

A stylized map of Ontario, Canada, serves as the background. The map is green with blue water bodies and features various nature icons: a canoe on a lake, a beaver, a moose, a deer, a raccoon, a chipmunk, a turtle, a bird, and a picnic basket. A red banner with white text is positioned across the upper middle of the map.

*THE GREAT TASTE OF*

# Ontario

On-Boarding Toolkit  
for Destination Partners

FEBRUARY 2022

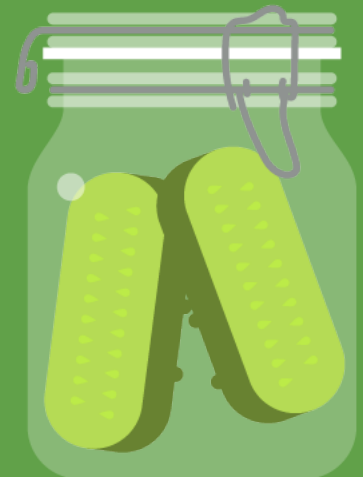
# Hello! Bonjour. Aniin.

The Great Taste of Ontario (GTOO) is a province-wide tourism recovery program designed to promote destinations and their food tourism assets.

The campaign is centered around a collection of regional passports that inspire Ontario residents to (re)discover the many tastes of Ontario. To ensure the program's success, a set of criteria for business inclusion have been established to help guide partners when selecting businesses to be featured in a GTOO passport. A mix of advertising and content marketing is being used to promote the passport collection and encourage travel.

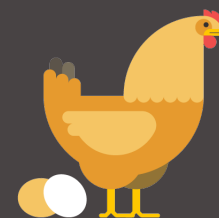
Destination Marketing Organizations like you buy into the program and benefit from a large co-operative marketing campaign as a result.

The program has evolved since it's launch in 2020 – at the height of travel restrictions in Ontario. This on-boarding manual was created to help you navigate changes and make the most of this partnership.



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# How It Works

**STEP ONE:** Select between 10 and 25 businesses in your region to be featured on your digital passport. Businesses should meet the Business Inclusion Criteria.

**STEP TWO:** Complete the Passport Data excel sheet and submit it through the Partner Portal (more on that later!)

**STEP THREE:** Notify businesses on your passport that they are being featured. This is a good time to remind them to update their Google Listing. You can also share promotional assets and sample captions to help them celebrate the program.

**STEP FOUR:** Embed the passport and cart on your website.

**STEP FIVE:** Promote your passport on social media. Make sure you tag #GreatTasteofOntario so we can engage with it!

**STEP SIX:** Submit itineraries and/or content seasonally to encourage passport downloads through the partner portal.

**STEP SEVEN:** Download a passport (or two) and explore Ontario!

## MEANWHILE, WE'LL...

- Build your passport
- Manage all the gamification components
- Publish and boost content on social media
- Place ads with major publications to encourage brand awareness
- Manage editorial with the Globe & Mail team
- Continue to create resources to support stakeholders

# Business Inclusion Criteria

We've updated to the Business Inclusion Criteria.

Following these criteria will ensure you create a passport that provides potential travellers with an authentic, meaningful, sustainable and diverse experience.

## Three (very important) things to keep in mind:

- First things first, all businesses being considered for inclusion must have a physical location.
- All businesses included in the itineraries should strive to achieve the WTTC Safe Travels Stamp administered by TIAO.
- The passport should include a variety of businesses from along the Culinary Tourism Value Chain.

[SEE THE CRITERIA](#)



# Creating a Passport

Each destination partner will contribute to one GTOO Passport.

Passport businesses can be added or removed at any time. We do not recommend changing the list entirely while the program is live in market.

To maintain a good user experience, we recommend each passport feature **10 - 25 businesses** from along the Culinary Tourism Value Chain. Any more and the platform will slow down considerably when used in-market.

Once you have selected your businesses, complete the **Passport Data Sheet**. The sheet can also be found on the partner portal.

Some things to keep in mind:

- Ensure you are featuring a variety of business types (not just restaurants!)
- Select one business category per business, whichever is most relevant
- You can always add more businesses later

**PASSPORT DATA SHEET**



# Embedding a Passport

With the help of our technology partners at Bandwango, we created a helpful guide to assist you in embedding the passport card and check out card you see on OntarioCulinary.com onto your own website.

By embedding the passport onto your own website (and promoting that page) you are creating a place for us (and Google) to send people to see just your content. This will encourage downloads and engagement with the program.

The passport card is dynamic and responds to the CSS style codes on your website. That means that some of the passport card elements will adapt to the CSS styles of your website, while others are controlled through the platform. Copy and images are not editable, but the fonts and colours will change.

Your passport has a unique embed code.

If you'd like an embed code that features multiple passports (ex. All Northern Ontario passports) let us know!

[REVIEW PASSPORT EMBED INSTRUCTIONS](#)



# The Partner Portal

At anytime, you or your staff can access all documents, communications and toolkits associated with the program through the Partner Portal.

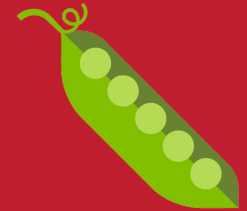
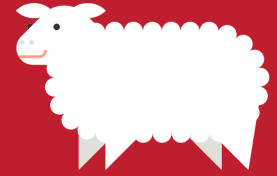
The Partner Portal is also where you'll find submission forms for passports data and content, Safe Travels Stamp applications and information, past and future issues of the Great Taste of Ontario Special Reports, and metrics associated with the program.

Bookmark this link and refer to it often:

[HTTPS://ONTARIOCULINARY.COM/GREAT-TASTE-PORTAL](https://ontarioculinary.com/great-taste-portal)

All the information found in this toolkit can also be found on the Partner Portal – including this document. How cool is that?

Not a website person? No problem. Sometimes a 30-minute phone call makes all the difference. [Book a meeting with us here.](#)





# The List Serv

Speaking of contacting us...

We share updates, opportunities and news about the program and its successes through a MailChimp list serv. It's super important you sign up, sign your staff up and read our little love notes as you receive them.

You can see all out past communications (and any recent ones you've missed) here: [us2.campaign-archive.com/home/?u=2a73b45f869c7eb3c9da7e0dd&id=0c54ddfc4e](https://us2.campaign-archive.com/home/?u=2a73b45f869c7eb3c9da7e0dd&id=0c54ddfc4e)

You can also sign up any other staff members who may need access to reports and announcements associated with the program. Self sign-up helps mitigate spam filter issues with this list serv.

**SIGN UP STAFF TO THE LIST SERV**

## PSST...

A reminder that we will never spam you, sell your contact info or ask for your credit number via this list (or any of our [culinarytourismalliance.com](https://culinarytourismalliance.com) emails)



# Submitting Good Content

We've created an easy to use Itinerary Submission Portal at [OntarioCulinary.com](https://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 received properly.

Some things to keep in mind:

- Itinerary content works best – tell people how to spend one, two or three days in your region with recommendations for where to stay overnight
- Embed links where appropriate to businesses websites and booking platforms to make the user experience easier (and drive traffic!)
- Content does not need to be new or unique. If you've got a post on your site that would appeal to foodies – submit it!
- Every piece of content should feature at least one business featured on your passport.

**CONTENT SUBMISSION PORTAL**



# The Brand

The playful brand was created by the Ontario-based designers LAW Design with custom fonts by artist Jen Wagner and adorable illustrations by the great Martin Bregman to evoke vintage travel artwork.

The brand was designed with flexibility in mind to allow it work seamlessly alongside existing Ontario tourism brands while also maintaining its own visual identity.

As part of the partnership, you get access to the custom fonts, graphics, maps (!) and iconography created by this talented group of Ontario artists.

**REVIEW THE BRAND GUIDELINES**

Some things to keep in mind:

- We've included some templates and samples, but feel free to make your own!
- All assets, templates, fonts and videos are linked in the Brand Guidelines (above) and available on the partner portal



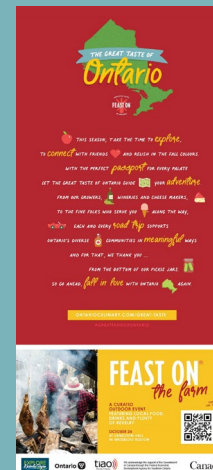
# Sample Assets

These (and more!) can be found embedded in the Brand Guidelines and on the partner portal.

## SOCIAL MEDIA



## BANNERS & ADS



# Sample Assets

## CAPTIONS

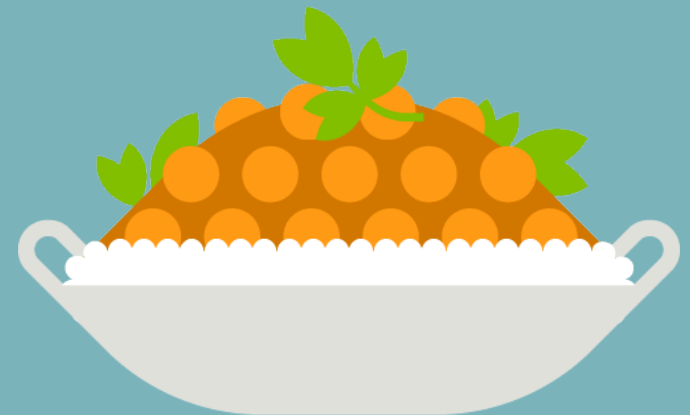
Did you know you could be earning points towards sweet prizes every time you visit [your handle]? Find us on the #GreatTasteofOntario - download a passport for [your destination] at [ontarioculinary.com/great-taste](http://ontarioculinary.com/great-taste)

It's time to #rediscoverON - come explore [your destination] along the #greattasteofontario! Your passport check-ins can get earn you sweet prizes. Download a passport at [ontarioculinary.com/great-taste](http://ontarioculinary.com/great-taste)

Looking for a little travel inspiration this season? Check out #greattasteofontario by @ontarioculinary! It's a curated collection of passports to Ontario's most delicious destinations! Visit [ontarioculinary.com/great-taste](http://ontarioculinary.com/great-taste)

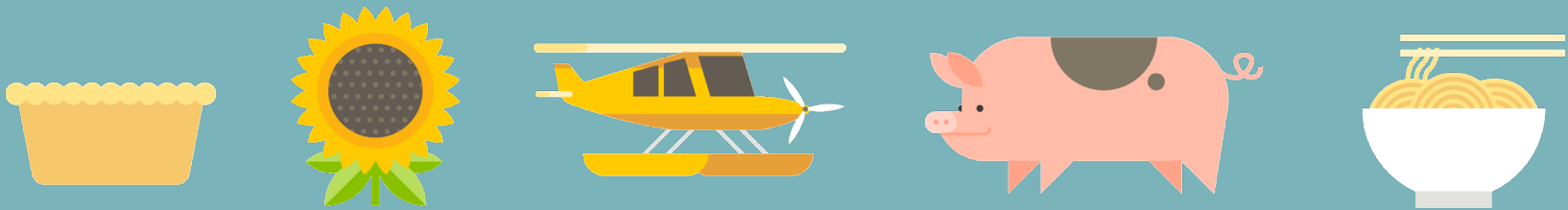
## HANDLES & TAGS

@OntarioCulinary  
#GreatTasteofOntario



# Sample Assets

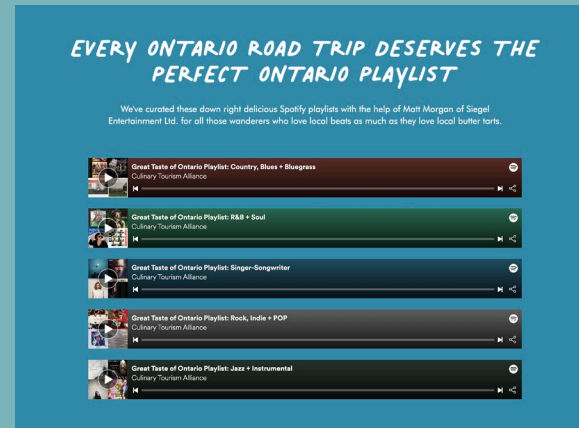
**GIFS** (Find these and more on Instagram via Giphy! Just search GTOO.)



## VIDEOS



## ALL-ONTARIO SPOTIFY PLAYLISTS



# Frequently Asked Questions

## **WILL I GET REPORTS ON HOW MY PASSPORT AND CONTENT IS PERFORMING?**

Yes! We will report quarterly and again at the end of the program. You will see how many passports have been downloaded, how many check-ins it's received and how many people our content and advertising has reached.

## **HOW DO I UPDATE AND/OR CHANGE MY PASSPORT?**

We do that for you! Send us a note with your changes.

## **HOW OFTEN CAN I CHANGE THE BUSINESSES ON MY PASSPORT?**

If your passport has been downloaded by a consumer, we don't recommend changing the businesses on the passport unless necessary (ex. the business has closed). It causes confusion for the user and interrupts their travel planning.

## **WHAT IF A BUSINESS IS CLOSED OR SEASONAL? CAN I FEATURE THEM?**

Yes, though we recommend only featuring businesses who are open for at least 4 months a year. If a business closes, we can remove or replace them with someone else.

## **CAN I ADD FESTIVAL AND EVENTS TO MY PASSPORT?**

No, we do not recommend this. Only businesses and locations with a permanent, year-round address should be included because the check-in is GPS based.

### HOW MUCH CONTENT CAN I SUBMIT?

Destination partners can submit up to three pieces per season (3 in the spring, 3 in the summer, 3 in the fall, 3 in the winter). If you can only submit one, that's fine too!

### CAN I SUBMIT CONTENT WRITTEN BY SOMEONE ELSE?

Yes. We attribute all content to the original writer. If you don't have capacity to write or commission content to support the program, let us know. We're here to help!

### HOW DO I CHANGE THE OPERATING HOURS OF A BUSINESS ON MY PASSPORT?

The operating hours are pulled directly from the Google Listing of the business. If they appear incorrectly on the app, get in touch with the business owner and ask them to update their Google Listing. You might need to walk them through it. [Here are the instructions.](#)

### WHEN ARE THE GLOBE & MAIL SPECIAL REPORTS BEING PUBLISHED?

This year, we are publishing four issues. The tentative distribution dates are April 29, June 24, Sep 30, and Dec 16. These dates may change if additional travel restrictions are put in place by the province due to Covid-19.

### HOW OFTEN WILL I GET FEATURED?

We are guaranteeing one editorial mention per partner in the series.

### I HAVE MORE QUESTIONS, WHO DO I CONTACT?

That's an easy one! Email [agatha@culinarytourismalliance.com](mailto:agatha@culinarytourismalliance.com) or you could [book a meeting directly here.](#)



# Thanks!

# Merci. Miigwech.

Before you go, here are some useful links:

[PARTNER PORTAL](#)

[BUSINESS INCLUSION CRITERIA](#)

[CONTENT SUBMISSION FORM](#)

[BRAND GUIDELINES](#)

[BOOK A MEETING WITH US!](#)