

# — Great Taste of Ontario Quarterly Report

PARTNERSHIP AND PERFORMANCE METRICS

Q4 2020 (activity through to December 14, 2020)

Prepared by Culinary Tourism Alliance



## Introduction

The Great Taste of Ontario (GTOO) is a provincial recovery program involving +90 partners (including DMOs, RTOs, Sector Organizations, media and charities). The program is designed to encourage Ontarians to rediscover the province and boost regional economies by increasing tourism visits. Its success is dependent on a unique mix of destination development, market readiness training, procurement tracking and strategic marketing partnerships.

The program began 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, inform business operators on how to communicate to appeal to the 'food connected consumer'. This training coincides with 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 inspire Ontario residents to first (re)discover their home region and then, *when safe to do so*, travel around the province. To ensure the program's success, a set of criteria for business inclusion were established to help guide partners when selecting businesses to be featured in a GTOO passport.



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## Summary

The Great Taste of Ontario program officially soft-launched to a small consumer audience on October 16<sup>th</sup>, 2020. Consumer facing content can be found at:

[HTTP://WWW.ONTARIOCULINARY.COM/GREAT-TASTE](http://www.ontarioculinary.com/great-taste)

A partner portal was created to house resources, submission forms and creative assets associated with the program. This portal also includes a 'For Business Portal' which focuses specifically on providing resources, how-to videos and creative for businesses participating in the program.

[HTTP://WWW.ONTARIOCULINARY.COM/GREAT-TASTE-PORTAL](http://www.ontarioculinary.com/great-taste-portal)

To date, we have participated in over +120 partner calls, meetings, and webinars to explain the program, on-board partners and/or promote the program.

The W TTC Safe Travel Stamp application process was opened to businesses in mid-October. To date, over 600 businesses have achieved the stamp being administered by the Tourism Industry Association of Ontario (TIAO). In an effort to ensure consumers the highest level of safety when traveling in Ontario, a goal of the Great Taste of Ontario is to see as many businesses being promoted within the program achieving the #safetravel stamp by December 31, 2020 and into the New Year. An instructional video was created to guide businesses through the process. Information about #safetravels can be found on the partner portal.

On October 16, the first of six Great Taste of Ontario Globe & Mail Special Reports was distributed to over 55,000 households in Ontario. Content was also shared online through OntarioCulinary.com and the Globe Content Studio. The report featured 57 partner mentions in stories like "How to explore our communities safely in a pandemic"; "Three experts on diversifying craft beer"; "Four incredible Ontario destinations you haven't been to yet"; and more. The second issue distributed December 11 focused on 'Bringing Ontario home for the holidays' featuring 47 partner mentions and stories

including “If ever there was a winter to embrace Hygge, it's this one”; “Why gift cards are actually the best gifts this season” and “Stay on the ‘nice list as you explore Ontario this season”.

To date, aside from the curated Globe and Mail Special Reports, no marketing dollars have been spent to promote the program – as per funder directives based on travel restrictions due to COVID-19. However, consumer and media attention is growing.

The following is a sample of media coverage garnered by the program so far:

[Get a passport to culinary experiences.](#) ObserverXtra. November 12, 2020

[Kingston partners with “The Great Taste of Ontario” towards culinary tourism recovery.](#) The Kingston Local. September 15, 2020

[Fact Up Podcast: Episode 30.](#) November 6, 2020

[New program encourages people to explore food culture in Ontario.](#) KitchenerToday.com. November 7, 2020.

[Food Therapy with Lynn Ogryzlo.](#) Newstalk 610 CKTB. December 12, 2020

[New program encourages people to explore food culture in Ontario.](#) KitchenerToday.com. November 7, 2020.

## Digital Marketing Metrics

Marketing data was collected on December 14, 2020. The activity recorded below reflects activity since the program launch date on October 16, 2020. As per funding partner directives, no dollars have been spent on digital marketing promoting the program as of this report.

### REACH (BY CHANNEL)

Instagram	119,722
Facebook	37,134
Google Ad Words	n/a
<b>TOTAL REACH</b>	<b>156,856</b>

### ENGAGEMENT RATE (BY CHANNEL)

Instagram	7,997
Facebook	2,273
Google Ad Words	n/a
<b>TOTAL ENGAGEMENT</b>	<b>10,070</b>

### VIDEO VIEWS

n/a

### WEBSITE PAGE VIEWS

Landing Page	9,432
GTO Posts	12,168
<a href="#">OC.com</a> - All	52,837

## Partnership Metrics

Partnership metrics data was collected on December 14, 2020. The activity recorded below reflects activity since the program launch date on October 16, 2020.

<b>LIVE PASSPORTS</b>	50	<b>USERS THIS QUARTER</b>	825
<b>PASSPORTS IN PRODUCTION</b>	11	<b>PASSPORT DOWNLOADS THIS QUARTER</b>	1204
<b>PASSPORT DATA NOT RECEIVED</b>	28	<b>CHECK-INS THIS QUARTER</b>	179
<b>TOTAL CHECK-INS</b>	126	<b>TOTAL PASSPORT BUSINESSES</b>	786
<b>TOTAL CUSTOMERS</b>	825	<b>TOTAL PASSPORT DOWNLOADS</b>	1204

## Passport Downloads By Region

<b>BARRIE &amp; AREA</b>	30	<b>HASTINGS COUNTY</b>	17	<b>PERTH, ONTARIO</b>	21
<b>BAY OF QUINTE</b>	17	<b>HURON COUNTY</b>	55	<b>PETERBOROUGH &amp; THE KAWARTHAS</b>	30
<b>BLUE MOUNTAIN REGION</b>	61	<b>KAWARTHA LAKES</b>	12	<b>PRESCOTT RUSSELL</b>	1
<b>BRACEBRIDGE</b>	23	<b>KAWARTHAS NORTHUMBERLAND</b>	25	<b>PRINCE EDWARD COUNTY</b>	36
<b>BURLINGTON</b>	29	<b>LANARK COUNTY</b>	23	<b>SAULT STE. MARIE</b>	3
<b>CHATHAM-KENT</b>	24	<b>LENNOX &amp; ADDINGTON COUNTY</b>	10	<b>SIMCOE COUNTY</b>	1
<b>CITY OF BRAMPTON</b>	11	<b>MARKHAM</b>	20	<b>SOUTH EASTERN ONTARIO</b>	41
<b>CITY OF BRANTFORD</b>	32	<b>MIDDLESEX COUNTY</b>	25	<b>ST. CATHARINES</b>	22
<b>CITY OF GUELPH</b>	37	<b>NIAGARA FALLS</b>	37	<b>TIMMINS</b>	8
<b>CLARINGTON</b>	6	<b>NIAGARA ON THE LAKE</b>	22	<b>TORONTO</b>	51
<b>CORNWALL &amp; SDG COUNTIES ADVENTURE</b>	9	<b>NIAGARA PARKS</b>	21	<b>TOWN OF COBOURG</b>	8
<b>CORNWALL &amp; SDG COUNTIES FOODIE</b>	10	<b>NORTHUMBERLAND</b>	19	<b>TOWN OF LINCOLN</b>	26
<b>DURHAM REGION</b>	50	<b>OAKVILLE</b>	32	<b>VISIT KINGSTON</b>	22
<b>FRONTENAC COUNTY</b>	1	<b>ALGOMA COUNTRY</b>	6	<b>WATERLOO REGION</b>	118
<b>HALDIMAND COUNTY</b>	23	<b>OXFORD COUNTY</b>	31	<b>WINDSOR ESSEX</b>	17
<b>HALIBURTON HIGHLANDS</b>	17	<b>PERTH COUNTY</b>	45	<b>YORK DURHAM HEADWATERS</b>	17

## Customers By City/State

<b>TORONTO</b>	94	<b>PRINCE EDWARD</b>	7
<b>OAKVILLE</b>	66	<b>ORANGEVILLE</b>	7
<b>KITCHENER</b>	55	<b>BEAMSVILLE</b>	7
<b>WATERLOO</b>	28	<b>BRANTFORD</b>	7
<b>MISSISSAUGA</b>	22	<b>CENTRE WELLINGTON</b>	6
<b>GUELPH</b>	18	<b>AJAX</b>	6
<b>OTTAWA</b>	18	<b>STRATFORD</b>	6
<b>BURLINGTON</b>	18	<b>BRAMPTON</b>	5
<b>KINGSTON</b>	15	<b>WELLESLEY</b>	5
<b>HAMILTON</b>	14	<b>SOUTH HURON</b>	5
<b>CAMBRIDGE</b>	13	<b>CHATHAM-KENT</b>	4
<b>WHITBY</b>	12	<b>CALEDON</b>	4
<b>BARRIE</b>	12	<b>ST. CATHARINES</b>	4
<b>LONDON</b>	12	<b>WELLAND</b>	4
<b>PERTH</b>	12	<b>ALMA</b>	4
<b>PETERBOROUGH</b>	12	<b>PORT HOPE</b>	4
<b>WINDSOR</b>	11	<b>SCUGOG</b>	4
<b>VAUGHAN</b>	11	<b>THE BLUE MOUNTAINS</b>	3
<b>NIAGARA FALLS</b>	11	<b>ORO-MEDONTE</b>	3
<b>WOOLWICH</b>	11	<b>KEENE</b>	3
<b>CLARINGTON</b>	10	<b>FENWICK</b>	3
<b>MARKHAM</b>	9	<b>ZURICH</b>	3
<b>LUCAN</b>	8	<b>ST. THOMAS</b>	3
<b>DESBORO</b>	8	<b>BLYTH</b>	3
<b>HALDIMAND</b>	8	<b>CLINTON</b>	3
<b>BELLEVILLE</b>	8	<b>BALDERSON</b>	3
<b>BRACEBRIDGE</b>	7	<b>GODERICH</b>	3
<b>CORNWALL</b>	7	<b>LAKEFIELD</b>	3
<b>OSHAWA</b>	7	<b>OTHER</b>	142
		<i>(downloads less than 3)</i>	



## Feast On® Metrics

One of the goals of the Great Taste of Ontario program is to increase the number of Feast On® Certified restaurants across the province. This is a means of providing additional connections within the local food system and provide additional tools for restaurants engaged in the program to promote their practices.

<b>TOTAL FEAST ON RESTAURANTS</b>	159
<b>TOTAL FEAST ON PURVEYORS</b>	34
<b>NEW EXPRESSIONS OF INTERESTS</b>	67
<b>NEW APPLICATIONS SUBMITTED</b>	17
<b>NEW RESTAURANTS CERTIFIED</b>	14
<b>NEW PURVEYORS CERTIFIED</b>	2

The following resources have been created to support Destination Marketing Organizations in the recruitment process.

- Feast On® 101 Webinar Deck
- Feast On® 101 Video
- Why Feast On® infographic
- Feast On® 101 one-page PDF
- Feast On® Case Study: How Avling Kitchen + Brewery is Debunking Myths About the Cost of Sourcing Local Food in their Menu Design
- Feast On® Portal for businesses to manage their own profiles and information
- Process and criteria information on the Feast On website has been expanded
- Expression of Interest form has been simplified

These resources can be found on the partner portal and at [culinarytourismalliance.com](http://culinarytourismalliance.com)

COMING SOON:

- French resources: Feast On® 101 webinar & web pages to be translated in early 2021
- FEAST ON® promo cards are scheduled to launch in Q2 as part of 'prize redemption' through Great Taste of Ontario. Passport holders will be able to redeem their 15 check-ins for a \$25 gift card to any participating Feast On® Certified restaurant

# Feast On® Certification Overview

## Newly Certified Restaurants

between July 1, 2020 – December 14, 2020

- **TWH Social**, Waterloo Region
- **Elora Mill Hotel & Spa**, Wellington County
- **Trestle Brewing Co**, Parry Sound
- **The Grove Brewhouse**, Windsor Essex
- **Eclectic Cafe**, Simcoe County
- **The Waring House**, Prince Edward County
- **Lob**, Toronto
- **The Common Stove**, Orillia
- **Bonfire on Queen**, Paisley
- **Wharf & Feather**, Kingston

## Newly Certified Purveyors

between July 1, 2020 – December 14, 2020

- **Ugly Apple Cider**, Lanark
- **Windlee Farms Maple Syrup**, Tiny

## Businesses who have expressed interest in pursuing the certification

between July 1, 2020 – December 14, 2020

- The Quirky Carrot**, Alexandria
- Burger 67**, Amherstburg
- Eat 'Em Up Earl's**, Amherstburg
- The Salty Dog**, Amherstburg
- Wolfhead Distillery and Restaurant**, Amherstburg
- Bee Savvy Fine Foods**, Amprior
- Arva Mill House Bakery**, Arva
- Momma Bear's Ice Cream & Sweets**, Bracebridge
- FOOD FIGHT BBQ**, Brampton
- Get Grill**, Brampton
- Mercasa Little Italy Eatery**, Brantford
- Lola's Cafe**, Brighton
- Alloro Restaurant**, Burlington
- Barra Fion Tapas & Barrel**, Burlington
- Taps & Corks on King**, Cobourg
- Bistro 42**, Colchester
- North 42 Degrees Estate Winery**, Colchester
- Billy's Taphouse**, Esse
- Bramble**, Etobicoke
- Benmiller Inn & Spa**, Goderich
- Oxley Estate Winery Restaurant**, Harrow
- The Vines Restaurant at Cooper's Hawk Vineyards**, Harrow
- Bracebridge Barrelhouse**, Huntsville
- Elmhurst Inn & Spa**, Ingersoll
- Di Profio Estate Wines**, Jordan Station
- NORTHSIDE espresso + kitchen**, Kingston
- Offer Creek Catering**, Kingston
- Wharf & Feather**, Kingston
- Green Heart Kitchen**, Kingsville
- Jack's Gastropub**, Kingsville

**The Grove Brew House**, Kingsville  
**Bingemans**, Kitchener  
**Charcoal Steak House**, Kitchener  
**Deer Ridge Golf Club**, Kitchener  
**Real T lounge fueled by ChefD**,  
Kitchener  
**Swine and Vine**, Kitchener  
**Frederick's**, Lakefield  
**Kitchen Farmacy**, Lakefield  
**Ugly Apple Cider**, Lanark  
**Cured Craft Brewing Co.**, Leamington  
**Grace**, London  
**Toboggan Brewing Co.**, London  
**Millbrook Mercantile**, Millbrook  
**cabin and Paddock Cafe**, Mono  
**Santorini Mediterranean Grill**, Napanee  
**Loaf N' Ale Pub**, Napanee  
**Zante's Bar & Grill**, New Liskard  
**AG Inspired Cuisine**, Niagara Falls  
**The Common Stove**, Orillia  
**The Fire Hall Bistro**, Orono  
**Pietro's Corner**, Ottawa  
**The Grand Pizzeria and Bar**, Ottawa  
**Berry Hill Food Co.**, Oshawa  
**Bonfire on Queen**, Paisley  
**Trestle Brewing Company**, Parry Sound  
**O'Reilly's Ale House**, Perth

**Maximilian Restaurant**, Perth  
**Blackhoney Café**, Peterborough  
**Auld Spot**, Picton  
**Sand and Pearl Oyster Bar**, Picton  
**The Waring House**, Picton  
**The Marans**, Picton  
**Brimstone Brewing Company**,  
Ridgeway  
**Harvest Social**, Smiths Falls  
**Bolete**, St. Catharines  
**Dispatch**, St. Catharines  
**The Twisted Pig**, St. Catharines  
**Wellington Court Restaurant + Catering**,  
St. Catharines  
**Clock Tower Bistro**, Strathroy  
**M.I.C. Canadian Eatery and Whisky  
Pub**, Sudbury  
**The Point Restaurant & Catering**,  
Sydenham  
**Healthy Mama**, Tecumseh  
**Bellafornia**, Thornhill  
**Windlee Farms Maple Syrup**, Tiny  
**Ascari King Street**, Toronto  
**Graze Catering + Events**, Toronto  
**Montgomery's**, Toronto  
**Ted Rogers School of Hospitality and  
Management**, Toronto

## Future Initiatives

Content planning for the third Great Taste of Ontario Special Report scheduled for February 19th is underway.

Planning has begun on a comprehensive, province-wide influencer program to promote specific passports on third party channels. The influencer campaign is being mapped out in collaboration with Destination Ontario.

Planning has begun on a strategy to engage regional photographers and videographers to capture content associated with the Great Taste of Ontario, starting in spring 2021. This content will be used to promote the program and will be shared with investing partners in the program through a new 'Ontario Culinary Image Bank'.

Work has begun to develop a strategy to increase representation of Ontario's culinary cultural diversity through the Great Taste of Ontario itineraries, passports, and the Feast On program. Ongoing exploratory interviews and conversations with key partners are helping refine more specific programming goals and objectives related to stakeholder needs, outreach and recruitment, and storytelling. The strategy will continue to be refined through the help of an independent third-party consulting body, helping the CTA to develop a corporate DI strategy and guiding pillars.