

— Great Taste of Ontario Quarterly Report

PARTNERSHIP AND PERFORMANCE METRICS

Q1 2021

(activity between December 14, 2020 - March 31, 2021)

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.



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



Contents

Introduction	2
Summary	4
Digital Marketing Metrics.....	5
Partnership Metrics	6
Passport Downloads by Region	7
Customers by City/Town	8
Feast On® Metrics	9
Feast On® Certification Overview	10
Future Initiatives	13

Summary

All marketing activity for the The Great Taste of Ontario program has been paused since December 2020 due to the on-going Covid-19 related closures and travel advisories.

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 WTTC Safe Travel Stamp application process was opened to businesses in mid-October. To date, over 1000 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 .

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.

The next Great Taste of Ontario Special is currently tentatively scheduled for May 28th.

Digital Marketing Metrics

Marketing data represents the limited activities between December 14, 2020 and March 14, 2021. As per funding partner directives, no dollars have been spent on digital marketing promoting the program as of this report.

	Q4 - 2020	Q1 - 2021	Q2 - 2021
REACH (BY CHANNEL)			
Instagram	119,722	63,534	
Facebook	37,134	11,916	
Google Ad Words	n/a	n/a	
TOTAL PER QUARTER	156,856	75,450	
ENGAGEMENT RATE (BY CHANNEL)			
Instagram	7,997	5,763	
Facebook	2,273	958	
Google Ad Words	n/a	n/a	
TOTAL PER QUARTER	10,070	6,721	
WEBSITE TRAFFIC			
GTOO Content Views	21,600	5,295	
Landing Page	9,432	2,411	
GTO Posts	12,168	2,884	
OC.com - All	52,837	73,613	

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.

	Q4 2020	Q1 2021
LIVE PASSPORTS	50	67 (+17)
PASSPORTS IN PRODUCTION	11	0
PASSPORT DATA NOT RECEIVED	28	26



	Q4 2020	Q1 2021	TOTAL
USERS	825	162	987
PASSPORT DOWNLOADS	1204	342	1546
CHECK-INS	179	6	185
PRIZE REDEMPTIONS	0	4	4

Passport Downloads by Region

Waterloo Region	122	Kawarthas Northumberland	28	Fergus & Elora	6
Blue Mountain Region	69	Lanark County	27	Prescott Russell	6
Huron County	63	Bay of Quinte	27	VQA Cabernet Franc	5
Durham Region	61	Niagara Parks	26	Owen Sound	5
Toronto	59	Haldimand County	26	VQA Chardonnay	5
Prince Edward County	56	St. Catharines	25	Route Champlain - Central	5
Perth County	53	Visit Kingston	24	Route Champlain - Sud	5
Niagara Falls	43	Haliburton Highlands	22	Wellington County	4
City of Guelph	43	Windsor Essex	22	Thunder Bay	4
South Eastern Ontario	42	Northumberland	20	Simcoe County	3
Oakville	37	Hastings County	19	Frontenac County	3
Barrie & Area	36	York Durham Headwaters	18	VQA Ice Wine	3
Oxford County	36	City Of Brampton	14	VQA Old Vines	3
City of Brantford	35	Kawartha Lakes	14	VQA Pinot Noir	3
Middlesex County	35	Cornwall & SDG Adventure	13	VQA Sauv Blanc	3
Peterborough & The Kawarthas	34	Timmins	12	VQA Sustainable Wines	3
Burlington	34	Ontario's Algoma Country	12	Niagara's South Coast	3
Town of Lincoln	33	Clarington	11	Almaguin Highlands	3
Chatham-Kent	31	Cornwall & SDG Foodie	11	Sarnia Lambton	2
Bracebridge	30	Lennox & Addington County	11	Six Nations of Grand River	1
Perth, Ontario	30	Town of Cobourg	10	City of Sudbury	1
Niagara On The Lake	29	Route Champlain - Nord	8		
Markham	28	Sault Ste. Marie	7		

Customers by City/Town

Toronto	108	Cornwall	7	Harrow	2	Mount Pleasant	1
Oakville	66	Burk's Falls	6	Exeter	2	Quinte West	1
Kitchener	56	South Huron	6	Leeds	2	Tillsonburg	1
Mississauga	39	Goderich	6	Thornbury	2	Jordan Station	1
Niagara Falls	31	Centre Wellington	6	Gananoque	2	Georgina	1
Waterloo	29	Chatham-Kent	6	Napanee	2	Wilmot	1
Ottawa	27	Stratford	6	Central Elgin	2	Dalkeith	1
Hamilton	27	Sault Ste. Marie	5	Newmarket	2	Tiny	1
Burlington	23	Wellesley	5	Woodstock	2	Arnprior	1
--	49	Caledon	4	Uxbridge	2	Paisley	1
Guelph	20	Little Current	4	Essex	2	Wingham	1
Kingston	17	Grimsby	4	Temiskaming Shores	2	Brant	1
Markham	16	Port Hope	4	Comber	2	Kincardine	1
London	16	Scugog	4	Sharbot Lake	2	Athens	1
Windsor	14	Welland	4	Westport	2	Pelham	1
Brampton	14	Alma	4	Carleton Place	2	Maberly	1
Barrie	13	Renfrew	4	Smiths Falls	2	Niagara-on-the-Lake	1
Cambridge	13	Embrun	3	Utopia	2	Brighton	1
Oshawa	13	Cobourg	3	King	2	Saint Agatha	1
Perth	12	Oro-Medonte	3	Brockville	1	Dunrobin	1
Vaughan	12	Lincoln	3	Saint Clements	1	Penetanguishene	1
Belleville	12	Corunna	3	East Garafraxa	1	Strathroy	1
Whitby	12	Keene	3	Kingsville	1	Guelph/Eramosa	1
Peterborough	12	St. Thomas	3	Clayton	1	Magnetawan	1
Niagara Falls	11	Balderson	3	Norfolk County	1	Nipigon	1
Woolwich	11	Zurich	3	L'Original	1	Bruce Mines	1
Clarington	10	Clinton	3	Middlesex Centre	1	Saint Marys	1
Brantford	9	Lakefield	3	Nottawa	1	Vankleek Hill	1
Haldimand	8	Milton	3	Lambton Shores	1	Burford	1
Prince Edward	8	Fenwick	3	Port McNicoll	1	Belle River	1
Bracebridge	8	Mitchell	3	Collingwood	1	Coldwater	1
St. Catharines	8	The Blue Mountains	3	Thames Centre	1	Havelock	1
Desboro	8	Blyth	3	Sebringville	1	Lanark	1
Lucan	8	Sprucedale	3	Fonthill	1	Blackstock	1
Beamsville	7	Strathroy-Caradoc	2	Bluevale	1	Powassan	1
Orangeville	7	Pickering	2	Conestogo	1	Huntsville	1
Ajax	7	Tavistock	2	Ilderton	1	Orillia	1

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.

	Q4 2020	Q1 2021
TOTAL FEAST ON RESTAURANTS	159	161
TOTAL FEAST ON PURVEYORS	34	34
NEW EXPRESSIONS OF INTERESTS	67	22
NEW APPLICATIONS SUBMITTED	17	2
NEW RESTAURANTS CERTIFIED	14	3
NEW PURVEYORS CERTIFIED	0	2

In addition to resources outlined in the Q4 Report, the following resources have been created to support Destination Marketing Organizations in the recruitment process.

- French resources, including webinars and webpages
- Feast On promo vouchers (restaurant on-boarding is on-going)

These resources can be found on the partner portal and at culinarytourismalliance.com

Feast On® Certification Overview

Newly Certified Restaurants

between December 14, 2020 – March 30, 2021

- **Kitchen Farmacy**, Lakefield
- **University of Windsor**, Windsor
- **Otter Creek Catering**, Kingston
- **Hessenland Inn & Schatz Winery**, Zurich
- **Ay Caramba Eh!**, Vaughan
- **Metro Toronto Convention Center**, Toronto

Newly Certified Purveyors

between December 14, 2020 – March 30, 2021

- **Springfield Farm**, Apple Hill (South Eastern Ontario)
- **Goodlot Farm & Farmstead Brewing Co**, Caledon (Central Counties)
- **A&A Marine Foods**, Blenheim
- **Willibald Distillery & Brewery**, Ayr
- **Dennis's Horseradish**, Delhi

Businesses currently pursuing the certification between July 1, 2020 – March 14, 2021

- **A&A Marine Foods**, Blenheim
- **AG Inspired Cuisine**, Niagara Falls
- **Alloro Restaurant**, Burlington
- **Arva Mill House Bakery**, Arva
- **Ascari King Street**, Toronto
- **Bar Neon**, Toronto
- **Barra Fion Tapas & Barrel**, Burlington
- **Bayfield Berry Farm**, Bayfield
- **Bee Savvy Fine Foods**, Amprior
- **Bellafornia**, Thornhill
- **Billys Taphouse**, Esse
- **Bingemans**, Kitchener
- **Bliss Restaurant**, Thunder Bay
- **Bolete**, St. Catharines
- **Bracebridge Barrelhouse**,
Bracebridge
- **Bramble**, Toronto
- **Brantwood Farms**, Brantford
- **Brimstone Brewing Company**,
Ridgeway
- **Cabin and Paddock Café**, Mono
- **Caddyshack by the Tracks**, Parkhill
- **Charcoal Steak House / Del's Italian
Kitchen**, Kitchener
- **Chetwynd Chips**, Burks Falls
- **Clock Tower Bistro**, Strathroy
- **Clyde Hall**, Lanark
- **Deer Ridge Golf Club**, Kitchener
- **Dennis' Horseradish**, Delhi
- **Di Profio Estate Wines**, Jordan Station
- **Dispatch Restaurant**, St. Catharines
- **Driftwood Grill**, Kearney
- **Eat 'Em Up Earl's**, Amherstburg
- **Equator Coffee Roasters**, Almonte
- **Fern Glen Inn B&B**, Emsdale
- **FOOD FIGHT BBQ**, Brampton
- **Gare de L'est**, Toronto
- **Get Grill**, Brampton
- **Gordz Hot Sauce**, Perth
- **Grace**, London
- **Graze Catering + Events**, Toronto
- **Green Heart Kitchen**, Kingsville
- **Harvest Social**, Smiths Falls
- **Healthy Mama**, Tecumseh
- **Hungry Hall**, Stratton
- **Jamink Farm**, St Andrews west
- **Kirkview Farms**, Dalkeith
- **La Luna Café**, Nipigon
- **Lola's Café**, Brighton
- **M.I.C. Canadian Eatery and Whisky
Pub**, Sudbury
- **Maximilian Restaurant Perth**, Ontario
- **Mercasa Little Italy Eatery**, Brantford
- **Millbrook Merchantile**, Millbrook
- **Missing Link Adventure Tours and
Santasha Farm**, Burk's Falls
- **MJs Roadhouse**, Lucan
- **Moksha Indian Bistro**, Niagara Falls
- **Momma Bear's Ice Cream & Sweets**,
Bracebridge
- **Montgomery's**, Toronto

- **NORTHSIDE espresso + Kitchen**, Kingston
- **Nuvo taste**, Burlington
- **O'Reilly's Ale House**, Perth
- **Oxley Estate Winery**, Harrow
- **Pakenham General Store**, Pakenham
- **Perth Brewery**, Perth
- **Pietro's Corner**, Ottawa
- **Quebec Lodge**, Red Rock
- **Quiet Bay Café**, Magnetawan
- **Real T lounge fueled by ChefD**, Kitchener
- **Santorini Mediterranean Grill**, Napanee
- **Taps & Corks on King**, Cobourg
- **Ted Rogers School of Hospitality**, Tourism and Management Toronto
- **The Banger**, Sprucedale
- **The Broken Paddle Patio**, Algonquin Park's Access Point #1
- **The Fire Hall Bistro**, Orono
- **The Grand Pizzeria and Bar**, Ottawa
- **The Loaf N' Ale Pub**, Napanee
- **The Marans**, Picton
- **The Point Restaurant**, Sydenham
- **The Quirky Carrot**, Alexandria
- **The Salty Dog and Burger 67**, Amherstburg
- **The Twisted Pig**, St. Catharines
- **The Vines Restaurant at Cooper's Hawk Vineyards**, Harrow
- **Toboggan Brewing Co**, London
- **Valley Custom Cutting**, Smiths Falls
- **Viewpointe Estate Winery**, Harrow
- **Wander Food & Wine**, Sudbury
- **Welland Farmer's Market**, Welland
- **Wellington Court Restaurant + Catering**, St. Catharines
- **Wolfhead Distillery and Restaurant**, Amherstburg
- **Zen'Za Pizzeria**, London

Future Initiatives

We are revisiting content for the third Great Taste of Ontario Special Report now scheduled for May 28th. This issue was originally scheduled for mid-February but due to the on-going crisis, has had it's publishing date moved repeatedly.

Planning has begun on a 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 is also underway on a multi-outlet promotional campaign focusing on supporting small, local newspapers and magazines. We hope to share details about this in the coming month.

Planning has begun on a strategy to engage regional photographers and videographers to capture content associated with the Great Taste of Ontario, starting in summer 2021 – so long as it's safe to do so. 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.