the community at major attractions and events.

The launch of the new English and French event calendars this quarter helped our staff to quickly find and recommend ideas for visitors seeking family, food & drink, live music, museums & attractions, arts & culture, film & media, nature & outdoor, or sport & wellness activities.

We continued recruiting for our Enhanced Profile Program, which enables tourism partners to market their businesses in a variety of ways. By the end of the quarter, 31 partners had joined or renewed their annual commitment to the program, with another four due to renew later in the year.

As seasonal attractions opened in April and May, we sold tickets at the Visitor Information Centre for the following tourism partners: Kingston Trolley Tours, Kingston 1000 Islands Cruises, The Haunted Walk, Fort Henry, Kingston Pen Tours, Kingston Food Tours, and – new for 2024 – S.S. Keewatin guided tours and Blue World Marine Adventures kayak experiences.

# VISITOR SERVICES



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This quarter, we refreshed our summer merchandise offerings. Working with local artists and suppliers, we created new T-shirts, posters, and other items. We also added to our makers corner with two local authors (including an Indigenous writer) and two other local artisans.

In June, we supported Drag in the Park and the Pride parade. We highlighted our Pride merchandise for sale all month and donated 25 per cent of the proceeds to Kingston Pride. We also participated in the first Princess Promenade of the season, hosted by Downtown Kingston.

Staff participated in the attractions committee, sales committee, and solar eclipse working group this quarter.

## **These activities supported our 2024 annual plan goals:**

- // Develop a strong and diverse seasonal staff team
- // Increase retail offerings at the Visitor Information Centre
- // Increase attraction ticket sales
- // Promote the benefits of the Enhanced Profile Program to tourism partners
- // Improve visitor data collection
- // Community outreach

## **Visitor Services work this quarter supported the following IDS initiatives:**

- 10 – Develop/enhance enticing shoulder/winter tourism products
- 13 – Create a sustainable tourism development plan



# VISITOR SERVICES



## 2024 annual goals

Visitors	2024 goal	Q1	Q2	2024 result	% goal actual
Number of interactions	60,000	9,197	42,998	52,195	87%

  

Tickets sold for partners	2024 goal	Q1	Q2	2024 result	% goal actual
	3,375	0	2,100	2,100	62%

  

Revenue	2024 goal	Q1	Q2	2024 result	% goal actual
Enhanced Profile Program	\$26,300	\$7,722	\$17,876	\$25,598	97%
Merchandise	\$65,000	\$108,881	\$50,333	\$159,214	245%

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# GUIDING DOCUMENTS

Work each quarter is measured against a number of guiding documents, including:



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Kingston's Integrated Destination Strategy 2022-2027



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Tourism Kingston 2024 Annual Plan



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Kingston Music Strategy



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Sport Tourism Strategic Framework





# FINANCIAL SUMMARY: YEAR TO DATE

Revenue	Total Budget	YTD Actuals	Variance	% Spent
Municipal Funding	\$ 1,587,918	\$ 793,959	\$ 793,959	50%
Municipal Other - Cultural Services SLA	\$ 150,000	\$ 150,000	-	100%
<b>Other Revenue</b>				
KAP Contribution	\$ 1,600,000	\$ 800,000	\$ 800,000	50%
KAP Contribution - Other	\$ 28,000	\$ 13,138	\$ 14,862	47%
MAT 35% - Film and Media	\$ 350,000	\$ 350,000	-	100%
MAT 65% - STR	\$ 60,000	\$ 13,897	\$ 46,103	23%
MAT 35% - Film Incentive		\$ 40,000	\$ (40,000)	0%
Francophone 2023 - 2024	\$ 22,980	\$ 16,980	\$ 6,000	74%
Experience Ontario	\$ 26,142	\$ 21,600	\$ 4,542	83%
VIC Sales & Commissions:	-	-	-	-
Resale	\$ 65,000	\$ 46,445	\$ 18,555	71%
Ticket sales & other revenue	\$ 28,500	\$ 7,811	\$ 20,689	27%
Brochure racking	\$ 26,300	\$ 22,591	\$ 3,709	86%
Solar Eclipse	-	\$ 106,585	-	-
Music Revenue	\$ 50,000	\$ 50,000	-	100%
Film Revenue	\$ 70,000	\$ (14,500)	\$ 84,500	-21%
Business Events Revenue	\$ 5,500	\$ 3,295	\$ 2,205	60%
Travel Trade Revenue	\$ 2,550	\$ 2,459	\$ 91	96%
Sport & Wellness Revenue	\$ 2,000	\$ 40,772	\$ (38,772)	2039%
Marketing Revenue	\$ 75,000	\$ 147,087	\$ (72,087)	196%
Partnership Revenue	\$ 40,000	\$ 20,000	\$ 20,000	50%
Other Funding	\$ 249,382	\$ 707,590	\$ (458,208)	284%
<b>Total Revenue</b>	<b>\$ 4,439,272</b>	<b>\$ 3,339,709</b>	<b>\$ 1,206,148</b>	<b>75%</b>
<b>Expenditures</b>				
Wages & Benefits	\$ 1,789,000	\$ 822,643	\$ 966,357	46%
Other Administrative Expenses	\$ 250,000	\$ 183,963	\$ 66,037	74%
Reserve	\$ 50,000	\$ 25,000	\$ 25,000	50%
Software Maintenance	\$ 64,000	\$ 47,075	\$ 16,925	74%
<b>Project Expenses</b>				
Marketing Digital Content Media Relations	\$ 1,650,000	\$ 987,165	\$ 662,835	60%
Special Projects	-	\$ 443,477	\$ (443,477)	0%
Partnerships	\$ 40,000	\$ 30,000	\$ 10,000	75%
Francophone Community Grant 2023 - 2024	\$ 22,980	\$ 22,980	-	100%
Experience Ontario	\$ 26,142	\$ 27,677	\$ (1,535)	106%
Business Events	\$ 78,000	\$ 49,605	\$ 28,395	64%
Travel Trade	\$ 72,000	\$ 46,583	\$ 25,417	65%
Sport & Wellness	\$ 105,150	\$ 79,935	\$ 25,215	76%
Film	\$ 112,000	\$ 35,573	\$ 76,427	32%
MAT 35% - Film Incentive	-	\$ 40,000	\$ (40,000)	0%
Music	\$ 50,000	\$ 26,470	\$ 23,530	53%
Visitor Services	\$ 130,000	\$ 99,341	\$ 30,659	76%
Solar Eclipse	-	\$ 46,431	\$ (46,431)	0%
<b>Total Expenditures</b>	<b>\$ 4,439,272</b>	<b>\$ 3,013,918</b>	<b>\$ 1,425,354</b>	<b>68%</b>
<b>Surplus/(Deficit)</b>	<b>-</b>	<b>\$ 325,791</b>	<b>\$ (219,206)</b>	<b>68%</b>



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