



**City of Kingston
Report to Council
Report Number 26-070**

To: Mayor and Members of Council
From: Lanie Hurdle, Chief Administrative Officer
Resource Staff: None
Date of Meeting: February 3, 2026
Subject: Quarterly Report: Tourism Kingston – Q4 2025

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 25-227](#)), the attached report (Exhibit A) provides detailed reporting on Q4 2025 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*

February 3, 2026

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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 3, 2026

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Authorizing Signatures:

ORIGINAL SIGNED BY CHIEF

ADMINISTRATIVE OFFICER

**Lanie Hurdle, Chief
Administrative Officer**

Consultation with the following Members of the Corporate Management Team:

Paige Agnew, Commissioner, Growth & Development Services	Not required
Jennifer Campbell, Commissioner, Community Services	Not required
Neil Carbone, Commissioner, Corporate & Emergency Services	Not required
David Fell, President & CEO, Utilities Kingston	Not required
Desirée Kennedy, Chief Financial Officer & City Treasurer	Not required
Jenna Morley, City Solicitor	Not required
Ian Semple, Commissioner, Transportation & Infrastructure Services	Not required

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Options/Discussion:

Exhibit A to this report provides an activity report from Tourism Kingston on results for Q4 2025.

Existing Policy/By-Law:

[Report Number 25-227](#) dated October 21, 2025

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 2025 Tourism Kingston Report to Council



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FOURTH QUARTER REPORT 2025

TOURISM KINGSTON QUARTERLY REPORT



Attn: Lanie Hurdle
Chief Administrative Officer
City of Kingston
216 Ontario Street
Kingston, ON K7L 2Z3

January 1, 2026

RE: Tourism Kingston Q4 2025 report

Please find attached our summary report on the activities undertaken by Tourism Kingston for Q4: October through December 2025.

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 fourth-quarter activity within each of the seven portfolios. This report measures and reflects our continued efforts this quarter to maximize the economic impact of tourism for the City of Kingston.

This quarter, Tourism Kingston worked with its agency of record Alphabet Creative on the updated Kingston Culinary Strategy.

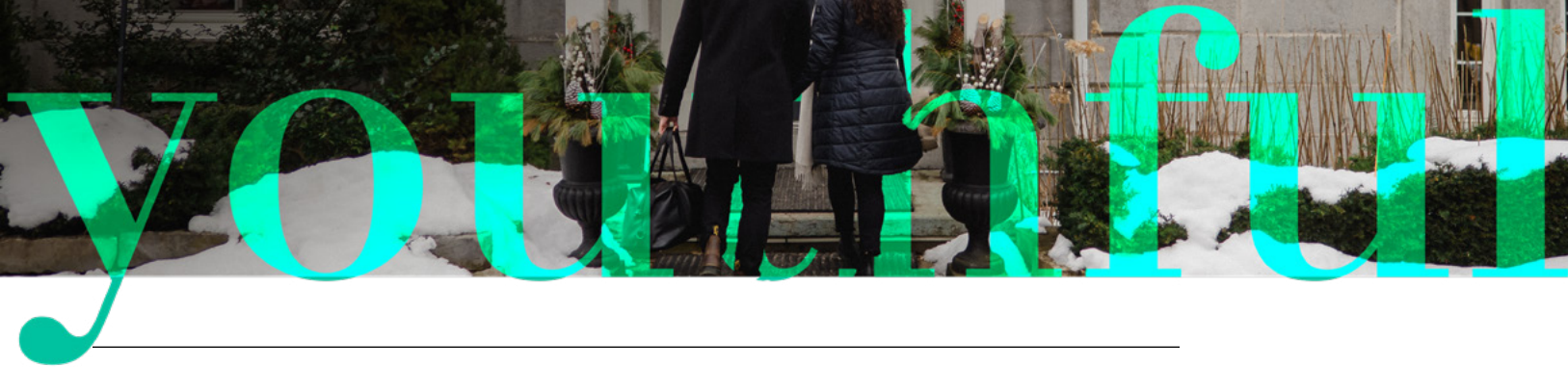
During Q4, our community engagement and consultation work continued through sector-wide meetings of the Sales, Destination Marketing, Attractions, Digital and Visual Creators, and Music Advisory committees.

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
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MARKETING & COMMUNICATIONS



In the early fall, our brand campaign featured arts and culture experiences, haunted attractions, and promoted overnight stays in Kingston. We invested in additional paid media in our target markets of Toronto, Ottawa, and Montreal, positioning Kingston as an ideal fall getaway. In November, we highlighted Kingston for the holidays, showcasing local markets, concerts, and festive experiences. We also launched a gift-giving campaign promoting Kingstonlicious signature events.

We partnered with Destination Ontario and RTO 9 on a fall U.S. campaign, targeted to nearby drive markets. The \$100,000 campaign showcased historic and outdoor experiences, culinary, and cruising, linking ads to our dedicated U.S. landing page: www.visitkingston.ca/usa Ahead of the campaign launch, we added extensive U.S. traveller FAQs to this site to both address potential concerns about visiting Canada and for search engine optimization.

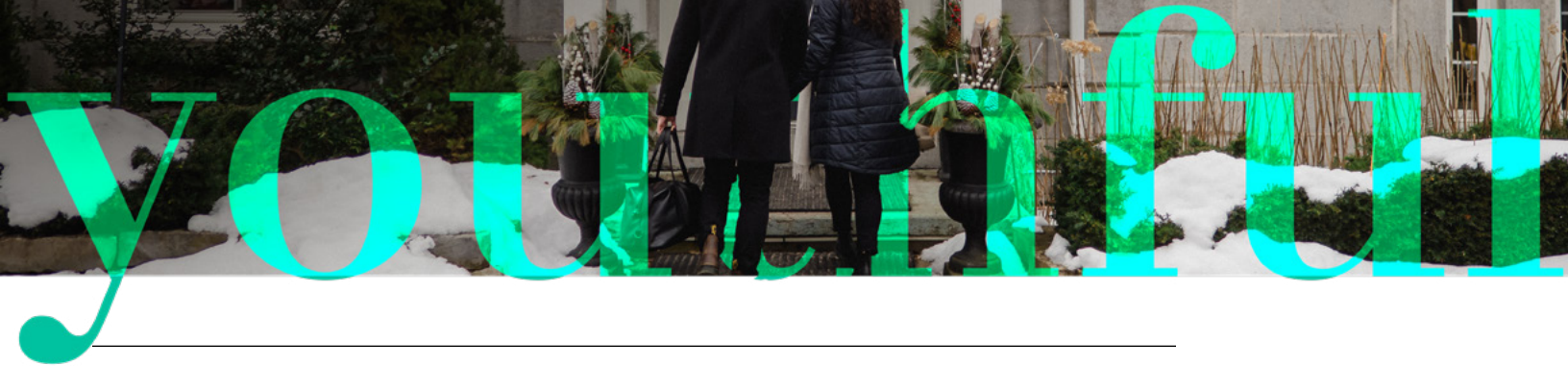
We also partnered with Destination Ontario for a fall arts and culture campaign. The \$50,000 campaign features ads and stories promoting the campaign partners: Kingston 1000 Islands Cruises and Trolley Tours; Kingston Grand Theatre; Tett Centre for Creativity and Learning; and Isabel Bader Centre for the Performing Arts.

Our weddings and business events campaigns also continued this fall with the wedding campaign running through December and the business events campaign wrapping up at end of October. The weddings campaign promoted Kingston as a nearby destination wedding location, profiling Kingston's unique venues. The business events campaign is targeted to event planners and association professionals in Toronto, Ottawa, and Montreal.

We worked with our agency of record, Alphabet Creative, to enhance our insiders program, which sees local Kingstonians creating reels and TikTok videos for VisitKingstonCA channels to profile some of their favourite businesses and experiences in Kingston. We tested new approaches this fall to further integrate local, diverse voices across platforms and programs.

The Marketing and Communications team also worked on the second issue of Fresh, our culinary magazine. Publishing twice a year, Fresh showcases Kingston's dynamic culinary scene and its people and places. The winter issue digs into Kingstonlicious, showcases seasonal offerings, and profiles culinary businesses across the city. With the support of a Francophone Community Program grant from the Government of Ontario, we also created a French version of the magazine,

MARKETING & COMMUNICATIONS



Frais, with both new and translated content from the English version. As with the first issue, the print magazine is distributed to local accommodations. Its stories will also roll out individually on our website and social media channels in Q1, 2026. It is also available online. Read the winter issue of [Fresh](#) online. Lisez l'édition hivernale du magazine « *Frais* » en ligne.

This fall, we also finalized the 2026 marketing and communications annual plan. The plan is a high-level strategy and roadmap for the year informed by the Integrated Destination Strategy; we then develop tactical plans for our paid, earned, and owned media activities, working with our agencies. As part of this process, we reviewed our analytics and visitor data, assessing what has worked well and what needs further refinement. We also considered travel trends and continue to review opportunities to reach U.S. travellers during this time of volatile U.S.-Canada relations.

In October, Tourism Kingston, along with our partners and agencies, was recognized with the Ontario Tourism Award of Excellence for Marketing Partnership for the 2024 total solar eclipse campaign.

In late November, we circulated information on the City of Kingston's local food economic development surveys to our restaurant and food production partners. We also sent an email to our partners with a list of current and upcoming funding opportunities to create events, hire summer staff, or develop new tourism offerings.

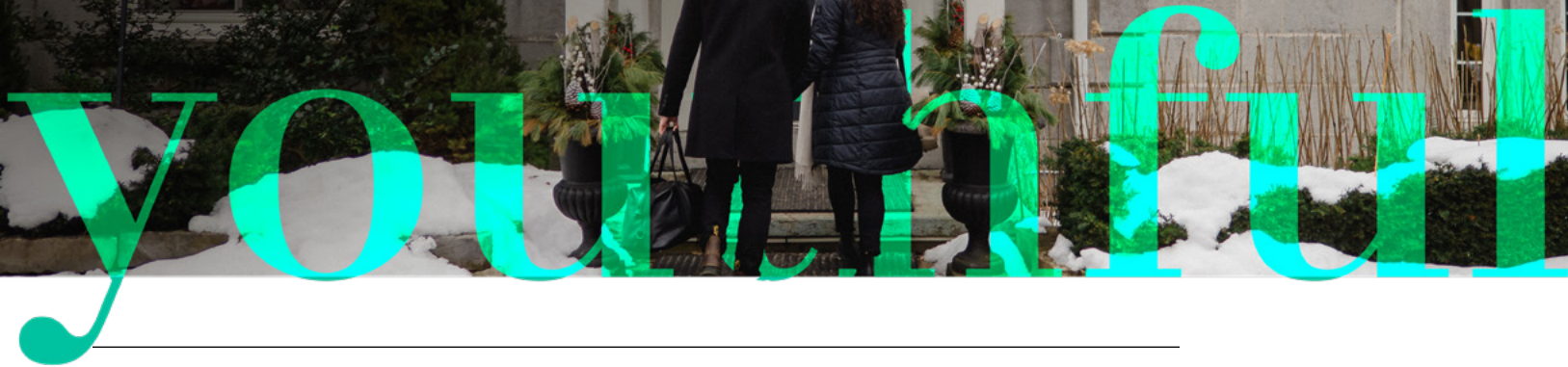
Recent online stories include "[Hidden gems of Williamsville,](#)" showcasing local stores and restaurants in this mid-town neighbourhood.

PARTNERSHIP ACTIVITY AND EVENTS

Estimated economic impact of partnerships in Q4: \$6,384

In September, we attended GoMedia Canada Summit in Jasper, Alberta. This by-invite media conference is presented by Destination Canada and aims to connect travel writers from around the world with Canadian stories. We had one-on-ones with 14 travel writers and garnered strong interest in Kingston from both Canadian writers and international writers from our travel trade target markets. The event also provided opportunities to further build our relationship with industry partners, including Destination Canada.

MARKETING & COMMUNICATIONS



The Toronto Star spotlighted Kingston in its [Ontario Road Trip](#) series, showcasing the city's historic sites, vintage shops, island cruising, and chef-approved favourites. Other articles included:

Ron Johnson, Streets of Toronto, [48 Hours in Kingston, Ontario: Fall Colours, Food, Fun and the Thousand Islands](#), highlights how a 48-hour autumn getaway to Kingston, Ontario offers picturesque fall colours, great local food and drink, fun seasonal activities, and scenic Thousand Islands boat tours that make for a perfect weekend trip.

Samuel Larochelle, Fugues, [48 h mémorables à Kingston, l'ancienne reine du Canada](#), a French article celebrating Kingston's inclusive Rainbow Registered businesses.

Danny Kronstrom, Gay Voyageur, [Le Frontenac Club de Kingston : un hôtel-boutique gay friendly au cœur de l'Ontario](#), a French article highlighting the Frontenac Club as an 2SLGBTQI+ friendly accommodation in Kingston.

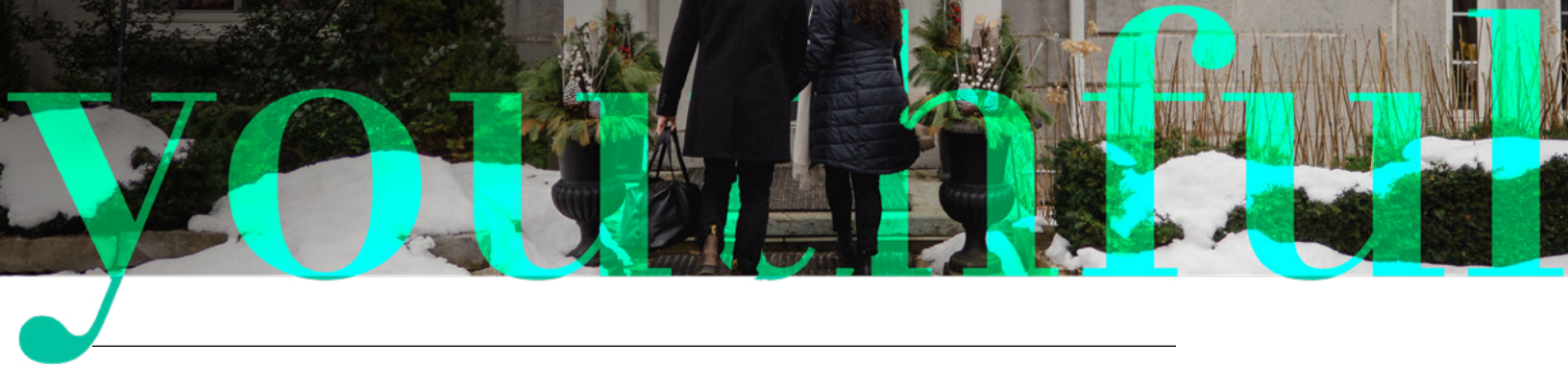
Ashley Bradshaw identified speaking opportunities across Tourism Kingston's portfolios and has successfully confirmed 20 submissions year to date. In Q4, Tourism Kingston staff spoke at PCMA Innovations Conference, Travel Association of Ontario Tourism Summit, Kingston Creative City Summit, and [Destination Marketing Podcast](#).

In partnership with the Culinary Tourism Alliance, we secured, supported, and launched six [Kingstonlicious signature events](#) with Feast On® guest chefs from across the province who will join our selected restaurants. Signature events went on sale in November and promoted for holiday gift-giving.

We collaborated with Destination Ontario and the Culinary Tourism Alliance for a broadcast segment with The Weather Network, which aired on December 20. Broadcast content raised awareness about Kingstonlicious, promoted its signature events for gift-giving, and showcased Feast On® businesses connected to Kingstonlicious.

We continue to foster relationships with culinary partners to further grow Kingstonlicious prix fixe program occurring February 3 through March 31, 2026.

MARKETING & COMMUNICATIONS



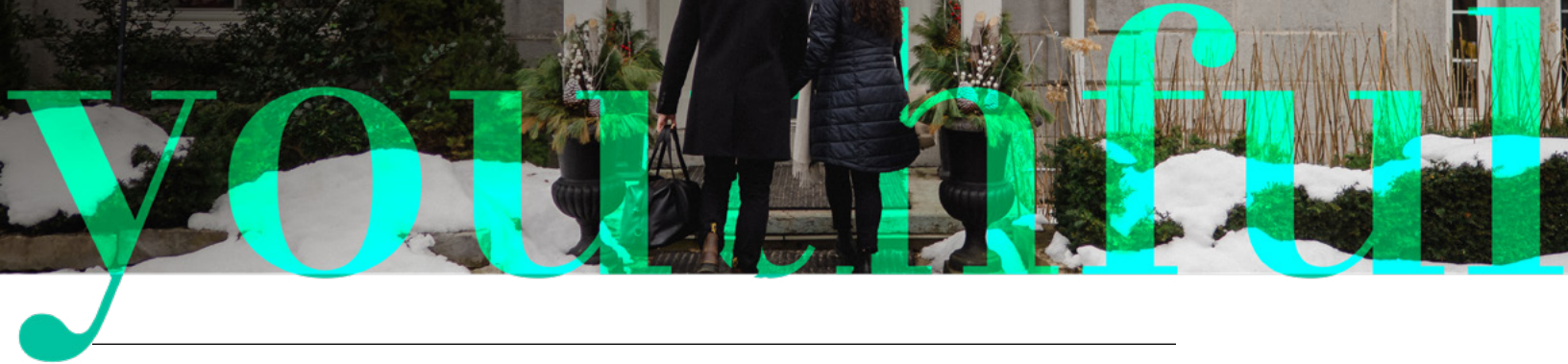
These activities supported our 2025 annual plan goals:

- // 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.
- // Support the culinary tourism strategy and shoulder- and low-season tourism; further develop Kingstonlicious offerings; and partner on key culinary programs such as Open Farm Days.
- // Continue strategic sponsorships that align with the Integrated Destination Strategy and have the potential to drive overnight stays in the shoulder and low seasons.
- // Feature diverse voices through our influencer and media hosting program.
- // Collaborate with the Sales team to develop tradeshow and event experiences that lead with the Kingston brand.

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

- 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.

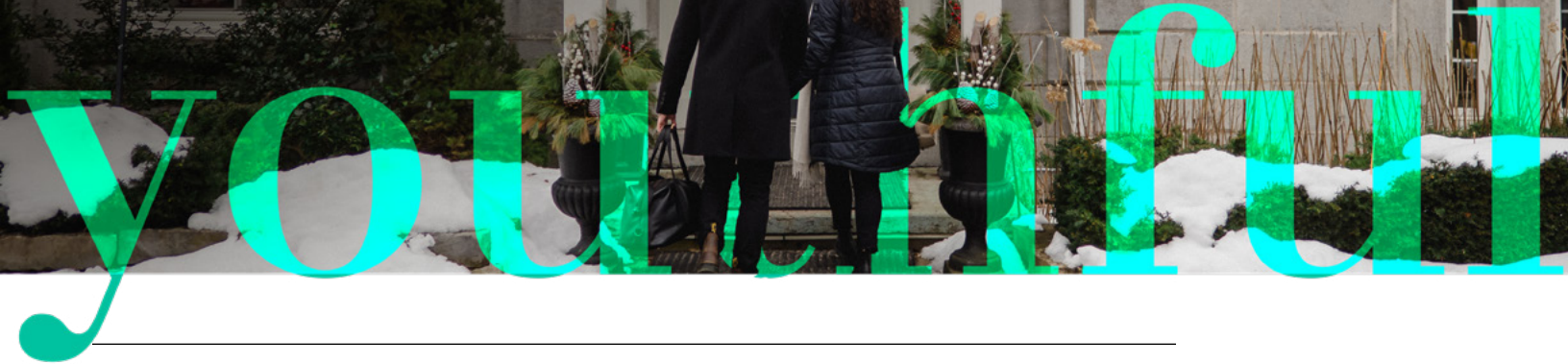
MARKETING & COMMUNICATIONS



2025 annual goals

Marketing and Communications	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Website sessions	2,600,000	535,309	1,044,103	605,835	511,758	2,697,005	104%
Website pageviews	3,200,000	583,870	1,309,561	840,790	634,703	3,368,921	105%
Referrals to partners (web + phone)	375,000	60,613	82,847	86,515	41,587	271,562	72%
Advertising impressions	175,000,000	20,573,609	40,444,868	114,002,961	34,544,174	209,565,612	120%
Social media link clicks	525,000	133,901	201,863	110,223	98,547	544,534	104%
Social media engagements	1,175,000	212,587	1,437,181	345,916	274,965	2,270,649	193%
Social media impressions	37,250,000	6,873,370	14,314,884	10,880,943	6,502,026	38,571,223	104%
Total followers	133,000	129,540	133,957	136,931	138,333	136,931	103%
Proactive high-value earned media stories*	150	39	73	64	29	205	137%
Total media stories	650	164	180	213	180	737	113%
Total earned media impressions	2,100,000,000	986,778,883	590,304,667	687,799,143	892,104,789	3,156,987,482	150%

MARKETING & COMMUNICATIONS



2025 annual goals

Packages	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
See + Do packages	45	4	28	37	14	83	184%
Eat + Drink packages	34	14	10	6	6	36	106%
Rest + Relax packages	15	1	4	4	5	14	93%
Family packages	20	5	10	7	7	29	145%
Package referrals to partners	46,269	6,881	9,891	9,447	3,757	29,976	65%
Minimum room nights *	836	400	667	267	35	1,389	166%
Estimated economic impact		\$60,330	\$1,709,740	\$75,134	\$6,384	\$1,851,587	150%

*Tourism Kingston supported or created packages

Special projects	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Facilitated events, activations, or campaigns	67	9	18	18	18	62	93%
Attendees	11,477	564	191	1,526	7,200	9,406	82%
Partners involved or impacted	231	58	70	90	80	298	129%

Economic impact sources: Destination Insights Dashboard. Direct spend based on average daily rate and room night data. Golf in Ontario partnership. Direct spend based on golf and accommodations data.

SPORT AND WELLNESS



Economic impact of sport & wellness initiatives in Q4: \$647,724

In November, we welcomed Alex Elliott, Managing Director of Sales. He oversees the Business Events, Sport & Wellness, and Travel Trade portfolios. Prior to joining the TK team, Alex was at Maple Leaf Sports & Entertainment, where he was Manager, Membership & Retention. Alex can be reached at alexe@tourismkingston.com.

In November, the OHL, in partnership with Tourism Kingston, announced the return of its first in-person draft since 2000, with the 2026 OHL Priority Selection taking place June 12–13, 2026 at Slush Puppie Place in Kingston. Draft week will also include the League's annual June meetings, bringing OHL governors, general managers, and business operations staff to Kingston. The event is expected to generate strong visitation and visibility for Kingston's hockey community and local tourism economy.

This quarter, we supported a variety of sport events: CORK OCR/Sail Canada Senior Championships and Foiling Fall, 2025 Runback Brewing Curling Club Championships, EOSSAA Cross Country Championships (Kingston Secondary School), Quadball East Regional Championships, Hockey Helps the Homeless, and Rocktober Kingston Rock Volleyball.

We also confirmed new events for early 2026: Skate Ontario – Synchro Series and Ringette Ontario Provincial AA Championships, which together are estimated to bring in 2,000 attendees.

We submitted bids to host the 2026/2027 Canadian Senior/Para Badminton Championships; and the 2027 Soling World Championships and the 2027 Lightning World and Master World Championships (with CORK/Sail Canada); and the 2028 OFSAA Rugby Championship (with LaSalle Secondary School). We are also submitting a letter of intent to bid on the 2026 Canada Road Running Championships.

Tourism Kingston continued to build the sport hosting pipeline by engaging organizers on several potential future events, including a multi-day Esport championship (summer 2026), a BMX national championship (2027), and a Taekwondo provincial championship (2026). We also prospected a large-scale, multi-day national championship opportunity targeted for December 2026.

SPORT AND WELLNESS



In November, we updated the Kingston Sport Facilities Guide. The guide, which is available in print as well as online, outlines the capacities of local arenas, recreational facilities, parks, marinas, and other venues to host sporting events.

In Q4, we increased engagement on the VisitKingston.Sport Instagram account, which amplifies and informs local sport organizations about news, opportunities, and community successes. Our posts reached over 125,000 views, and 84–87% of views came from non-followers. This demonstrates strong content sharing beyond Kingston and expanded visibility with sport-minded audiences outside the region. We showcased local athletes, amplified volunteer calls for Hockey Helps the Homeless, Special Olympics Canada, and Quadball Canada, and promoted the City of Kingston's communications on the re-envisioning of Portsmouth Olympic Harbour, the Memorial Centre, and Centre 70.

These activities supported our 2025 annual plan goals:

- // Promote Kingston as a year-round destination for provincial, national, and international sport hosting opportunities.
- // Collaborate with the Marketing team to elevate sport events hosted in Kingston.
- // Leverage the Sport & Wellness portfolio to generate revenue and drive further economic impact.

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

- 12 – Support Esport development
- 16 – Target visitors to Ontario around marquee events

SPORT AND WELLNESS



2025 annual goals

Sport and Wellness	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Tentative leads	120	17	31	30	10	88	73%
Definite leads	40	10	12	15	8	45	113%
Events supported	100	27	47	25	18	117	117%
Event attendees	85,000	39,380	25,592	21,450	4,980	91,402	108%
Room nights	60,000	17,793	20,000	16,650	1,050	55,493	92%
Estimated economic impact	\$40,000,000	\$10,767,270	\$17,724,564	\$15,650,000	\$647,724	\$44,789,558	112%

Definite leads – future business booked

Economic impact: Destination International's Event Impact Calculator Sport Model

TRAVEL TRADE



The estimated impact of travel trade in Q4: \$167,754

Tourism Kingston continues to grow Kingston's profile in the travel trade market, deepening relationships with operators and driving international demand. This past quarter saw strong group and international sales activity with measurable results.

In October, Pearl Mist made its final cruise call of the season this year, welcoming 210 guests. Looking ahead, two return voyages are already planned for 2026. Guests of the Pearl Mist experienced a curated selection of pre-booked shore experiences, including Kingston Trolley Tours, a guided tour of the S.S. Keewatin at the Great Lakes Museum, a walking tour led by local historian Arthur Milnes, and a Kingston Food Tour showcasing the city's culinary offerings. The cruise experience was further enhanced with a welcome, featuring a Town Crier and bagpiper greeting guests aboard the ship.

Also in October, we hosted a multi-day familiarization tour (FAM) with Jonview Canada – Canada's leading receptive tour operator – welcoming 13 agents from their group sales portfolio. The visit included Kingston Penitentiary, Fort Henry, Kingston Trolley Tours, the Haunted Walk, and multiple accommodation site visits. This partnership has already generated 2,000+ room nights as of mid-November 2025, one of our strongest trade-driven results to date.

We also hosted Destination Ontario and Destination Canada FAMs with U.K. and German representatives, leading to new itinerary opportunities and reinforcing Kingston's position as a key stop between Toronto, Ottawa, and the 1000 Islands.

Ashley Bradshaw participated in Destination Ontario's sales mission to the U.K. and Germany, engaging nearly 300 tour operators and agents across four cities. International recovery remains strong into Ontario:

// U.K. arrivals: 453,000+ in 2024 (15% of overseas arrivals), with early 2025 reaching 95% of 2019 levels

// German arrivals: Up 10% from 2023, reaching 84% of pre-pandemic levels

During the mission, we met with key partners and delivered Kingston product training focused on history, culture, waterfront, and culinary experiences.

TRAVEL TRADE



At the Ontario Motor Coach Association (OMCA) Marketplace, Ashley Bradshaw and Ella Wang joined five local partners: Kingston Marriott, Hampton by Hilton, Courtyard by Marriott, Kingston Destination Group, and St. Lawrence Parks Commission, meeting with more than 220 tour operators and generating interest for 2026–27 heritage, culinary, educational, and waterfront programs.

In November, China lifted restrictions on outbound group travel to Canada. We are adjusting our outreach tactics to connect with this important international market. International Travel Trade Coordinator Ella Wang is already fielding inquiries from Chinese tour operators about travel to Kingston. She has sent updated information about Kingston's offerings to Chinese tour operators to Destination Canada and Destination Ontario. We will present on an upcoming webinar in early Q1 2026.

These activities supported our 2025 annual plan goals:

- // Host prospective domestic and international clients from primary markets.
- // Increase brand awareness and intensify the travel trade market.
- // Position Kingston as a key cruise hub.

Travel Trade work this quarter aligned with 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



2025 annual goals

Travel Trade	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Traces	1,600	308	320	305	670	1,603	100%
Definite leads	127	4	65	54	41	164	129%
Referrals to partners	500	45	192	35	231	503	101%
Cruise passengers	1,741	0	310*	0	280*	590*	34%*
Number of buses booked	125	2	62	53	10	127	102%
Estimated economic impact	\$4,439,935	\$75,041	\$3,089,688	\$2,138,674	\$167,754	\$5,471,157	123%

**Note: The Hamburg ship did not arrive in Kingston as originally scheduled for fall 2025.*

Numbers are based on the date traces/leads begin and buses booked; cruise numbers reflect actual passengers each quarter.

Traces – contact with clients and prospects

Definite leads – future business booked

Referrals – provision of local partner information to clients

Buses booked are accommodation partner statistics and do not always reflect the booking and the activity in the quarter recorded.

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

BUSINESS EVENTS



Economic impact of business events in Q4: \$1,421,865

October 21-24, Ted Robinson attended the Canadian Society of Association Executives (CSAE) national conference in Victoria. This resulted with four solid RFP leads, as well as detailed discussions with representatives of Resident Doctors of Canada, the Association of Faculties of Medicine Canada, the Canadian Association of Research Administrators, Association & Events Management International, the Canadian Association of University Teachers, the Conference of Independent Schools Ontario, the Canadian Society for Medical Laboratory Science, the Canadian Aboriginal and Minority Supplier Council, Digital Health Canada, the Canadian Apprenticeship Forum, Diabetes Canada, the Automotive Industries Association of Canada, Absolute Conferences and Events, the Kidney Foundation of Canada, and Sonography Canada.

November 5, we hosted a Kingston "travelling FAM" dinner in Montreal for representatives from the Canadian Society of Nephrology, CanPlan Event & Conference Services, and Cisco Systems.

November 16-19, at the Professional Convention Management Association Canadian Innovation conference, Ted and Travis Blackmore of Lionhearts Inc. presented a session titled "From surplus to solution: innovating food recovery through events."

November 26, at Meeting Planners International (MPI) Ottawa Chapter Education Event, we connected with representatives of the Royal College of Physicians and Surgeons of Canada, the National Association of Federal Retirees, the Canadian Association of Radiologists, the Canadian Bar Association, the Canadian Construction Association, the Canadian Renewable Energy Association, the Taggart Group of Companies, the Canadian College of Health Leaders, the Canadian Council of Motor Transport Administrators, and the Canadian Produce Marketing Association.

BUSINESS EVENTS



Events hosted in Q4

- // Project Management Institute, Ottawa Valley Chapter – Kingston Symposium
- // Creative City Network's Creative City Summit
- // Canadian Robotics Council/Ingenuity Labs Research Institute annual symposium
- // Bell Canada Technology Leadership Team conference
- // RTO 9 SEe ON Tourism Summit
- // Canadian Stuttering Association annual conference
- // Ontario Professional Planning Institute Kingston workshop
- // Canadian Association of Movers annual conference
- // Ontario Gang Investigators Association Annual Training Conference

New leads/proposals (future business)

- // National Emergency Number Association 2026 Ontario conference and workshops
- // Ontario Library Association 2026 Library as Place conference
- // MNP LLP Eastern Ontario leadership retreat 2026
- // Innovation Company 40th anniversary celebration weekend 2026
- // International Applied Military Psychology symposium 2026
- // Ontario Principals Council Eastern Region conference 2026
- // Ontario Motor Coach Association annual golf tournament & board meeting 2026
- // Ontario Municipal Human Resources Association Fall conferences 2027 & 2029
- // Canadian Association of Gift Planners Originals conference 2027
- // Ontario Modern Language Teachers Association annual conference 2028
- // Ontario Association of Committees of Adjustment annual conferences 2027, 2028, 2029
- // Institute of Municipal Assessors annual conferences 2027, 2028

BUSINESS EVENTS



We launched our new CRM system, HubSpot, strengthening how we manage relationships, track event leads and confirmations, and drive efficiency across our processes. Looking ahead to 2026, we will introduce a new RFP process through HubSpot.

These activities supported our 2025 annual plan goals:

- // Promote Kingston as a year-round destination for business events and conferences.
- // Work with Lionhearts to formalize a structure for the Food Recovery and Redistribution Program.
- // Expand the “travelling FAM” model developed in 2024.
- // Calculate and report on the economic impact of hosted business events in Kingston.
- // Enhance cross-sector collaboration.

Business Events work this quarter aligned with the following IDS initiatives:

- 2 – Communicate tourism plans with community and key tourism stakeholders.
- 13 – Create a sustainable tourism development plan.

Lost opportunities

- // Bell Canada national sales conference spring 2026 (\$1,035,000)
- // Police Association of Ontario AGM and conference 2027 (\$367,100)

BUSINESS EVENTS



2025 annual goals

Business events	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Tentative leads	60	11	9	14	12	46	77%
Definite leads	49	3	11	11	14	39	80%
Events supported	50	3	26	9	9	47	94%
Contracted room nights	10,965	356	3,914	1,650	2,307	8,227	75%
Estimated economic impact	\$5,823,621	\$213,440	\$2,085,342	\$771,671	\$1,421,865	\$4,492,318	77%

FILM & MEDIA



Estimated economic impact of film & media productions in Q4: \$1,064,230

Productions

July 23–October 31, Tom Green's *Funny Farm*, a new talk show for Bell Media, filmed on Green's local farm property. This production used 12 crew, all local.

July 29–October 24, *The County*, an HGTV television series films in Prince Edward County. The docu-series features HGTV Canada star and designer Sarah Keenleyside, who uprooted her family from Toronto to Prince Edward County, Ontario to build her home and design business from scratch. This show used 11 local and six non-local crew members.

October 4, *Illumin*, a 400-drone aerial show, was presented by RBC for its small business clients locally. The event was not open to the public.

October 20–24, *Recommendations*, a Kingston-based food and travel series highlighted the city's culinary scene and visitor experiences. Hosts Chris and Corey explored Kingston's hidden gems, profiling independent restaurants, neighbourhood favourites, and unique attractions. This show utilized one of the Production Accelerator program participants on their set for the last two days of the shoot.

October 30, *Death Sentence*, a small-scale training production prep shoot took place for Queen's Film & Media students. They returned to the Pen for a three-day shoot later in December. The video and the set build will be featured at Creative Industries Day during KCFF 2026.

November 4, a music video for local musician Kyra filmed on a Kingston Transit bus. This is one of seven videos for the Slight Music Video program filmed this season.

November 16–18, *Game Changers* Season 2 featured Taes Leavitt, a Kingston children's entertainer and mindfulness practitioner. The documentary series highlights Canadians making meaningful contributions to the disability community.

November 24–25, *Again and Again*, an independent feature, filmed in the parking lot adjacent to the Kingston Penitentiary.

November 28–December 1, *Pop Whiz*, a travelling trivia show for teens, filmed its 100th episode in Kingston.

FILM & MEDIA



Location scouting

In October and November, we connected with seven production companies considering Kingston for locations:

We sent Collective Pictures, a Toronto-based production company, a curated selection of location photos, site details, and preliminary production notes to give the company an overview of Kingston's filming opportunities.

We sent a digital scout package highlighting Kingston's suburban neighborhoods to Black Elephant Productions in support of their development of a new horror film. This team is expected to join us for an in-person scout in the coming weeks.

We sent a digital scout package to Buck Productions & Sonic Nursery in support of their upcoming paranormal investigation series "Snooki: Paranormal Rookie." The "Jersey Shore" star Nicole "Snooki" Polizzi will star in the new Canadian ghost-hunting series from Crave.

Warner Brothers is considering Kingston Penitentiary for a box office franchise film. We have provided a digital package for their review. If the location suits their needs, this production will come to Kingston in spring 2026.

An indie feature film is also interested in the Pen for a May 2026 shoot.

We are in talks with Neshama Entertainment about a road trip series. We will help in their bid to the producers with lookbooks and pricing on locations and hotels.

Montreal-based producer Evan Dubinsky is considering Kingston for an action thriller centred around a hockey team. We sent him a package of locations, including local hockey rinks.

Events

In October, the City of Kingston hosted the Creative City Network of Canada's Creative Cities Summit, bringing cultural leaders from across the country together for three days of collaboration and sector exchange.

As part of the program, Joanne Loton and Moira Demorest joined Marc Garniss (Kingston Canadian Film Festival) to present "Cross-sector support: music meets the creative industries," highlighting the Slight Music Video Program and its role in fostering partnerships between local musicians and filmmakers.

Joanne Loton and Tyler Platt also participated in a guided walking tour around the Kingston Penitentiary with a talk afterwards about how other creative cities can lean on their historical sites as defining locations.

FILM & MEDIA



Mid-November, Kingston Film & Media launched a pitch competition for local writers, producers, and directors the chance to pitch their original film or series idea to a panel of industry experts. Five finalists will receive KCFF26 industry passes, allowing them to enjoy films and events throughout the festival, and to attend Creative Industries Day to network with industry professionals. The winner of the competition will be announced at KCFF in March 2026. They will get a conference pass to Prime Time in Ottawa and an industry pass to TIFF in Toronto to further network and pitch their idea.

The competition closed December 1 with 30 submissions received.

Professional development

November 29, we offered our final two workshops of the year: background acting basics and business development for producers.

The background workshop welcomed 29 aspiring and established actors from across the community. Facilitator Ilona Smyth joined us from Ottawa and shared her experience about best etiquette for background acting on set, how to get booked, and how to network.

The business development workshop was a focused seminar that saw 10 aspiring business leaders join seasoned media professional Alicia Petrusa to develop a simple corporate roadmap to reduce project-to-project dependency, forecast cash flow, and strategically engage funders, banks, distributors, and other stakeholders.

Both workshops provided a wealth of information and inspired a variety of thoughtful questions, reflecting the motivated and engaged talent emerging within the city

These activities supported our 2025 annual plan goals:

- // Establish a continuous pipeline of productions.
- // Attract studio productions.
- // Expand the workshop series.
- // Build on key local partnerships.

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

4 – Develop a creative industries tourism plan.

14 – Leverage underutilized assets.

FILM & MEDIA



ReelScout

2025 annual goals

Productions	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Tier 1 (over one week)	5	1	2	2	1	6	120%
Tier 2 (overnight to one week)	12	0	3	4	6	13	108%
Tier 3 (single day)	11	0	0	5	10	15	136%
Local productions (within 100 km)	16	0	2	3	11	17	106%
Non-local productions (>100 km travel)	10	1	3	8	6	17	170%
Estimated economic impact	\$2,000,000	\$991,616	\$2,535,468	\$5,798,983	\$1,064,230	\$10,390,297	520%

Workshops/events							
Events	15	10	5	3	6	23	153%
Participants	800	233	106	115	120	574	72%

Location tours							
Tours	20	7	4	9	7	27	135%

Location/production directory							
Location listings	100	12	6	45	6	69	69%
Vendor/crew listings	90	21	37	12	22	92	102%
Vendor/crew/talent hires on productions	200	102	70	31	45	248	124%

Economic impact source: Reel-Scout EI calculator

MUSIC



Estimated economic impact of sponsored music events in Q4: \$52,789

Recent work

This fall's Youth Open Mic initiative saw strong participation and growing engagement. Our October event welcomed many new faces, setting a positive tone for the season. November built on that success with five first-time performers, a full audience and a full band taking the stage, highlighting the range of emerging youth talent in our community.

The November session also featured rising local artist Kyra Daniel as host, bringing a fresh and energetic presence to the program. We additionally welcomed Beaded by Ari, a local youth maker to share her handmade bracelets, an exciting step toward involving more youth creators in future sessions.

December's event in partnership with Centre Culturel Frontenac also provided an opportunity to highlight and collaborate with the Francophone community. Hosted by Francophone performer and composer Véloce Andre, the event was hosted at Théâtre Sesame and featured local youth creators and community partners Long & McQuade. The event, part of a French-language music series, was made possible in part by funding from the Government of Ontario through the Francophone Community Grants program.

In October, the City of Kingston hosted the Creative City Network of Canada's Creative Cities Summit, bringing cultural leaders from across the country together for three days of collaboration and sector exchange. As part of the program, Music Officer Moira Demorest and Film Commissioner Joanne Loton joined Marc Garniss (Kingston Canadian Film Festival) to present "Cross-sector support: music meets the creative industries," highlighting the Slight Music Video Program and its role in fostering partnerships between local musicians and filmmakers.

Moira also co-led two downtown walking tours that showcased Kingston's live music ecosystem, spotlighting key venues and the infrastructure that supports a vibrant music-friendly city.

In October, Moira travelled to London, Ontario, to contribute to programming at the Forest City Film Festival in partnership with the London Music Office and Tourism London. She moderated "Music Talks: Film, TV & Video Games 101," a session introducing musicians and producers to sync licensing and scoring for screen-based media, joined by industry leaders Michael Perlmutter, Cody Partridge, and Sam Van Geleuken. Moira also presented the Juried Prize for Best Music Video at the Festival's Opening Night at Wolf Performance Hall.

MUSIC



resonant

In preparation for the Folk Music Ontario Conference in Ottawa October 15 to 17, the Kingston Music Office invited local folk artists attending the festival to a pre-conference virtual gathering. The session provided an opportunity to learn more about how to make the most of the conference, what to expect, and strategies for showcasing themselves effectively. The event was promoted in partnership with the Ottawa Music Industry Coalition.

At the conference, we had an unofficial Kingston showcase, giving local artists an opportunity to share their music with industry professionals, presenters, and peers from across Canada. The showcase featured performances by Miss Emily, Good Fortune, Amanda Keeley, Savannah Shea, Matt Bazinet, Mellow Lily, Nicci Rea, Piner, and Frank Ryan—a lineup that demonstrated the strength and diversity of Kingston's music community. During the conference's Ontario Folk Awards ceremony, local artist Savannah Shea received the Song of the Year award and local promoter Al Rankin took home the Estelle Klein Lifetime Achievement Award.

In November, Moira participated in the 2025 City of Music Conference in London, Ontario—two days of panels, keynotes, performances, and sector-wide networking focused on strengthening music ecosystems across the province.

Moira joined industry colleagues for the "Overview of Ontario Music Strategy Models" presentation and industry roundtable. The discussion highlighted Ontario's leadership in the international Music City movement and compared municipal strategies that support vibrant local music communities and artist development.

Professional development

The Kingston Music Office partnered with Many Moons Events to deliver "Beginner's Guide to Promoting DIY Events," a practical workshop designed to support emerging organizers, musicians, and community builders in developing the skills needed to successfully promote small-scale events.

Community activations

November 29, the Kingston Music Office supported the Fat Goose Craft Fair by coordinating live music programming throughout the event. This included a DJ set curated in partnership with CFRC Music and a performance by the Kingston Secondary School Choir and Jazz trio, who sang holiday carols for approximately 1,900 attendees. We also hosted an information table onsite, creating an opportunity to share updates on current programs and initiatives.

December 2, the Kingston Music Office, in partnership with Kingston Film & Media and Kingston Canadian Film Festival, hosted the final Makers Meetup of the year. The event saw strong engagement, with five new creative participants taking the stage to pitch their projects, businesses, and creative initiatives.

MUSIC



resonant

We continue to support local artists by highlighting their new releases through our “Release Radar” initiative in partnership with CFRC Music and Kingston Live. This quarter, we have promoted more than 25 local artists across our platforms, generating 16,199 impressions across nine posts. These results reflect the impact of the Kingston Music Office’s promotional efforts alone and do not include the substantial amplification provided by CFRC through on-air play and their release-highlight reels, or by Kingston Live through their social channels.

A Listener’s Choice survey culminated in a top ten countdown broadcasted on December 21. This survey invited the music community to vote for their favourite releases this year from all participants in Release Radar. This survey covers over 100 new releases made by local bands and musicians.

We have continued to strengthen our partnership with CFRC by providing direct links to the national campus radio portal, giving Kingston musicians a clearer gateway to airplay on stations across Canada. This step ensures that local releases are not only celebrated within Kingston but also positioned for national exposure. Looking ahead, we aim to expand this initiative with our partners at CFRC and Kingston Live, looking for more opportunities to amplify the voices of local artists.

Additional partner support

The Kingston Music Office supported several local productions and concerts throughout Q4, including Kingston Meistersingers’ musical theatre production, Orchestra Kingston’s fall programming and annual Christmas concert, and for the upcoming Kiwanis Music Festival. Our involvement ranged from marketing support to strategic sponsorship planning, helping strengthen the reach and sustainability of these community-led initiatives. The Kingston Music Office looks forward to continuing this support into the new year. Our marketing channels also supported 20+ community partner events throughout this quarter.

Kingston Music Advisory Committee

In Q4, the Kingston Music Advisory Committee continued advancing key priorities of the Kingston Music Strategy, with a particular focus on the development of a Fair Wage policy for musicians.

The Fair Wage Working Group presented its draft fair wage policy to the full committee at the October meeting. The discussion was productive, with members providing thoughtful feedback and questions to help refine the policy’s clarity, scope, and implementation.

MUSIC



The Working Group will incorporate this input into the next draft, and both the group and the committee look forward to moving the policy toward adoption in the new year. This represents an important step in supporting equitable and sustainable compensation practices across Kingston's music sector.

This final meeting of the year also featured the committee's first guest speaker in an emerging series. Nicole Daniels from the Kingston Arts Council provided an update on the council's initiatives, new developments, and areas of alignment with the Music Strategy.

Looking ahead

We worked this quarter to prepare for two new music conference events coming to Kingston in 2026. The New Horizons International Music Association will bring their 2026 Music Camp to Kingston April 19 to 24. This event is expected to bring approximately 160 participants to Kingston for five days of workshop, learning, mentorship, and performance. Work to date includes community outreach, itinerary development, connecting with community partners, and early logistical planning. We are also working with the director of the Dan School of Music which will host the International Society for Music Education Research Commission in July 2026. Support includes assisting delegates access transit passes, securing room rentals, providing tourism materials, and coordinating artist curations and logistics for their opening reception.

These activities supported our 2025 annual plan goals:

- // Strengthen music-friendly infrastructure.
- // Develop toolkits and promote resources for musicians and venues.
- // Provide consultation support including access to music business tool kits and resources
- // Create professional development and networking opportunities for local artists.
- // Provide support for local promoters, organizers, festivals, and venues.
- // Support creative industries growth through key education partners.

Music work this quarter supported the following IDS initiatives:

- 4 – Develop a creative industries tourism plan.
- 14 – Leverage under-utilized assets.

MUSIC



resonant

Our work this quarter addressed the following Kingston Music Strategy goals:

- 1.2 – Support community and industry efforts to create and activate music spaces, hubs, and incubators where artists can gain access to resources and support.
- 2.1 – Develop new programming and performance opportunities that promote local musicians and access to music in neighbourhoods across Kingston.
- 2.5 – Create a city-wide campaign to promote the City of Kingston's ongoing commitment to paying artists fair wages, with the intent of garnering public support for fair payment standards.
- 3.5 – Facilitate networking opportunities for local musicians (music and other creatives) through further investment in existing programs (Bandwidth, Slight Music Video Program) and collaborate with partners to create new initiatives.



2025 annual goals

Live events	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Kingston facilitated roadshows	9	0	3	4	1	8	89%
Artists/bands impacted	20	0	4	4	10	18	90%
Workshops/professional development events	34	9	14	5	7	35	103%
Attendees at workshops/events	1,238	351	445	130	195	1,121	91%

Sponsored events							
Sponsored music events	15	4	5	2	3	14	93%
Attendees, sponsored events	11,499	2,218	6,500	150	2750	11,618	101%
Artists/bands impacted	350	132	215	14	75	436	125%
Estimated economic impact of sponsored events	\$291,510	\$149,978	\$194,978	\$22,740	\$52,789	\$420,485	144%

Kingston Production Directory							
Music listings	50	33	5	1	2	41	82%

Economic impact source: TREIM

VISITOR SERVICES



In October, the VIC supported Kingston's travel trade strategy by welcoming guests from the cruise ship Pearl Mist and hosting two familiarization (FAM) tours with groups from Germany and the U.K. These tours provided international industry partners with an inside look at Kingston's attractions, experiences, and hospitality offerings, helping strengthen global awareness of the destination.

October 17–18, Visitor Services supported Queen's University Homecoming with a presence at the Grant Hall welcome event and the Harvest Festival, welcoming alumni and visitors.

On November 25, the VIC hosted its first book launch, featuring local author Dr. Anthony Sanfilippo and his publication *The Doctors We Need*. The event drew 57 attendees with standing-room-only participation. Guests were highly engaged, responding enthusiastically to Dr. Sanfilippo's insights on the future of Canadian healthcare. The Q&A session prompted thoughtful conversation, and participant feedback was overwhelmingly positive, noting the relevance and clarity of the discussion. The book's publisher is eager to connect more local authors with the Visitor Information Centre.

December 5, the VIC hosted a "Meet the makers" pop-up marketplace, which showcased a curated selection of locally made goods. Local DJ Zari spun tunes throughout the event, creating a festive atmosphere for vendors and attendees.

Additional visibility for Visitor Services this quarter included a feature in the Queer Chamber of Commerce holiday gift guide and recognition as a donor by the Kingston Military Family Resource Centre for its contribution to the Garrison Kids Christmas Party.

Overall, Q4 was marked by strong community involvement, increased destination exposure, and meaningful engagement with both residents and visitors.

These activities supported our 2025 annual plan goals:

- // Expand retail offerings.
- // Grow the Visitor Information Centre (VIC) as a one-stop shop for tourism experiences.

Visitor Services work this quarter supported the following IDS initiatives:

10 – Develop/enhance enticing shoulder and winter tourism products

VISITOR SERVICES



2025 annual goals

Visitors	2025 goal	Q1	Q2	Q3	Q4	2025 result	% goal actual
Number of interactions	140,000	3,373	16,083	50,000	21,425	95,204	68%
Partner support							
Tickets sold for partners	\$25,000	\$832	\$6,057	\$29,361	9,170	\$45,420	182%
Revenue							
Enhanced Profile Program	\$28,500	\$11,100	\$13,019	\$5,481	\$0	\$29,568	104%
Merchandise	\$77,000	\$6,847	\$28,079	\$29,138	\$25,061	\$89,125	116%

GUIDING DOCUMENTS

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



Kingston's Integrated Destination Strategy 2022-2027



Tourism Kingston 2025 Annual Plan



Kingston Music Strategy



Sport Tourism Strategic Framework





Tourism Kingston
177 Wellington Street, Suite 200
Kingston, Ontario
K7L 3E3

– *Tourism* –
KINGSTON

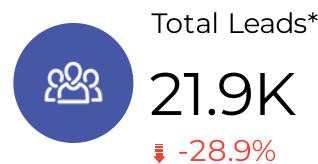
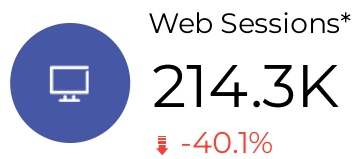


digital report

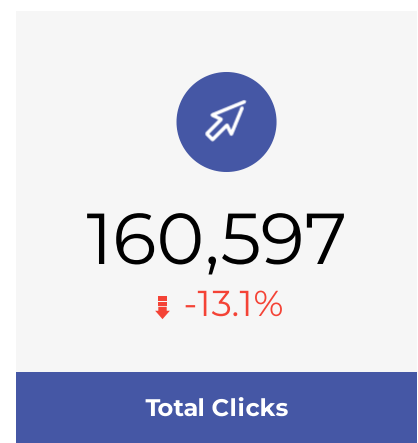
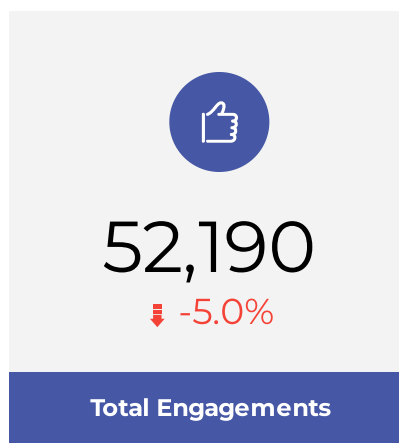
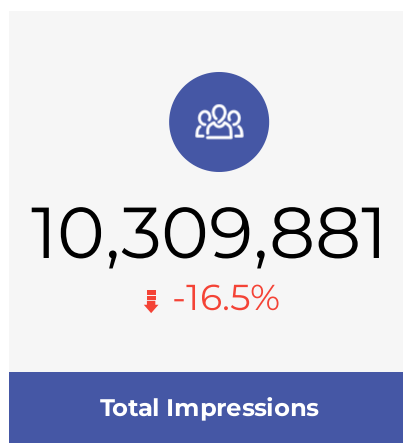
KINGSTON

Overview - September 2025

The big picture of our advertising landscape this month



Website Sessions and Total Leads include all three websites: English, French, and Chinese



Impressions, Engagements, and Clicks include all digital and traditional advertising

Sep 1, 2025 - Sep 30, 2025

WebsiteEnglish website:

- Website sessions saw a 40% drop and total users saw a 30% drop YoY. The decrease was because of the drop in traffic driven by the partnership with Destination Ontario. Specifically, last September, this partnership was the main traffic driver to our site (with 41% session share), contributing 150K sessions. Meanwhile, traffic from this source this September dropped by 61% YoY, totalling 24K sessions.
- Google Ads continued to be our key traffic driver last month, making up 24% of session share.
- The average engagement time on site improved by 47% YoY.

Email

New subscribers: 279

CONSUMER

Avg. open rate: -59% (30%) | Avg. CTR: +131% (28%) | Total unsub: -69% (13)

MEMBER

Avg. open rate: +2% (80%) | Avg. CTR: -97% (4%) | Total unsub: -100% (2)

Paid Digital

We had Brand Campaign, Business Events Campaign, and Wedding Campaigns live on our regular social and programmatic channels—Meta, TikTok, and Google. Moreover, to support the shoulder season leading to Fall/Winter, we have ads across different touch points, including broadcasting on The Weather Network channel, radio ads on Kingston's New Country 98.9 (previously Move 98.9) and HOT 89.9, partnership content with Narcity Toronto, and programmatic ads on The Weather Network and Narcity.

Meta (FB/IG):Boosted Posts:

2.07% CTR (-27%) | \$0.28 CPC (-7%) | \$5.66 CPM (+1.6%)

- The CPC picked up slightly, resulting in 30% fewer clicks generated by boosted content MoM.
- The "25 Things" content, including "25 Things to do in September" and "25 Things to do in Fall" generated the most clicks but at a higher cost compared with the average CPC (\$0.26 vs \$0.22).
- "Antique Shopping" post saw the best CPC at \$0.11.
- With French content, "25 Things to do in Fall" delivered the best performance with 1.29% CTR and \$0.43 CPC.

Recommendation:

- Meta updated their algorithm and placement selection, removing the video feed that we used to run on. As one of the best practices, we should diversify our ad placements to include both video and feed placements. Therefore, we recommend testing Reel placements with the main goal of increasing our reach and maintaining the efficient CPM/CPC.

Brand Campaign 2025:

2.36% CTR (+18%) | \$0.28 CPC (-%) | \$6.72 CPM (+18%)

- The CPM saw an almost 20% increase last month, mainly because we launched the Fall assets in early September, resulting in the campaign returning to a learning phase.
- The Entertainment-focused audience segment delivered the best performance in overall with a CTR of 2.44% (higher than the average CTR of our prospecting audiences) and a CPC of \$0.24 (lower than the average of \$0.27).
- In our media mix, carousels had the highest advantage with more budget allocated to the assets. Specifically, the Events and Arts carousel outperformed others in driving clicks, recording 3K clicks at a CTR of 3.58%.
- GIF assets, including both See & Do and Eat & Drink, generated too few results (impressions/clicks) to provide any insight on performance. That was due to the low spending allocated by the algorithm.

Recommendation:

- If the carousel assets continue to receive the majority of budget in the following month, we recommend pausing them in some of the prospecting audience group so that other assets can have more growth space.

Weddings Campaign:

6.71% CTR (+1.5%) | \$0.20 CPC (+14%) | \$13 CPM (+16%)

- In September, the campaign generated 89K impressions and 6K clicks.
- The segment of lookalike audience continued to outperform others, recording the lowest CPC at \$0.14 (compared with the average CPC of \$0.20) and the highest CTR of 9.58% (versus the average of 6.71%).

Business Events Campaign:

2.8% CTR (+6.8%) | \$0.43 CPC (+14%) | \$12 CPM (+21%)

- In September, the campaign generated 38K impressions and 1K clicks.
- The two audience segments of the campaign, including General Job Title and Professional Planner groups, delivered relatively similar performance and saw the same CPC of \$0.43.

Sep 1, 2025 - Sep 30, 2025

GoogleDemand Gen | Brand Campaign:

2.41% CTR (+14%) | \$0.13 CPC (-21%) | \$3.06 CPM (-11%)

- We started seeing some improvement in costs (both CPC and CPM) after implementing strategy changes (as mentioned in last month's report) and optimization. Both CPC and CPM decreased by 21% and 11% respectively.
- K-South campaign* recorded a lower CPM compared with K-West campaign** by 1.5 times.
- Similarly with Meta, we launched our Fall assets in Google Ad campaigns in early September.
- Video format saw a higher CPM compared with static format (by ~30%).
- Overall, K-South campaign delivered 30K clicks out of 1.5M impressions. Meanwhile, K-West campaign achieved 994K impressions and 30.3K clicks, seeing higher click-through rate at a more expensive reach compared with K-South.

Recommendation:

- Since video assets were more expensive than static, but delivered less traffic to the site, we recommend pausing video assets in K-South campaign for the moment to achieve more results. In the meantime, we should keep the media mix more diverse in K-West campaign because it has new markets that we need to get the audiences more familiar with our brand.

*K-South campaign covers our existing key markets starting from Kingston as the most western region, extending south of the 401 corridor, and ending at Montréal.

**K-West campaign covers our existing key markets west of Kingston toward Toronto, as well as new markets including London, Kitchener, Brantford, Hamilton, Guelph, and Burlington.

Demand Gen | Weddings Campaign:

2.72% CTR (+4%) | \$0.13 CPC (-59%) | \$3.48 CPM (-56%)

- September was a solid month with significant improvement in both CPC and CPM. As a result, the total impression and total clicks increased by 67% and 74% respectively.
- Overall, we delivered 28K clicks out of 1M impressions.
- All of our audience segments recorded the same CPC at \$0.13, while Lookalike audience—built based on our website traffic, saw the lowest CPM of \$2.50.
- Custom audience segment, built based on relevant search intention and websites, was the top performer, generating the most clicks and impressions.

Demand Gen | Business Events Campaign:

1.55% CTR (+38%) | \$0.09 CPC (-31%) | \$1.45 CPM (-4%)

- The campaign saw some slight improvement in the past month, resulting in 1% more impressions and 40% more clicks MoM.
- In total, the campaign generated 11.2K clicks and 728K impressions.
- The Custom Segment remained as the best performer with the lowest CPC and CPM.

TikTokBrand Campaign 2025:

1.04% CTR (+28%) | \$0.34 CPC (-12%) | \$3.5 CPM (+26%)

- In September, we launched the Fall brand campaign video. Also, we boosted "To do in September" and multiple Hidden Gems videos.
- With a lot of new assets launched, including our main brand ad, the campaign was going through a heavier learning phase, resulting in higher CPM MoM.
- Overall, 620K impressions and 6.4K clicks were recorded.
- With equal budget allocation, Food/Drink audience segment saw the lowest CPM, while Traveller audience segment outperformed others in CPC.

Paid Search

- With the end of summer, total outbound referrals from Search ads declined by 30% MoM. Search ads beat Organic Search in September as the top source of referrals to Operators.
- Paid Search was the 2nd-best channel for all referrals in September, behind Organic Search.
- Paid search's visitors provided 36% of all referrals in September second only to Organic Search with 38%.
- This seasonal shift sees a slowdown in search volume, which drove up CPC by 59% (\$0.54 vs \$0.34) and increased cost per conversion by 48% (\$1.24 vs \$0.84) compared to July and August.
- YoY, conversions are 13% more cost-effective and CPCs are improved by 35%.

Consumption (English domain)

Is our English content marketing working?

Sep 1, 2025 - Sep 30, 2025

Glossary of Terms

Sessions

of times your site was visited.

Users

of people who visited your site.

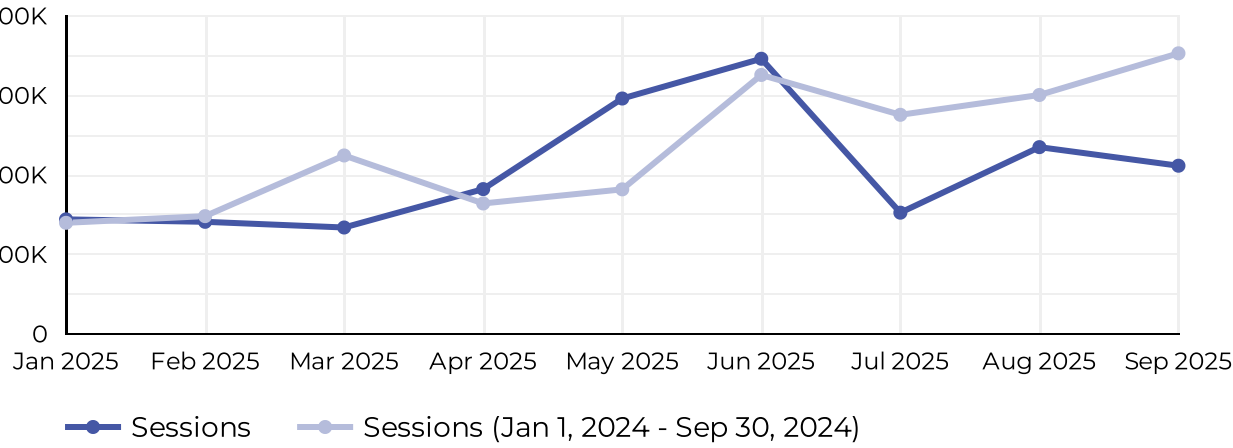
Page Views

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
211.7K
 ↓ -40.0%

Users
177.4K
 ↓ -42.2%

Page Views
261.1K
 ↓ -38.8%

Retention

Are users coming back and consuming our content?



8.3

% Return Visitors

Lead Generation (English domain)

Are users converting online?

Operators

Hotels

18,987 ↓ -31.3% Web Referrals	47 ↓ -33.8% Clicks to Call
---	--

2,062 ↓ -30.1% Web Referrals	60 ↓ -35.5% Clicks to Call
--	--

Consumption (English domain)

How is our audience using our site?

Users
177.4K

Sep 1, 2025 - Sep 30, 2025

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.

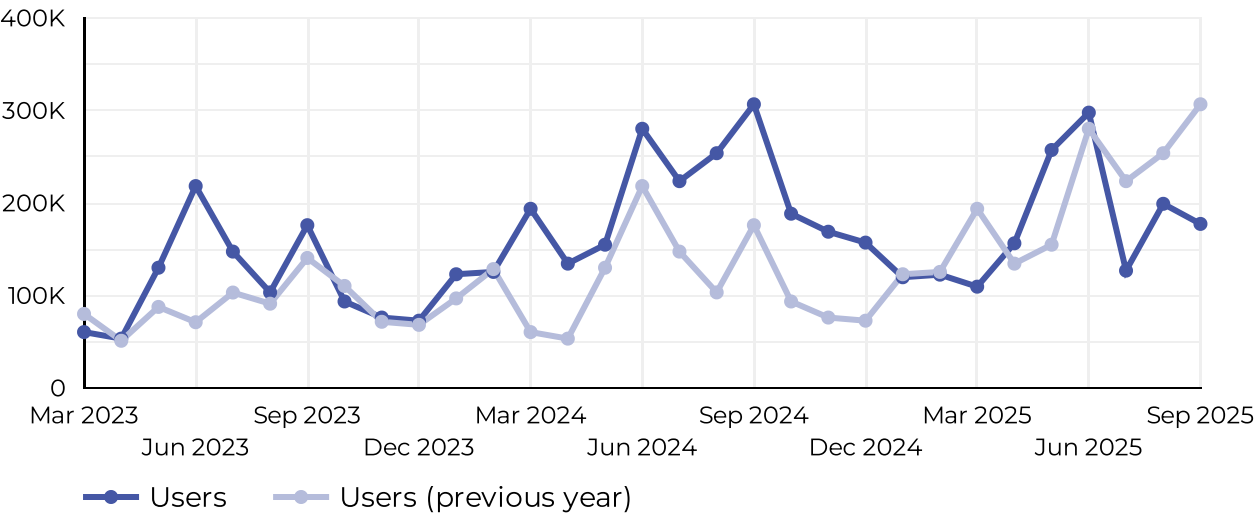
Engagements


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





00:00:18
↑ 47.3%

Avg. Engagement per Session



1.23
↑ 2.1%

Pages/Sessions

Social Media

An overview of activity on our social media channels



28,076
Instagram Followers




67,987
Facebook Page Follow



8,937
X Followers




3,556
TikTok Followers




1,300,043
↓ -13.6%

Impressions



43,970
↓ -16.0%

Engagements



24,700
↓ -0.1%

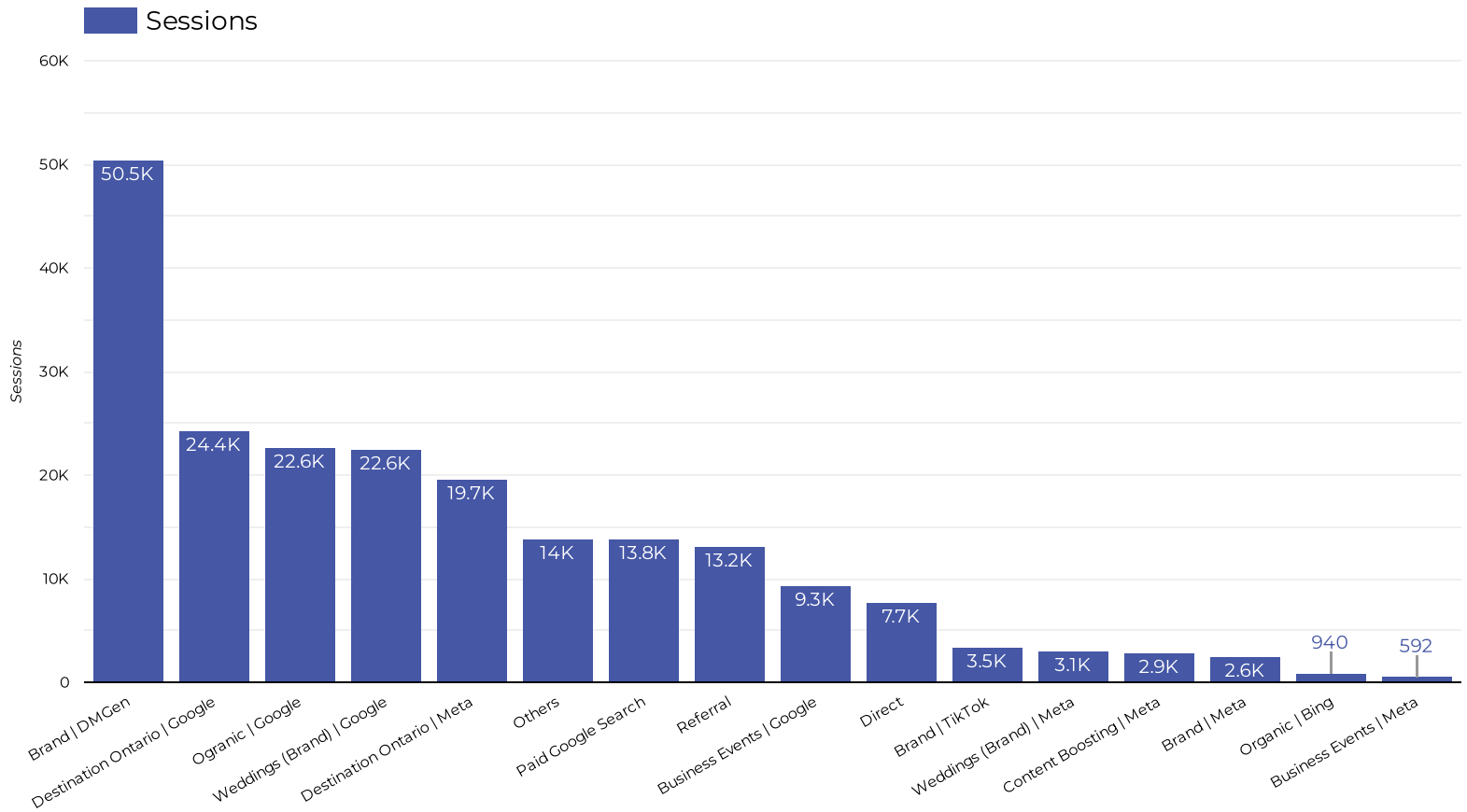
Clicks

*totals for organic and paid Facebook, Instagram, Twitter

Sep 1, 2025 - Sep 30, 2025

Website Metrics

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



*Others include but not limited to traffic generated by newsletter, and traffic that couldn't be classified by Google Analytics 4.

Website Metrics - Top 10

Traffic by City

City	Sessions
1. Toronto	44,569
2. Kingston	23,375
3. Montreal	19,651
4. Ottawa	11,093
5. Mississauga	4,157
6. Brampton	4,130
7. Hamilton	3,413
8. London	2,576
9. Vaughan	2,453
10. Markham	2,306

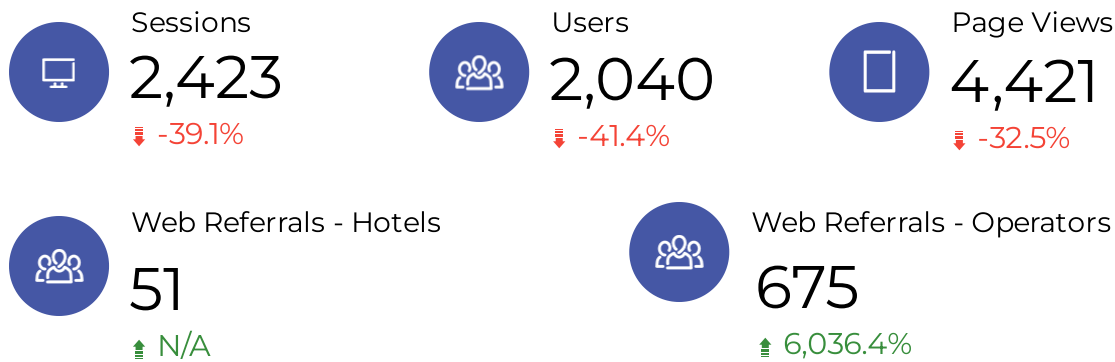
Most Visited Pages

Page title	Sessions
1. Visit Kingston Together	53,871
2. Visit Kingston Weddings	25,886
3. Visit Kingston 25 things to do in Kingston this September	18,425
4. Visit Kingston USA	12,809
5. Visit Kingston Classical, jazz & community: The Isabel Bader Centre...	11,353
6. Visit Kingston Explore Kingston's spookiest ghosts and mysteries	10,582
7. Visit Kingston Business events	10,222
8. Visit Kingston On stage and in studio: immerse yourself in the arts...	10,129
9. Visit Kingston Visitor Survey	7,561
10. Visit Kingston Visit Kingston – Fresh Made Daily	4,922

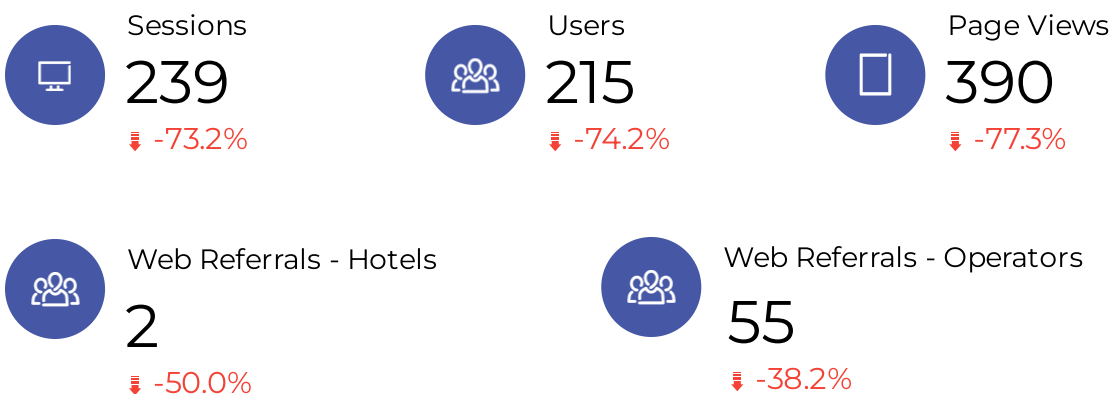
French and Chinese Domains

Website metrics from each of our French and Chinese domains

French*



Chinese*



*The comparison is year over year

TikTok**

Metrics from VisitKingston's TikTok account for the month



**The comparison is month over month

Sep 1, 2025 - Sep 30, 2025

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.

Sep 1, 2025 - Sep 30, 2025

Email Marketing

An overview of email campaigns this month


 **279**
New Subscribers

Consumer Newsletter


Email's Subject: Kingston, Ontario in August


 **7,465**
Total Deliveries

 **2,245**
Total Opens

 **635**
Total Clicks

 **13**
Total Unsubscribes

 **30.07%**
Average Open Rate

 **28.29%**
Average CTR

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


Member Newsletter


Email's Subject: Tourism Kingston updates: Sales and the Visitor Information Centre


 **386**
Total Deliveries

 **309**
Total Opens

 **12**
Total Clicks

 **2**
Total Unsubscribes

 **80.05%**
Average Open Rate

 **3.88%**
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 | Content Boosting

Sep 1, 2025 - Sep 30, 2025 ▾

A snapshot of our Meta ads in market this month

English Boosted Content

Ad Names	Impressions	Link clicks ▾	CTR	CPC	CPM
TK (081925) Boosted Post Traffic 25 Things September	54,483	922	1.69%	\$0.27	\$4.65
TK (091125) Boosted Post Traffic 25 Things in Fall	33,790	743	2.20%	\$0.25	\$5.40
TK (090425) Boosted Post Traffic Writerfest	35,630	647	1.82%	\$0.23	\$4.14
TK (082725) Boosted Post Traffic Antique Shopping	15,608	612	3.92%	\$0.11	\$4.29
TK (080525) Boosted Post Traffic Ice Cream	10,365	497	4.79%	\$0.09	\$4.40
TK (091625) Boosted Post Traffic SS Keewatin	31,045	477	1.54%	\$0.29	\$4.48
TK (092525) Boosted Post Traffic 25 Things in Oct	19,187	453	2.36%	\$0.17	\$4.02
TK (091625) Boosted Post Traffic Black Dog Tavern	20,087	426	2.12%	\$0.28	\$6.00
TK (092225) Boosted Post Traffic Family Fall	16,354	362	2.21%	\$0.21	\$4.59
TK (091525) Boosted Post Traffic Creative Community	6,366	317	4.98%	\$0.12	\$6.13
TK (080325) Boosted Post Traffic Fishing	12,348	197	1.60%	\$0.25	\$3.97
TK (091925) Boosted Post Traffic Kakaow	9,932	165	1.66%	\$0.38	\$6.33
TK (082625) Boosted Post Traffic Wellness Exp.	10,018	127	1.27%	\$0.44	\$5.59
Grand total	275,213	5,945	2.16%	\$0.22	\$4.78

French Boosted Content

Ad set name	Impressions	Link clicks	CTR ▾	CPC	CPM
TK (092425) Boosted Post Traffic FR 25 Choses en Oct	7,979	231	2.90%	\$0.18	\$5.13
TK (091125) Boosted Post Traffic FR 25 Chose a Fair en Automne	17,104	221	1.29%	\$0.43	\$5.50
TK (081925) Boosted Post Traffic FR 25 Chose a Fair en Sep	21,229	243	1.14%	\$0.52	\$6.00
Grand total	46,312	695	1.50%	\$0.38	\$5.67

Paid Digital | Brand Campaign 2025

Sep 1, 2025 - Sep 30, 2025 ▾

A snapshot of the Brand Campaign 2025's digital ads for the month

Google

Campaign	Impressions	Clicks ▾	CTR
Brand (2025) DMGen K-South	1,513,241	30,091	1.99%
Brand (2025) DMGen Static K-West	813,778	22,761	2.8%
Brand (2025) PMax	0	0	0%
Grand total	2,327,019	52,852	2.27%

Meta

Campaign name	Impressions	Clicks	CTR ▾
TK (2025) Brand Campaign RMKT LPVs	62,311	1,511	2.42%
TK (2025) Brand Campaign Prospecting Traffic	395,582	9,308	2.35%
Grand total	457,893	10,819	2.36%

TikTok

Ad group name	Impressions ▾	Clicks	CTR
Brand (2025) Food & Drink	263,089	1,639	0.62%
Brand (2025) Entertainment	220,023	1,819	0.83%
Brand (2025) Travellers/Leisure	137,849	2,979	2.16%
Grand total	620,961	6,437	1.04%

Sep 1, 2025 - Sep 30, 2025 ▾

Paid Digital | Business Events

A snapshot of the Brand Campaign 2025's paid ads for the month

Google

Campaign	Impressions	Clicks ▾	CTR
TK (2024/25) Business Event DMGen	728,401	11,292	1.55%
Grand total	728,401	11,292	1.55%

Meta

Campaign name	Impressions	Clicks	CTR ▾
TK (2024/25) Business Events	38,116	1,069	2.80%
Grand total	38,116	1,069	2.80%

LinkedIn

Campaign group name	Impressions ▾	Clicks	CTR
TK (2025) Business Events	23,026	84	0.36%
Grand total	23,026	84	0.36%

Paid Digital | Weddings

A snapshot of the Wedding Campaign 2025's digital ads for the month

Google

Campaign	Impressions	Clicks ▾	CTR
TK (2025) Weddings DMGen	1,043,831	28,363	2.72%
TK (2025) Weddings Display Partners Secret Garden Inn	219,582	1,352	0.62%
TK (2025) Weddings Partners Queen's U	0	0	0%
Grand total	1,263,413	29,715	2.35%

Meta

Campaign name	Impressions	Clicks	CTR ▾
TK (2025) Weddings Brand Prospecting	89,428	6,003	6.71%
TK (2025) Weddings Partners Prospecting	0	0	-
Grand total	89,428	6,003	6.71%

Sep 1, 2025 - Sep 30, 2025 ▾

Lead Generation

A snapshot of our digital lead generation

Top Outbound Clicks (Website Referrals to Partners and Community)

Event Action	Total Clicks ▾
https://www.1000islandscruises.ca/sightseeing/ghostcruise/	799
https://downtownkingston.ca/blogs/things-to-do/monthly-events-calendar?srsltid=AfmBOook_LtIzfNVUhFS	727
https://www.kingstonrolley.ca/tours/ghosttour/	672
https://www.kingstonribandbeerfest.com/	637
https://www.waddellapples.ca/	620
https://www.kingstonpentour.com/to-do/tours/	556
https://www.kingstonfair.com/	480
https://www.kingstonrolley.ca/	431
https://www.kingstonpentour.com/visit/admissions/	417
https://parks.canada.ca/lhn-nhs/on/bellevue/activ	385

Paid Digital

A snapshot of our digital ads in market this month

Google Search - Search Warrant

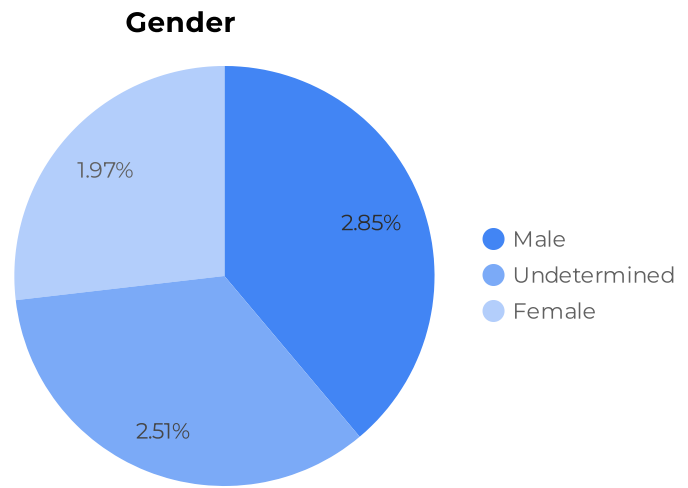
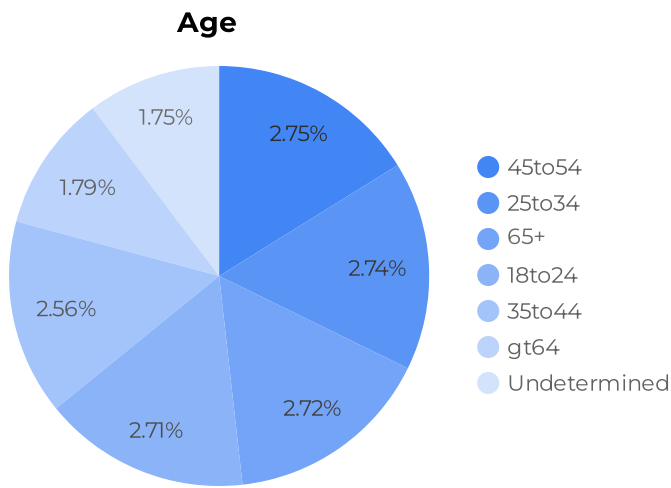
Session campaign	Impressions ▾	Clicks	CTR	Views
KA:25 Things to do in September	50,957	12,211	23.96%	17,722
KA:25 September Events: Kingston Pen Tours	9,673	1,949	20.15%	1,849
KA:25 Explore Kingston	5,662	432	7.63%	71
KA:25 September Events: PumpHouse Museum	3,269	265	8.11%	316
KA:25 General Stay/Discover - Kingston	1,700	132	7.76%	336
KA:25 September Events: Creative Kingston Walking Tours	1,526	168	11.01%	364
KA:25 September Events: Art After Dark	1,401	181	12.92%	212
Grand total	74,621	15,410	20.65%	21,256

Website Audience

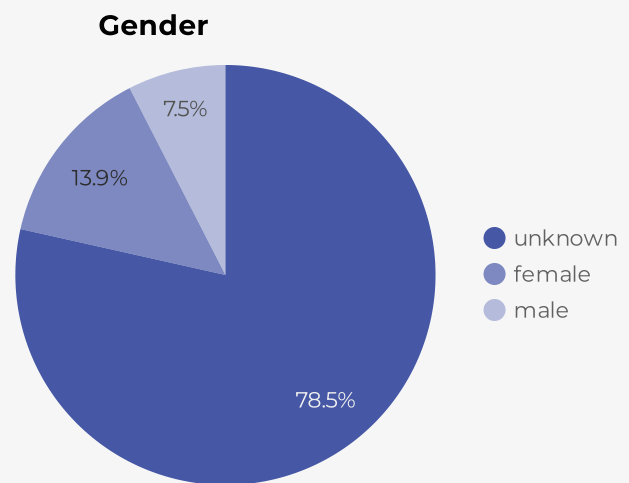
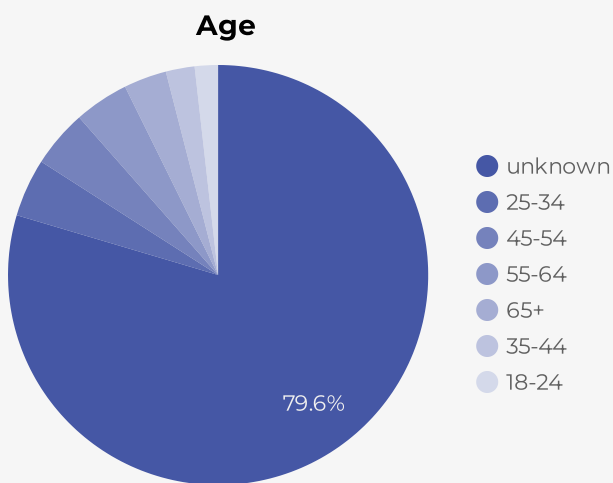
Sep 1, 2025 - Sep 30, 2025

A snapshot of the audience visiting our website

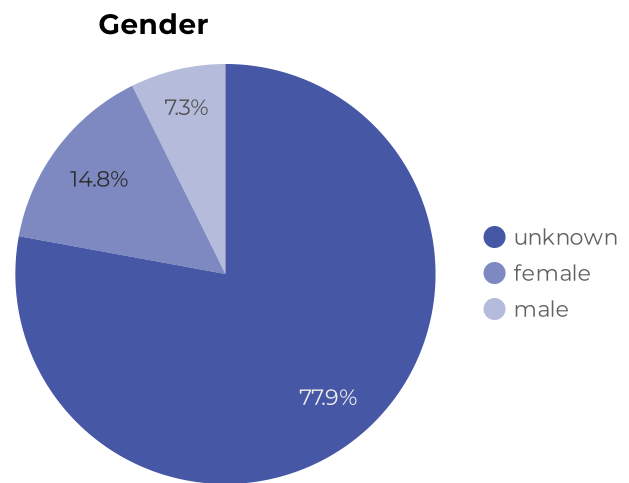
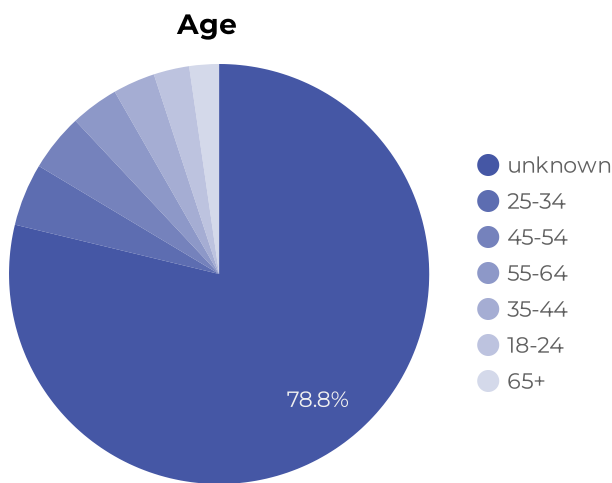
Click-through Rate by Audience on Google Ads



Hotel Leads by Audience



Operator Leads by Audience



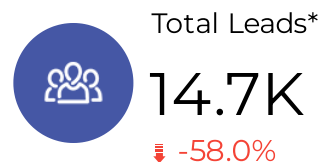
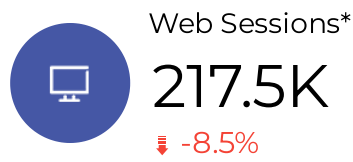


digital report

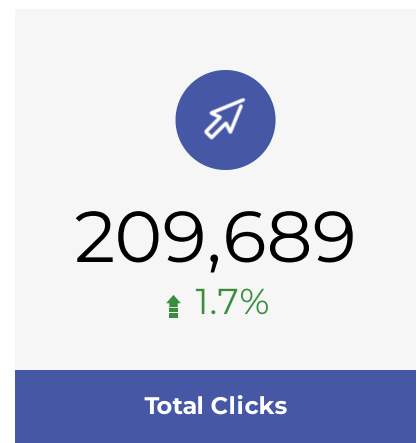
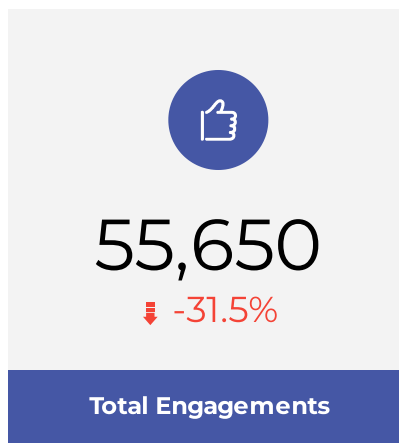
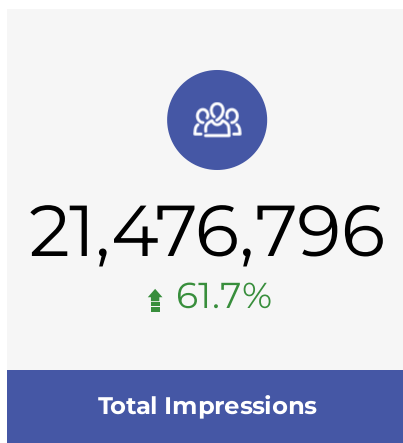
KINGSTON

Overview - October 2025

The big picture of our advertising landscape this month



Website Sessions and Total Leads include all three websites: English, French, and Chinese



Impressions, Engagements, and Clicks include digital and traditional advertising

Oct 1, 2025 - Oct 31, 2025

WebsiteEnglish website:

- We totalled 214K sessions last month, a 9% drop YoY. However, compared to the previous three months, website performance showed signs of recovery, as reflected in the narrowing YoY gap, primarily attributed to our Brand Campaign ads on Google (with a 33% share of total sessions).
- This October, our organic traffic saw a 51% dip overall, with a 52% drop in Google organic traffic and 39% drop in Bing organic traffic.

Email

New subscribers: 404

CONSUMER

Avg. open rate: -% (30%) | Avg. CTR: -0.3% (28.19%) | Total unsub: -170% (35)

MEMBER

Avg. open rate: -14% (70%) | Avg. CTR: +820% (36%) | Total unsub: -100% (0)

Paid Digital

We had Brand Campaign, Business Events Campaign, and Wedding Campaigns live on our regular social and programmatic channels—Meta, TikTok, and Google. Moreover, to support the shoulder season leading to Fall/Winter, we have ads across different touch points, including broadcasting on The Weather Network channel, radio ads on HOT 89.9, and programmatic ads on The Weather Network and Narcity.

Meta (FB/IG):Boosted Posts:

2.76% CTR (+34%) | \$0.18 CPC (-24%) | \$4.98 CPM (+1.4%)

- October was a solid month with the increases in both impressions and link clicks, as a results of the large drop of CPC.
- We totalled 10K clicks out of 365K impressions.
- The "25 Things to do in October" and "8 Must-do Group Experiences in Kingston" delivered the most cost-efficient results with a CPC of \$0.10.
- With French content, "25 Things to do in October" outperformed "25 Things to do in Fall" from a CPC standpoint.

Brand Campaign 2025:

2.53% CTR (+7%) | \$0.27 CPC (-6%) | \$6.74 CPM (+0.3%)

- The overall performance remained stable MoM, generating 12K clicks out of 479K impressions.
- While CPC and CPM of our prospecting campaign were slightly better, the remarketing audiences delivered higher CTR (2.97% compared to 2.47% of prospecting group).
- The Food and Drink-focused group delivered the best overall performance with a 4.68% CTR and \$0.23 CPC.
- In our media mix, carousel assets continued to have the highest advantage,, accounting for the majority of the budget.
- The Events/Arts carousel outperformed others, generating almost 50% of the total clicks at a CTR of 4.39%.
- We will refresh the asset mix, replacing the current ones with Winter/Holiday assets in early November.

Recommendation:

- We recommend pausing the carousel and video assets in remarketing groups. By keeping only GIF assets active in retargeting, we can allocate more resources toward growing asset variety without disrupting the stable performance of the prospecting campaign.

Weddings Campaign:

6.51% CTR (-3%) | \$0.19 CPC (-1%) | \$12.68 CPM (-4%)

- October's performance was stable compared to last month, generating 89K impressions and 5.8K clicks.
- Video assets outperformed static, making up the majority of budget with a 7% CTR—almost 7 times higher than static assets.

Business Events Campaign:

2.8% CTR (+6.8%) | \$0.43 CPC (+14%) | \$12 CPM (+21%)

- In October, the campaign delivered 32K impressions and 893 clicks.
- The General Job Title audience group outperformed the Professional Planner group with a higher CTR (3% versus 2.52%).
- The Meta campaign, as a part of the Business Events campaign, has completed by the end of October. The full report of the campaign on Meta will be included in the Business Events campaign report in early December 2025, after our ads on Ottawa Business Journal conclude on December 5th, 2025.

Oct 1, 2025 - Oct 31, 2025

GoogleDemand Gen | Brand Campaign:

2.78% CTR (+15%) | \$0.10 CPC (-23%) | \$2.73 CPM (-11%)

- The overall performance recovered strongly in the past month with the decreases of both CPM and CPC.
- We totalled 3.3M impressions and 94K clicks.
- While K-South campaign pulled more shares of impressions (68%), the click shares were distributed relatively evenly between K-South* and K-West** campaigns.
- The CPM of K-West campaign was 4 times higher than K-South campaign, meaning audiences in these areas, specifically in GTA regions, are much more expensive to reach compared to K-South regions. We believe the high competition was one of the main factors behind the higher costs.
- Within K-West campaigns:
 - + Toronto, Brampton, and Mississauga pulled the most impressions.
 - + Richmond Hill, Vaughan, and Toronto recorded the highest CPMs, but also achieved the highest CTRs. These regions have been part of our target markets in previous years, meaning their higher costs are inherent to the market rather than a result of new brand exposure.
- Within K-South campaigns:
 - + Montréal recorded the highest share of impressions (~60% of the total impressions), followed by Ottawa (31%). These two cities also delivered the best performance overall.
- In our media mix, video and static banners saw relatively similar performance with the same CPCs.

**K-South campaign covers our existing key markets starting from Kingston as the most western region, extending south of the 401 corridor, and ending at Montréal.*

***K-West campaign covers our existing key markets west of Kingston toward Toronto, as well as new markets including London, Kitchener, Brantford, Hamilton, Guelph, and Burlington.*

Demand Gen | Weddings Campaign:

1.84% CTR (-35%) | \$0.10 CPC (-20%) | \$1.88 CPM (-21%)

- Despite the drop in CTR, October was a strong month with the significant declines in ad costs.
- Overall, we delivered 3.7M impressions and 36K clicks, which were a 91% and 29% increases MoM respectively.
- Custom audience segment continued to outperform others, and saw strong improvement MoM.

Demand Gen | Business Events Campaign:

1.75% CTR (+13%) | \$0.09 CPC (-%) | \$2.7 CPM (-23%)

- In total, the campaign generated 12K clicks and 691K impressions.
- We saw a stable performance in October compared to the preceding month.
- The Google campaign, as a part of the Business Events campaign, has completed by the end of October. The full report of the campaign on Meta will be included in the Business Events campaign report in early December 2025, after our ads on Ottawa Business Journal conclude on December 5th, 2025.

TikTokBrand Campaign 2025:

0.6% CTR (-42%) | \$0.45 CPC (+32%) | \$3.5 CPM (+26%).

- In October, we had the Fall brand campaign video live. Also, we boosted "To do in October" and multiple Insider videos, including Seymour's Theater Season, Kendra's 5-9 activities, Marie's Solo Fall Day, and Ted's Open Mic.
- Overall, 801K impressions and 4.7K clicks were recorded.
- All assets, including both ads and boosted content, delivered relatively similar performance with CPC ranged between \$2.5 to \$2.9.
- With equal budget allocation, Entertainment audience segment saw the lowest CPM while Food/Drink segment delivered the lowest CPC.

Paid Search

- Outside of the general Things to Do campaign, Fort Fright was the top performer, driving approximately 31% of all outbound referrals.
- Nearly 38% of all paid search visitors in October resulted in an outbound referral to an operator or hotelier.
- Click Share (YoY): Improved by 10% YoY— rising from 14.81% (Oct 2024) to 16.25% (Oct 2025). (Click Share represents the percentage of total available clicks your ads captured compared to competitors — a measure of visibility, it is different from click-through rate.)
- Cost-Per-Click (MoM): Improved by 8%, decreasing from \$0.54 to \$0.50.

Consumption (English domain)

Is our English content marketing working?

Oct 1, 2025 - Oct 31, 2025

Glossary of Terms

Sessions

of times your site was visited.

Users

of people who visited your site.

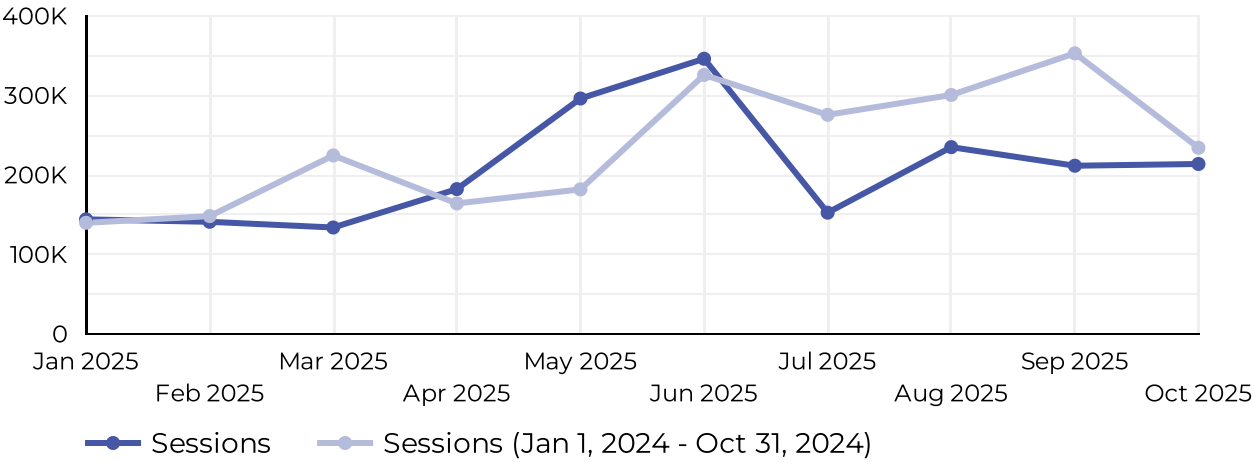
Page Views


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
 **213.9K**
 ↓ -8.7%

Users
 **181.4K**
 ↓ -3.7%

Page Views
 **258.6K**
 ↓ -7.1%

Retention

Are users coming back and consuming our content?



7.3



% Return Visitors



Lead Generation (English domain)

Are users converting online?

Operators

Hotels

 12,899 ↓ -32.1% Web Referrals	 45 ↓ -4.3% Clicks to Call
--	--

 1,249 ↓ -39.4% Web Referrals	 51 ↓ -15.0% Clicks to Call
---	---

Consumption (English domain)

How is our audience using our site?

Users **181.4K**

Oct 1, 2025 - Oct 31, 2025

Glossary of Terms

Users

of people who visited our English 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 our content was served to users on our social pages.

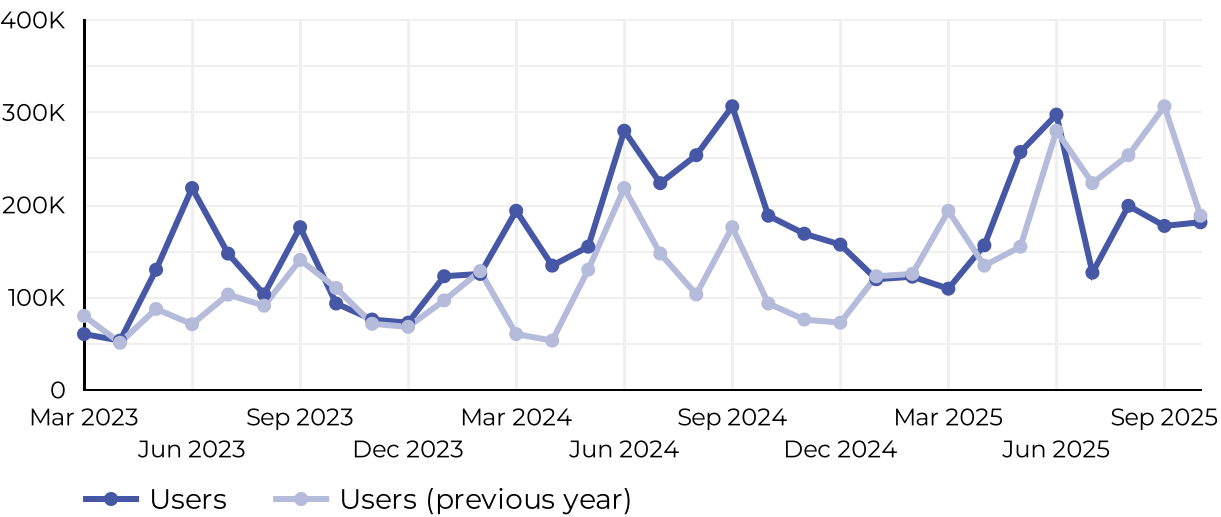
Engagements


The total number of engagements across our social pages.

Link Clicks

The number of clicks on links within our content on our social pages.


* All percent change is Year Over Year





00:00:14
↓ -8.3%

Avg. Engagement per Session




1.21
↑ 1.8%

Pages/Sessions

Social Media

An overview of activity on our social media channels


 **28,224**
Instagram Followers

 **67,996**
Facebook Page Follow

 **65,568**
Facebook Page Fans (Page Likes)


 **8,926**
X Followers

 **3,606**
TikTok Followers




2,417,292
↑ 21.5%

Impressions*



49,148
↑ 11.8%

Engagements*



28,133
↑ 12.5%

Clicks*

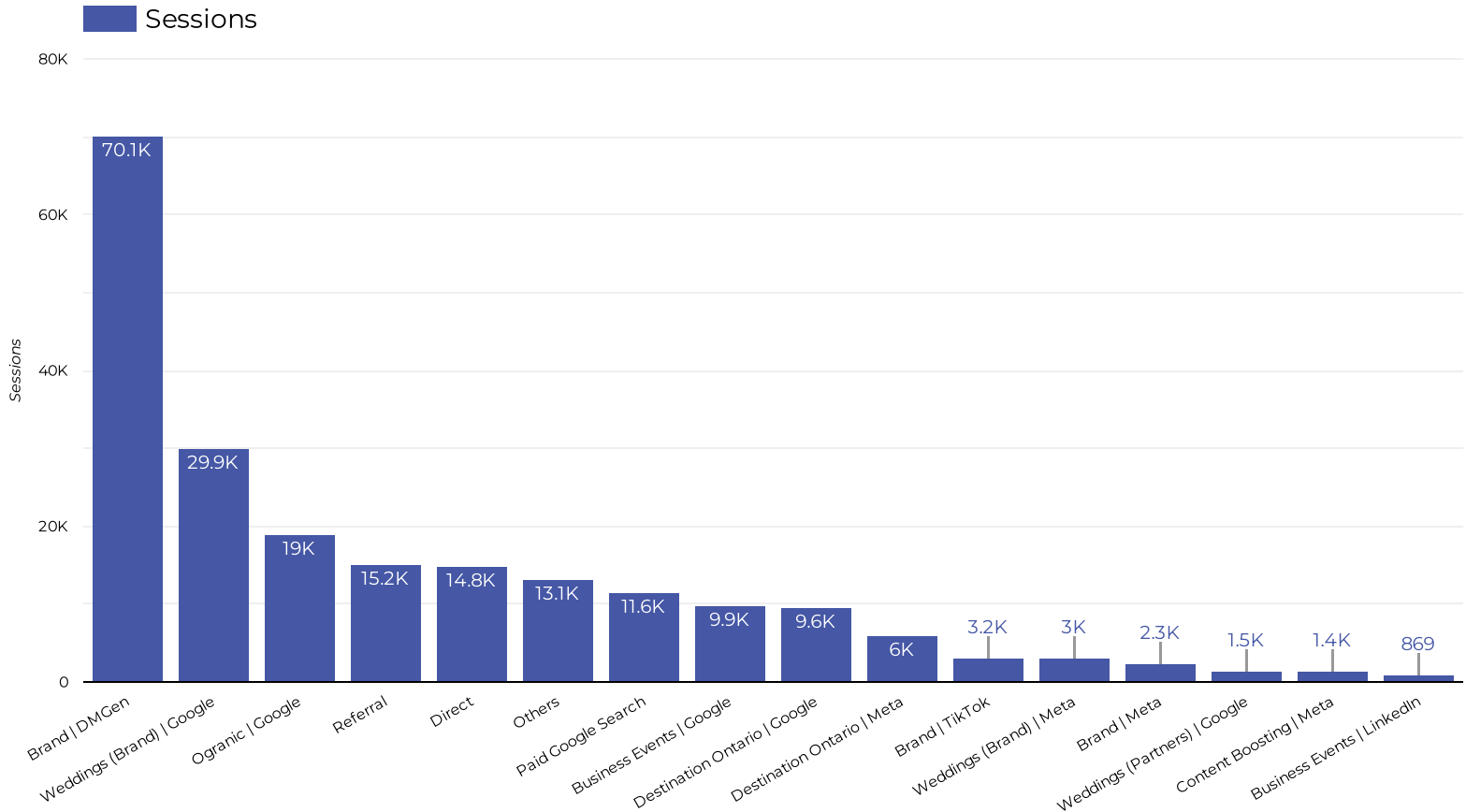
*Totals for organic and paid Facebook, Instagram, TikTok, X, and Pinterest.

Starting from October 2025's report, TikTok's stats were added in addition to the other four platforms.

Oct 1, 2025 - Oct 31, 2025

Website Metrics

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



*Others include but not limited to traffic generated by newsletter, and traffic that couldn't be classified by Google Analytics 4.

Website Metrics - Top 10

Traffic by City

Rank	City	Sessions
1.	Toronto	46,786
2.	Montreal	25,129
3.	Kingston	23,063
4.	Ottawa	10,107
5.	Lanzhou	8,114
6.	Singapore	5,768
7.	Brampton	5,454
8.	Mississauga	4,831
9.	Hamilton	3,378
10.	Laval	3,334

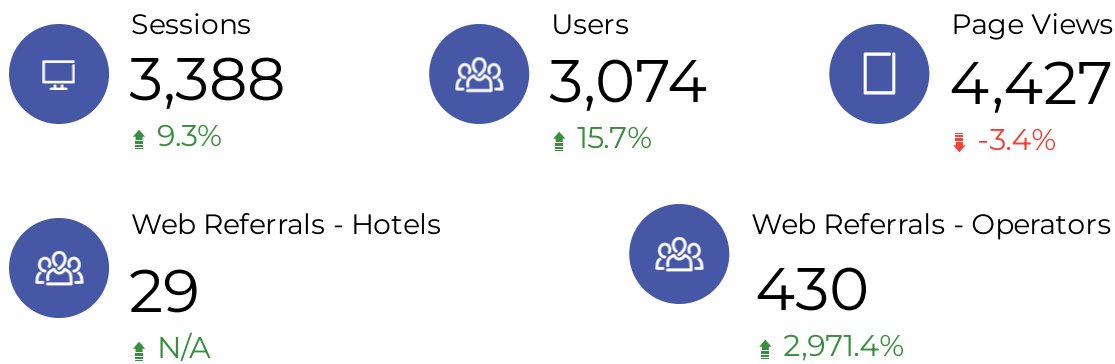
Most Visited Pages

Rank	Page title	Sessions
1.	Visit Kingston Together	72,259
2.	Visit Kingston Weddings	33,313
3.	Visit Kingston 25 things to do in Kingston this October	15,518
4.	Visit Kingston Business events	11,582
5.	Visit Kingston Visitor Survey	8,875
6.	Visit Kingston Classical, jazz & community: The Isabel Bader Centre...	5,762
7.	Visit Kingston Explore Kingston's spookiest ghosts and mysteries	5,717
8.	Visit Kingston Visit Kingston – Fresh Made Daily	5,522
9.	Visit Kingston On stage and in studio: immerse yourself in the arts...	4,700
10.	Visit Kingston Packages	4,649

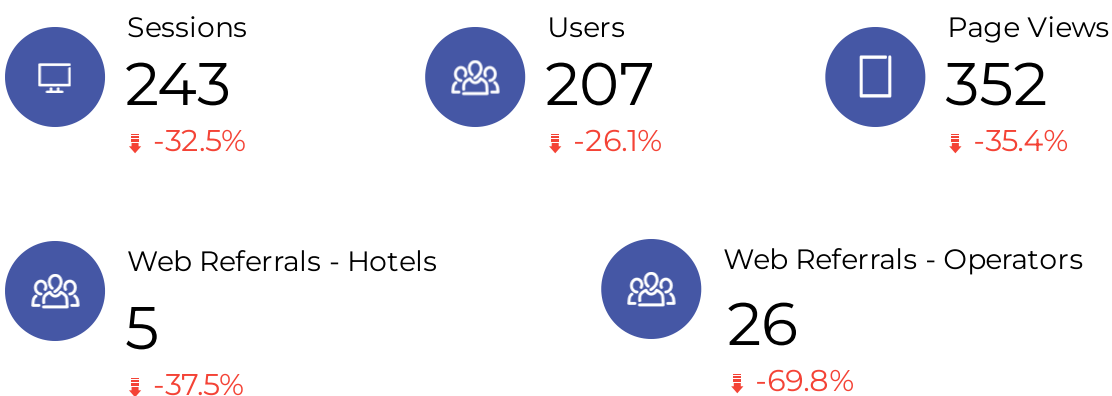
French and Chinese Domains

Website metrics from each of our French and Chinese domains

French*



Chinese*



*The comparison is year over year

TikTok**

Metrics from VisitKingston's TikTok account for the month



**The comparison is month over month

Oct 1, 2025 - Oct 31, 2025

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.

Oct 1, 2025 - Oct 31, 2025







Email Marketing

An overview of email campaigns this month

 **404**
New Subscribers

Consumer Newsletter







Email's Subject: Kingston, Ontario in November

 <p>Total Deliveries 7,809 ↑ 4.6%</p>	 <p>Total Opens 2,348 ↑ 4.6%</p>	 <p>Total Clicks 662 ↑ 4.3%</p>
 <p>Total Unsubscribes 35 ↑ 169.2%</p>	 <p>Average Open Rate 30.07% ↓ 0.0%</p>	 <p>Average CTR 28.19% ↓ -0.3%</p>

Benchmarks: Open Rate - 24% | CTR - 12%
Comparison is Month-over-Month.

Member Newsletter

Email's Subject: Tourism Kingston updates: Film & Media and Music

 <p>Total Deliveries 384 ↓ -0.5%</p>	 <p>Total Opens 266 ↓ -13.9%</p>	 <p>Total Clicks 95 ↑ 691.7%</p>
 <p>Total Unsubscribes 0 ↓ -100.0%</p>	 <p>Average Open Rate 69.27% ↓ -13.5%</p>	 <p>Average CTR 35.71% ↑ 819.6%</p>

Comparison is Month-over-Month.

Glossary of Terms

Deliveries

Number of successful emails sent.

Open Rate

Opens divided by deliveries.

CTR

Total Clicks divided by Total Opens

Total Opens

Number of total opens of our emails.

Total Clicks

Number of total clicks taken on our emails.

Paid Digital | Content Boosting

Oct 1, 2025 - Oct 31, 2025 ▾

A snapshot of our Meta ads in market this month

English Boosted Content

Ad Names	Impressions	Link clicks ▾	CTR	CPC	CPM
TK (092525) Boosted Post Traffic 25 Things in Oct	40,943	1,891	4.62%	\$0.15	\$7.12
TK (100825) Boosted Post Traffic Michael Laughlin	29,810	1,034	3.47%	\$0.11	\$3.71
TK (100325) Boosted Post Traffic Spooky Attraction	42,461	1,018	2.40%	\$0.18	\$4.34
TK (102425) Boosted Post Traffic 25 Things November	24,164	982	4.06%	\$0.10	\$3.91
TK (102025) Boosted Post Traffic Group Experiences	22,874	922	4.03%	\$0.10	\$4.12
TK (091125) Boosted Post Traffic 25 Things in Fall	36,791	734	2.00%	\$0.25	\$5.06
TK (100325) Boosted Post Traffic Low Cost Ways to Enjoy...	13,747	653	4.75%	\$0.17	\$8.04
TK (100325) Boosted Post Traffic Historic Inns	20,411	593	2.91%	\$0.19	\$5.42
TK (101425) Boosted Post Traffic A Fall Day	24,114	371	1.54%	\$0.30	\$4.59
TK (101625) Boosted Post Traffic Daft Brewing	25,117	310	1.23%	\$0.36	\$4.40
TK (092225) Boosted Post Traffic Family Fall	13,916	225	1.62%	\$0.32	\$5.20
TK (103125) Boosted Post Traffic Alle Arsenault	1,598	121	7.57%	\$0.06	\$4.73
TK (091925) Boosted Post Traffic Kakaow	7,653	94	1.23%	\$0.51	\$6.23
TK (091625) Boosted Post Traffic SS Keewatin	1,618	25	1.55%	\$0.33	\$5.14
Grand total	305,217	8,973	2.94%	\$0.17	\$5.04

French Boosted Content

Ad set name	Impressions	Link clicks	CTR ▾	CPC	CPM
TK (092425) Boosted Post Traffic FR 25 Choses en Oct	32,495	726	2.23%	\$0.20	\$4.41
TK (102425) Boosted Post Traffic FR 25 Choses Novembre	9,604	210	2.19%	\$0.22	\$4.89
TK (091125) Boosted Post Traffic FR 25 Chose a Fair en Automne	18,394	175	0.95%	\$0.52	\$4.91
Grand total	60,493	1,111	1.84%	\$0.25	\$4.64

Paid Digital | Brand Campaign 2025

Oct 1, 2025 - Oct 31, 2025 ▾

A snapshot of the Brand Campaign 2025's digital ads for the month

Google

Campaign	Impressions	Clicks ▾	CTR
Brand (2025) DMGen K-South	2,323,469	45,779	1.97%
Brand (2025) DMGen Static K-West	523,662	24,342	4.65%
Brand (2025) DMGen Video K-West	524,734	23,628	4.5%
Grand total	3,371,865	93,749	2.78%

Meta

Campaign name	Impressions	Clicks	CTR ▾
TK (2025) Brand Campaign RMKT LPVs	65,436	1,913	2.92%
TK (2025) Brand Campaign Prospecting Traffic	413,700	10,206	2.47%
Grand total	479,136	12,119	2.53%

TikTok

Ad group name	Impressions ▾	Clicks	CTR
Brand (2025) Entertainment	276,967	1,574	0.57%
Brand (2025) Travellers/Leisure	268,468	1,545	0.58%
Brand (2025) Food & Drink	256,094	1,660	0.65%
Grand total	801,529	4,779	0.6%

Oct 1, 2025 - Oct 31, 2025 ▾

Paid Digital | Business Events

A snapshot of the Brand Campaign 2025's paid ads for the month

Google

Campaign	Impressions	Clicks ▾	CTR
TK (2024/25) Business Event DMGen	691,491	12,089	1.75%
Grand total	691,491	12,089	1.75%

Meta

Campaign name	Impressions	Clicks	CTR ▾
TK (2024/25) Business Events	32,450	893	2.75%
Grand total	32,450	893	2.75%

LinkedIn

Campaign group name	Impressions ▾	Clicks	CTR
TK (2025) Business Events	30,288	582	1.92%
Grand total	30,288	582	1.92%

Paid Digital | Weddings

A snapshot of the Wedding Campaign 2025's digital ads for the month

Google

Campaign	Impressions	Clicks ▾	CTR
TK (2025) Weddings DMGen	1,990,248	36,623	1.84%
TK (2025) Weddings Display Partners Secret Garden Inn	634,532	3,070	0.48%
Grand total	2,624,780	39,693	1.51%

Meta

Campaign name	Impressions	Clicks	CTR ▾
TK (2025) Weddings Brand Prospecting	89,194	5,806	6.51%
TK (2025) Weddings Partners Prospecting Secret Garden Inn	37,151	1,417	3.81%
Grand total	126,345	7,223	5.72%

Oct 1, 2025 - Oct 31, 2025 ▾

Lead Generation

A snapshot of our digital lead generation

Top Outbound Clicks (Website Referrals to Partners and Community)

Event Action	Total Clicks ▾
https://www.forthenry.com/event/fort-fright/	1,224
https://www.kingstonrolley.ca/tours/fallcolourstour/	433
https://greatlakemuseum.ca/experience/exhibits-and-galleries/see-the-ship-ss-keewatin/	412
https://www.kingstonfoodtours.ca/	269
https://hauntedwalk.com/kingston-tours/	163
https://www.zeffy.com/en-CA/ticketing/escape-the-museum--3	146
https://tourismkingston.bamboohr.com/careers/30	143
https://www.kingstonpentour.com/visit/admissions/	133

Paid Search

A snapshot of our digital ads in market this month

Google Search - Search Warrant

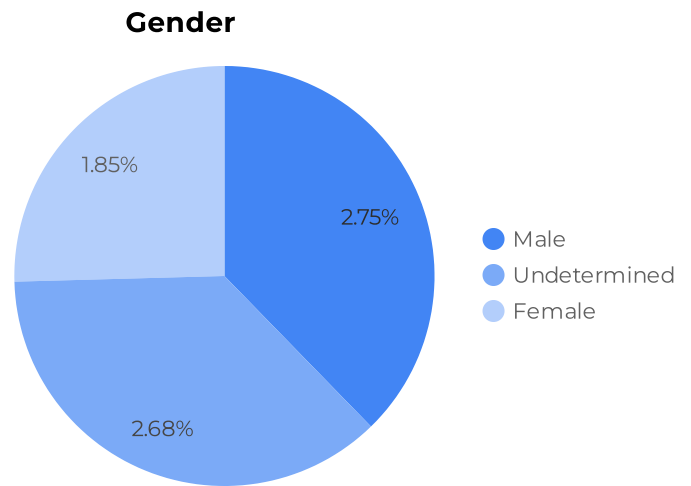
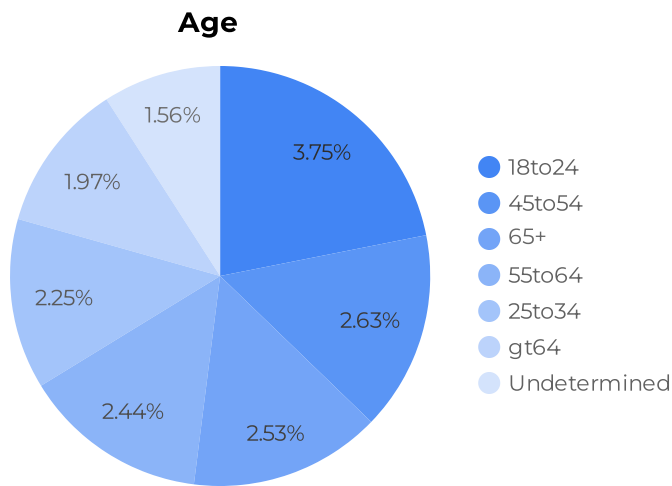
Session campaign	Impressions ▾	Clicks	CTR	Views
KA:25 Things to do in October	33,224	7,192	21.65%	11,497
KA:25 October Events: Fort Fright	18,284	3,656	20.00%	3,974
KA:25 Explore Kingston	3,634	292	8.04%	32
KA:25 October Events: Ghost and Mystery Cruise	2,923	346	11.84%	446
KA:25 October Events: Fall Colours Trolley Tours	2,887	630	21.82%	866
KA:25 October Events: S.S. Keewatin	2,049	348	16.98%	401
KA:25 October Events: Escape the museum Halloween event	1,508	180	11.94%	218
KA:25 General Stay/Discover - Kingston	955	108	11.31%	351
KA:25 US Travelers	57	8	14.04%	16
Grand total	65,521	12,760	19.47%	17,954

Website Audience

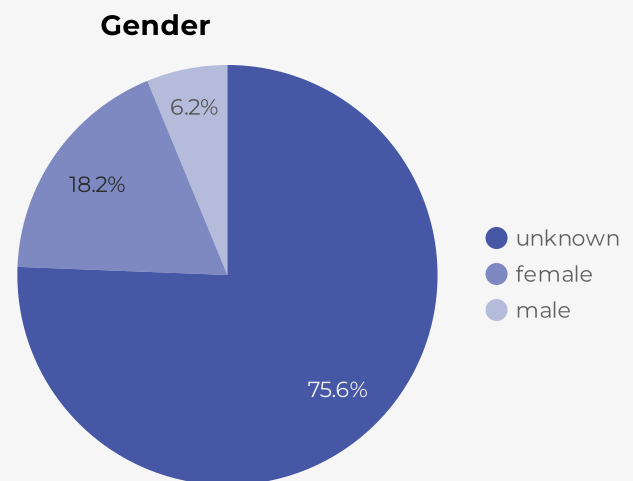
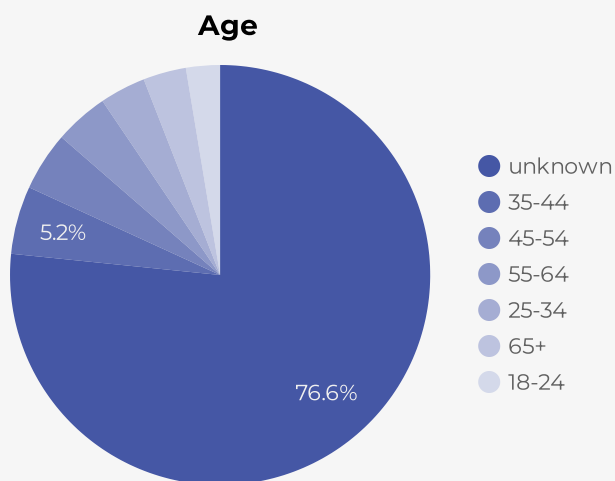
Oct 1, 2025 - Oct 31, 2025

A snapshot of the audience visiting our website

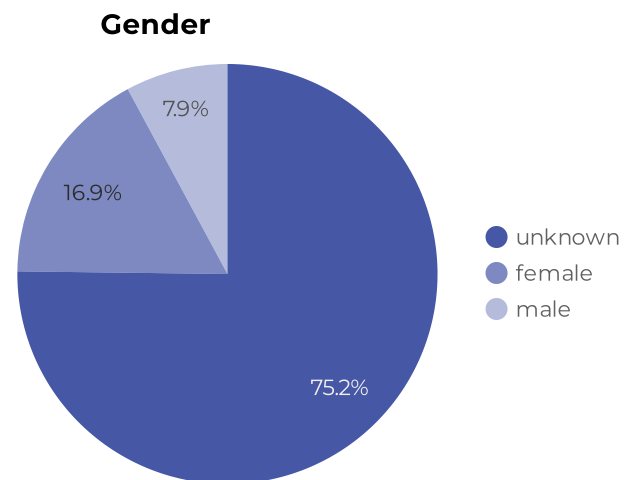
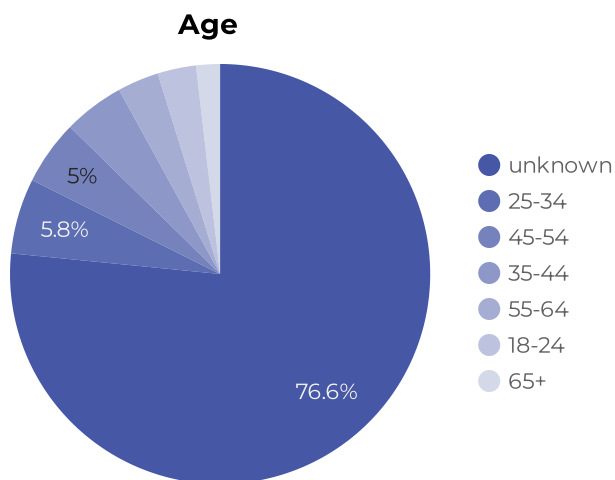
Click-through Rate by Audience on Google Ads



Hotel Leads by Audience



Operator Leads by Audience





digital report

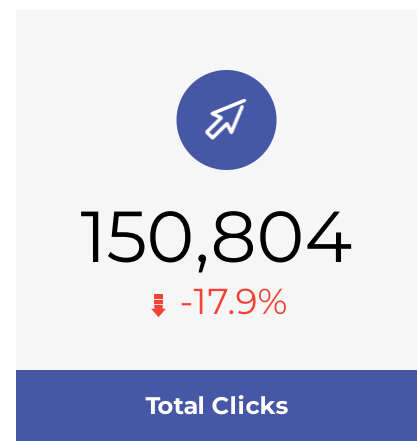
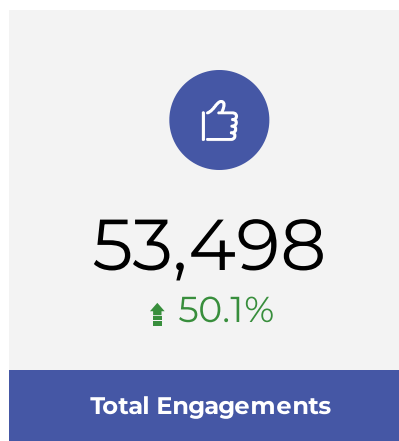
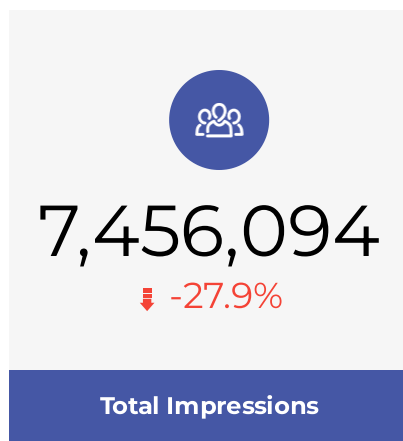
KINGSTON

Overview - November 2025

The big picture of our advertising landscape this month



Website Sessions and Total Leads include all three websites: English, French, and Chinese



Impressions, Engagements, and Clicks include all digital and traditional advertising

Nov 1, 2025 - Nov 30, 2025

WebsiteEnglish website:

- We totalled 148K sessions last month, a 30% drop year over year (YoY) due to:
 - + A decline in organic traffic—an ongoing trend this year, especially when comparing pre- and post-GEO launch periods;
 - + Reduced Google Ads traffic, resulting from changes in monthly budget allocation that led to approximately 30% less spend YoY.
- In the month-to-month (MoM) comparison, this year mirrors last year, showing a typical seasonal decline between October and November, when traffic naturally drops during the transition period.
- This November, our organic traffic saw a 48% dip overall, with a 47% drop in Google organic traffic and 46% drop in Bing organic traffic.

Email

New subscribers: 82

CONSUMER

Avg. open rate: -48% (15%) | Avg. CTR: +32% (37%) | Total unsub: -3% (34)

MEMBER

Avg. open rate: +20% (83%) | Avg. CTR: -84% (5.4%) | Total unsub: -% (1)

Paid Search

- The November Search campaign delivered 4K outbound referrals at a CTR of 23% (a 15% increase MoM). Night-time Santa Claus Parade was the top-performing campaign outside of the general Things to Do campaign, contributing ~15% of all outbound referrals.
- Click share of November campaign improved by 18% MoM and 10% YoY, showing increased competitive presence in auctions.
- The Winter Holiday campaign saw 1K referrals at a CTR of 22% at a CTR of 22%.

Paid Digital

We had Brand Campaign, Wedding Campaigns, and the last bit of Business Events Campaign 2025 live on our regular social and programmatic channels—Meta, TikTok, and Google, as well as on Ottawa Business Journal.

Meta (FB/IG):Boosted Posts:

3.21% CTR (+16%) | \$0.16 CPC (-14%) | \$4.99 CPM (-%)

- November was a strong month with a 10% drop in CPC, resulting in 8K clicks and 264K impressions.
- The boosting ad for article "Holiday Markets" saw the best cost efficiency (CPC: \$0.11 < the avg. of \$0.14).
- The "25 Things to do in November" delivered the most clicks, followed by "Holiday Markets".
- With French content, "25 Things to do during holiday" delivered slightly better performance than "25 Things to do in November" from a CPC standpoint (\$0.26 vs \$0.30).

Brand Campaign 2025:

2.91% CTR (+15%) | \$0.29 CPC (+9%) | \$8 CPM (+26%)

- The overall performance remained stable MoM, generating 10K clicks out of 346K impressions.
- We refreshed the asset mix mid-November, replacing with the holiday/winter-focused assets, and sent the campaign back to the learning phase. The performance during this period, as a result, was higher than usual.
- While the Traveller-focused audience segment saw the best CPM (meaning cost the least to reach our audiences and deliver impressions), the Food and Drink-focused group continued to see the best overall performance with the lowest CPC (\$0.25) and the highest CTR (4.95%).
- Within 10 days of running, the Wellness animated asset outperformed other Winter assets in driving traffic, achieving the best CPC but also saw the highest CPM.
- The Winter video delivered the best performance overall, on both CPM and CPC standpoints.

Weddings Campaign 2025 | Brand:

6.49% CTR (-3%) | \$0.23 CPC (+18%) | \$12.57 CPM (+15%)

- The ad costs of last month increased by ~20%, totalling 103K impressions and 5.7K clicks.
- The lookalike audience segment, built based on our website traffic to the campaign's landing page, outperformed others with a CTR of 8% and a CPC of \$0.15.
- The brand component of this campaign will conclude on 14 December 2025. For the partnership component, we are still waiting to launch the campaign for DoubleTree by Hilton and Ambassador Conference Centre (Premium package).

Nov 1, 2025 - Nov 30, 2025

GoogleDemand Gen | Brand Campaign:

2.58% CTR (-7%) | \$0.11 CPC (+13%) | \$2.8 CPM (+5%)

- We totalled 3M impressions and 79K clicks.

- Similarly to our Brand campaign on Meta, we refreshed the creative mix with winter and holiday-focused assets. This reset the campaign into the learning phase and, paired with the competitive November period, resulted in a slight MoM increase in CPC and CPM.

- The Montréal market drove the majority of delivery, contributing 56% of total impressions and 44% of total clicks.

- Toronto followed as our second-largest market, generating ~400K impressions and 16.5K clicks.

- Within our media mix:

- + The algorithm favoured static images over video, allocating more budget to this format.

- + Static assets delivered stronger CPC and CPM results than video, with costs nearly half as high.

- + That said, it's still important to diversify our media mix, especially since video content is naturally more engaging.

Moving forward, while we'll continue to let the algorithm allocate budgets across formats, we'll monitor performance closely to maintain roughly a 70/30 split between static and video to balance cost-efficiency with high-engagement content.

Demand Gen | Weddings Campaign:

1.76% CTR (-35%) | \$0.10 CPC (-%) | \$1.79 CPM (-4%)

- Overall, we delivered 993K impressions and 17K clicks.

- Custom audience segment outperformed others, delivering 85% of the total impressions 58% of the total clicks

TikTokBrand Campaign 2025:

0.63% CTR (+5%) | \$0.42 CPC (-7%) | \$2.64 CPM (-2%).

- In October, we had the Winter brand campaign video live. Also, we boosted "To do in November" and multiple Insider videos, including Prathika's Sweet Treats, Seymour's Food Tour, Samantha's Self-Care Day, Marie's 48 Hours in Kingston, and Em's Drag Bingo.

- Overall, we delivered 821K impressions and 5K clicks.

- Within our Insider videos, Samantha's Self-Care Day saw the best CPC at \$0.31 but also the highest CPM at \$4, meaning the content cost more to reach audiences but had the best engagement.

- Among our three audience segments, the Traveller-focused group recorded the best performance even though it is the most expensive in CPM (\$2.72 vs the avg. CPM of \$2.64).

Consumption (English domain)

Is our English content marketing working?

Nov 1, 2025 - Nov 30, 2025

Glossary of Terms

Sessions

of times your site was visited.

Users

of people who visited your site.

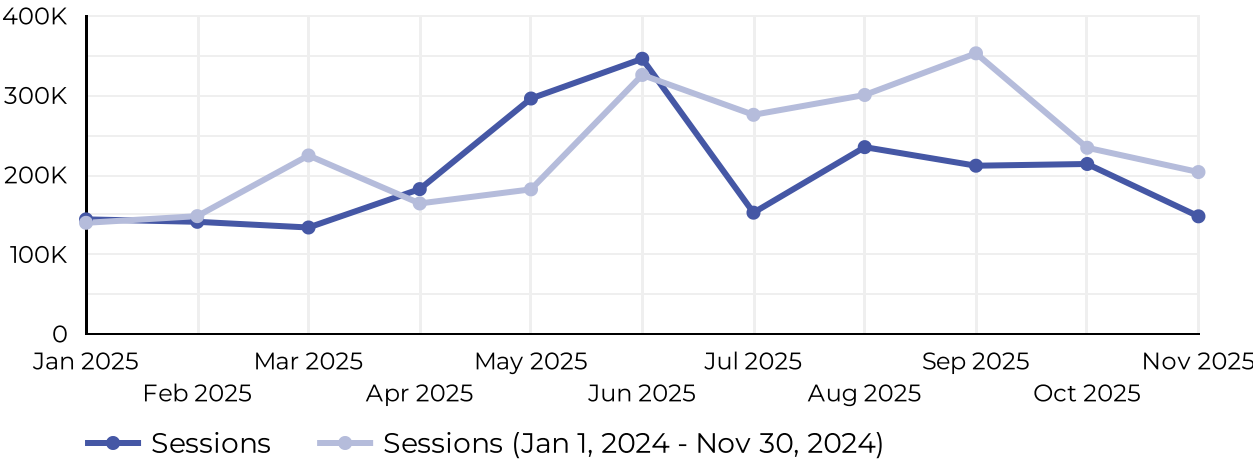
Page Views

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
148.0K
 ↓ -27.3%

Users
122.6K
 ↓ -27.4%

Page Views
183.2K
 ↓ -27.7%

Retention

Are users coming back and consuming our content?



8.3

% Return Visitors

Lead Generation (English domain)

Are users converting online?

Operators

Hotels

11,791 ↓ -44.9% Web Referrals	49 ↓ -21.0% Clicks to Call
---	--

1,717 ↓ -63.7% Web Referrals	47 ↓ -20.3% Clicks to Call
--	--

Consumption (English domain)

How is our audience using our site?

Users **122.6K**

Nov 1, 2025 - Nov 30, 2025

Glossary of Terms

Users

of people who visited our English 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 our content was served to users on our social pages.

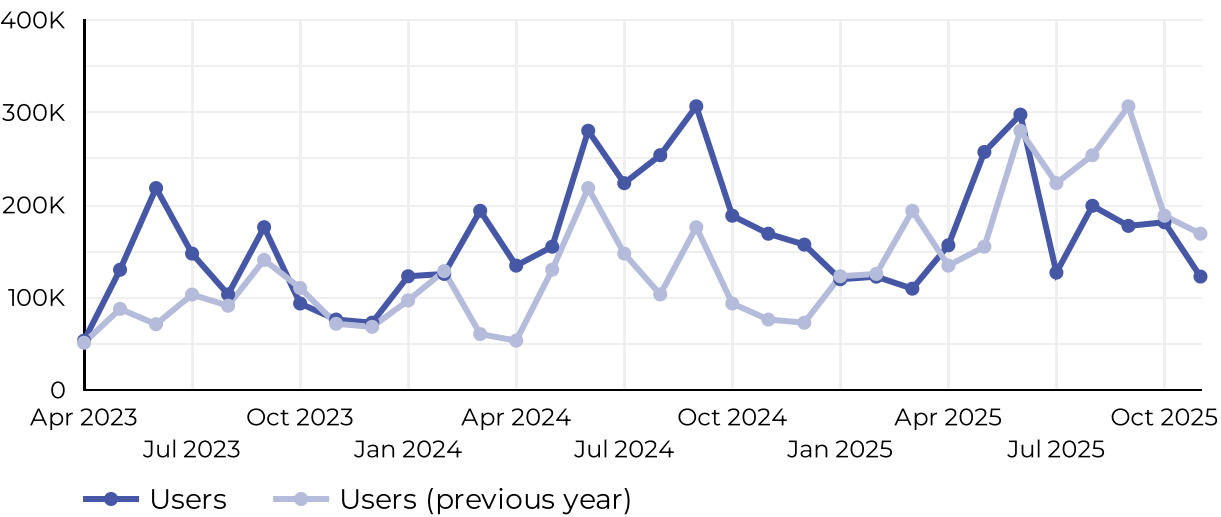
Engagements


The total number of engagements across our social pages.

Link Clicks

The number of clicks on links within our content on our social pages.


* All percent change is Year Over Year





00:00:18
↑ 2.3%

Avg. Engagement per Session




1.24
↓ -0.5%

Pages/Sessions

Social Media


An overview of activity on our social media channels

 **28,349**
Instagram Followers

 **67,976**
Facebook Page Follow


 **3,728**
TikTok Followers

 **8,911**
X Followers




1,771,491
↑ 65.1%

Impressions*



46,537
↓ -5.3%

Engagements*



24,075
↑ 24.2%

Clicks*

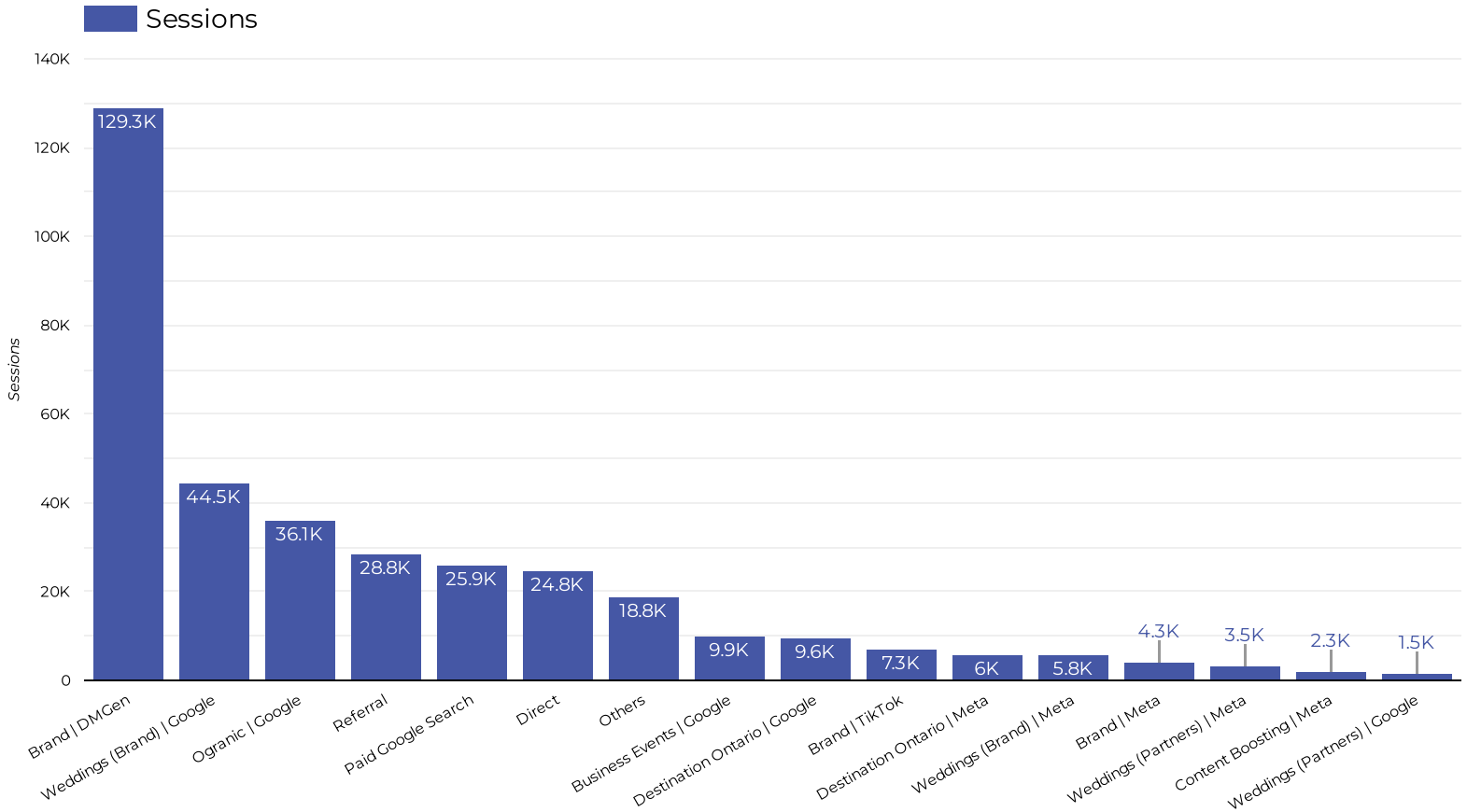
*Totals for organic and paid Facebook, Instagram, TikTok, X, and Pinterest.

Starting from October 2025's report, TikTok's stats were added in addition to the other four platforms.

Nov 1, 2025 - Nov 30, 2025

Website Metrics

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



*Others include but not limited to traffic generated by newsletter, and traffic that couldn't be classified by Google Analytics 4.

Website Metrics - Top 10

Traffic by City

City	Sessions
1. Toronto	27,566
2. Kingston	22,421
3. Montreal	19,693
4. Ottawa	7,225
5. Brampton	3,063
6. Mississauga	2,772
7. Laval	2,526
8. Hamilton	1,925
9. Vaughan	1,551
10. Gatineau	1,435

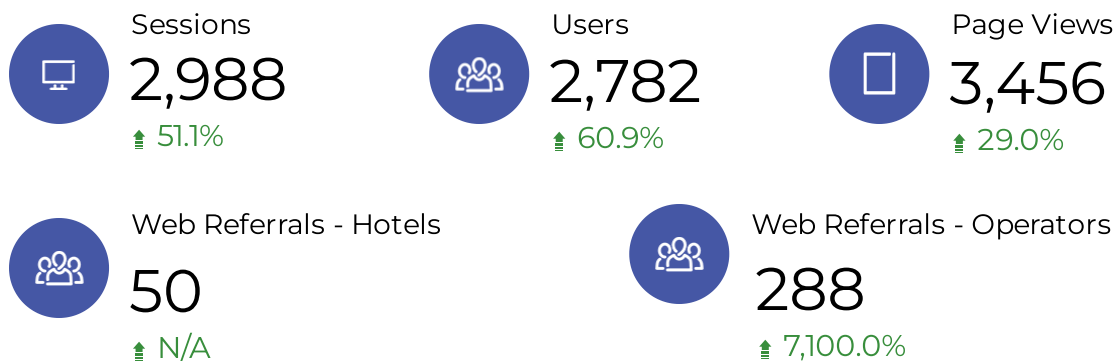
Most Visited Pages

Page title	Sessions
1. Visit Kingston Together	61,251
2. Visit Kingston Weddings	17,616
3. Visit Kingston 25 things to do in Kingston this November	15,866
4. Visit Kingston Visitor Survey	6,830
5. Visit Kingston 25 things to do in Kingston during the holidays	4,961
6. Visit Kingston 12+ holiday markets to visit in Kingston	3,955
7. Visit Kingston Fresh made daily	2,817
8. Visit Kingston Visit Kingston – Fresh Made Daily	2,666
9. Visit Kingston Things to do	2,321
10. Visit Kingston Wellness & relaxation	2,225

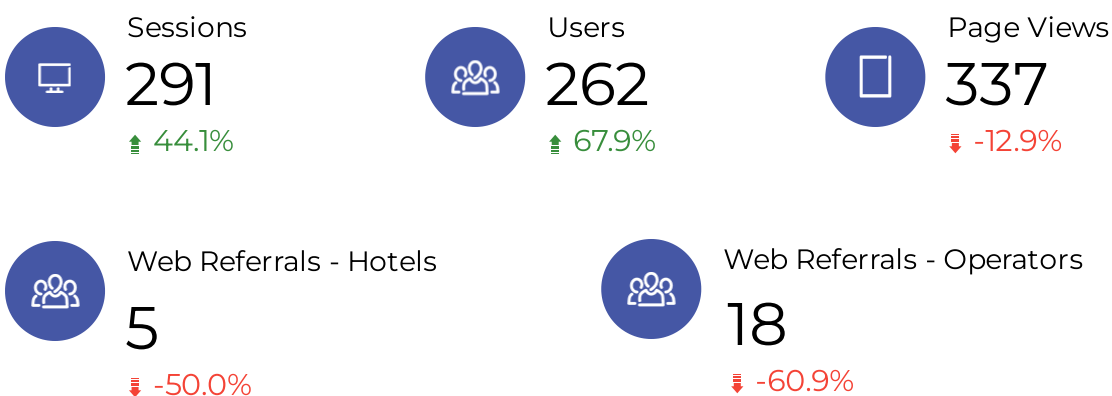
French and Chinese Domains

Website metrics from each of our French and Chinese domains

French*



Chinese*



*The comparison is year over year

TikTok**

Metrics from VisitKingston's TikTok account for the month



**The comparison is month over month

Nov 1, 2025 - Nov 30, 2025

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.

Nov 1, 2025 - Nov 30, 2025


Email Marketing

An overview of email campaigns this month


 **82**
New Subscribers


Consumer Newsletter


Email's Subject: Kingston, Ontario in November


 Total Deliveries
7,640
↓ -2.2%

 Total Opens
1,185
↓ -49.5%

 Total Clicks
440
↓ -33.5%

 Total Unsubscribes
34
↓ -2.9%


 Average Open Rate
15.51%
↓ -48.4%


 Average CTR
37.13%
↑ 31.7%


Benchmarks: Open Rate - 24% | CTR - 12%
Comparison is Month-over-Month.


Member Newsletter


Email's Subject: Tourism Kingston updates: Film & Media and Music


 Total Deliveries
378
↓ -1.6%

 Total Opens
313
↑ 17.7%

 Total Clicks
17
↓ -82.1%

 Total Unsubscribes
1
↑ N/A

 Average Open Rate
82.80%
↑ 19.5%

 Average CTR
5.43%
↓ -84.8%

Comparison is Month-over-Month.

Glossary of Terms

Deliveries

Number of successful emails sent.

Open Rate

Opens divided by deliveries.

CTR

Total Clicks divided by Total Opens

Total Opens

Number of total opens of our emails.

Total Clicks

Number of total clicks taken on our emails.

Paid Digital | Content Boosting

Nov 1, 2025 - Nov 30, 2025 ▾

A snapshot of our Meta ads in market this month

English Boosted Content

Ad Names	Impressions	Link clicks ▾	CTR	CPC	CPM
TK (102425) Boosted Post Traffic 25 Things November	65,311	1,981	3.03%	\$0.14	\$4.20
TK (110625) Boosted Post Traffic Holiday Markets	32,644	1,752	5.37%	\$0.11	\$5.65
TK (111725) Boosted Post Traffic 25 things to do in Kingsto...	28,648	1,158	4.04%	\$0.13	\$5.45
TK (103125) Boosted Post Traffic Alle Arsenault	23,885	780	3.27%	\$0.13	\$4.31
TK (110525) Boosted Post Traffic Cocoa Bistro	23,612	610	2.58%	\$0.18	\$4.68
TK (112025) Boosted Post Traffic 25 Things: Holiday Conce...	12,652	581	4.59%	\$0.15	\$6.70
TK (112625) Boosted Post Traffic 25 Things in December	7,278	367	5.04%	\$0.14	\$6.90
TK (110725) Boosted Post Traffic Remembrance Day	24,329	334	1.37%	\$0.33	\$4.54
TK (102025) Boosted Post Traffic Group Experiences	3,767	157	4.17%	\$0.10	\$4.12
TK (112625) Boosted Post Traffic PAP: Juan Manuel Huert...	5,237	93	1.78%	\$0.43	\$7.63
Grand total	227,363	7,813	3.44%	\$0.14	\$4.97

French Boosted Content

Ad set name	Impressions	Link clicks	CTR ▾	CPC	CPM
TK (111725) Boosted Post Traffic FR 25 Choses Les Fetes	10,979	259	2.36%	\$0.26	\$6.14
TK (102425) Boosted Post Traffic FR 25 Choses Novembre	25,945	413	1.59%	\$0.30	\$4.72
Grand total	36,924	672	1.82%	\$0.28	\$5.14

Paid Digital | Brand Campaign 2025

Nov 1, 2025 - Nov 30, 2025 ▾

A snapshot of the Brand Campaign 2025's digital ads for the month

Google

Campaign	Impressions	Clicks ▾	CTR
Brand (2025) DMGen K-South	2,151,270	42,254	1.96%
Brand (2025) DMGen K-West	550,647	21,924	3.98%
Brand (2025) DMGen Video K-West	369,488	15,077	4.08%
Grand total	3,071,405	79,255	2.58%

Meta

Campaign name	Impressions	Clicks	CTR ▾
TK (2025) Brand Campaign RMKT LPVs	47,858	1,520	3.18%
TK (2025) Brand Campaign Prospecting Traffic	298,257	8,561	2.87%
Grand total	346,115	10,081	2.91%

TikTok

Ad group name	Impressions ▾	Clicks	CTR
Brand (2025) Entertainment	286,416	1,578	0.55%
Brand (2025) Food & Drink	269,628	1,670	0.62%
Brand (2025) Travellers/Leisure	265,559	1,950	0.73%
Grand total	821,603	5,198	0.63%

Paid Digital | Weddings

A snapshot of the Wedding Campaign 2025's digital ads for the month

Google

Campaign	Impressions	Clicks ▾	CTR
TK (2025) Weddings DMGen	993,335	17,498	1.76%
TK (2024) Weddings DMGen	0	0	0%
Grand total	993,335	17,498	1.76%

Meta

Campaign name	Impressions	Clicks	CTR ▾
TK (2025) Weddings Brand Prospecting	103,224	5,722	5.54%
Grand total	103,224	5,724	5.55%

Nov 1, 2025 - Nov 30, 2025 ▾

Lead Generation

A snapshot of our digital lead generation

Top Outbound Clicks (Website Referrals to Partners and Community)

Event Action	Total Clicks ▾
https://www.mackinnonbrewing.com/the-holiday-market/	870
https://mytimelessmemories.ca/harbour-christmas-show/	746
https://www.kingstontrolley.ca/tours/christmas/	543
https://downtownkingston.ca/blogs/things-to-do/monthly-events-calendar?srsId=AfmBOoqVkXNaOqGnsUXGG	443
https://www.eventbrite.ca/e/kingston-murder-mystery-death-in-the-shadows-tickets-1348166405009?aff=e	437
https://www.ticketmaster.ca/event/100062E298D21E0	312
https://www.kingstonfoodtours.ca/	297
https://cfmws.ca/kingston/craft-sale	243
https://www.kingstontrolley.ca/tours/citytour/	243
http://downtownkingston.ca/blogs/upcoming-events/festivefriday	227

Paid Search

A snapshot of our digital ads in market this month

Google Search - Search Warrant

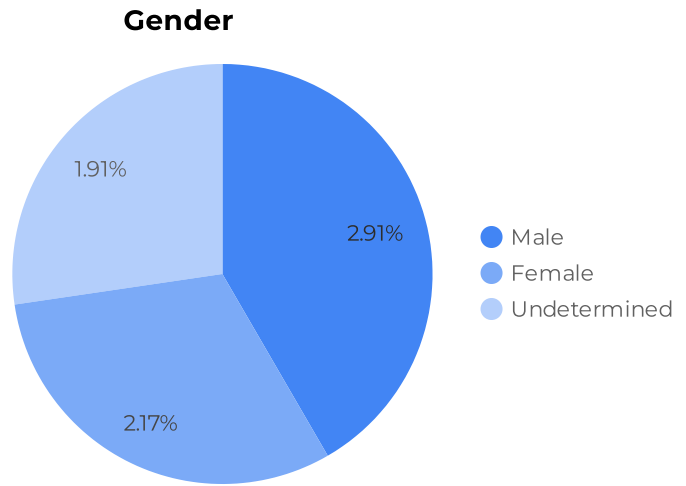
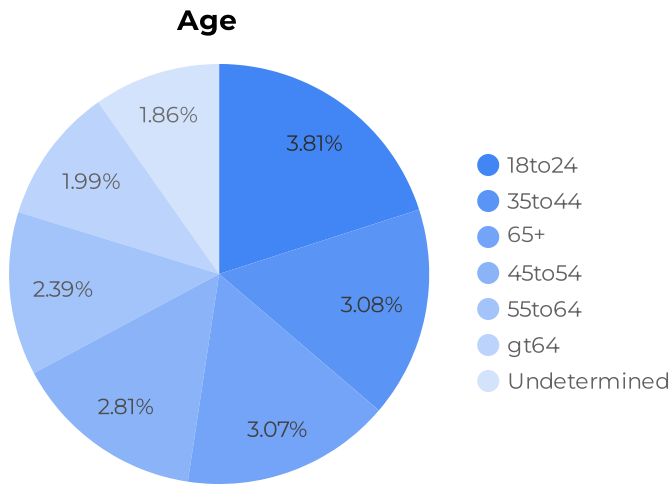
Session campaign	Impressions ▾	Clicks	CTR	Views
KA:25 Things to do in November	28,351	7,564	26.68%	11,481
KA:25 November Events: Nighttime Santa Claus Parade	10,942	2,319	21.19%	2,723
KA:25 Winter Holiday Events: Kingston Holiday Market	6,942	1,845	26.58%	2,344
KA:25 November Events: The Holiday Market	5,269	987	18.73%	1,297
KA:25 Winter Holiday Events: Christmas Light Tour	2,923	663	22.68%	741
KA:25 Winter Holiday Events: Good Lovelies Christmas Concert	2,698	294	10.90%	412
KA:25 November Events: Explore Canadian military history	2,293	251	10.95%	264
KA:25 November Events: Kingston Trolley Tour	2,155	336	15.59%	628
KA:25 Explore Kingston	1,254	130	10.37%	22
KA:25 November Events: Kingston Food Tours	517	107	20.70%	166
KA:25 General Stay/Discover - Kingston	289	29	10.03%	99
KA:25 US Travelers	95	4	4.21%	4
Grand total	63,728	14,529	22.80%	20,298

Website Audience

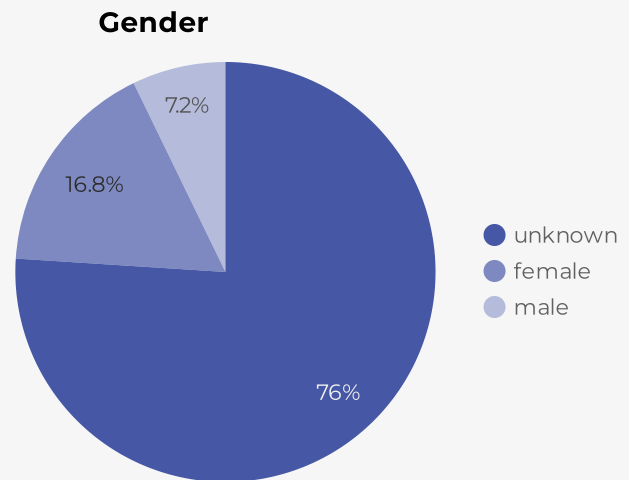
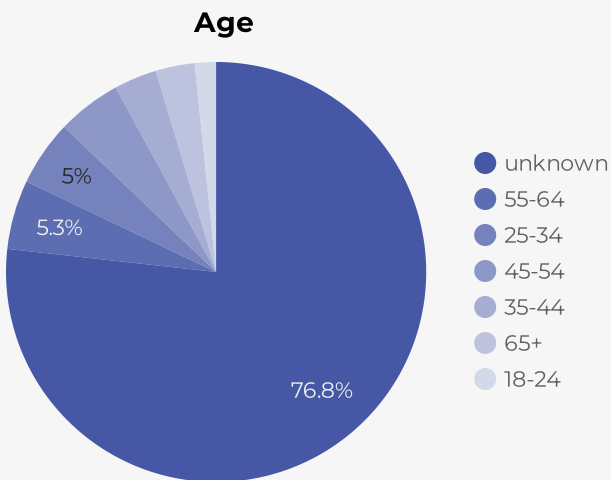
Nov 1, 2025 - Nov 30, 2025

A snapshot of the audience visiting our website

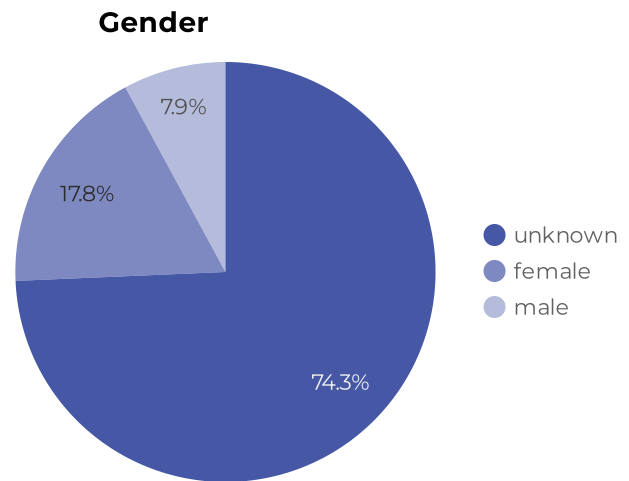
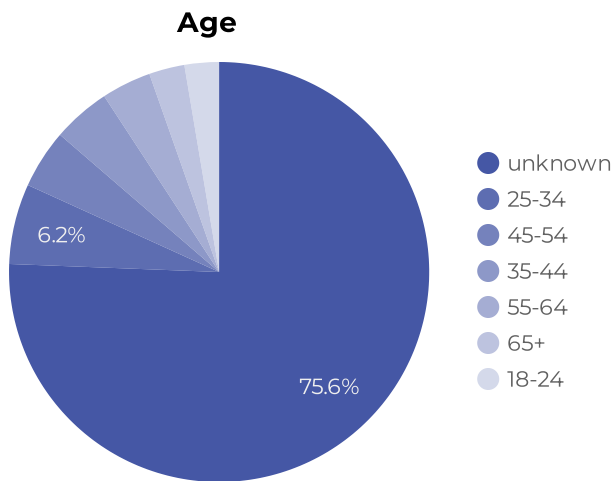
Click-through Rate by Audience on Google Ads



Hotel Leads by Audience



Operator Leads by Audience



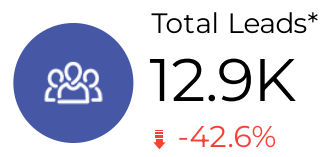
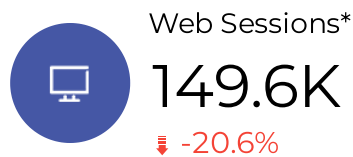


digital report

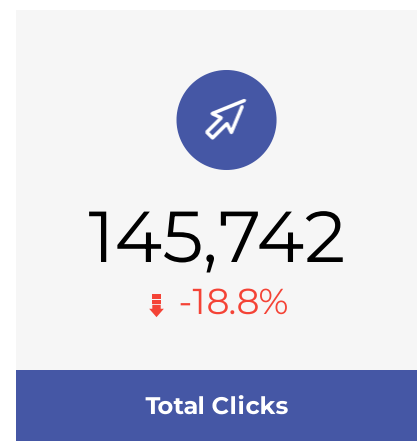
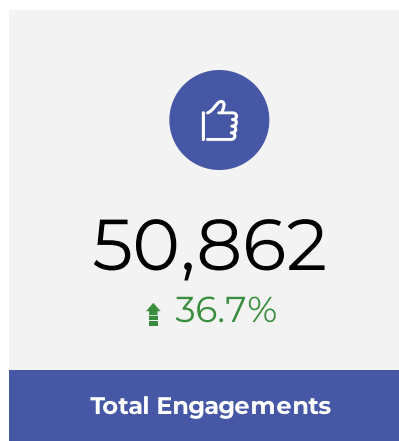
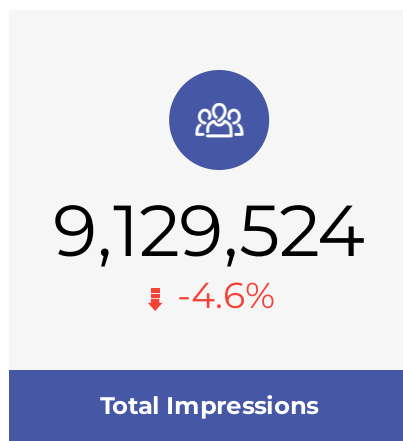
KINGSTON

Overview - December 2025

The big picture of our advertising landscape this month



Website Sessions and Total Leads include all three websites: English, French, and Chinese



Impressions, Engagements, and Clicks include all digital and traditional advertising

Dec 1, 2025 - Dec 31, 2025

WebsiteEnglish website:

- We totalled 146K sessions in December 2025, which was a small 1% drop month-over-month (MoM) and a 21% decrease year-over-year (YoY). The YoY decrease was because:
 - + Organic traffic declined by 28% YoY, which was a consistent trend of organic traffic this year due to the heavy push of AI (please refer to August 2025's report for details).
 - + Traffic generated by the Wedding campaign dropped by 70% YoY because of the shift in investment* and the cost increase in the Wedding campaign. In December 2024, the Weddings campaign's traffic made up 12% of the total sessions, ranking as the second-highest volume after organic traffic. Consequently, the drop in this traffic reflected a more impactful change in overall sessions compared to other traffic sources.
- Traffic generated by Google's Demand Gen campaign saw a 7% improvement YoY despite a 14% decrease in monthly budget, indicating the campaign's healthy growth amid the volatile period in Google Ads.
 - + MoM, this traffic picked up by almost 40%.

**The budget in December 2025 is 67% less compared to the same period last year. The difference derived from overall campaign budget and timeline pacing.*

Email

- The net subscription growth decreased by 18 subscribers MoM.
- With Consumer Newsletter, while the total deliveries slightly dropped by <1%, both total opens and total clicks saw improvement by 0.1% and 33% respectively. As a result, the average CTR increased by 33%.
- With the Member Newsletter, we saw the average open rate was larger than 100% (132%), indicating that recipients opened the email more than once on average. Membership Information and Kingston Sport Facilities Guide received the most readers' interest, driving the most clicks compared to other content.

Paid Search

- Total outbound referrals from campaigns increased 20% MoM, rising from 5,026 in November to 6,050 in December.
- Excluding the evergreen "Things to Do" campaign, the Christmas Light Tour (winter holiday campaign) was the top-performing campaign, generating ~27% of total campaign-driven outbound referrals.
- Campaign traffic quality improved significantly: in December, ~53% of visitors driven by paid search campaigns resulted in an outbound referral to an operator or hotelier, up from 35% in November.
- Campaign click share improved 47% YoY, increasing from 12.19% to 17.91%, indicating stronger campaign competitiveness and visibility.

Paid Digital

We had Brand Campaign (including both Holiday and Kingstonlicious content) and Wedding Campaigns 2025 live on our regular social and programmatic channels—Meta, TikTok, and Google.

Meta (FB/IG):Boosted Posts:

2.53% CTR (-21%) | \$0.20 CPC (+26%) | \$4.98 CPM (-%)

- December saw a 26% increase in click cost while reach cost remained unchanged. This resulted in the drop in overall CTR.
- The boosting ad for the article Williamsville saw the best cost efficiency with the lowest CPC (\$0.09), driving the highest CTR (4.81%).
- Within the 25 Things vertical, we boosted the content of December, January, and Holiday. Overall, 25 Things in January delivered the best performance and saw the best CPM (reach cost).
- Similarly to the English campaign, with French content, "25 Things to do in January" achieved the best overall performance.

Brand Campaign 2025:

2.70% CTR (-7%) | \$0.33 CPC (+14%) | \$8.94 CPM (+5%)

- Seeing the same trend as the content boosting campaign, ad costs, specifically CPC, increased MoM, resulting in fewer results (impressions and clicks) compared to the previous month.
- Overall, we delivered 285K impressions and 7.7K clicks.
- Within our interest-based audience groups, the traveller-focused segment outperformed others, seeing the most cost-efficient CPC and CPM.
- Other prospecting targeting segments saw relatively comparable performance from a click standpoint. Meanwhile, the Lookalike segment saw the best CPM (reach).
- The Wellness asset (GIF format) pulled the most budget, followed by the Winter video. That meant other assets (especially the Eat & Drink asset) didn't have enough budget to grow. Moving towards 2026, we recommend pausing the assets that make up the most budget for a certain period of time, allowing others to grow.
- The Winter video continued to deliver the best performance overall, on both CPM and CPC standpoints.

Dec 1, 2025 - Dec 31, 2025

Brand Campaign 2026:

1.73% CTR | \$0.28 CPC | \$4.93 CPM

- The Brand Campaign of 2026 was launched in late November 2025, promoting Kingstonlicious gift-giving assets. The campaign's themes were then shifted to promoting Kingstonlicious and post-holiday Winter assets.
- Overall, the campaign achieved 325K impressions and 5K clicks, seeing an average CTR of 1.73%.
- Compared to Brand Campaign 2025 last month, this campaign delivered a more cost-efficient CPM, nearly half that of Brand Campaign 2025.
- The prospecting audience segment and the remarketing segment delivered relatively comparable results, with the prospecting groups seeing a better CPM than remarketing.
- In our prospecting segments, lookalike audiences delivered a slightly better CPC but higher CPM. The lookalike audience was built using data from our website traffic and social page engagers.
- With our Kingstonlicious gift-giving assets, the carousel pulled the majority of budget (96%), resulting in driving the most clicks and impressions.
- With the post-holiday assets, we saw the same trend with Brand Campaign 2025, in which the Wellness-theme asset (in GIF format) pulled the most budget. Given its higher CPM and CPC compared with other assets, we recommended pausing this asset temporarily to allow more growth opportunities for other assets.

Weddings Campaign 2025 | Brand:

5.4% CTR (-2%) | \$0.24 CPC (+7%) | \$13 CPM (+4%)

- The campaign, in its last month, totalled 2K clicks out of 40.9K impressions.
- The brand component of Weddings Campaign 2025 has concluded in mid-December. For the partnership component, we are still waiting to launch the campaign for DoubleTree by Hilton and Ambassador Conference Centre (Premium package).
- Full details will be included in the final campaign report of Weddings Campaign 2025.

GoogleDemand Gen | Brand Campaign:

1.87% CTR (-27%) | \$0.10 CPC (-7%) | \$1.9 CPM (-32%)

- Last month delivered a solid performance overall with the drop of both CPC and CPM. Since CPM's growth outpaced that of CPC, resulting in more impressions than clicks, we saw the CTR decrease accordingly.
- We recorded 4.6M impressions and 87K clicks.
- Seeing the same trend as last month, the Montréal market pulled the most budget, achieving CPC and CPM that were better than the campaign's average.
- Toronto, ranked second in driving the most budget and results (impressions and clicks), was more expensive in reach compared to Montréal. Generally, Toronto and GTA markets saw a higher cost in reach compared to markets in the south of Kingston (including Ottawa and Montréal).
- Within our media mix, budget allocation between video and static images in a ratio of 2:3, which was higher than our goal. Since this ratio fluctuated MoM depending on the algorithm, if this trend continues next month, we recommend separating video and static image into two different campaigns, manually allocating budget between them.
 - + The rationale behind this recommendation is due to the higher costs (both CPC and CPM) of video compared to static images, resulting in less results.
 - + That being said, we don't recommend removing video from our mix, since video placement has higher quality and the format in nature has better engagement.

Demand Gen | Weddings Campaign:

1.65% CTR (-7%) | \$0.11 CPC (+5%) | \$1.74 CPM (-3%)

- Overall, we delivered 485K impressions and 8K clicks.
- Full details will be included in the final campaign report of Weddings Campaign 2025.

TikTokBrand Campaign 2025:

0.51% CTR (-19%) | \$0.4 CPC (-7%) | \$2.03 CPM (-5%).

- We recorded 905K impressions and 4.5K clicks.
- In December, we had the Winter Brand Campaign and Kingstonlicious videos live. We also boosted "To Do in December", "Trolley Light Tour", "Drag Bingo", and "Staycation".
- The "Trolley Light Tour" delivered the best performance with the lowest CPC and CPM, followed by "To Do in December".

Consumption (English domain)

Is our English content marketing working?

Dec 1, 2025 - Dec 31, 2025

Glossary of Terms

Sessions

of times your site was visited.

Users

of people who visited your site.

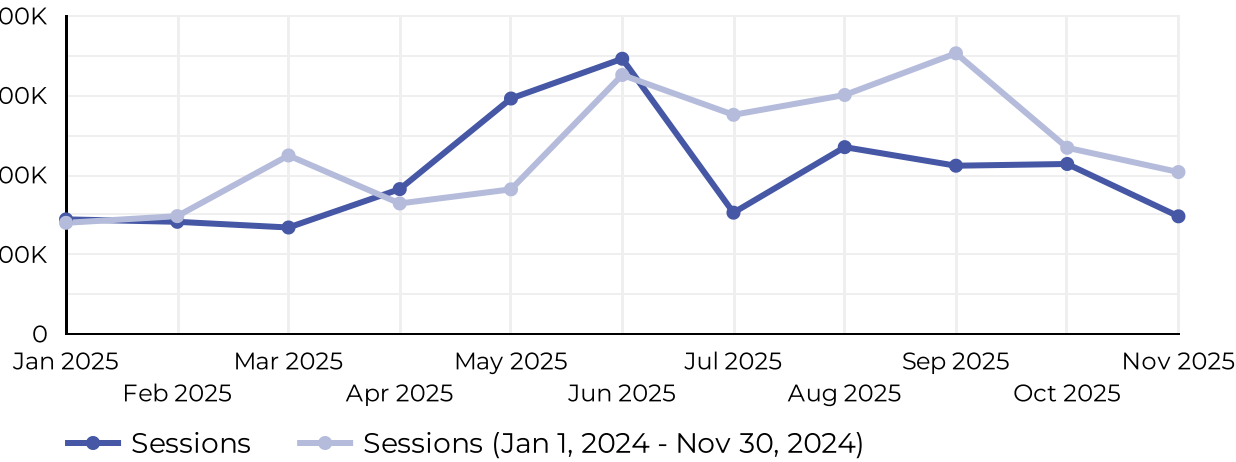
Page Views

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
146.2K
 ↓ -21.2%

Users
123.7K
 ↓ -21.3%

Page Views
180.6K
 ↓ -22.8%

Retention

Are users coming back and consuming our content?



8.3

% Return Visitors

Lead Generation (English domain)

Are users converting online?

Operators

Hotels

11,885 ↓ -41.8% Web Referrals	37 ↓ -73.4% Clicks to Call
---	--

643 ↓ -63.1% Web Referrals	50 0.0% Clicks to Call
--	--

Consumption (English domain)

How is our audience using our site?

Users **123.7K**

Dec 1, 2025 - Dec 31, 2025

Glossary of Terms

Users

of people who visited our English 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 our content was served to users on our social pages.

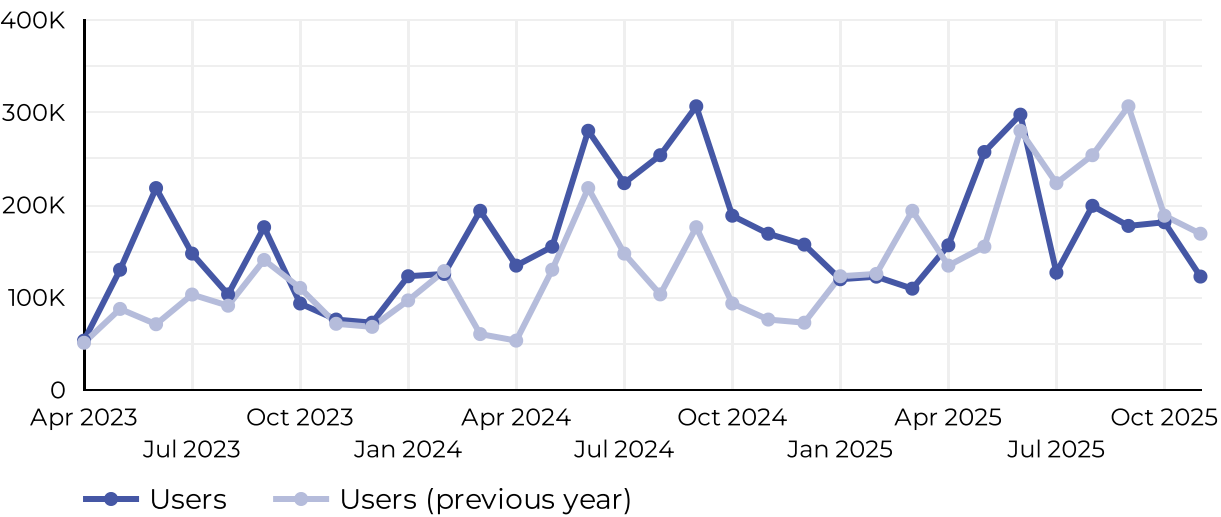
Engagements

The total number of engagements across our social pages.

Link Clicks

The number of clicks on links within our content on our social pages.

* All percent change is Year Over Year



00:00:14	1.23
↓ -17.3%	↓ -2.0%
Avg. Engagement per Session	Pages/Sessions

Social Media

An overview of activity on our social media channels

28,444
Instagram Followers

67,949
Facebook Page Follow

3,820
TikTok Followers

8,898
X Followers

2,102,552

↑ 57.5%

Impressions*

44,731

↓ -3.9%

Engagements*

22,407

↑ 17.0%

Clicks*

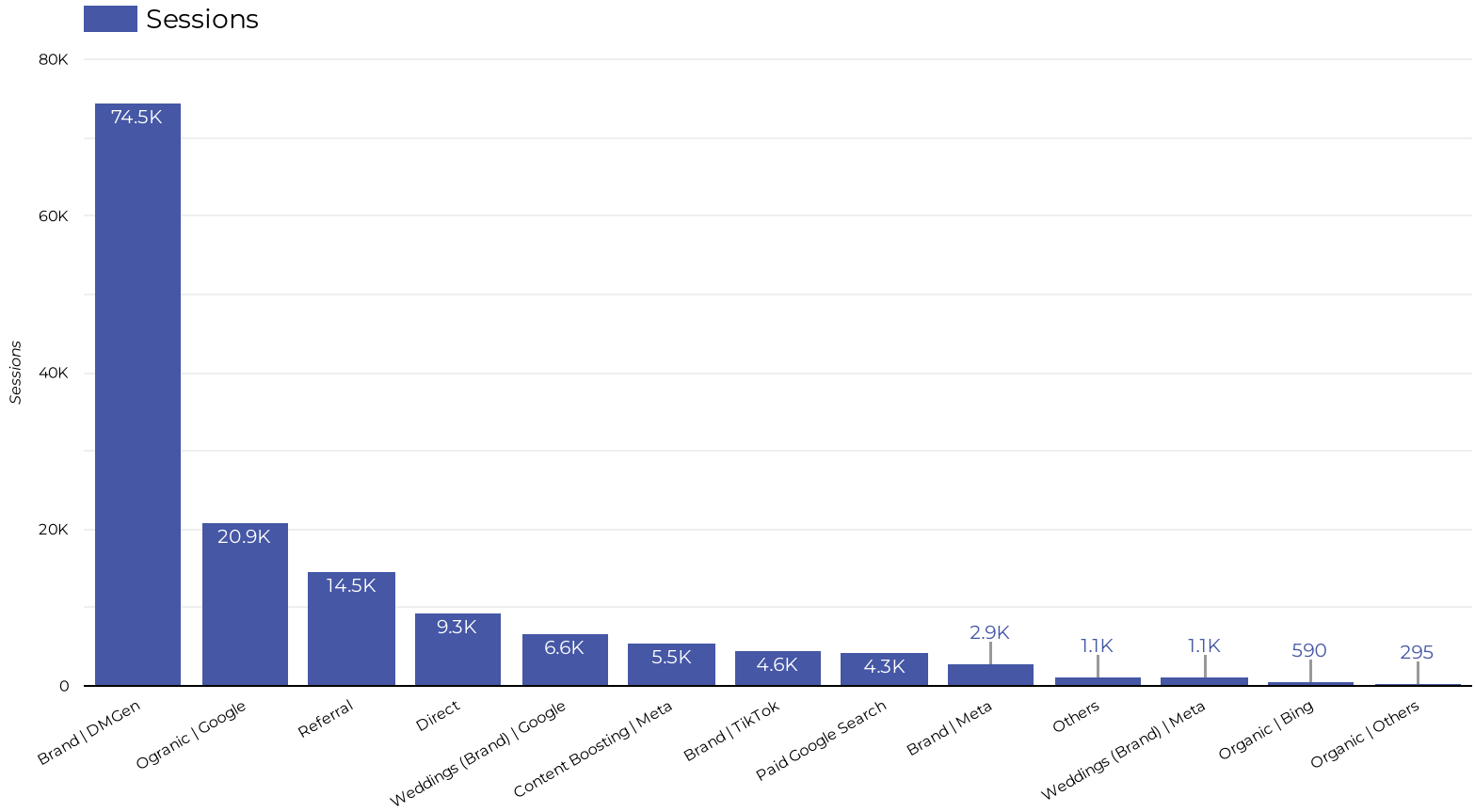
*Totals for organic and paid Facebook, Instagram, TikTok, X, and Pinterest.

Starting from October 2025's report, TikTok's stats were added in addition to the other four platforms.

Dec 1, 2025 - Dec 31, 2025

Website Metrics

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



*Others include but not limited to traffic generated by newsletter, and traffic that couldn't be classified by Google Analytics 4.

Website Metrics - Top 10

Traffic by City

City	Sessions
1. Toronto	30,344
2. Montreal	20,137
3. Kingston	19,937
4. Ottawa	6,898
5. Brampton	3,165
6. Mississauga	2,843
7. Laval	2,598
8. Hamilton	2,232
9. Vaughan	1,734
10. Markham	1,476

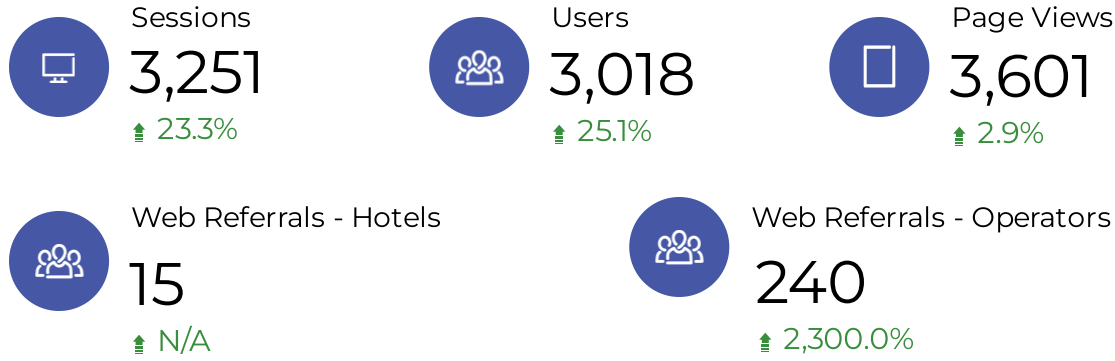
Most Visited Pages

Page title	Sessions
1. Visit Kingston Together	47,918
2. Visit Kingston Kingstonlicious	25,114
3. Visit Kingston 25 things to do in Kingston this December	10,964
4. Visit Kingston Fresh made daily	9,383
5. Visit Kingston Weddings	7,871
6. Visit Kingston Visitor Survey	6,430
7. Visit Kingston 25 things to do in Kingston during the holidays	6,257
8. Visit Kingston Wellness & relaxation	4,053
9. Visit Kingston Things to do	3,363
10. Visit Kingston New Year's Eve parties and events	2,682

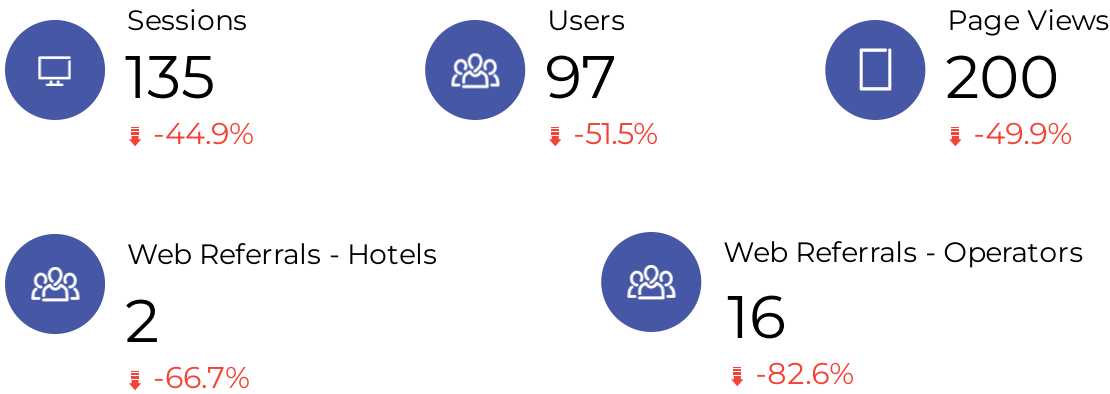
French and Chinese Domains

Website metrics from each of our French and Chinese domains

French*



Chinese*



*The comparison is year over year

TikTok**

Metrics from VisitKingston's TikTok account for the month



**The comparison is month over month

Dec 1, 2025 - Dec 31, 2025

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.

Dec 1, 2025 - Dec 31, 2025


Email Marketing


An overview of email campaigns this month

 **-18**
Net Subscriptions Growth (Month-over-Month)


Consumer Newsletter


Email's Subject: Kingston, Ontario in December


 Total Deliveries
7,612
↓ -0.4%

 Total Opens
1,186
↑ 0.1%

 Total Clicks
583
↑ 32.5%

 Total Unsubscribes
31
↓ -8.8%


 Average Open Rate
15.58%
↑ 0.5%


 Average CTR
49.16%
↑ 32.4%


Benchmarks: Open Rate - 24% | CTR - 12%
Comparison is Month-over-Month.


Member Newsletter


Email's Subject: Tourism Kingston updates: Sales and the Visitor Information Center


 Total Deliveries
370
↓ -2.1%

 Total Opens
489
↑ 56.2%

 Total Clicks
27
↑ 58.8%

 Total Unsubscribes
2
↑ 100.0%

 Average Open Rate
132.16%
↑ 59.6%

 Average CTR
5.52%
↑ 1.7%

Comparison is Month-over-Month.

Glossary of Terms

Deliveries

Number of successful emails sent.

Open Rate

Opens divided by deliveries.

CTR

Total Clicks divided by Total Opens

Total Opens

Number of total opens of our emails.

Total Clicks

Number of total clicks taken on our emails.

Paid Digital | Content Boosting

Dec 1, 2025 - Dec 31, 2025 ▾

A snapshot of our Meta ads in market this month

English Boosted Content

Ad Names	Impressions	Link clicks ▾	CTR	CPC	CPM
TK (112625) Boosted Post Traffic 25 Things in December	65,054	1,780	2.74%	\$0.18	\$4.88
TK (120225) Boosted Post Traffic Williamsville	25,428	1,223	4.81%	\$0.09	\$4.35
TK (111725) Boosted Post Traffic 25 things to do in Kingsto...	40,893	1,013	2.48%	\$0.21	\$5.20
TK (121825) Boosted Post Traffic 25 Things in Jan	31,113	898	2.89%	\$0.12	\$3.50
TK (121825) Boosted Post Traffic Kingstonlicious	18,485	556	3.01%	\$0.14	\$4.27
TK (121125) Boosted Post Traffic Maker Gifts	25,734	477	1.85%	\$0.23	\$4.29
TK (112025) Boosted Post Traffic 25 Things: Holiday Conce...	10,359	385	3.72%	\$0.16	\$6.05
TK (120225) Boosted Post Traffic Scout Watkins-Southwa...	16,463	376	2.28%	\$0.21	\$4.69
TK (112625) Boosted Post Traffic PAP: Juan Manuel Huert...	22,626	334	1.48%	\$0.43	\$6.36
Grand total	256,155	7,042	2.75%	\$0.17	\$4.77

French Boosted Content

Ad set name	Impressions	Link clicks	CTR ▾	CPC	CPM
TK (121825) Boosted Post Traffic FR 25 Choses en Jan	10,818	194	1.79%	\$0.29	\$5.23
TK (111725) Boosted Post Traffic FR 25 Choses Les Fetes	19,253	335	1.74%	\$0.35	\$6.07
TK (112825) Boosted Post Traffic FR 25 Choses en Dec	31,242	472	1.51%	\$0.39	\$5.89
Grand total	61,313	1,001	1.63%	\$0.36	\$5.83

Paid Digital | Weddings

A snapshot of the Wedding Campaign 2025's digital ads for the month

Google

Campaign	Impressions	Clicks ▾	CTR
TK (2025) Weddings DMGen	485,253	7,940	1.64%
Grand total	485,253	7,940	1.64%

Meta

Campaign name	Impressions	Clicks	CTR ▾
TK (2025) Weddings Brand Prospecting	40,911	2,218	5.42%
Grand total	40,911	2,218	5.42%

Paid Digital | Brand Campaign 2025/2026

Dec 1, 2025 - Dec 31, 2025 ▾

A snapshot of the Brand Campaign's digital ads for the month

Google

Campaign	Impressions	Clicks ▾	CTR
Brand (25/26) DMGen K-South	2,844,011	44,665	1.57%
Brand (25/26) DMGen K-West	1,816,971	42,528	2.34%
Grand total	4,660,982	87,193	1.87%

Meta | Brand Campaign

Campaign name	Impressions	Clicks	CTR ▾
TK (2025) Brand Campaign RMKT LPVs	28,854	1,093	3.79%
TK (2025) Brand Campaign Prospecting Traffic	256,554	6,621	2.58%
TK (2026) Brand Campaign RMKT LPVs	56,885	1,179	2.07%
TK (2026) Brand Campaign Prospecting Traffic K-West	131,307	2,211	1.68%
TK (2026) Brand Campaign Prospecting Traffic K-South	137,237	2,256	1.64%
Grand total	610,837	13,360	2.19%

TikTok

Ad group name	Impressions ▾	Clicks	CTR
Brand (2025) Travellers/Leisure	325,139	1,468	0.45%
Brand (2025) Entertainment	298,018	1,514	0.51%
Brand (2025) Food & Drink	270,651	1,543	0.57%
TK (2026) Brand Campaign Ottawa	6,304	29	0.46%
TK (2026) Brand Campaign Toronto	5,089	27	0.53%
Grand total	905,201	4,581	0.51%

Dec 1, 2025 - Dec 31, 2025 ▾

Lead Generation

A snapshot of our digital lead generation

Top Outbound Clicks (Website Referrals to Partners and Community)

Event Action	Total Clicks ▾
https://www.kingstontrolley.ca/tours/christmas/	1,882
https://www.kingstonpumphouse.ca/events-programs	599
https://4cats.com/pages/kingston	479
https://downtownkingston.ca/pages/embrace-the-season	423
https://greatlakesmuseum.ca/experience/museum-special-events//	399
https://kingstonartisevents.com/pages/kingston-holiday-market-info	365
https://www.awecca.com/events-1/christmas	324
https://allevents.in/kingston/little-treasure-christmas-market/200028825442754	312
https://downtownkingston.ca/blogs/upcoming-events/holiday-shopping-passport	231
https://improbableescapes.com/board-games/	230

Paid Search

A snapshot of our digital ads in market this month

Google Search - Search Warrant

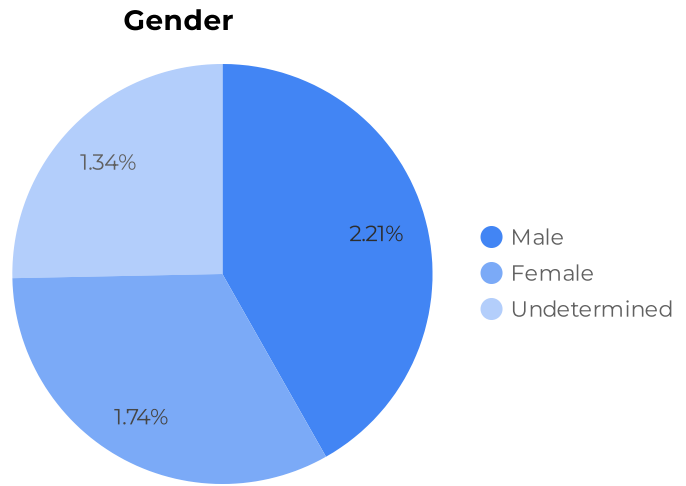
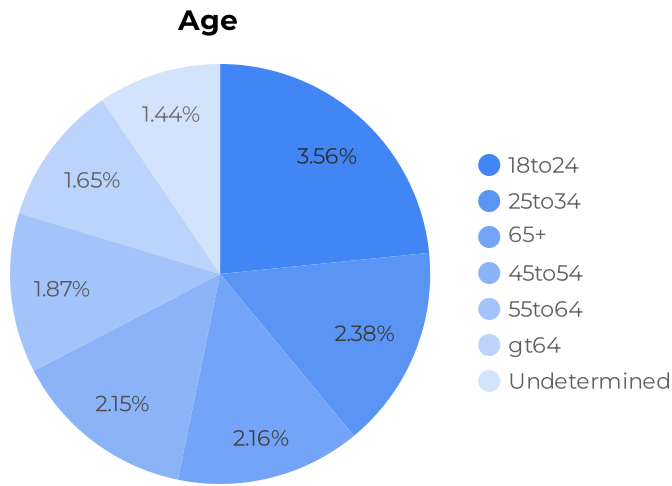
Session campaign	Impressions ▾	Clicks	CTR	Views
KA:25 Things to do in December	25,538	6,654	26.06%	35
KA:25 Winter Holiday Events: Christmas Light Tour	6,013	1,997	33.21%	2,279
KA:25 Winter Holiday Events: Kingston Holiday Market	4,297	1,385	32.23%	1,814
KA:25 December Events: Santa Saturdays	3,572	451	12.63%	519
KA:25 December Events: Holiday Craft Workshops	2,885	262	9.08%	344
KA:25 December Events: A Fantastical Medical Bestiary	2,635	174	6.60%	279
KA:25 December Events: New Year's Eve Bash	1,484	325	21.90%	479
KA:25 Explore Kingston	922	103	11.17%	11
KA:25 Winter Holiday Events: Good Lovelies Christmas Concert	828	90	10.87%	111
KA:25 General Stay/Discover - Kingston	336	41	12.20%	109
KA:25 December Events: All Aboard the Dino Train	57	19	33.33%	20
KA:25 US Travelers	55	8	14.55%	6
Grand total	48,622	11,509	23.67%	6,252

Website Audience

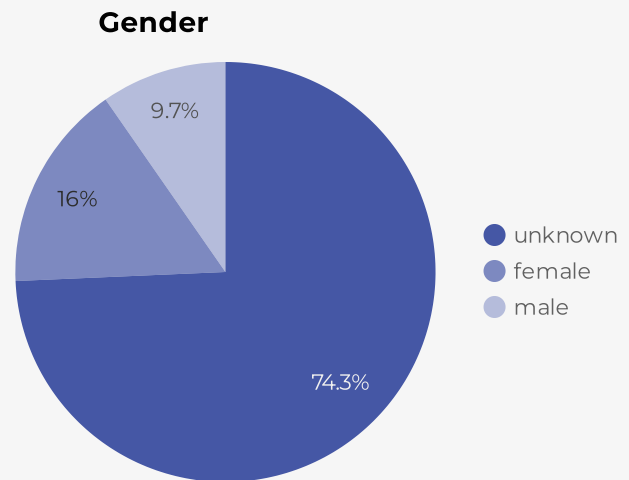
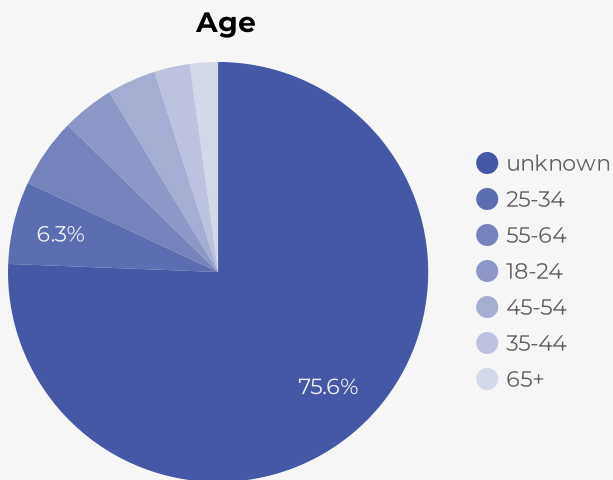
Dec 1, 2025 - Dec 31, 2025

A snapshot of the audience visiting our website

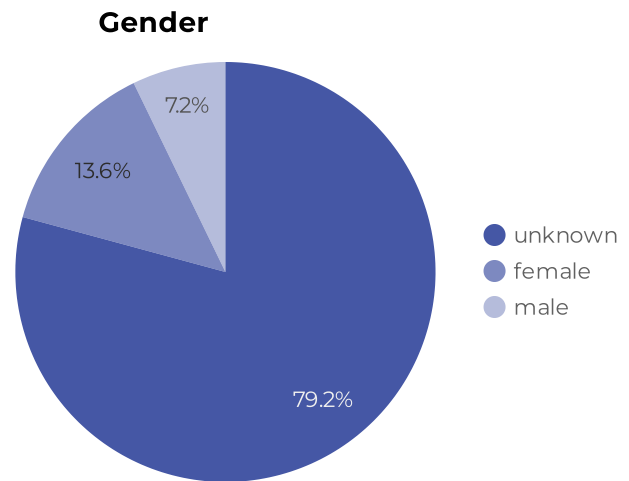
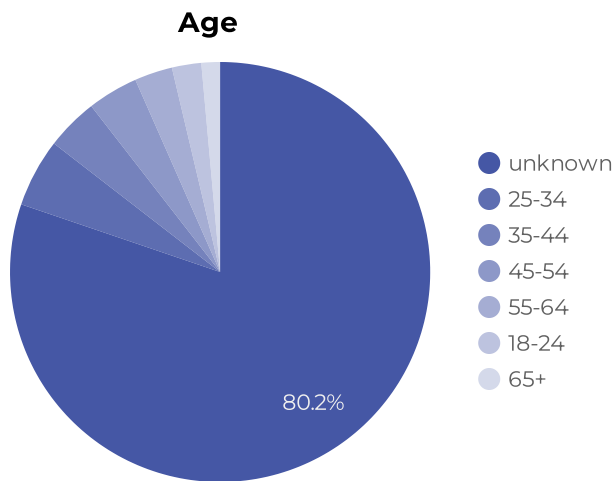
Click-through Rate by Audience on Google Ads



Hotel Leads by Audience



Operator Leads by Audience



END OF YEAR REPORT

JANUARY – DECEMBER 2025

OVERVIEW

Communications Activities 2023 – 2025

In 2023, Tartanbond developed a 3-year communications plan that supports the Integrated Destination Strategy to boost Kingston’s visitor economy.

Communications goals:

- Position Kingston as a successful and sustainable tourism destination known for its positive impact.
- Showcase Kingston’s vibrancy through storytelling about its history, culinary scene, creative arts and waterfront location.
- Enhance Kingston’s visitor economy by promoting key assets and infrastructure across all seasons to attract visitors for leisure, meetings and creative industries
- leveraging tourism’s potential to positively influence resident quality of life, key partner groups and the environment.



OBJECTIVES

Integrated Destination Strategy (IDS)

- Attract more higher-yield, highly engaged visitors
- Promote seasonality in winter and shoulder seasons
- Improve perception of tourism within the community
- Increase local government, tourism industry and resident confidence in tourism
- Highlight sustainable tourism stories and GreenStep certification

Source: Integrated Destination Strategy



BY THE NUMBERS

	2023	2024	2025
Visits (Media)	9	7	14
Visits (Influencer)	3	9	3
Stories	1,167	1,588	737
Impressions	727,324,379	2,333,173,586	3,156,987,482
Direct	125/1,167	443/1,588	205/737

[CLICK HERE](#) to view full 2025 coverage report

MEDIA & INFLUENCER VISITS

Media:

- The Globe and Mail (Dave Le Blanc, Contributor)
- Le Journal de Montreal and Quebec (Marie-Eve Blanchard, Contributor)
- Streets of Toronto (Ron Johnson, Editorial Director)
- Gay Voyageur (Danny Kronstrom, Editor in Chief)
- Fugues (Samuel Larochelle, Contributor)
- Sabrina Pirillo (Freelance)
- Paul Knowles (Freelance)*TMAC FAM – Ontario Chapter
- Melody Wren (Freelance)*TMAC FAM – Ontario Chapter
- Kathleen Buckworth (Freelance)*TMAC FAM – Ontario Chapter
- Jeanine Jankowski (To Do Ontario)*TMAC FAM – Ontario Chapter
- Laurie-Wallace Lynch (Freelance)

MEDIA & INFLUENCER VISITS

Media Continued:

- Judith Lembke (German media)
- Jorg Michel June (German media)
- Daniel Bucher (SWISS Magazine)

Influencers:

- Teri Hart (@terihart)
- Kevin Wagar (@wanderingwagars)
- Solmaz K (@thecuriouscreature)

EARNED MEDIA HIGHLIGHTS

Story Angle: March Break

Overview: Position Kingston as the perfect getaway for families during March Break. Our team compiled a pitch highlighting *March of the Museums*, hotel family packages and other activities families could partake in, such as Kingstonlicious. Our team distributed the pitch to travel and lifestyle media.

Results: Secured coverage in:

- Radio Canada (ICI Premiere) (6,295,132 UVM)
- Auburn Lane (15,065 UVM)
- Ottawa Road Trips (37,416 UVM)

Article 1

Article 2



EARNED MEDIA HIGHLIGHTS

Story Angle: Water Experiences

Overview: Taking advantage of the approaching summer season, Tartanbond developed a pitch showcasing the abundant water activities available in Kingston - from sailing and scuba diving to the 1000 Islands Cruises and S.S. Keewatin tours. The pitch reinforced that these experiences are available right in Canadians' backyard, no passport required. We also offered writers the opportunity to visit Kingston and experience the aquatic adventures.

Results:

- We received interest from Liz Fleming and James Ross, top-tier cruise writers and Ron Johnson, Editor of *Streets of Toronto*.
- Our team secured the participation of Ashley Bradshaw for Liz's segment "What to do in Kingston this summer" on her radio show *Liz Fleming Travels* (Radio listenership: 35,400) Clips: [Clip 1](#), [Clip 2](#), [Clip 3](#).
- We hosted Ron Johnson in October, resulting in a "[48 hours in Kingston](#)" roundup (167,998 UVM).
- Due to James' fully booked schedule for the year, we will resume conversations in 2026 regarding a press trip to Kingston.



48 HOURS IN KINGSTON, ONTARIO: FALL COLOURS, FOOD, FUN AND THE THOUSAND ISLANDS

With a mix of waterfront scenery, old-world architecture, and a vibrant culinary scene shaped by local farms, Kingston makes for an ideal fall weekend escape. It's compact and walkable, brimming with historical intrigue and contemporary energy, hidden alleyways and courtyard patios while being close enough to Toronto to make "48 hours in Kingston" feel like a proper getaway without the stress of long travel days.



Kingston is known as the Limestone City

EARNED MEDIA HIGHLIGHTS

Story Angle: Inclusive Destination & Rainbow Registered Business

Overview: Position Kingston as a top travel destination, highlighting its welcoming environment for 2SLGBTQ+ travellers. Tartanbond developed two pitches. The first pitch, distributed in Q2, focused on inclusive arts and cultural activities. Our second pitch, distributed in Q3, leveraged Pride season and demonstrated how Kingston is an inclusive destination year-round by showcasing the city's 15+ Rainbow Registered businesses.

Results:

– Kingston targeted 2SLGBTQ+ travellers, a demographic they haven't focused on previously. Our team received media interest from Brian Webb (The HomoCulture), Danny Kronstrom (Gay Voyageur), Dean Lisk (Pink Ticket Travel), and Samuel Larochelle (Fugues).

– We secured and arranged an interview with Sam McLeod, General Manager at The Spire Arts and Community Hub, and Dean Lisk, writer for Pink Ticket Travel (13,553 UVM).

Secured coverage in:

- Gay Voyageur (13,406 UVM): [Article 1](#), [Article 2](#) (Secured media visit)
- Fugues (19,601 UVM): [Article 1](#), [Article 2](#) (Secured media visit)
- [Travel Market Report](#) (88,980 UVM)



TARTANBOND

EARNED MEDIA HIGHLIGHTS

Story Angle: Fall Season

Overview: Tartanbond developed a pitch showcasing the magic of fall in Kingston from pumpkin picking and leaf peeping to spooky and ghost-inspired adventures.

Results:

– Secured interest from Loren Christie and coverage in CTV Your Morning

Online Impressions: 1,253,300 UVM

Broadcast viewership: 15,115,700 (Syndicated across 9 stations)

Secured coverage in:

- Narcity (2,585,404 UVM)
- CTV News Ottawa (8,658,159 UVM)
- To Do Canada (497,051 UVM)
- Ottawa Road Trips (37,416 UVM)
- Auburn Lane (4,298 UVM)



ADDITIONAL ACTIVITIES

- TMAC Ontario Chapter Media FAM (May 7-8): TB vetted media for the group FAM and individual trips
- Provided Canadian media recommendations for Cross-border FAM (Dates TBD)
- Secured May 2026 campaign with influencer, Jennifer Weatherhead Harrington (@jennweatherhead) (Pending contract signature)
- Researched and connected with potential influencers for Weddings campaign (now moved to 2026)
- As a result of targeted pitching and relationship-building with **The Toronto Star's** Travel Editor, Wing Sze Tang, we secured a Kingston feature in their Ontario Road Trip series: Historic sites, vintage shops and island cruising: What to do in Kingston – including chef-approved picks
- Marie Julie-Gagnon included Kingston in her new book, *En train au Canada*, resulting from her time in Kingston
- Our team met with Waheeda Harris (Freelancer), who expressed interest in visiting Kingston and pitched a "48 hours in Kingston" story to *GoCanada.com* and *NUVO* (both outlets declined, but Waheeda will continue to pitch Kingston stories)

COVERAGE HIGHLIGHTS

THE GLOBE AND MAIL*

Sir John A. Macdonald's historic home tells a fuller tale

We pass through an arched doorway that indicates a change in the “status of the rooms,” says Tamara van Dyk of Parks Canada. Here is where John A. Macdonald bathed; right in front of us is his oddly-shaped, green slipper tub. And since Sir John A. was a natty dresser – “He would rent his clothes in a lot of cases to keep up appearances,” says Ms. van Dyk – we are treated to an outfit, complete with shoes and a top hat.

But beside that is a ribbon skirt and a photograph of Isabella Kulak. Ms. Kulak, from Cote First Nation in Saskatchewan, is the 10-year-old who was shamed for wearing the traditional piece of clothing to her school's formal day in 2020. And although the school later apologized, the incident snowballed and Manitoba Sen. Mary Jane McCallum championed a bill to create the first National Ribbon Skirt Day on Jan. 4, 2021.

“We invited her and her family here,” says Ms. van Dyk. “Here” is 35 Centre St. in Kingston. Known as Bellevue House, it's a National Historic Site, and was Macdonald's residence, briefly, from 1848 to 1849. “She gave us permission ... and she told us that they were very happy to hear that we were being more inclusive.”

And that's the thing. In almost every room of this 3,800-square-foot Italianate residence, Parks Canada has turned the traditional museum on its head. Yes, a visitor will learn about John A. Macdonald (1815-1891) and his Canada-building legacy as our first Prime Minister, but one will also leave with an understanding that the country he built didn't include everybody. Unveiled in the summer of 2024 after years of planning, it's a house museum that will leave you with more questions than answers.

[Link here](#)

Impressions: 5,636,507 UVM

THE GLOBE AND MAIL*

A banquet of heritage architecture in Kingston

There is no better tour guide of Kingston, than Arthur Milnes. An author and expert on John A. Macdonald (and every other PM), he's billed as Kingston's “story-teller-in-chief.” But don't take it from me: on videos posted on kingstonwalks.ca, the Right Honourable Paul Martin said, “I know that you'll enjoy your encounters with Arthur” and the Right Honourable Stephen Harper quipped that he was their “unofficial historian” while working as a speechwriter in his office.

We entered the Old Sydenham Heritage Conservation District, established in 2015, which now protects more than 500 properties. After City Park – “where the parliamentary precinct would have been,” explained Mr. Milnes – we turned onto Sydenham Street where McIntosh Castle's thrusting tower greeted us. Designed by architect John Power and built in 1852 for ship owner Donald McIntosh, the tower was added after 1878 (according to the Frontenac Heritage Foundation website); in 2022, it was listed for sale at 2.8-million.

Next door is No. 24, once the home of Kingston mayor John McIntyre and wife, Harriet, a niece of Sir John A. Macdonald (also by Power and Sons, 1879). Now the Hochelaga Inn, it's a gorgeous Victorian wedding cake of a building in red brick rather than limestone, as was the fashion in the 1870s and 80s.

[Link here](#)

Impressions: 5,636,507 UVM

COVERAGE HIGHLIGHTS

THE GLOBE AND MAIL*

Shipwreck diving in Kingston (that's Ontario, not Jamaica)

Under a cloudless sky, I sunk into Lake Ontario until the dark, green-blue murkiness enveloped me.

Whenever I told anyone about my weekend plans to go scuba diving in Kingston – “Canada, not Jamaica,” I would clarify – I was met with an incredulous “Why?”

Canada's first capital city is known for its above-water attractions, historic downtown, sail-boating culture and cruises through the nearby Thousand Islands archipelago in the St. Lawrence River. But I was drawn in by wonders under the surface: the 200-or-so shipwrecks that are moored just offshore that recall an era when Kingston was once a hub for ship traffic.

I was set to explore an 1848-built steamer ship named Comet. It sank “not once, not twice but three times!” my diving instructor Guillaume Courcy, a wealth of information on Kingston's 19th-century shipwreck lore, told me on the way. Courcy started waterfront diving company *Neptune & Salacia* in 2022, after 25 years of service with the Canadian Armed Forces, with his wife, Martine Roux.

The best shipwrecks, he says, are the deeper ones. At the Comet, the dive can go to a maximum of 85 feet, while the City of Sheboygan can get to 105 feet. It is recommended to have an advanced diver certification for these dives, but less experienced adventure-seekers (like me) who have their open water certification can access these “underwater museums,” as Courcy calls them, with PADI-certified instructors.

[Link here](#)

Impressions: 5,636,507 UVM

Print: 58,229



Kingston, Ont.

Be sure to visit the city of Kingston. Many of its historic settings are also popular filming locations: notably Kingston Pen, Fort Henry, City Hall and Queen's University. These and other locations have served as the backdrop to such productions as *Mayor of Kingstown*, *Murdoch Mysteries*, *Alias Grace* and *Star Trek: Discovery*.



Kingston's Fort Henry has been used as a filming location for several projects, including the TV series *Alias Grace*. | PHOTO: COURTESY OF DESTINATION ONTARIO

[Link here](#)

Impressions: 337,258

COVERAGE HIGHLIGHTS

TORONTO STAR

Historic sites, vintage shops and island cruising: What to do in Kingston — including chef-approved picks

Kingston, Ont., is a city that wears its history proudly in every weathered stone wall, while also exuding the youthful spirit of a university town. About a three-hour drive from Toronto, this was once (briefly) Canada's capital, and a sense of the past endures in its 19th-century limestone architecture, its numerous national historic sites and even its literary connections; legends like Robertson Davies and Margaret Atwood found inspiration here.

The city can boast about having Ontario's oldest farmers' market (Kingston Public Market), the province's oldest brew pub (Kingston Brewing) and, most notoriously, Canada's oldest max-security prison (Kingston Penitentiary, now a tourist draw). At the same time, there's a sense of newness — the city buzzes with a vibrant restaurant scene, summer events and live music. And if you want to escape the bustle, head to the waterfront, where you can soak up summer while watching sailboats skimming past the shore, or embark on a scenic cruise to the neighbouring Thousand Islands region.

Here are just a few highlights for your next trip to [Kingston](#):



Pan Chanco Bakery & Café is a European-style bakery, café and gourmet goods shop downtown.

[Link here](#)

Impressions: 4,065,291 UVM

LEDEVOIR

Cinq raisons de visiter Kingston, en Ontario

ENG translation: Five reasons to visit Kingston, Ontario

Kingston a le charme discret des personnages secondaires. Si tout le monde semble avoir une opinion sur Toronto, la ville natale de The Tragically Hip passe souvent sous le radar. Pourtant, il suffit de flâner dans Old Sydenham pour découvrir une histoire insoupçonnée ou de longer le lac Ontario pour voir se révéler la finesse de ses traits. Parfaite escale lors d'une escapade ontarienne — elle se trouve à mi-chemin entre Montréal et la Ville Reine —, Kingston a suffisamment de personnalité pour tenir le premier rôle d'une virée estivale.

ENG translation: Kingston has the quiet charm of a supporting character. While everyone seems to have an opinion on Toronto, the hometown of The Tragically Hip often flies under the radar. Yet, a stroll through Old Sydenham reveals an unsuspected history, or a stroll along Lake Ontario reveals its subtle features. A perfect stopover on an Ontario getaway—it's located halfway between Montreal and the Queen City—Kingston has enough personality to be the star of a summer getaway.

[Link here](#)

Impressions: 2,282,178 UVM

TARTANBOND

COVERAGE HIGHLIGHTS



[Link here](#)

Broadcast: 14,242,475

Impressions: 1,313,558 UVM



[Link here](#)

Broadcast: 15,115,700

Impressions: 1,253,300 UVM

CONFERENCES & EVENTS

As continued work from 2024, Tartanbond built a 2025 conference matrix to track conferences Tourism Kingston members were attending and those that were of interest. We reached out to conference representatives on behalf of Tourism Kingston for speaking opportunities. This included:

- Provided feedback from CMEE and Destinations International reps
- Shared speaker forms for CSAE and PCMA
- Shared details on submission requirements and application interface for MPI and PCMA
- Connected Tourism Kingston with SYTA rep to finalize speaking opportunity for Noelle Piche, Travel Trade Specialist
- Connected with Sports Exchange Congress and Destinations International regarding 2026 submission timelines

Supported with vetting for events:

- Rendez-vous Canada (May 27-30) – Vetted media, shared media beats and categorized based on tiers
- Go Media (September 14-18) – Vetted media and provided feedback on appointments

KEY LEARNINGS

- Proactive relationship building with journalists, including in-person meetings, kept Kingston top of mind and turned story angles into meaningful coverage, as seen with *Toronto Star's* feature of Kingston in their Ontario Road trip series.
- Customizing itineraries to reflect journalist interests proved highly effective, resulting in strong engagement and storytelling opportunities.
- Offering journalists and influencers interview opportunities with Tourism Kingston staff and local partners enhanced their understanding of Kingston and facilitated meaningful connections - from Tourism Kingston's Joanne Loton and Ashley Bradshaw to local historian Arthur Milnes and Sam McLeod, General Manager, The Spire Arts and Community Hub.
- Providing content by agreed-upon deadlines enables timely pitching to journalists. For instance, sharing the 'What's New' pitch with journalists later than intended limited coverage pickup.

LOOKING AHEAD 2026

- Tartanbond will continue to elevate Tourism Kingston’s presence and reputation as a year-round destination. This next phase focuses on uncovering new storytelling opportunities that highlight Kingston’s culture, creativity, and experiences including the Tragically Hip anniversary in fresh ways.
- Our work will include proactive earned media outreach and individual FAMs with traditional media to drive awareness throughout the year. Tartanbond has also proposed projects to support Kingston at key trade shows and media marketplaces to strengthen relationships with priority leisure and trade media.

THANK YOU.

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