



Welcome to the 2010 Sales & Marketing Plan for the Meetings and Conferences segment. The Meetings and Conferences market represents tremendous opportunity for business and economic development in Kingston. Although the meetings and convention market is smaller than the leisure market, the yield is more significant. Statistically, conference delegates spend four times as much in business travel than they do in leisure travel. Many delegates attending conferences in Kingston are experiencing the city for the first time, providing the ideal opportunity to showcase Kingston and have them return as leisure travelers.

Meetings+ Conferences

With the location and cooperation factor in Kingston, a team approach will lead to multi-property conventions which will grow the number of city-wide conventions and room nights.

In April 2009, Tourism Kingston hosted a Meetings & Conferences Tradeshow at the K-Rock Centre. With close to 130 qualified event planners from Ottawa, Toronto and Kingston in attendance, the tradeshow was deemed a huge success. Both exhibitors and invited guests were intrigued by Kingston's offerings as a conference destination of choice. The Meetings and Conference committee have intentions to continue showcasing unique venues for future tradeshows.

Mission Statement

To market Kingston as the conference destination of choice in Ontario.

The Meetings and Conferences Committee along with Tourism Kingston have been introducing an extensive sales presentation to local associations, society's, government and corporate planners. This sales initiative will enable meeting planners the ease of initializing and planning larger annual conferences with a strong profitable return to the City. The planning kit will contain a comprehensive collateral package outlining partner services, guestroom inventory, a speaker series, venues, site selection, audio visual support, transportation, spousal programs, team building activities, Tourism Kingston support services and much more. >

Top 10 Reasons to Conference in Kingston

- 1 Location, location, location – midway between Toronto & Ottawa. Small town flavour with big town conveniences.
- 2 State of the art conference and unique meeting venues.
- 3 Easy to travel to with VIA, coach, air and car.
- 4 Co-operation among accommodation partners to host city-wide conferences.
- 5 Home to many alumni associated with Queen's University, Royal Military College and St. Lawrence College.
- 6 Grand Theatre with live entertainment from Broadway to our own local talents and the K-Rock Centre – award winning venue for events.
- 7 Strong and vibrant downtown core boasting unique shopping & dining.
- 8 Green space and recreation both land and water, second to none.
- 9 Year-round sporting and recreational events.
- 10 Personalized hosting support programs to make your next gathering exceptional.

Let us
ZIP UP
YOUR MEETING.

Ask about our new Conference Incentive Program – a great way to add value!

613-544-2725 ext. 7221

kingstoncanada.com

The Meetings & Conferences (M&C) committee has delivered sizeable results with limited resources. With the assistance in financial support from the Kingston Accommodation Partners, the M&C campaign was implemented to strengthen Kingston's position as a conference/meeting destination of choice. Media choices were carefully selected in target markets to ensure a successful campaign. We are now experiencing positive and rewarding outcomes from various markets indicating their intentions to conference in Kingston.

Our attendance at Incentive Works this year has bolstered Kingston once again as a very unique and affordable conference destination. With close to 5000 invited guests, this proves to be the marketplace for one-stop-shopping for purchasers of incentive travel and selection of future conference sites.

With the addition of Travel Trade Canada – Silver shows, in both Ottawa and Toronto, another opportunity is presented to attract new meeting planners that have not been previously targeted. We attended both marketplaces and distributed close to 200 qualified leads to the partnership. In 2010 we will be attending the Ottawa and Montreal Silver Shows, with requests from the corporate market for Kingston as a resort type setting for retreats and smaller conferences.

The Meetings and Conferences committee has recently become a member of the Canadian Society of Association Executives. Their annual conference brings together executive and business members from across the nation. Tourism Kingston will be attending as an exhibitor on behalf of the partnership.

In February, Tourism Kingston attended the CSAE/Tete-Tete tradeshow in Ottawa. This presents the opportunity to meet with association executives and establish relationships to better ensure the opportunity of larger association bids.

Meeting Planner intentions/trends for 2010

- › Planners intend to make greater use of alternative meeting methods in the months ahead including webinars, teleconferencing and videoconferencing technologies.
- › Hotels were cited as the venue used most frequently followed by resorts and conference centers. An average room night ranged from \$150.00 to \$199.00 for delegates.
- › Resorts are likely to be affected most adversely due to the anticipated decline in the number of meetings booked. Slightly less than half of planners expect to decrease the number of off site meetings booked at resorts in 2010.
- › Hotels may benefit from this trend, as one in ten planners expect to increase the number of off site meetings booked at hotels during the same period.
- › The most common industry categories for association planners are professional health care and trade. For corporate planners, technology and pharmaceutical remain at the top.
- › Most frequently planned meetings are for 100 delegates with a small percentage of approximately one in ten planners executing off site meetings for over 1000 delegates.

Source: Conference Board of Canada

Challenges, Opportunities

- › Increased room capacity for conference and event planning.
- › The critical role of face to face meetings is still a critical role in conducting business.
- › More companies are scrutinizing over the value of Incentive Travel; unable to quantify and manage the spend.
- › Corporate travel policies still prioritize their employees' safety as a number one factor when selecting conference destination.
- › Smaller budgets, shorter lead times, and passport requirements all pose threats to the sector.
- › Anticipated growth for travel budgets is expected to grow by an average of 4.5% each year.
- › Kingston's new facility base may stimulate more interest in the market; providing planners more extra-curricular activity for delegates.

INCENTIVE WORKS (TORONTO)

This proves to be Canada's largest trade show for meetings, incentive travel and events in the conference industry. Both corporate and government levels of meeting planners attend each and every year to establish new conference destinations. Travel Trade Canada – Silver shows (Toronto & Ottawa).

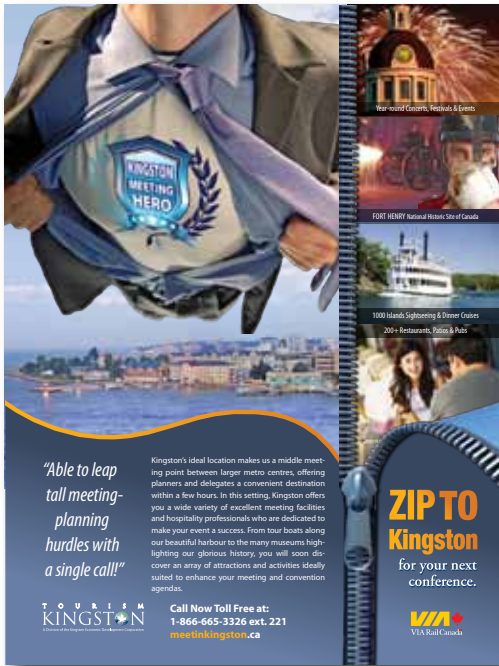
This marketplace has proven itself to be one of the best attended Corporate Meeting Planner trade shows. Kingston's geographic location once again prevails as a preferred conference destination.

CSAE/TETE-TETE (OTTAWA)

With their ever growing membership, this show becomes more popular every year to the association market. The opportunity to build future relationships with top executives enables our partners to better position themselves for larger conferences on a city-wide basis.

STRATEGY IN ACTION

- › Continue to market Kingston as a conference destination of choice.
- › M&C Campaign will be reflected in the new year on a smaller scale.
- › Lead and support site and familiarization tours throughout the City as part of our role to respond and assist on behalf of the partnership.
- › Attend key tradeshows on behalf of the partnership to continue branding Kingston as the conference destination of choice.
- › Attract larger conferences to Kingston through campaign efforts; facilitated by expanded hotel inventory and new facilities.
- › Continue relationship with the Kingston Accommodation Partners to access DMF funds for consistent branding in all niche markets.





Target Markets

Target markets will include Government, Associations and Corporate markets at all levels. The distinct range of meeting planners in the marketplace leads to very different service requirements. They range from well seasoned professionals to young inexperienced individuals who require more time and attention.

THE TRADITIONAL MEETING PLANNER

Someone employed full-time in a meeting planning capacity for a corporation, association, university or similar organization. Mostly female between the ages of 35 and 60. They are time pressed and over solicited by destination marketing organizations via a variety of media. They value and respond to developing relationships.

THE INDEPENDENT MEETING PLANNER

Someone hired by a variety of organizations on a contract basis to perform meeting planning services. Mixed male (20%)/female (80%) between the ages of 30 and 55. They are service oriented and demand high quality.

THIRD-PARTY MEETING PLANNING FIRM

A firm that performs a variety of meeting planning and purchasing services for a number of organizations on an ongoing basis. Mixed male (30%)/female (70%) between the ages of 30 and 55 and functions as part of a team.

THE NON MEETING PLANNER...PLANNER

Someone within an organization that plans meeting as part of their responsibilities, usually on behalf of a more senior executive. Mostly female between the ages of 25 and 45. They are less experienced in planning meetings and are attracted to value offers and packaged product.

THE MEETING DECISION MAKER

The manager or executive that has initiated the meeting and set the purpose and agenda. Mixed male (70%) /female (30%) between the ages of 40 and 65. They are motivated by the bottom line.

Measurement

The success of any plan must be judged by certain criteria -- by general or qualitative measures of success and/or specific quantitative metrics. For the Meetings & Conference Market, the main criteria of success have been identified as:

- Growth in estimated overall economic impact – direct spending (by conference or overall)
- Number of heads in beds attributed to conferences
- Increased media coverage for Kingston
- Increased strength and capability of local associations, corporate and government support
- Increased community pride – local Ambassadors