

# 2012 Official Visitor Guide

For advertising rates and availability in the *Official Visitor Guide*, please contact Kingston Publications at 613-549-8442.

## A LA CARTE OPTIONS

Direct Dial Line	\$165 (limited)
Web Banner Advertisement	\$225 (limited)
Leads Program	\$225
Brochure Racking	\$300
Airport Signage	\$800

Tourism Kingston is working with Meridian Reservations Systems to provide Kingston tourism businesses with an online booking and reservation system for use by visitors. It enables tourism operators to immediately convert website visitors into sales. The system is beneficial for any tourism business, large or small, year-round or seasonal, that wishes to have an online presence.

If you would like to be included in our Online Reservation System or for more details, please contact Betsy Moore at 613-544-2725 x 7248.

**TOURISM KINGSTON**  
945 Princess St. at Innovation Park  
Kingston, ON K7L 3N6  
613.544.2725  
[www.kingstoncanada.com](http://www.kingstoncanada.com)

## YOUR TOURISM KINGSTON TEAM



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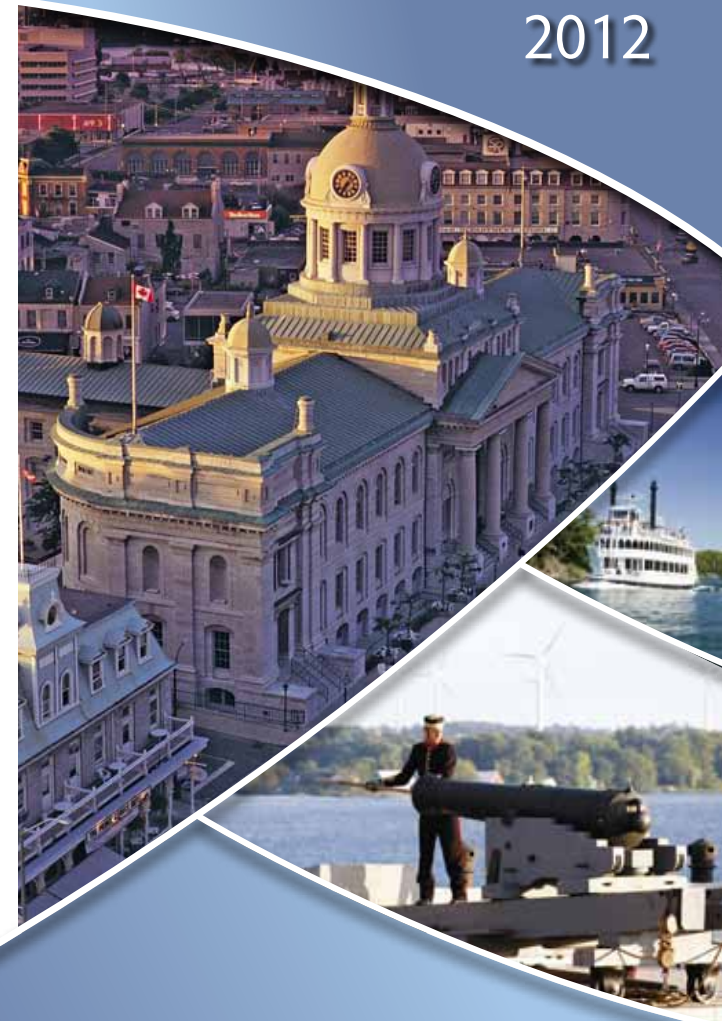
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**Your partnership contact:**  
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# PARTNERSHIP PROGRAM

## 2012



Tourism  
**KINGSTON**  
A Division of the Kingston Economic Development Corporation



# Tourism Kingston Partnership Advertising Opportunities



## MOBILE WEB APPLICATIONS

Our visitors are always connected to the information they need when they need it: events, conferences, shopping, accommodations, transportation, restaurants and more. Coverage is available across all Internet-ready smartphones and will take full advantage of advanced features such as: GPS location tracking, integrated mapping, itinerary planning, social media tracking and "Share My Trip" with Twitter, Facebook and Flickr, augmented reality, events calendar, thematic listings, "what's nearby", search, featured listings, slideshows, picture galleries, audio and video tours, comprehensive user behavior tracking and banner advertising campaigns to deliver a simple and compelling user experience.

FREE

## ENHANCED WEB LISTING

Your web listing provides visitors with a snapshot of your business' key information including:

- ◆ Business Logo Display
- ◆ Five Full Colour Images
- ◆ Email and Website Link
- ◆ Interactive, Searchable Maps
- ◆ Hours of operations
- ◆ Business Description Box
- ◆ Itinerary Planning Tool
- ◆ Social Media Links

FREE

## TOURISM KINGSTON PARTNERS ALSO RECEIVE:

- ◆ Opportunities to participate on working committees
- ◆ Invitations to networking events
- ◆ Opportunities to showcase your business through familiarization ("FAM") & media tours
- ◆ Business plan counselling
- ◆ Labour market support
- ◆ Industry news updates



/TourismKingston



@tourismkingston

## WEB BANNER ADVERTISING

Get a little extra exposure for your business through a revolving logo box. Your logo will be highlighted for 8 seconds and will be hyperlinked to give the visitor a direct link to your business' website. The banner box will be featured on at least seven prime Tourism Kingston website pages for maximum exposure.

## ANNUAL BROCHURE RACKING

Have your company brochure racked at the Visitor Information Centre at 209 Ontario Street. With approximately 200,000 visitors through these doors annually, it is a must-have investment. Tourism Kingston Visitor Services staff monitor the quantity of brochures on hand and will notify partners for re-stocking as required.

## LEADS PROGRAM

Tourism Kingston partners can specifically target and attract business through a number of different tradeshow-qualified leads. It opens the door to representation at key industry trade shows and gives you the opportunity to follow up personally with leads list contacts. You will also have the ability to meet and host group travel executives and destination decision makers during organized Familiarization Tours. Getting involved with this program is a great way to expand shoulder and off-season business to people in the Travel Trade, Meetings and Conferences, Sport Tourism and Travel Media sectors of tourism. In 2011, Tourism Kingston had representation at 2 Travel Trade shows, 4 Meetings & Conferences, a Sport Tourism conference, Media trade shows, hosted Media Familiarization Tours and foreign media visits.