

# — Great Taste of Ontario Quarterly Report

## PARTNERSHIP AND PERFORMANCE METRICS

**Q4 2021**

(activity between October 1, 2020 - December 31, 2021)

Prepared by Culinary Tourism Alliance



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## Summary

The Great Taste of Ontario was originally scheduled to run from September 2020 to December 2021. All marketing activities and stakeholder supports put forward in the original project plans, including print and digital placements, social media budget and partner campaigns, have concluded.

With many destinations and businesses concerned about over-tourism, labour force issues, and maximized occupancy rates at accommodation during peak months, the priorities of the programs promotions shifted. The rising case counts associated with the new Covid-19 variant also had an effect on marketing tactics. While Great Taste of Ontario promotions continued to focus heavily on mid-week travel, alongside messaging that encouraged cold-weather travel planning, messaging in the later part of Q4 was tempered. This had an effect on the overall reach of messaging associated with the program in the month of December.

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 final Great Taste of Ontario Special released December 10<sup>th</sup> – just in time for the holiday season.

Due to ongoing pandemic related business restrictions and reduced consumer sentiment to travel, plans are underway for a Great Taste of Ontario version 2.0. This enhanced version of the program will bring additional benefits to operators on the ground and relieve pressure from the participating DMOs

## Digital Marketing Metrics

Marketing data represents the limited activities between December 14, 2020, and December 31, 2021 (due to government advised travel restrictions).

	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021	CAMPAIGN TOTAL
<b>REACH (BY CHANNEL)</b>						
Instagram	119,722	63,534	76,568	159,006	421,741	<b>840,571</b>
Facebook	37,134	11,916	13,214	217,107	1,015,584	<b>1,294,955</b>
Google Ad Words	n/a	n/a	n/a	n/a	n/a	
<b>TOTAL PER QUARTER</b>	<b>156,856</b>	<b>75,450</b>	<b>89,782</b>	<b>376,113</b>	<b>1,437,325</b>	<b>2,135,526</b>
<b>ENGAGEMENT RATE (BY CHANNEL)</b>						
Instagram	7,997	5,763	9,123	24,774	58,127	<b>105,784</b>
Facebook	2,273	958	1,868	8,793	39,176	<b>53,068</b>
Google Ad Words	n/a	n/a	n/a	n/a	n/a	
<b>TOTAL PER QUARTER</b>	<b>10,070</b>	<b>6,721</b>	<b>10,991</b>	<b>33,567</b>	<b>97,303</b>	<b>158,852</b>
<b>WEBSITE TRAFFIC</b>						
GTOO Content Views	21,600	5,295	12,121	46,318	63,727	149,061
Landing Page	9,432	2,411	5,027	21,154	29,485	67,509
GTO Posts	12,168	2,884	7,094	25,164	34,242	149,061
<a href="#">OC.com</a> - All	52,837	73,613	140,738	330,799	225,941	823,928

## Partnership Metrics

Final partnership metrics data was collected on January 10th, 2022. The activity recorded below reflects activity since the program launch date on October 16, 2020 until it's conclusion on December 31, 2021.

	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021
<b>LIVE PASSPORTS</b>	50	67 (+17)	79 (+12)	82 (+3)	89 (+7)
<b>PASSPORTS IN PRODUCTION</b>	11	0	0	1	0
<b>PASSPORT DATA NOT RECEIVED</b>	28	26	20	18	17

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 Hamilton
- Tourism Leamington
- Tourism London
- Town of LaSalle
- Township of Sioux Narrows
- United Counties Leeds Grenville

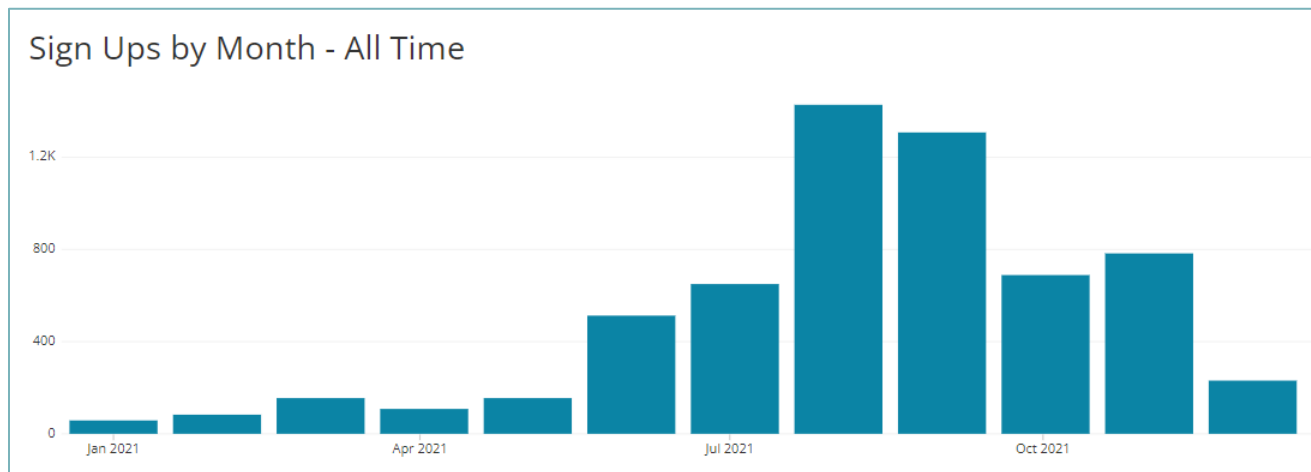
## Passport Metrics

	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021	TOTAL
<b>USERS</b>	825	162	241	2,233	884	4,345
<b>PASSPORT DOWNLOADS</b>	1204	342	834	3,423	1,740	7,543
<b>CHECK-INS</b>	179	6	60	119	82	446
<b>PRIZE REDEMPTIONS</b>	0	4	0	12	4	20

## Passport Downloads by Region

<b>PASSPORT</b>	<b>Q4</b>	<b>TOTAL</b>	<b>PASSPORT</b>	<b>Q4</b>	<b>TOTAL</b>
1000 Islands	14	14	Lake Superior North Shore	9	9
Almaguin Highlands	39	54	Lanark County	20	25
Barrie & Area	38	48	Lennox & Addington County	13	14
Bay of Quinte	36	58	Markham	26	32
Beer Lovers Guide To Wine Country	31	51	Middlesex County	35	47
Black Foodies Guide	70	158	Niagara Falls	28	40
Blue Mountain Region	36	52	Niagara On The Lake	31	47
Bracebridge	24	30	Niagara Parks	14	20
Burlington	29	49	Niagara's South Coast	16	22
Chatham-Kent	10	19	Norfolk County	16	22
City Of Brampton	14	29	North Bay	4	4
City of Brantford	23	27	Northumberland	13	20
City of Guelph	18	25	Oakville	19	26
City of Sudbury	16	27	Ontario's Algoma Country	10	12
Clarington	22	27	Owen Sound	14	17
Cornwall & SDG Counties Adventure Pass	12	17	Oxford County	28	45
Cornwall & SDG Counties Foodie Pass	13	16	Perth County	20	26
Docks and Locks Beer Route	18	27	Perth, Ontario	23	29
Durham Region	30	40	Peterborough & The Kawarthas	17	23
Eastern Ontario Brewery Tour	25	32	Prescott Russell	7	7
Escape ... VQA Cabernet Franc	17	92	Prince Edward County	61	101
Escape ... VQA Chardonnay	35	219	Route Champlain - Central	5	7
Escape ... VQA Ice Wine	22	108	Route Champlain - Sud	3	3
Escape ... VQA Old Vines	16	84	Sarnia Lambton	12	16
Escape ... VQA Pinot Noir	16	105	Sault Ste. Marie	9	12
Escape ... VQA Sauv Blanc	11	78	Simcoe County	18	22
Escape ... VQA Sustainable Wines	15	93	Six Nations of Grand River	15	18
Escape ... VQA Appassimento Style Wines	4	4	South Eastern Ontario	19	21
Escape ... VQA Baco Noir	3	3	Southern Ontario Beer Guide	14	22
Escape ... VQA Gamay Noir	5	5	St. Catharines	18	24
Escape ... VQA Pinot Gris-Grigio.	1	1	Temiskaming Shores	11	11
Escape ... VQA Riesling	4	4	Northern Ontario Brewery Loop	19	22
Escape ... VQA Ros��	3	3	Thunder Bay	9	9
Escape ... VQA Skin Fermented Whites	3	3	Timmins	3	3
Fergus & Elora	28	47	Toronto	50	77
Francophone ... Tourism Corridor	7	9	Toronto Brewery Passport	19	21
Frontenac County	20	25	Town of Cobourg	11	16

Greater Toronto Brewery Route	23	31	Town of Lincoln	13	23
Haldimand County	18	20	Trent Hills	11	14
Haliburton Highlands	14	17	Vaughan	26	47
Halton Hills	30	40	Visit Kingston	29	36
Hastings County	19	25	Waterloo Region	31	41
Huron County	20	24	Wellington County	16	23
Kawartha Lakes	23	32	Windsor Essex	18	24
Kawarthas Northumberland	19	23	York Durham Headwaters	14	23
			York Region	29	29



## Customer Geographics

One of the goals of the program was to specifically target Ontarians and encourage localized travel throughout the province.

As of final data collection, 95.9% of passport users are from Ontario, 4.3% are from Quebec and the remainder is from Alberta and New York State. Overall, customer targeting was a success.

## Marketing Activity Overview

Planned marketing activities for the Great Taste of Ontario program are now complete. An overview of print and digital placements and activities can be found on the following pages.

### Outcomes

GOAL	STATUS	CONTEXT
Reach 10 million Ontario residents with messaging about the Great Taste of Ontario.	ACHIEVED	A total of 11,081,462 digital impressions were garnered by the campaign in 2021. Total impressions exceeded 26.9 million
1000 monthly Great Taste of Ontario passport downloads.	ACHIEVED	7,543 passports were downloaded during the campaign, with marketing activity limited to Q3 – Q4 2021. That is an average of 1885 passports per month.
Publish 300 Great Taste of Ontario partner “itineraries” as blogs on OntarioCulinary.com and DMO partner websites	NOT ACHIEVED	211 partner “itineraries” were published and promoted. Partner capacity to submit was limited due to on-going staffing shortages in the tourism industry.
Support sector organizations and independent publications that promote ethical, local food consumption and sustainable tourism	ACHIEVED	Advertising dollars were spent with various partner publications owned by sector organizations, as well as a variety of small, community newspapers, magazines and other online communities.



## Advertising Placements

Outlet	Medium	Placement Date	Reach
Resorts of Ontario Guide	Magazine/Digital	April - annual guide	900,000
Globe & Mail Special Report #3	Newspaper + Digital	May	550,000
Globe & Mail Special Report #4	Newspaper + Digital	August	550,000
Globe & Mail Special Report #5	Newspaper + Digital	October	550,000
Globe & Mail Special Report #6	Newspaper + Digital	December	550,000
The Growler	Magazine	October	180,000
The Weather Network	Digital	September, October, November, December	625,021
The Weather Network	TV Placements	September, October, November, December	TBD
NOW Magazine	Newspaper (print and digital)	10 placements, bi-weekly between August -December	5,200,000
NOW Magazine	Web and newsletter ads	September - December	200,000
Post Media	Newspaper (including Toronto Sun, National Post, Windsor Star, Kingston Whig, London Free Press, Cornwall Standard, The Londoner, Kingston The Week, Stratford Beacon Herald, Belleville Community Press)	August, October, December	4,359,400
LCBO	Magazine (Food&Drink)	September 15	515,000
ADAMO Nest	Digital & print	August	476,000
Global Heroes (plus insert supplements)	Digital and print	July, August	2,000,000
	Toronto Star	September	
	National Post	September	
	Globe & Mail	September	
Attractions Ontario Guide	Print and Digital	July	80,000
<b>TOTAL</b>			<b>17,835,421</b>

## Other Activities

### **GIPHY Sticker Collection on Instagram**

A collection of Great Taste of Ontario GIFs were created to encourage sharing of GTOO passports, itineraries and experiences. They have been clicked/used 147,900 times and have received 5,090,000 impressions since launch.

### **BLACK FOODIE Partnership**

The CTA partnered with BLACK FOODIE to create a video profiling '8 Must-Visit Black Owned Businesses in Ontario'. It was shared on YouTube and natively on Facebook/Instagram.

Total 3-sec Facebook Video Views: 7300

Facebook Reach: 42,785

Instagram Reel Plays: 75,658

Instagram Reel Likes: 1,813

YouTube Views: 241

### **QR Codes**

The CTA made use of many QR codes in 2021. All Great Taste of Ontario print ads included a QR code that led to the campaign landing page and Feast On the Farm advertisements included onto that led to ticket sales. While successful in providing an accurate tracking mechanism for print ads, the CTA QR codes were only scanned 110 times in 2021.

### **Feast On Gift Vouchers**

A bespoke open-loop digital gift voucher platform was designed, developed and launched as a way to drive more business to operators, in foodservice supporting local food, through prizing, and as a lasting legacy product. Feast On digital gift vouchers are went live in December and are available for purchase. On-boarding of venues is on-going and will continue into 2022. There is no additional cost for Feast On Certified businesses to participate in the program.

### **Great Taste of Ontario Road Trips**

In the later weeks of 2021, the CTA creative team went in market six times to capture content to further support future promotions of the Great Taste of Ontario and participating partners. Assets gathered are being edited and catalogued into a media hub which will be made available to member destinations, media and those looking to leverage the assets to promote food tourism in Ontario. Experiences were shared live via Instagram stories with all partners and businesses tagged. Over 6000 photo and video assets were captured and the following destinations were visited:

- Trip 1: Mid-October: Bracebridge/Almaguin Highlands/North Bay/Sudbury
- 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: York Region, Durham Region
- Trip 6: Mid December: Simcoe County/Barrie/Blue Mountain Village/Owen Sound

### **Culinary Cultural Diversity Program**

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.

### **Ontario Tourism Marketing Collaboration Award**

The program was awarded the 2021 Ontario Tourism Awards for Best Collaborative Marketing Program over \$50K at the Ontario Tourism Awards Ceremony in 2021.

## Feast On® Metrics

One of the goals of the Great Taste of Ontario program was 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	Q3 2021	Q4 2021
<b>TOTAL FEAST ON RESTAURANTS</b>	159	161	165	165	167
<b>TOTAL FEAST ON PURVEYORS</b>	34	34	38	38	41
<b>NEW EXPRESSIONS OF INTERESTS</b>	67	22	20	7	6
<b>NEW APPLICATIONS SUBMITTED</b>	17	2	12	0	5
<b>NEW RESTAURANTS CERTIFIED</b>	14	3	7	9	3
<b>NEW PURVEYORS CERTIFIED</b>	0	2	3	1	3

## Feast On® Certification Overview

### Newly Certified Restaurants

between October 1, 2021 – December 31, 2021

- Haute Goat
- Molly B's Gluten Free Kitchen
- Naagan by Zach Keesig

### Newly Certified Purveyors

between October 1, 2021 – December 31, 2021

- Arva Flour Mills
- Bondi Produce
- Duntroon Cyder House