



THE GREAT TASTE OF

Ontario

A QUICK GUIDE

TO *good* FOOD AND

TRAVEL

content

PREPARED BY THE CULINARY TOURISM ALLIANCE

SEPTEMBER 2020



IN CASE YOU MISSED IT

The Great Taste of Ontario (GTOO) is centered around a collection of +90 hyper-local digital passports that will encourage Ontario residents to first rediscover their home region and - eventually - inspire travel further afield in Ontario.

As a destination partner, you've curated one of these passports and will soon be receiving it to promote on your channels. To help drive downloads and inspire travel planning, we'll also be publishing itinerary content on OntarioCulinary.com. This content will also be shared with our promotional partners, province-wide.

Once the research shows that Ontarians are ready and comfortable hitting the road, we'll ramp up promotions and get people moving between regions.

In the meantime, let's write some delicious content to get people dreaming about all the delicious ways to experience Ontario.





HOW TO SUBMIT YOUR CONTENT

We've created an easy to use Itinerary Submission Portal at **OntarioCulinary.com** for to you use at your leisure. When you use the portal, our team of content creators is notified and put to work. Please use the portal whenever possible to ensure your submissions are tracked, filed and recieved properly.

SUBMIT PASSPORT DATA

IF YOUR BROWSER DOES NOT OPEN, VISIT: [HTTPS://WWW.ONTARIOCULINARY.COM/GREAT-TASTE-OF-ONTARIO/UPLOAD](https://www.ontarioculinary.com/great-taste-of-ontario/upload)

SUBMIT ITINERARY CONTENT

IF YOUR BROWSER DOES NOT OPEN, VISIT: [HTTPS://WWW.ONTARIOCULINARY.COM/GREAT-TASTE-OF-ONTARIO/ITINERARY-PORTAL](https://www.ontarioculinary.com/great-taste-of-ontario/itinerary-portal)





WHAT WE'RE LOOKING FOR

Each Destination Partner will have the opportunity to contribute up to 3 pieces of content per season. Content can take the form of a one-day trip, a two-day trip or a +3-day trip.

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 pieces of content total over the course of the campaign. That's 18 pieces of great food content that will live on your website too.

If you submit less, that's okay! We want this program to work for you.

If writing is just not your thing or you're short staffed right now, we're here to help. Submit what you can - be it a list, a few social posts or an old blog post - through the portal and our team will work their magic.





TARGET AUDIENCES

We've aligned this campaign with Destination Ontario's marketing efforts. As a result, each piece of content should align with one of the following six audiences. You'll be asked to identify which audience you think is best for each piece of content you submit.

FOODIES

Food and wine lovers, who might consider themselves connoisseurs. They are always on the look-out for a hidden gem.

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).

OUTDOORS AVIDS

The call of the wild takes these travellers outdoors. Angling and hunting, they love the challenge for their sport.

ADRENALINE SEEKERS

Ontario is known for its natural beauty and these travellers want to cycle, hike and canoe it all.

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.

CULTURATI

Knowledge seekers who are looking for new and innovative art, theatre, film and music.



10 HELPFUL HINTS

TO HELP YOU CREATE BETTER FOOD AND TRAVEL CONTENT

1. Have a clear storyline in mind - before you start writing.

You're painting a word image for the reader. In that same vein, keep it short and sweet - folks don't like to read long things on the internet.

2. Understand the difference between 'show' and 'tell'.

This means giving specific reasons why someone should visit. Is this the best smash burger in the area? Do they provide a perfect pairing for each wine you taste? Do the servers wear roller skates?!

3. Use vivid language to describe the experience.

Consider ambiance and express it in words. Is this place family friendly? Is it romantic? Will you get face-time with the maker and/or owner? Does it feel like a secret the masses have not discovered yet?



4. Consider different viewpoints and backgrounds.

Not everyone travels for the same reason or on the same budget. Ask yourself: how accessible is this experience to low income travellers? Make the answer clear in your content.

5. Make sure your content is a good fit for the program.

Does this itinerary (and the businesses on it) represent the Business Inclusion Criteria designed for this program? The criteria has been designed to represent the rich diversity of experiences available in Ontario; reward businesses who are actively engaged in the tourism community; and celebrate those who are committed to better business practices.

6. Don't be overly frilly with your language.

You don't need to use words like scrumptious, delectable or even delicious just because it's aimed at food people. A good rule of thumb is to write your content as if a fifth grader was going to be reading it.



7. Set accurate expectations.

If something isn't fancy, that's definitely okay. Make sure it is clear what people can expect when they visit - so they don't feel disappointed when they get there.

8. Include relevant travel information and driving times.

Does someone need a car to follow this trip? Is it geared towards cyclists? Make sure stuff like that is clear. For driving itineraries, we recommend that the time between stops not exceed 15 minutes. If that's not possible, find a creative way to make that sound okay.

HINT: more time to rock out to a Great Taste of Ontario playlist!

9. Include accommodation information for anything longer than a day-trip.

Consider AirBnBs, B&Bs, yurts and treehouses - food people love to sleep in unique places.

10. A picture is worth a 1000 words, really.

The more the merrier. If you have photos, please include them. If you don't, that's okay too. We'll do our best to embed a few from Instagram or use our user generated content aggregator - CrowdRiff - to source some. Once the program is up and running, we'll send photographers out to capture some new ones too.



If you have questions about itineraries,
passports or the submission portal, contact:

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BOOK A 30 MINUTE MEETING

