

THE GREAT TASTE OF

Ontario

WE'RE EXCITED TO SHARE THAT OUR DESTINATION IS PARTICIPATING IN A CULINARY TOURISM RECOVERY INITIATIVE CALLED 'THE GREAT TASTE OF ONTARIO'.

THE PROGRAM IS DESIGNED TO INSPIRE ONTARIANS TO EXPLORE THE FOOD AND DRINK EXPERIENCES FOUND IN OUR AREA.

WE'RE PUTTING TOGETHER A SERIES OF ITINERARIES TO INSPIRE HYPER-LOCAL TRAVEL AND HAVE THE OPPORTUNITY TO CURATE A DIGITAL PASSPORT AS PART OF A GREATER PROVINCIAL CAMPAIGN TO MOTIVATE PEOPLE TO LINGER LONGER.

THAT'S WHERE YOU COME IN!

WE'D LOVE TO FEATURE YOUR BUSINESS AS PART OF THE CAMPAIGN. THAT MEANS YOU'RE BE FEATURED ON A DIGITAL PASSPORT AND IN CONTENT ENCOURAGING TRAVEL ACROSS THE PROVINCE PUBLISHED ON [ONTARIOCULINARY.COM](https://ontarioculinary.com)

THERE IS NO COST FOR YOU TO PARTICIPATE.

THE CAMPAIGN IS EXPECTED TO RE-LAUNCH IN APRIL 2022 TO CAPITALIZE ON THE MOMENTUM OF THE LAST YEAR.

DON'T FRET THOUGH, THERE WILL BE PLENTY OF OPPORTUNITIES TO JUMP ON BOARD AFTER THE LAUNCH.



WHAT YOU NEED TO DO TO PARTICIPATE

BE OPEN REGULARLY, HAVE POSTED HOURS OF OPERATION AND ACTIVELY ACCEPTING VISITORS AT YOUR PLACE OF BUSINESS. UPDATING YOUR GOOGLE LISTING IS A GOOD IDEA TOO!

GET THE WTTTC #SAFETRAVELS STAMP AS SOON AS YOU ARE ABLE. WHILE MOST RESTRICTIONS MAY HAVE LIFTED, RESEARCH SHOW THAT TRAVELERS ARE STILL LOOKING FOR THIRD-PARTY ASSURANCE THAT THEY'LL BE SAFE BEFORE THEY HIT THE ROAD.

IF YOU ARE A RESTAURANT OR SERVE FOOD, CONSIDER APPLYING FOR FEAST ON® CERTIFICATION FOR YOUR FOODSERVICE OPERATIONS. BEING CERTIFIED MEANS MORE BENEFITS FOR YOU - AND TRAVELERS WILL BE ABLE TO REDEEM THEIR PRIZES AT YOUR BUSINESS!



WHAT YOU GET WHEN YOU PARTICIPATE

INCLUSION IN A BRANDED REGIONAL PASSPORT WITH ONLINE CHECK-IN FUNCTIONS AND GAMIFICATION SYSTEMS TO ENCOURAGE LOCAL SPENDING

INCLUSION IN CONTENT FEATURED ON ONTARIOCULINARY.COM

INCLUSION IN YOUR DESTINATION MARKETING ORGANIZATIONS GREAT TASTE OF ONTARIO CONTENT AND PROMOTIONS

ACCESS TO LOGO ASSETS AND BRAND CREATIVE TO USE ON YOUR CHANNELS

DID WE MENTION IT'S FREE?



This program is managed by the Culinary Tourism Alliance and administered by your local destination marketing organization.