

— Great Taste of Ontario Quarterly Report

PARTNERSHIP AND PERFORMANCE METRICS

Q3 2021

(activity between July 1, 2020 - September 30, 2021)

Prepared by Culinary Tourism Alliance



Contents

| | |
|------------------------------------|---|
| Summary | 1 |
| Digital Marketing Metrics..... | 2 |
| Partnership Metrics | 3 |
| Passport Downloads by Region | 4 |
| Customer Geographics..... | 5 |
| Marketing Activity Overview..... | 6 |
| Feast On® Metrics | 7 |
| Future Initiatives | 9 |



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Summary

At the start of Q3, a marketing plan that included print and digital placements, social media budget and partner campaigns was finalized and shared with partners. Marketing for the Great Taste of Ontario has now begun in earnest, with placements appearing in most major newspapers and many food related publications. On September 1st, paid social media promotions of partner content also began, causing a rapid growth in passport downloads and interest in the program.

With many destinations and businesses concerned about over tourism and the availability of staff and/or accommodation during peak months, priorities of the program at its promotions shifted over the last three months. Great Taste of Ontario promotions have focused heavily on mid-week travel, alongside messaging that encourages cold-weather travel planning.

To date, over 1100 tourism businesses, including restaurants, attractions, accommodations, wineries, breweries and more, have been featured on passports in 82 destinations. An additional 1000 have been featured in itinerary content and promotional materials.

The W TTC Safe Travel Stamp application process was opened to businesses in mid-October 2020. To date, over 1800 businesses have achieved the stamp being administered by the Tourism Industry Association of Ontario (TIAO), including many businesses featured on a Great Taste of Ontario passport or itinerary. 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.

Finally, The next Great Taste of Ontario Special is currently tentatively scheduled for December 10th – just in time for the holiday season.

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 | 159,006 |
| Facebook | 37,134 | 11,916 | 13,214 | 217,107 |
| Google Ad Words | n/a | n/a | n/a | n/a |
| TOTAL PER QUARTER | 156,856 | 75,450 | 89,782 | 376,113 |
| ENGAGEMENT RATE (BY CHANNEL) | | | | |
| Instagram | 7,997 | 5,763 | 9,123 | 24,774 |
| Facebook | 2,273 | 958 | 1,868 | 8,793 |
| Google Ad Words | n/a | n/a | n/a | n/a |
| TOTAL PER QUARTER | 10,070 | 6,721 | 10,991 | 33,567 |
| WEBSITE TRAFFIC | | | | |
| GTOO Content Views | 21,600 | 5,295 | 12,121 | 46,318 |
| Landing Page | 9,432 | 2,411 | 5,027 | 21,154 |
| GTO Posts | 12,168 | 2,884 | 7,094 | 25,164 |
| OC.com - All | 52,837 | 73,613 | 140,738 | 330,799 |

Partnership Metrics

Partnership metrics data was collected on September 30, 2021. The activity recorded below reflects activity since the program launch date on October 16, 2020.

| | Q4 2020 | Q1 2021 | Q2 2021 | Q3 2021 |
|-----------------------------------|------------|------------|------------|------------|
| LIVE PASSPORTS | 50 | 67 (+17) | 79 (+12) | 82 (+3) |
| PASSPORTS IN PRODUCTION | 11 | 0 | 0 | 1 |
| PASSPORT DATA NOT RECEIVED | 28 | 26 | 20 | 18 |

Some invested partners have chosen to not actively participate in the program for a variety of reasons ranging from capacity to relevance in their market. 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
- Northeastern Ontario Tourism
- Ottawa Tourism
- Ottawa Valley Tourism
- Stratford Tourism Alliance
- Tourism 1000 Islands
- Tourism Hamilton
- Tourism Leamington
- Tourism London
- Tourism North Bay
- Town of LaSalle
- Township of Sioux Narrows
- United Counties Leeds Grenville

| | Q4 2020 | Q1 2021 | Q2 2021 | Q3 2021 | TOTAL |
|---------------------------|------------|------------|------------|------------|-------|
| USERS | 825 | 162 | 241 | 2,233 | 3,461 |
| PASSPORT DOWNLOADS | 1204 | 342 | 834 | 3,423 | 5,803 |
| CHECK-INS | 179 | 6 | 60 | 119 | 364 |
| PRIZE REDEMPTIONS | 0 | 4 | 0 | 12 | 16 |

Passport Downloads by Region

| REGION | Q3 | TOTAL | REGION | Q3 | TOTAL |
|--|-----|-------|-------------------------------|-----|-------|
| Barrie & Area | 53 | 103 | Lennox & Addington County | 10 | 24 |
| Almaguin Highlands | 57 | 85 | Markham | 48 | 83 |
| Bay of Quinte | 82 | 131 | Middlesex County | 37 | 81 |
| Beer Lovers Guide To Wine Country | 54 | 62 | Niagara Falls | 45 | 92 |
| Black Foodies Guide | 0 | 92 | Niagara On The Lake | 64 | 110 |
| Blue Mountain Region | 60 | 148 | Niagara Parks | 20 | 48 |
| Bracebridge | 33 | 73 | Niagara's South Coast | 20 | 28 |
| Burlington | 67 | 115 | Norfolk County | 37 | 43 |
| Chatham-Kent | 28 | 65 | Northumberland | 27 | 55 |
| City Of Brampton | 36 | 55 | Oakville | 26 | 74 |
| City of Brantford | 36 | 83 | Ontario's Algoma Country | 35 | 53 |
| City of Guelph | 36 | 87 | Owen Sound | 20 | 27 |
| City of Sudbury | 57 | 62 | Oxford County | 56 | 103 |
| Clarington | 33 | 69 | Perth County | 29 | 92 |
| Cornwall & SDG Counties Adventure Pass | 17 | 41 | Perth, Ontario | 50 | 95 |
| Cornwall & SDG Counties Foodie Pass | 20 | 37 | Peterborough & The Kawarthas | 34 | 81 |
| Docks and Locks Beer Route | 31 | 36 | Prescott Russell | 14 | 27 |
| Durham Region | 68 | 188 | Prince Edward County | 246 | 395 |
| Eastern Ontario Brewery Tour | 37 | 41 | Route Champlain - Central | 2 | 10 |
| Escape [...] VQA Cabernet Franc | 93 | 108 | Route Champlain - Sud | 6 | 7 |
| Escape [...] VQA Chardonnay | 205 | 218 | Sarnia Lambton | 22 | 31 |
| Escape [...] VQA Ice Wine | 98 | 103 | Sault Ste. Marie | 31 | 44 |
| Escape [...] VQA Old Vines | 80 | 87 | Simcoe County | 24 | 37 |
| Escape [...] VQA Pinot Noir | 100 | 107 | Six Nations of Grand River | 17 | 29 |
| Escape [...] VQA Sauv Blanc | 75 | 84 | South Eastern Ontario | 23 | 79 |
| Escape [...] VQA Sustainable Wines | 88 | 98 | Southern Ontario Beer Guide | 31 | 36 |
| Fergus & Elora | 72 | 89 | St. Catharines | 24 | 53 |
| Francophone [...] Corridor | 2 | 12 | Temiskaming Shores | 15 | 17 |
| Frontenac County | 20 | 27 | Northern Ontario Brewery Loop | 27 | 31 |
| Greater Toronto Brewery Route | 35 | 38 | Thunder Bay | 12 | 24 |
| Haldimand County | 18 | 48 | Timmins | 11 | 24 |
| Haliburton Highlands | 16 | 45 | Toronto | 93 | 178 |
| Halton Hills | 40 | 40 | Toronto Brewery Passport | 18 | 21 |
| Hastings County | 25 | 51 | Town of Cobourg | 25 | 44 |
| Huron County | 36 | 113 | Town of Lincoln | 29 | 68 |
| Kawartha Lakes | 34 | 65 | Trent Hills | 9 | 9 |
| Kawarthas Northumberland | 30 | 76 | Vaughan | 54 | 62 |
| Lake Superior North Shore | 23 | 30 | Visit Kingston | 45 | 85 |
| Lanark County | 27 | 67 | Waterloo Region | 49 | 183 |
| Barrie & Area | 53 | 103 | Wellington County | 23 | 37 |

Customer Geographics

95.1% of passport users are from Ontario, 2.5% are from Quebec and the remainder is from Alberta, British Columbia and New York State.

Q3 Customers by City/Town

| | | | | | |
|------------------|-----|------------------------|----|---------------------|---|
| Toronto | 763 | Cambridge | 12 | Burk's Falls | 5 |
| Mississauga | 140 | Chatham-Kent | 12 | Nipigon | 5 |
| Ottawa | 116 | Milton | 11 | New York | 5 |
| -- | 84 | Belleville | 11 | Embrun | 5 |
| London | 78 | Orangeville | 11 | Lakefield | 5 |
| Vaughan | 77 | Perth | 10 | Grimsby | 5 |
| Kitchener | 74 | Woodstock | 10 | South Glengarry | 5 |
| Markham | 73 | Niagara Falls | 10 | Norfolk County | 5 |
| Hamilton | 66 | Timmins | 10 | Sarnia | 5 |
| Whitby | 62 | Peterborough | 9 | St. Thomas | 5 |
| Oshawa | 54 | Halton Hills | 9 | Uxbridge | 4 |
| Burlington | 53 | Southwold | 9 | Innisfil | 4 |
| Clarington | 51 | Whitchurch-Stouffville | 9 | Essa | 4 |
| Brampton | 40 | Goderich | 8 | Huntsville | 4 |
| Pickering | 39 | Temiskaming Shores | 8 | Cobourg | 4 |
| Oakville | 37 | North Bay | 8 | Harrowsmith | 4 |
| Ajax | 37 | Southgate | 7 | Collingwood | 4 |
| -- | 35 | Zurich | 7 | King | 4 |
| Richmond Hill | 35 | Guelph/Eramosa | 7 | Brant | 4 |
| Sault Ste. Marie | 31 | Brighton | 6 | Mitchell | 4 |
| Greater Sudbury | 28 | Rome | 6 | Middlesex Centre | 4 |
| Waterloo | 27 | Goodwood | 6 | Lincoln | 4 |
| Guelph | 23 | Caledon | 6 | Sprucedale | 3 |
| Barrie | 22 | Prince Edward | 6 | Niagara-on-the-Lake | 3 |
| St. Catharines | 21 | Orillia | 6 | Kemptville | 3 |
| Brantford | 21 | Quinte West | 6 | Mount Uniacke | 3 |
| Kingston | 20 | New Tecumseth | 6 | Stirling | 3 |
| Montreal | 20 | Stratford | 6 | Adjala-Tosorontio | 3 |
| Windsor | 16 | Newmarket | 6 | Kirkfield | 3 |
| Aurora | 15 | Thunder Bay | 6 | Napanee | 3 |
| New Dundee | 14 | Kawartha Lakes | 6 | Fenwick | 3 |
| Salt Lake City | 13 | Thérèse-De Blainville | 6 | Almonte | 3 |
| Ingersoll | 12 | Port Hope | 5 | Saugeen Shores | 3 |

Marketing Activity Overview

The goal of the Great Taste of Ontario Marketing are as follows:

1. Reach 10 million Ontario residents with messaging about the Great Taste of Ontario.
2. 1000 monthly Great Taste of Ontario passport downloads.
3. Publish 300 Great Taste of Ontario partner "itineraries" as blogs on OntarioCulinary.com and DMO partner websites
4. Support sector organizations and independent publications that promote ethical, local food consumption and sustainable tourism

The program is set to achieve 1, 3 and 4. Efforts are on-going to support partners in itinerary creation and amplification.

Advertising Plan

| Outlet | Medium | Placement | Circulation/Reach |
|---|------------------------------|--|-------------------|
| Resorts of Ontario Guide | Magazine + Digital | 1/2 Page, August | 200,000 |
| Globe & Mail Special Reports | Print | 2021 Special Reports in May, August, October, December | 1,650,000 |
| | Digital | 2021 Special Reports in May, August, October, December | 900,000 |
| The Growler | Magazine | Full page + web in October | 180,000 |
| The Weather Network | Digital + TV | TV Sponsorship + digital in September, October, November | 625,000 |
| NOW Magazine | Newspaper | Half pages in August, September, October, November | 510,000 |
| Post Media (various placements + markets) | | Various outlets in August, October and December | 4,359,400 |
| LCBO | Magazine | Print in October | 515,000 |
| Adamo Nest | Magazine + Digital + Screens | Full Page in August and September | 476,000 |
| Attractions Ontario Guide | Magazine + Digital | Full Page, August | - |
| TOTAL ESTMATED REACH | | | 9,415,400 |

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.

It should be noted that while the CTA is still accepting applications on an ongoing basis until the end of the year, the program will be shifting towards a designated 'application period' system wherein restaurants will be certified in cohorts at the beginning of the year. This is in response to industry feedback on timing and capacity issues, and to reduce overall administrative burdens.

| | Q4 2020 | Q1 2021 | Q2 2021 | Q3 2021 |
|-------------------------------------|---------|---------|---------|---------|
| TOTAL FEAST ON RESTAURANTS | 159 | 161 | 165 | 165 |
| TOTAL FEAST ON PURVEYORS | 34 | 34 | 38 | 38 |
| NEW EXPRESSIONS OF INTERESTS | 67 | 22 | 20 | 7 |
| NEW APPLICATIONS SUBMITTED | 17 | 2 | 12 | 0 |
| NEW RESTAURANTS CERTIFIED | 14 | 3 | 7 | 9 |
| NEW PURVEYORS CERTIFIED | 0 | 2 | 3 | 1 |

Feast On® Certification Overview

Newly Certified Restaurants

between July 1, 2021 – September 30, 2021

- Vantage Venues
- Clocktower Bistro
- Table Rock House Restaurant
- Legends on the Niagara
- Queenston Heights
- Queen Victoria Place
- Whirlpool Restaurant
- Radical Gardens
- Fresh City Farms

Newly Certified Purveyors

between July 1, 2021 – September 30, 2021

- GoodLeaf Farms

Future Initiatives

The primary challenge at this time is converting “passports downloads” into “venue check-ins”. In Q4, we plan to launch push notifications to users with downloaded passports.

The remaining challenge is partner capacity to activate against opportunities within the program. Many do not have staff or resources to create content to support program promotions or itinerary creation. Culinary Tourism Alliance is providing assistance to those who are able to provide guidance.

A content strategy that includes visitation to destinations with limited food and/or drink creative assets is on-going. The Culinary Tourism Alliance will be travelling through the following regions over the coming months to capture content to support future promotions:

- Trip 1: Mid-October: Bracebridge/Almaguin Highlands/Northern Ontario
- Trip 2: Late October: Ottawa Valley/Ontario's Highlands
- Trip 3: Mid-November: Caledon/Halton Hills/Hamilton/Brant
- Trip 4: Late November: Windsor/Essex County/London
- Trip 5: Early December: Grey County/York Region/Headwaters

A gift voucher program will be launched in Q4 as part of prizeing for the Great Taste of Ontario. The platform will allow people to purchase vouchers redeemable at participating Feast On certified restaurant in \$25 denominations. Vouchers will also be available as prizes for travellers who redeem 15 GTOO passport check-ins. This initiative is part of on-going efforts to provide direct benefits to restaurants featured in the Great Taste of Ontario.

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.