

KINGSTON

← Accommodation Partners →

2024 ANNUAL PLAN

KINGSTON ACCOMMODATION PARTNERS



TABLE OF CONTENTS

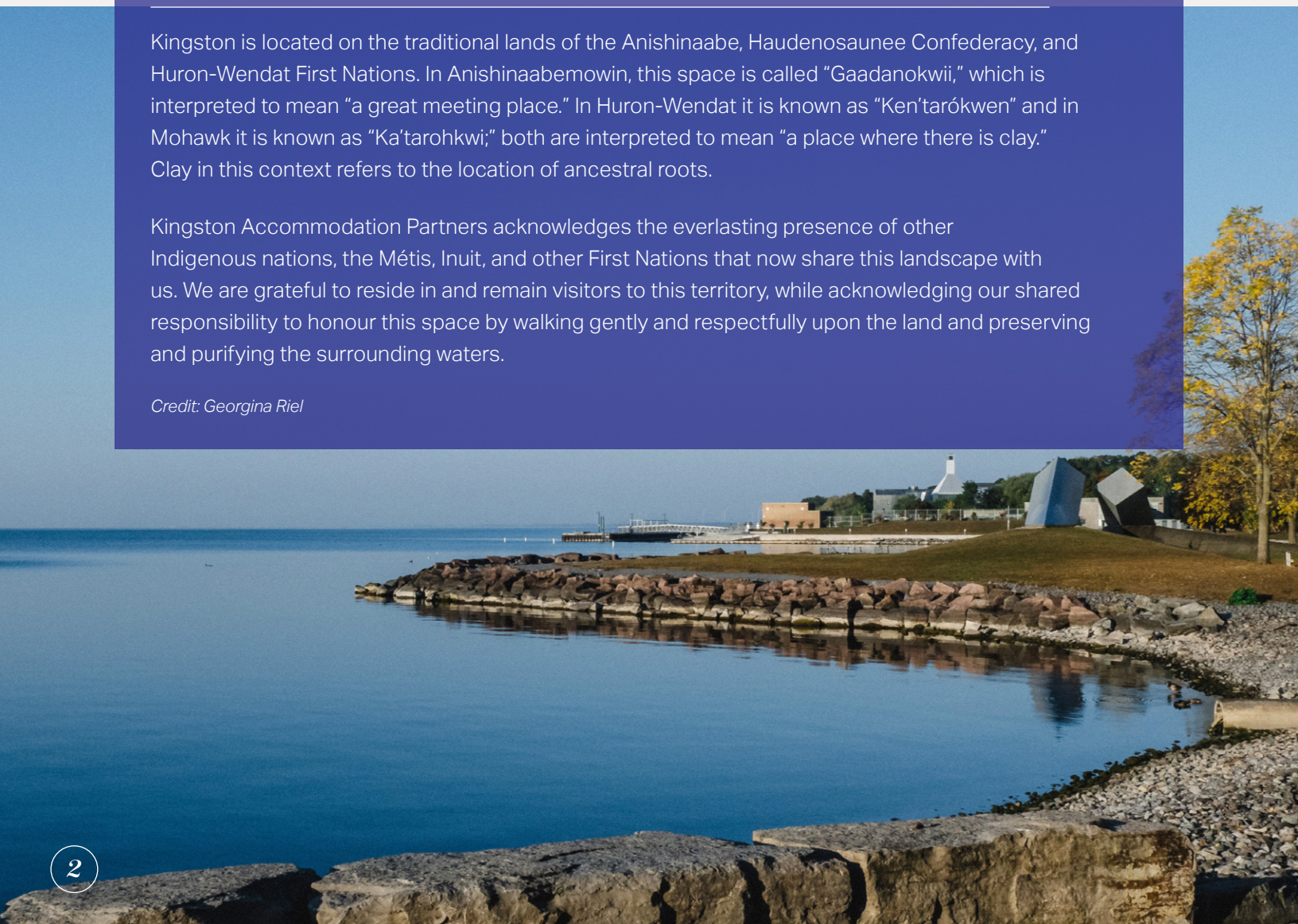
Mission	3	Integrated Destination Strategy	5
Vision	3	Priority Efforts	5
Guiding Principles	3	2024 Budget	8
KAP Staff	3	Sustainable Tourism	9
KAP Board Members	4	Membership Benefits	10
Advocacy Committee	4	Economic Impact of Tourism	11

WELCOME / BOOZHOO TEKWANONWERA:TONS

Kingston is located on the traditional lands of the Anishinaabe, Haudenosaunee Confederacy, and Huron-Wendat First Nations. In Anishinaabemowin, this space is called “Gaadanokwii,” which is interpreted to mean “a great meeting place.” In Huron-Wendat it is known as “Ken’tarókwen” and in Mohawk it is known as “Ka’tarohkwi;” both are interpreted to mean “a place where there is clay.” Clay in this context refers to the location of ancestral roots.

Kingston Accommodation Partners acknowledges the everlasting presence of other Indigenous nations, the Métis, Inuit, and other First Nations that now share this landscape with us. We are grateful to reside in and remain visitors to this territory, while acknowledging our shared responsibility to honour this space by walking gently and respectfully upon the land and preserving and purifying the surrounding waters.

Credit: Georgina Riel



MISSION

Kingston Accommodation Partners' mission is to be Kingston's leading voice of advocacy for tourism and the accommodation sector. We collaborate with tourism stakeholders to attract and welcome visitors, with a concentration on overnight stays.

VISION

Kingston Accommodation Partners' vision is to build recognition of Kingston as an outstanding four-season tourism destination.

GUIDING PRINCIPLES

- 1/** Facilitate stakeholder engagement on current and relevant advocacy issues in an effort to elevate Kingston as a premier tourism destination and ensure favourable public policy.
- 2/** Focus resources on initiatives that can deliver measurable results in keeping with the organization's mission and vision.
- 3/** Build and support a collaborative network of industry stakeholders.
- 4/** Ensure Kingston Accommodation Partners (KAP) is recognized as a destination stakeholder, integral to Kingston's development and prosperity.



connect

KINGSTON ACCOMMODATION PARTNERS STAFF

Krista LeClair (she/her)

EXECUTIVE DIRECTOR

613.893.7576

krista@visitkingston.ca

Colleen Walas (she/her)

OPERATIONS AND MEMBER SERVICES COORDINATOR

613.893.7576

colleen@visitkingston.ca



2024 BOARD OF DIRECTORS

Ryan Rowe

Director (Chair)

Residence Inn by Marriott
Kingston Water's Edge

Matthew Fry

Director (Past Chair)

Courtyard by Marriott
Kingston

Christopher Marz

Director (Vice Chair)

DoubleTree
Home 2 Suites

Scott Follwell

Director (Treasurer)

Holiday Inn Express &
Suites Kingston

Heather Ford

Director (Secretary)

Green Acres Inn

John Owen

Director

Best Western Fireside Inn

Michael Springer

Director

Delta Hotels by Marriott
Kingston Waterfront

Lucy Liu

Director

The Rosemount Inn

Jai Bhatti

Director

Hampton Inn
by Hilton Kingston

Janet Chapman

Director

Comfort Inn
Highway 401

Liv Halliday

Director

The Smith Hotel

Raj Patel

Director

Super 8, Ramada,
Seven Oaks

Peter Karkoulis

Director

Strata Hotel

Erin Finucan

Director

Holiday Inn Kingston
Waterfront

ADVOCACY COMMITTEE

The Advocacy Committee provides advice to the Board on advocacy efforts and initiatives that could be taken up by Kingston Accommodation Partners.

Matthew Fry

Regional GM

Easton's Group

Lucy Liu

Owner

The Rosemount Inn

Ryan Rowe

General Manager

Residence Inn by Marriott
Kingston Water's Edge

Stephanie Quick

General Manager

Delta Hotels by Marriott Kingston Waterfront

Niran Abeysinghe

General Manager

Hampton Inn by Hilton Kingston

Srinivas Srirangam

General Manager

Kingston Market Square Hotel

Holly Wilson

Manager of Intergovernmental Relations

City of Kingston

LIAISONS

Megan Knott

Advisor

Tourism Kingston

Marijo Cuerrier

Advisor

Downtown Kingston BIA

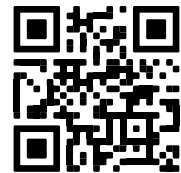
Donna Gillespie

Advisor

Kingston EcDev



INTEGRATED DESTINATION STRATEGY:



Co-created an integrated destination strategy for Kingston, 2022-2027

KAP's Priority Efforts are aligned, whenever possible, with the strategic initiatives prioritized in the IDS.

KEY PRIORITIES FOR KAP IN 2024

Advocacy on behalf of our members is a primary focus for KAP, helping to bring legislative changes to challenges in the industry and position our community, industry, and sector for growth. Through membership on committees and Boards and ongoing dialogue and delegations, we engage with all four levels of government and partner associations.

Our areas of focus include:

1 / Communicate tourism plans with community and key tourism stakeholders (IDS Initiative 2)

- // Create and execute a local tourism stakeholder communication plan so that residents within the city of Kingston understand the IDS and the impact the strategy will have in strengthening our community.
- // Communicate the importance and value of tourism to all levels of government.

2 / Study potential to expand voluntary levy beyond accommodations (IDS Initiative 5)

- // Study potential to support creation of a Kingston restaurant and/ or attractions associations to support tourism levy expansion and other advocacy.
- // Mobilize tourism stakeholders to support voluntary tourism levy expansion study recommendations.

- // Build community awareness through communication and transparency of Kingston's levy to assist in broader community support for an expansion.
- // Communicate the importance and value of tourism to all levels of government and the community through initiatives such as Tourism Week, Global Meetings Industry Day, and Business Events Day

3 / Address immediate labour bottlenecks (IDS Initiative 8)

- // Continuing work with federal and provincial partners on addressing workforce challenges including HAC, TIAC, ORHMA, TIAO, and the OTEC Regional Working Group.
- // Build upon the Labour and Immigration Focus Group hosted by HAC, ORHMA, and Deloitte.

- // Identify existing committees focused on addressing labour bottlenecks and explore ways to increase collaboration and plans for implementation of possible management strategies. If no committees exist, create a Kingston tourism labour committee.
- // Communicate with key tourism stakeholders the role taken on labour committee and initiatives being undertaken to support labour bottlenecks, as well as regular status updates to ensure awareness and encourage leveraging of opportunities.

4 / Support creation of flexible packages and itineraries (IDS Initiative 9)

- // Support the full-time development specialist with implementing a product development strategy.
- // Explore, create, and communicate cross-regional packages, itineraries, and experience options.
- // Work with various partners, such as travel trade, to promote Kingston tourism packages, itineraries, and experience options.

5 / Enhance culinary tourism in Kingston (IDS Initiative 11)

- // Support the creation of a Kingston restaurant association and include more partners able to support culinary and agri-tourism in Kingston.

6 / Launch conference centre development (IDS Initiative 19)

- // Continue to communicate the business case for a facility to City Council.
- // Support the Conference Centre Working Group efforts in developing a public-private plan to develop the facility with federal, provincial, local government, and private sector investment.

7 / Improve relationship with Queen's University (IDS Initiative 21)

- // Create committee to explore potential areas of partnership between Queen's University and the partners.

- // Create and implement a collaboration plan starting with identifying simple, initial activities that might serve the purpose of Queen's University, as well as the City of Kingston.
- // Explore a seasonal housing hub to help address priority effort # 4 (IDS Initiative 8)

8 / Support access to public amenities (IDS Initiative 22)

- // Work with the public sector to identify a list of public amenity projects and create prioritization assessment to determine those most likely to have greater returns in alignment with the triple bottom line approach.
- // Work with partners to support development of the business case for identified public amenity investments, advocate for, and implement infrastructure projects.

9 / Activate and access the waterfront (IDS Initiative 23)

- // Support the Confederation Basin Promenade
- // Determine gaps in water-based and waterfront experiences and assets that could support tourism and the community better.
- // Develop long-term recommendations to key stakeholders and owners of these assets to transition to best alternate uses in support of Kingston's visitor economy.

10 / Implement a sport and wellness tourism strategy (IDS Initiative 25)

- // Support the revitalization and clustering of sporting facilities across Kingston and in neighboring municipalities to achieve an increase in tournaments and sporting events, ultimately increasing visitation and revenues—particularly during shoulder and winter months.

11 / Sector Cost Reduction

- // Continue to work with partners across Canada to bring KAP member voices and priorities forward:
 - > TIAO Policy Advisory Committee
 - > HAC Stakeholder Working Group
 - > ORHMA Government Relations Committee Co-Chair

- › ORHMA Board of Directors
- › MMBC GR Committee

12 / Municipal Accommodation Tax

- // Continue to work with members to successfully remit MAT and re-distribute to the Development Fund and Tourism Kingston to support tourism marketing efforts, sales, and product development.
- // Successfully roll out a MAT increase to 5%, and continue to support members and provide engagement and educational opportunities.

14 / Fair rules for the short-term rental sector

- // Continue working with municipal and provincial partners to ensure fair rules for short-term rental sector.
- // Continue to participate in STR Working Group and support the sector as needed.

15 / Member Training

- // Continue to work with Kingston Police, Victim Services, and the OPP to support human trafficking prevention.
- // Continue to offer training sessions on Labour, Industry Best Practices, etc.

16 / Transportation, housing, and safe public spaces

- // Continue to work with provincial and municipal partners on addressing the needs in our community to create a safe, vibrant tourism destination, safe public spaces for all, and address the correlation between transportation, housing, and labour shortages.

17 / Roll out HAC and AHLA Green Key program to partners

- // Properties receive an eco-rating through a rigorous assessment and audit process that measures hotel performance in a number of key areas including energy and water conservation, land use, hazardous and solid waste management, air quality and more. The program and resources offered by Green Key Global leverage an organization's sustainability initiatives across properties and brands to

increase occupancy, provide cost savings, and reduce its carbon footprint – as well as align with corporate social responsibility (CSR) activities.

18 / Representing KAP Members in the following ways:

Boards of Directors:

TIO9 Board of Directors (Regional Tourism Organization 9)

ORHMA Board of Directors (Ontario Restaurant Hotel Motel Association)

MMBC Board of Directors (Meetings Mean Business Canada)

Committees:

TIAO Advocacy Committee (Tourism Industry Association of Ontario)

ORHMA Government Advocacy Committee (Ontario Restaurant Hotel Motel Association)

HAC Policy Advisory Committee (Hotel Association of Canada)

TIAC Membership Advisory Committee (Tourism Industry Association of Canada)

MMBC Government Relations Committee-Chair (Meetings Mean Business Canada)

Working Groups:

TIAO MAT (Municipal Accommodation Tax) Working Group (Tourism Industry Association of Ontario)

DBIA Accommodations Working Group (Downtown Business Improvement Area)

OTEC Regional Working Group (Ontario Tourism Education Corporation)

Kingston's STR Working Group (Short-Term Rental)

BUDGET

2024

Revenue

DMF	\$	60,000.00
MAT	\$	4,250,000.00
Total Income	\$	4,310,000.00

Expenses:

Development Fund	\$	1,487,500.00
Staff & Admin	\$	289,700.00
Professional Services	\$	117,650.00
KAP Member Services	\$	35,500.00
Tourism Kingston	\$	1,600,000.00
Public Relations	\$	46,500.00
Product Development	\$	401,500.00
Slush Puppy Place	\$	251,981.85

Total Expenses	\$	4,230,331.85
-----------------------	-----------	---------------------

Surplus (Expense)	\$	79,668.15
--------------------------	-----------	------------------



SUSTAINABLE TOURISM 2030

We are dedicated to continuing to support our members in receiving Green Key designations and we continue to work with our partners at Tourism Kingston who are leading the GreenStep initiative for the community with a Silver designation.

The Visitor Information Centre operated by Tourism Kingston has already received Bronze certification by GreenStep, reflecting its current activities and priorities, which include:

- // Staff training on sustainable practices
- // Promotion to visitors of local outdoor activities, natural areas, and sustainable transportation options,
- // Supporting local makers and artists,
- // On-site waste diversion and recycling.

The Destination is Silver

More info here: <https://www.kingstonist.com/news/tourism-kingston-awarded-sustainable-tourism-destination-certification/>

- // We are working with accommodation partners on GreenKey certification
- // We are working with accommodation partners to include BIPOC products for their guests.
- // Waste sorting and diversion programs as well as recycling systems at properties
- // Reduced turndown or housekeeping services (stay-over rooms cleaned upon request only)
- // Energy-efficient lighting and temperature systems
- // Eliminating single-use plastics and working with accommodation partners on partnering with Refilleries
- // Donating to the local community (leftover food, bar soap, etc)

MEMBERSHIP BENEFITS

We advocate for Kingston's diverse tourism industry with a particular focus on the accommodation sector. As a KAP member your benefits include:

- // Access to partner resources, research, and data
- // Timely updates on new legislation and existing legislation under review
- // Representation at key annual lobby events:
 - Rural Ontario Municipal Association (ROMA)- January 2024
 - Association of Municipalities of Ontario (AMO)- August 2024
 - Tourism Day at Queen's Park with TIAO- September 2024
 - Parliament Hill Lobby Days with MMBC- October 2024
 - Parliament Hill Lobby Days with HAC- November 2024
- // A voice that contributes to influencing favourable public policy and decision making by government at the municipal, provincial and federal levels of government
- // Access to a collaborative network of businesses, partners and allies that support the tourism industry
- // A united industry voice
- // Proactive and collaborative advocacy on high-profile issues
- // Insight on emerging industry trends

CERTIFICATIONS



HOW THE MUNICIPAL ACCOMMODATION TAX (MAT) SUPPORTS KINGSTON'S ECONOMY

Tourism



\$493
million
economic impact



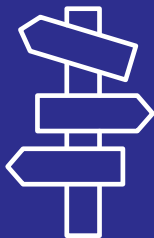
604,041
room nights
(hotels & sharing economy)
48% day visitors
52% overnight visitors



1.67
million visitors
welcomed to Kingston

Sources: Statistics Canada, STR, AirDNA, Conference Board of Canada, TREM, Twenty31, 2022

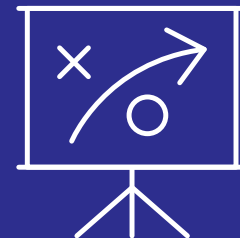
Funds are invested to grow Kingston tourism through:



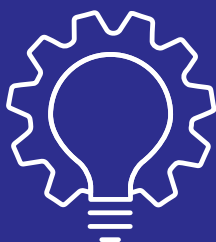
Destination
marketing



Major event
attraction



Strategic
initiatives



Product
development



Advocacy - municipal
provincial & federal



Sales

KINGSTON

◁ *Accommodation Partners* ▷

Kingston Accommodation Partners

177 Wellington St, Suite 200

Kingston, Ontario K7L 3E3

kingstonaccommodationpartners.ca