



THE GREAT TASTE OF
Ontario

*WE'RE EXCITED TO SHARE THAT OUR DESTINATION IS PARTICIPATING
IN A NEW CULINARY TOURISM RECOVERY INITIATIVE CALLED
'THE GREAT TASTE OF ONTARIO'*

*THE PROGRAM IS DESIGNED TO INSPIRE ONTARIANS TO EXPLORE
THE FOOD AND DRINK EXPERIENCES FOUND IN OUR AREA.*

*WE'RE PUTTING TOGETHER A SERIES OF ITINERARIES TO INSPIRE HYPER-LOCAL
TRAVEL AND HAVE THE OPPORTUNITY TO CURATE A DIGITAL PASSPORT AS PART
OF A GREATER PROVINCIAL CAMPAIGN TO MOTIVATE PEOPLE TO LINGER LONGER.*

*THAT'S WHERE YOU COME IN!
WE'D LOVE TO FEATURE YOUR BUSINESS AS PART OF THE CAMPAIGN.*

THERE IS NO COST FOR YOU TO PARTICIPATE.

*WHAT'S MORE, THERE IS NO COST TO ACHIEVE ANY OF THE USEFUL
CERTIFICATIONS NECESSARY TO BE A PART OF THE 16-MONTH CAMPAIGN
THANKS TO THE GENEROUS SUPPORT OF THE TOURISM INDUSTRY ASSOCIATION
OF ONTARIO (TIAO) AND THE CULINARY TOURISM ALLIANCE.*

*THE CAMPAIGN IS EXPECTED TO LAUNCH IN OCTOBER 2020
BUT THERE WILL BE PLENTY OF OPPORTUNITIES TO JUMP ON BOARD
AFTER THE LAUNCH.*



WHAT YOU NEED TO DO TO PARTICIPATE

BE OPEN REGULARLY, HAVE POSTED HOURS OF OPERATION AND ACTIVELY ACCEPTING VISITORS AT YOUR PLACE OF BUSINESS

ACHIEVE THE WTTC #SAFETRAVELS STAMP BY DECEMBER 31, 2020. PLEASE NOTE THAT HAVING A DINE SAFE, STAY SAFE OR THE P.O.S.T PROMISE CUSTOMER ASSURANCE STAMP MEANS YOU WILL MEET THE CRITERIA OF THE WTTC #SAFETRAVELS STAMP AND ARE ELIGIBLE FOR THE PROGRAM.

IF YOU ARE A RESTAURANT, YOU MUST HAVE OR BE WORKING TOWARDS FEAST ON® CERTIFICATION FOR YOUR FOODSERVICE OPERATIONS.



WHAT YOU GET WHEN YOU PARTICIPATE

INCLUSION IN BRANDED REGIONAL PASSPORT WITH ONLINE CHECK-IN FUNCTION AND GAMIFICATION SYSTEMS TO ENCOURAGE LOCAL SPENDING

INCLUSION IN CONTENT FEATURED ON ONTARIOCULINARY.COM

INCLUSION IN YOUR DESTINATION MARKETING ORGANIZATIONS GREAT TASTE OF ONTARIO CONTENT AND PROMOTIONS

ACCESS TO LOGO ASSETS AND BRAND CREATIVE TO USE ON YOUR CHANNELS

POTENTIAL TO BE FEATURED IN ONE OF SIX SPECIAL REPORTS ON CULINARY TOURISM DISTRIBUTED WITH THE GLOBE & MAIL



We acknowledge the support of the Government of Canada through the Federal Economic Development Agency of Southern Ontario.

Nous reconnaissons l'appui de gouvernement du Canada à travers l'Agence fédérale de développement économique pour le Sud de l'Ontario.

