

# THE GREAT TASTE OF ONTARIO

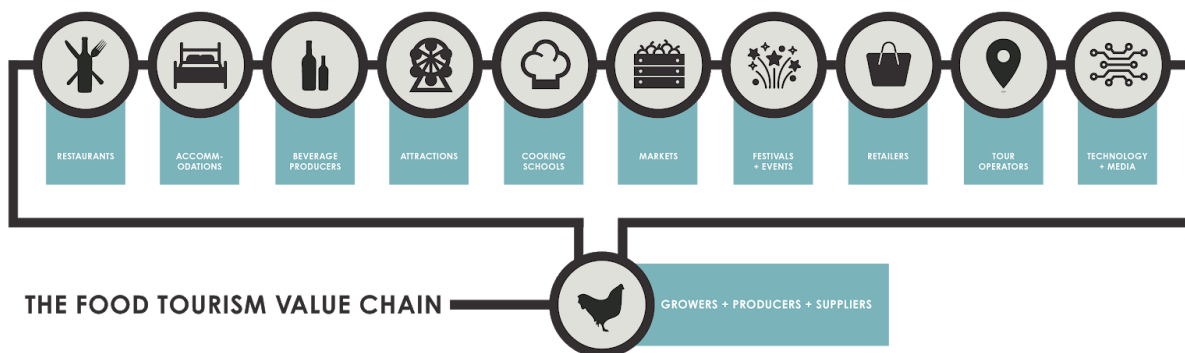
## Passport, Itineraries + Business Inclusion Criteria

The Great Taste of Ontario (GTOO) 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.

### ABOUT THE PASSPORTS

Each destination partner will contribute to one GTOO Passport. The GTOO Passports can be updated once per season (spring, summer, fall, winter). Each passport can feature a maximum of 15 businesses from along the Culinary Tourism Value Chain.

**FIGURE 1.0 The Culinary Tourism Value Chain**



Businesses featured in a regional GTOO passport will be included in a series of itineraries published on OntarioCulinary.com and repurposed by promotional and media partners.

### ITINERARY CATEGORIES

1. Day trip that is either walkable, cycleable or driveable\*
2. 2 day road trip (can include 1 or 2 night stay)
3. Multi-day road trip (3 nights or longer) that can connect across destination partners

*\*For driving itineraries (or those requiring transit), the time between stops should not exceed 15 minutes.*

Each partner will have the opportunity to contribute to up to 3 itineraries per season; one in each category. The campaign will span 6 seasons, beginning Fall 2020 and ending with Winter 2021. That means that each partner can contribute a maximum of 18 itineraries total to the campaign.

## THE GREAT TASTE OF ONTARIO

### Passport, Itineraries + Business Inclusion Criteria

The itineraries can include a maximum of 5 stops per day on the route. Businesses chosen for the routes must be represented on the culinary tourism value chain.

Itineraries may feature businesses not featured in the regional GTOO passport, but those businesses must meet the Inclusion Criteria (see below). To ensure a good user experience, we suggest that the majority of businesses be featured in both the passport and the published itineraries.

## TARGET AUDIENCES

The target audiences below will help you craft relevant itineraries and ensure the programs success. The target audiences for this campaign are in line with six of the 10 audiences identified by Destination Ontario.

1. **FOODIES:** Food and wine lovers, who might consider themselves connoisseurs. They are always on the look-out for a hidden gem.
2. **CULTURATI:** Knowledge seekers who are looking for new and innovative art, theatre, film and music.
3. **WELLNESS ADVOCATES:** Serenity now! These travellers are interested in personal wellness, in its many forms (whether that's yoga, meditation, fitness, or even a day at the spa).
4. **ADRENALINE SEEKERS:** Ontario is known for its natural beauty and these travellers want to cycle, hike and canoe it all.
5. **FESTIVAL SQUAD:** To them a music festival isn't just about the bands, it's a euphoric experience to connect others. They don't mind spending too much on water and rainy weekends outdoors.
6. **OUTDOORS AVIDS:** The call of the wild takes these travellers outdoors. Angling and hunting, they love the challenge for their sport.

Each itinerary submitted for the program must appeal to one of the identified target markets. The chosen market should be identified upon submission.

## CRITERIA FOR INCLUSION

To provide assurances to consumers, ALL businesses included in the itineraries must have the World Travel & Tourism Council #SafeTravels [Safe-Travels-Global-Protocols-Stamp](#). Information about the #SafeTravels program will be featured prominently in all passports and itineraries. Please note that businesses that have achieved recognition under Dine Safe, Stay Safe and P.O.S.T Promise programs also qualify as they have been vetted by the WTTC.

Restaurants featured in the program must either:

- be a Feast On® certified restaurant in good standing

OR

- *Be owned and operated by a member of the BIPOC or LGBTQ + community*
- And be making efforts to source and increase procurement of Ontario-grown products over the following 18 months to meet the Certification standards of the Feast On program (25% Ontario food/drink).

Every stop on the itinerary should speak to a unique seasonal offering in order to differentiate it for inclusion. We encourage DMOs to recruit businesses that *represent the unique culinary diversity found in their region* (ex. Finnish food in Northern Ontario, Italian food in Windsor or Tibetan food in Parkdale).

Priorities will be given to businesses that:

- Practice [organic farming](#) , [regenerative farming](#) or [sustainable fishing and aquaculture](#);
- Are a certified [VQA sustainable winery](#);
- Offer an agri-tourism experience <http://ontariofarmfresh.com/>;
- Are a member of the [Ontario Craft Brewers](#);
- Are a recognized [Ontario Signature Experience](#) and/or [Canadian Signature Experience](#)
- Are an Ontario member of the [Canada's LGBT+ Chamber of Commerce](#)
- Are an Ontario member of the [Canadian Black Chamber of Commerce](#)
- Are recognized as part of [Indigenous Tourism Ontario's Cultural Authenticity Program \(CAP\)](#)
- Are recognized as part of Société économique de l'Ontario (SÉO) [Route Champlain](#) and [Corridor Canada Members](#) or has received the label from [Classification nationale des services en français](#)
- Are an active member of [Resorts of Ontario](#)
- Are an active member of [Attractions Ontario](#)
- Are an active member of [Festivals and Events Ontario](#)
- Are an active member of [ORHMA](#)

To ensure a positive visitor experience, we encourage all participating businesses to complete the Culinary Tourism Readiness Checklist on the next page.

**COMPLETE THE “CULINARY TOURISM READINESS” CHECKLIST:**

- We have staff that are knowledgeable and passionate about our food & drink products and/or experiences
- We regularly visit other food & drink and tourism businesses in the region
- We encourage our staff to visit other food & drink and tourism businesses in the region
- We offer tastings, trainings, and/or educational opportunities that empower our staff with the knowledge required to sell our products
- We have a website and social media that include high-quality photos of our food & drink products and/or experiences
- We actively communicate the connection between place and our food & drink products and/or experiences
- We offer local food & drink products
- We identify where our ingredients and food & drink products are sourced from, including but not limited to promoting our suppliers, such as growers, producers and artisans
- We celebrate our partnership within the local food community
- We incorporate food & drink into our business in innovative and creative ways
- We offer a unique “taste of place” that is a genuine expression of our place/region
- We educate visitors about our food & drink products and/or experiences, through such things as classes and educational signage
- We share food & drink updates through our social media channels and/or encourage our customers to do so by displaying our social media handles (Facebook, Instagram, Twitter)
- We actively collect feedback from customers on our food and drink products and/or experiences
- We actively respond to feedback in our internal operations
- We have positive reviews of our food & drink products and/or experiences on reputable sites such as Google Review, TripAdvisor, Yelp etc.
- We have systems in place to acknowledge both positive and negative reviews