

— Great Taste of Ontario Quarterly Report

PARTNERSHIP AND PERFORMANCE METRICS

Q2 2021

(activity between April 1, 2020 - June 30, 2021)

Prepared by Culinary Tourism Alliance



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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.

With the province entering Phase 2, promotions will be resuming. Paid promotions will not begin until the fall. With so many destinations and businesses concerned about over tourism and the availability of staff and/or accommodation during peak months, a shift in marketing tactics was needed. The Great Taste of Ontario will support storytelling and itinerary planning in the summer months, then strategic attempt to extend the busy season in the fall and winter, while also encouraging mid-week travel.

To date, we have participated in over +150 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 1200 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 as possible.

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 August 20th. A marketing plan that includes print and digital placements, social media budget and partner campaigns has been finalized and shared with partners.

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	Q3 - 2021
REACH (BY CHANNEL)				
Instagram	119,722	63,534	76,568	
Facebook	37,134	11,916	13,214	
Google Ad Words	n/a	n/a	n/a	
TOTAL PER QUARTER	156,856	75,450	89,782	
ENGAGEMENT RATE (BY CHANNEL)				
Instagram	7,997	5,763	9,123	
Facebook	2,273	958	1,868	
Google Ad Words	n/a	n/a	n/a	
TOTAL PER QUARTER	10,070	6,721	10,991	
WEBSITE TRAFFIC				
GTOO Content Views	21,600	5,295	12,121	
Landing Page	9,432	2,411	5,027	
GTO Posts	12,168	2,884	7,094	
OC.com - All	52,837	73,613	140,738	

Partnership Metrics

Partnership metrics data was collected on July 1, 2020. The activity recorded below reflects activity since the program launch date on October 16, 2020.

	Q4 2020	Q1 2021	Q2 2021
LIVE PASSPORTS	50	67 (+17)	79 (+12)
PASSPORTS IN PRODUCTION	11	0	0
PASSPORT DATA NOT RECEIVED	28	26	20

Passport data has not yet been submitted by the following partners:

- Brockville Tourism
- City of Kenora
- City of Mississauga
- County of Brant
- Destination Manitoulin Island
- Dufferin County
- Experience York Region
- Northeastern Ontario Tourism
- Ottawa Tourism
- Ottawa Valley Tourism
- Stratford Tourism Alliance
- Sunset Country
- Tourism 1000 Islands
- Tourism Hamilton
- Tourism Leamington
- Tourism London
- Tourism North Bay
- Town of LaSalle
- Township of Sioux Narrows
- Trent Hills Tourism
- United Counties Leeds Grenville

	Q4 2020	Q1 2021	Q2 2021	TOTAL
USERS	825	162	241	1,228
PASSPORT DOWNLOADS	1204	342	834	2,380
CHECK-INS	179	6	14	199
PRIZE REDEMPTIONS	0	4	0	4

Passport Downloads by Region

REGION	DOWNLOADS	CHECK-INS	REGION	DOWNLOADS	CHECK-INS
Prince Edward County	160	0	City Of Brampton	19	0
Waterloo Region	135	5	Fergus & Elora	19	0
Durham Region	122	3	Town of Cobourg	19	0
Blue Mountain Region	89	1	Cornwall & SDG Foodie Pass	17	1
Toronto	85	1	VQA Cabernet Franc	16	0
Huron County	77	10	VQA Chardonnay	16	0
Perth County	63	0	Wellington County	15	0
South Eastern Ontario	56	0	Lennox & Addington County	14	0
City of Guelph	52	1	Sault Ste. Marie	14	0
Bay of Quinte	51	0	Prescott Russell	13	0
Barrie & Area	50	0	Simcoe County	13	0
Burlington	49	3	Timmins	13	0
Kawarthas Northumberland	48	0	VQA Sustainable Wines	12	0
Oakville	48	0	Six Nations of Grand River	12	0
Peterborough & The Kawarthas	48	2	Thunder Bay	12	2
City of Brantford	47	0	Route Champlain - Nord	10	0
Niagara Falls	47	0	Sarnia Lambton	10	0
Niagara On The Lake	47	0	Beer Guide To W.Country	9	0
Oxford County	47	0	VQA Sauv Blanc	9	0
Middlesex County	44	4	Niagara's South Coast	9	0
Perth, Ontario	43	16	Vaughan	9	0
Bracebridge	40	0	VQA Old Vines	8	0
Lanark County	40	2	Lake Superior North Shore	8	2
Town of Lincoln	40	1	Norfolk County	8	0
Visit Kingston	40	0	Owen Sound	8	0
Chatham-Kent	38	0	Route Champlain - Central	8	0
Clarington	37	0	VQA Pinot Noir	7	0
Markham	35	0	Frontenac County	7	0
Kawartha Lakes	32	0	Route Champlain - Sud	7	0
Haldimand County	31	0	Docks & Locks Beer Route	6	0
Almaguin Highlands	30	1	VQA Ice Wine	6	0
Haliburton Highlands	29	0	Southern Ontario Beer Guide	6	0
St. Catharines	29	0	City of Sudbury	5	0
York Durham Headwaters	29	0	G. Toronto Brewery Route	5	0
Niagara Parks	28	0	Eastern Ontario Brewery Tour	4	0
Northumberland	28	0	Northern Ontario Beer Loop	4	0
Hastings County	26	5	Toronto Brewery Passport	3	0
Windsor Essex	26	0	Temiskaming Shores	2	0
Cornwall & SDG Adventure	24	0	Halton Hills	1	0
Ontario's Algoma Country	20	0			

Q2 Customers by City/Town

Toronto	90	Windsor	2	Kakabeka Falls	1
Whitby	33	Ingersoll	2	Wentorf bei Hamburg	1
London	24	Chatham-Kent	2	Adjala-Tosorontio	1
Oshawa	23	Napanee	2	Halton Hills	1
Clarington	23	Prince Edward	2	Orillia	1
--	21	Viseu	2	Georgina	1
Ottawa	18	Embrun	2	North Bay	1
Burlington	15	St. Catharines	2	Surrey	1
Ajax	12	Markham	2	Cornwall	1
Oakville	10	Saint Marys	2	Scugog	1
Kitchener	8	Boischatel	2	Midland	1
Hamilton	7	Iroquois	2	Brant	1
Vaughan	7	Burford	1	Little Britain	1
Aurora	7	Meaford	1	Renfrew	1
--	6	Sarnia	1	Beloeil	1
Pickering	6	Red Lake	1	Kearney	1
Guelph	6	Belleville	1	Whitchurch-Stouffville	1
Mississauga	5	Plattsville	1	Arthabaska County	1
Salt Lake City	5	Goderich	1	Hazelwood	1
Goodwood	5	Tavistock	1	--	1
Montreal	5	Corunna	1	Norwood	1
New Tecumseth	5	Newmarket	1	Niagara Falls	1
South Glengary	4	Calgary	1	Chateauguay	1
Nipigon	4	Brantford	1	Kingston	1
New York	4	Kenora	1	Quinte West	1
Waterloo	4	Quebec	1	Woodstock	1
Orangeville	4	Perth	1	Barrie	1
Uxbridge	3	Washington	1	--	1
Temiskaming Shores	3	Gravenhurst	1	Gananoque	1
Breslau	3	Thames Centre	1	Norfolk County	1
Peterborough	3	Essa	1	Stratford	1
Brampton	2	St. Jacobs	1		
Lambton Shores	2	Brock	1		
Kawartha Lakes	2	Martintown	1		
North Stormont	2	BOLTON VALLEY	1		
Richmond Hill	2	Rama	1		
Bloomfield	2	Beaconsfield	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	Q2 2021
TOTAL FEAST ON RESTAURANTS	159	161	165
TOTAL FEAST ON PURVEYORS	34	34	38
NEW EXPRESSIONS OF INTERESTS	67	22	20
NEW APPLICATIONS SUBMITTED	17	2	12
NEW RESTAURANTS CERTIFIED	14	3	7
NEW PURVEYORS CERTIFIED	0	2	3

Feast On® Certification Overview

Newly Certified Restaurants

between April 1, 2020 – July 1, 2021

- Marben Restaurant, Toronto
- Hessenland Inn & Schatz Winery, Zurich
- Metro Toronto Convention Centre, Toronto
- Kitchen Farmacy, Lakefield
- Ay Caramba Eh, Vaughn
- The Grand Pizzeria & Bar, Ottawa
- Crowsfoot Smokehaus, Conestogo
- Toast & Jam, Kingston
- Little Mushroom Catering, Cambridge
- Blue Elephant Craft Brew House, Simcoe
- Sanagan's Meat Locker, Toronto
- Bingemans, Kitchener
- Beckta, Ottawa
- Park Grocery & Deli, Guelph
- Deer Ridge Golf Club, Kitchener
- Northern Edge Algonquin, South River
- The Wooly Pub, Guelph
- Mijjidaa, Guelph
- Borealis Grille, Kitchener
- Borealis Grille, Guelph
- Chef D Catering, Cambridge
- Peller Estates Winery Restaurant, Notl
- Casero Kitchen Table, Owen Sound
- Tiara Restaurant, Notl
- From The Ground Up Culinary, Calabogie
- Tapah's Table, Pembroke
- Oakridge Acres Meat Store, Ayr
- Graffiti Market, Kitchener
- The Local Cafe & Restaurant, Scarborough
- Rich Uncle Tavern, Kitchener
- HTM Ryerson, Toronto
- Clock Tower Bistro, Strathroy
- Vantage Venues, Toronto
- Radical Gardens, Timmins

Newly Certified Purveyors

between April 1, 2020 – July 1, 2021

- A & A Marine Foods, Blenheim
- Willibald Farms Distillery & Brewery, Ayr
- Goodlot Farm & Farmstead Brewing, Caledon
- Dennis' Horseradish, Delhi
- Rootham Gourmet Preserves, Puslinch
- Lighthall Vineyards, Picton
- Perth Pork Products, Sebringville
- GoodLeaf Farms, Guelph

Businesses who expressed interest in pursuing the certification between April 1, 2020 – July 1, 2021

- 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, Arnprior
- Bellaforia, Thornhill
- Billys Taphouse, Esse
- 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
- Clyde Hall, Lanark
- 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
Santosh Farm, Burk's Falls
- MJs Roadhouse, Lucan
- Moksha Indian Bistro, Niagara Falls
- Momma Bear's Ice Cream & Sweets,
Bracebridge
- 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
- Santorini Mediterranean Grill, Napanee
- Taps & Corks on King, Cobourg
- The Banger, Sprucedale
- The Broken Paddle Patio, Algonquin Park's Access Point #1
- The Fire Hall Bistro, Orono
- 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
- The Olde Bakery Cafe Ingersoll
- Armando's Pizza, Amherstburg
- Maple Ridge Retreat, Sprucedale
- The Fire Hall Bistro, Orono
- Buvette du Marché, Alexandria
- Whisk and Griddle, London
- Rock Bottom Bar & Grill, Windsor
- Ascari Enoteca, Toronto
- Gare de L'est, Toronto
- Whisk & Griddle, London
- Taphouse Craft Beer + Kitchen, Orangeville
- Lakeview Arts Barn, Bobcaygeon
- Pudgy Pigeon Kombucha Brew, Toronto
- Silver Mountain Station, Silver Mountain
- Station Two the Scand Stop, Thunder Bay
- Station Four on the North Shore, Marathon
- The Everly Restaurant, Kingston
- Finkle Street Tap & Grill, Woodstock
- Granite Brewery, Toronto
- Kirkview Farms, Dalkeith
- Pickling Dixie Limited, Cobden
- Green City Produce, London
- Sysco Ottawa, Ottawa
- Caudle's Catch Seafood Ltd, Kitchener

Future Initiatives

A Q3 – Q4 Marketing plan has been shared with partners and includes partnerships with the Globe & Mail, Post Media, The Weather Network as well as smaller, more targeted publications that focus on audiences interested in food and drink tourism experiences.

Work is on-going 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.

Lastly, efforts are being made to secure more funding to extend the Great Taste of Ontario program and marketing initiatives into 2022. Stay tuned.