



# HOP ON · HOP OFF TROLLEY TOURS

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## Participation Opportunities with Kingston Trolley Tours

In 2019, Kingston Trolley Tours will operate Hop On, Hop Off Tours from Victoria Day weekend to Thanksgiving Day onboard Kingston's iconic Red Trolleys, making stops throughout Historic Kingston. Our focus is on encouraging visitors to fully experience Kingston as a comprehensive destination. We achieve this by collaborating with attractions, restaurants, retail stores and accommodation partners to showcase our community.

Along with Kingston Accommodation Partners, Tourism Kingston, RTO-9 and Destination Ontario, we leverage marketing and promotion for the destination that focuses on the Trolley K-Pass Attractions Pass as a point of conversion, especially for first-time visitors.

## Reaching Visitors

Our marketing emphasis is on promoting all the things to experience in Kingston while encouraging visitors to stay longer and spend more. Our main tools are:

- **40,000 Trolley Route Map Brochures:** Features attractions, retail & restaurant listings. Widely distributed to hotels and travel centers and provided to Trolley passengers.
- **20,000 Trolley Passports:** A pocket-sized guide to everything to do along the Trolley route. One Passport is provided to every Trolley passenger. Limited spaces for Restaurant and Retail value offers.
- **Web listings on the Kingston Trolley Tours Website:** Features partner businesses alongside the information for each stop. The Trolley website is widely promoted with paid social, SEM and digital display marketing. When promoting Kingston experiences through our paid and organic channels we focus on our Brochure and Passport partner businesses.
- **K-Pass:** K-Pass is an all-inclusive 24h, 48h or 72h pass to Kingston's museums and attractions. It incentivizes longer stays and more engaged visitors. All K-Pass guests receive the Trolley Map Brochure and Passport.

## How your business can participate

We offer a limited number of listings in the Trolley Route Map Brochure, website, and Passport. Through our ongoing partnership with Downtown Kingston! Business Improvement Area, we are pleased to again offer all DK! member businesses an \$130 discount on the listing and Passport Value Offer.

Trolley Map Brochure Listing	<del>\$ 279</del> \$199 for DK! members
Trolley Passport Value Offer	<del>\$ 149</del> \$99 for DK! members
Website Business Listings – kingstontrolley.ca	Included
Trolley and Cruise Passes – (\$462 retail value)	Included

As a Map Brochure listing partner, you will receive **six complimentary tickets** for a 24h Hop On, Hop Off Trolley Tour, and a Heart of the Islands Cruise from Kingston 1000 Islands Cruises. These tickets are for the exclusive use of you and your staff and are valued at \$462. Our objective is that by making it easy for Kingston residents to experience our city's attractions we will all be better prepared to promote our destination to family, friends and customers.

*To purchase a retail listing please complete and return the attached Listing Agreement form no later than 5pm, Monday April 22, 2019. Space is limited.*

# Kingston Trolley Tours Listing Agreement:

**Sign, scan and e-mail this page to: [brochure@ktic.ca](mailto:brochure@ktic.ca) by Monday April 22, 2019**, or drop off in-person ATTN to Eric Ferguson, Waterfront Gifts & Apparel, 248 Ontario St Kingston ON.

## Part A: Trolley Map Brochure Listing

- Maximum 50 listings available
- Listing will also appear on [www.kingstontrolley.ca](http://www.kingstontrolley.ca) under the feature page for the stop closest to your location.

Type:	<input type="checkbox"/> Retail <input type="checkbox"/> Restaurant <input type="checkbox"/> Café <input type="checkbox"/> Accommodation
Business Name:	-----
Description:	-----
Address:	-----
Phone Number and/or Website:	-----

*Maximum 30 characters per line*

Rate:	<input type="checkbox"/> \$279 <sup>+hst</sup> or: <input type="checkbox"/> \$199 <sup>+hst</sup> (Downtown Kingston! members)
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## Part B: Trolley Passport Value Offer

- Maximum 20 listings available
- Only available with a brochure map listing (above)
- Value offer will also appear on [www.kingstontrolley.ca](http://www.kingstontrolley.ca) alongside your brochure listing (above)
- Please e-mail a logo image file (EPS, PNG or JPEG on white background) to [brochure@ktic.ca](mailto:brochure@ktic.ca)

Value Offer:	-----
Description: up to 60 characters total.	-----

*Maximum 30 characters per line*

Rate:	<input type="checkbox"/> \$149 <sup>+hst</sup> or: <input type="checkbox"/> \$99 <sup>+hst</sup> (Downtown Kingston! Members)
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## Part C: Six Complimentary Cruise and Trolley Tour Tickets

- Every listing includes six complimentary tickets for a 1000 Islands Sightseeing Cruise and six complimentary tickets for a Hop On, Hop Off Trolley Tour, valued at \$462. *These tickets are for the exclusive use of you and your employees. Blackout dates apply during the peak season: [www.ktic.ca/go/blackout](http://www.ktic.ca/go/blackout). Tickets will be delivered on or before June 22, 2019.*

Rate:	<i>No charge for listing partners</i>
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Print Name: \_\_\_\_\_ Date: \_\_\_\_\_, \_\_\_\_\_

Signature: \_\_\_\_\_

By signing you agree to purchase listing(s) at the specified rates. If you have purchased a Trolley Passport Value Offer you agree to honour this offer to any person who presents a Trolley Tour Ticket, until November 1, 2019. You will be invoiced in May, 2019: full balance is payable no later than June 21, 2019.

# Additional Opportunity For Restaurants and Cafés:

**Sign, scan and e-mail this page to: [brochure@ktic.ca](mailto:brochure@ktic.ca) by Monday April 22, 2019.**  
 or drop off in-person ATTN to Eric Ferguson, Waterfront Gifts & Apparel, 248 Ontario St Kingston ON.

RESTAURANTS

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**\$10.00**  
off \$50

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Show your K-Pass at participating  
Kingston Restaurants to receive \$10 off a  
minimum purchase of \$50.

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**Your Restaurant Name**  
Description as in Map Brochure  
123 Street St. 613-555-5555

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Taxes, alcohol and gratuity excluded. Regular price items only.  
 promotional menus excluded. Maximum one use per day.  
 Restrictions may apply; enquire with your server for details.  
 Valid only until the expiry date on your K-Pass ticket.

K-Pass is Kingston’s all-inclusive 24h, 48h, and 72h attractions pass. If you have purchased a Kingston Trolley Tours listing in the “Restaurant” category, you have an opportunity to participate in the K-Pass by accepting it as a \$10 off \$50 coupon. As a café or coffee shop, you can participate in K-Pass by accepting the pass as a \$5 off \$25 coupon.

The K-Pass is a wallet-sized ticket with an expiry date and a unique 7-digit pass number. Because guests need to keep their pass for use at museums and attractions, you cannot collect it, but you do have the option of recording the pass number. You may submit these numbers to [info@ktic.ca](mailto:info@ktic.ca) and receive a spot-check to make sure that they correspond with valid reservations. An example K-Pass ticket is shown below.

Every K-Pass guest will receive the *Passport*, a pocket-sized guide to discounts and admissions offered the Pass; a draft layout of the restaurants Passport page is attached on the left. Your Restaurant Name, Description and other details will be taken from your Trolley Map Brochure Listing.

Limited spaces are available and will be filled first come, first served. **If you have already purchased a Brochure Listing (Part A) in the “Restaurant” or “Café” there is no additional cost to participate.**



Expiry Date: Check that this has not passed.  
 K-Pass Number: (six digits, one letter), record this number.

## Part D: K-Pass Value Offer

Value Offer:	<input type="checkbox"/> \$10 off \$50 (for restaurants)	<input type="checkbox"/> \$5 off \$25 (for cafés)
Rate:	<i>No charge for listing partners</i>	

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_, \_\_\_\_\_

Signature: \_\_\_\_\_

By signing you agree to: 1) Provide a discount of \$10 on a purchase of \$50 or more, or of \$5 off \$25 or more, as specified above (subject to the Terms as Printed in the Trolley Passport), to anyone who presents a valid K-Pass ticket. 2) Provide this discount only if the expiry date on the pass has not yet passed, extended to the end of the day: for example if the K-Pass shows an expiry date of 10am Friday July 1, you may accept the pass at 8pm on Friday, but not at all on Saturday. 3) Honour this discount even if multiple passes are presented per table, as long as the \$50 minimum spend amount is met for each pass: for example, a couple with two K-Passes who spend \$100 will receive a \$20 discount. 4) Ensure that the discount is usable any time you are open and accepting customers: for example you may interpret "restrictions may apply" to exclude certain menu items, but you cannot exclude an entire day of the week, or an entire portion of your operating hours. 5) Continue to honour this discount until October 31, 2019. **Terms as printed in Trolley Passport:** "Show your K-Pass at participating Kingston restaurants to receive the specified discount. Taxes, alcohol and gratuity excluded. Regular price items only, promotional menus excluded. Maximum one use per day. Restrictions may apply; enquire with your server for details. Valid only until the expiry date on your K-Pass ticket."