

*THE GREAT TASTE OF*

*Ontario*



A recovery program for the food tourism sector  
by the Culinary Tourism Alliance

**JULY 2020**



## Objective

The Great Taste of Ontario (GTOO) is a provincial recovery program involving +80 partners (including DMOs, RTOs, Sector Organizations, media and charities).

The program is designed to push Ontarians to rediscover the province and boost regional economies by increasing tourism visits. It's success is dependent on a unique mix of destination development, market readiness training, procurement tracking and strategic marketing partnerships.

We're looking to engage in meaningful partnerships to support charitable donations and address food security issues as part of the program.





## Concept

The Culinary Tourism Covid Recovery program starts with a series of training modules for destinations and businesses to adhere to safe travel protocols; meet visitor expectations in the re-opened tourism space; increase collaboration between the agriculture and hospitality sector and finally, to appeal to the 'food connected consumer'.

This training will be followed by a strategic, collaborative marketing campaign entitled 'The Great Taste of Ontario'. The Great Taste of Ontario (GTOO) campaign is centered around a collection of hyper-local passports that will inspire Ontario residents to first (re)discover and then travel around the province. To ensure the program's success, a set of criteria for business inclusion have been established to help guide partners when selecting businesses to be featured in a GTOO passport.



## THE PASSPORT

We've partnered with Bandwango to create regional passports and capture roadtripper data in market. They'll also be adding a gamification component to the program. Roadtrippers will be able to claim points gathered from 'check-ins' at businesses on the passports and redeem them for prizes.

Prizes will consist of made-in-Ontario products that appeal to the food tourist. Alternatively, roadtrippers will be able to donate their points to our charities of choice: Second Harvest and FoodShare.





## Marketing + Promotions Plan

The program will be promoted across multiple, dynamic channels. It will be a collective effort.

Passports and itineraries will be shared on OntarioCulinary.com and promoted through @OntarioCulinary social media channels. The Ontario Culinary brand has a reach of over 40,000 users per month across it's various platforms.

The program will be further promoted through an 'always-on' relationship with the Globe + Mail. The Globe + Mail will publish six special reports over the course of the campaign to amplify our reach.

Partner destinations have committed to shifting their marketing budgets towards promotion of the program through their existing ad buys as well.

How your brand and messaging is integrated will depend on your goals.

**Let's have a conversation!**





## Confirmed Partners

Destination Ontario  
Tourism Industry Association of Ontario (TIAO)  
Globe & Mail  
Tourism Windsor, Essex, Pelee Island  
Festival & Events Ontario  
Resorts of Ontario  
Attractions Ontario  
Blue Mountain Village Association  
County of Haliburton  
Waterloo Region  
County of Oxford  
City of Kingston  
Destination Northern Ontario  
York, Durham, Headwaters  
City of Toronto  
Ontario Craft Brewers  
Indigenous Tourism Ontario  
Wine Marketing Association of Ontario  
Brockville Chamber of Commerce  
Dufferin County  
Experience York Region

Chatham-Kent Tourism  
County of Middlesex  
Haldimand County  
Norfolk County Tourism  
Tourism Leamington  
Tourism London  
Tourism Oxford  
Tourism Sarnia Lambton  
King Cole Ducks  
Town of LaSalle  
Ottawa Tourism  
Prescott-Russell  
Lennox & Addington  
Ottawa Valley Tourism  
Town of Perth  
Niagara West Tourism  
Tourism Niagara Falls  
Tourism Niagara-on-the-Lake  
Tourism St. Catharines  
Twenty Valley Tourism  
County of Brant  
Tourism Brantford  
Tourism Burlington  
Tourism Hamilton  
Visit Oakville  
Explore Waterloo  
Fergus & Elora Tourism  
Perth County Tourism  
Tourism Goderich  
Visit Guelph  
Tourism Brampton  
Tourism Toronto  
SEO  
Stratford Tourism Alliance

Six Nations Tourism  
Tourism Clarington  
Tourism Markham  
Tourism Vaughan  
Heart of Georgian Bay  
Orillia and Lake Country Tourism  
Owen Sound Tourism  
Tourism Barrie  
Visit South Georgian Bay  
Northumberland Tourism  
Peterborough & the Kawarthas  
Town of Cobourg  
Trent Hills Tourism  
Bay of Quinte  
Prince Edward County  
Tourism 1000 Islands  
Tourism Cornwall  
United Counties Leeds Grenville  
United Counties of Stormont,  
Dundas, Glengarry  
Visit Kingston  
Durham Region Tourism  
County of Simcoe  
Grey County  
Haliburton Highlands  
Kawartha Lakes  
Lanark County  
Elgin County  
City of Mississauga  
Huron County  
Town of Bracebridge  
Hastings County  
Frontenac County



To get involved with the  
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