

— Great Taste of Ontario Partner Report

PERFORMANCE METRICS

Spring 2022

(activity between April 1 – May 31, 2022)

Prepared by Culinary Tourism Alliance



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We acknowledge the support of the Government of Canada through the Federal Economic Development Agency for Southern Ontario.

Canada



Ontario's HIGHLANDS



Project Update

The Great Taste of Ontario 2.0 is under way. Marketing and advertising for the program launched in mid-April and has seen some very positive results. So far, more people are using the passports in these first few months than they did all of 2021. This is likely a change in consumer travel sentiment – Ontarians are out travelling again!

Content marketing is underway. As a reminder, all partners in the program have the opportunity to submit up to three (3) pieces of content per season. We will post and promote the content on social to help drive passport downloads for your region and encourage you, our partners to amplify the content on your own channels too. Looking for ideas? Check out Oxford County's Big Cheese Days initiative. Their high downloads which can be attributed to their efforts.

You can [submit content using the partner portal](#) (or simply send us an email). If capacity is an issue for your organization, please get in touch and we will do our best to support you.

Promotions for the program will continue throughout the summer season, however, as the focus of our efforts are to expand non-peak seasons and encourage mid-week travel, we may be a little quieter than usual over July and August as we prepare campaigns for the fall.

On the following pages, you will find data associated with the passport downloads, user geographics, and marketing metrics. Should you have any questions about these metrics, please contact:

Agatha Podgorski

Director, Marketing

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[or schedule a meeting here.](#)

Christopher Skinner

Content Coordinator

christopher@culinarytourismalliance.com

Passport Metrics

The activity recorded reflects activity between April 1, 2022 – May 31, 2022.

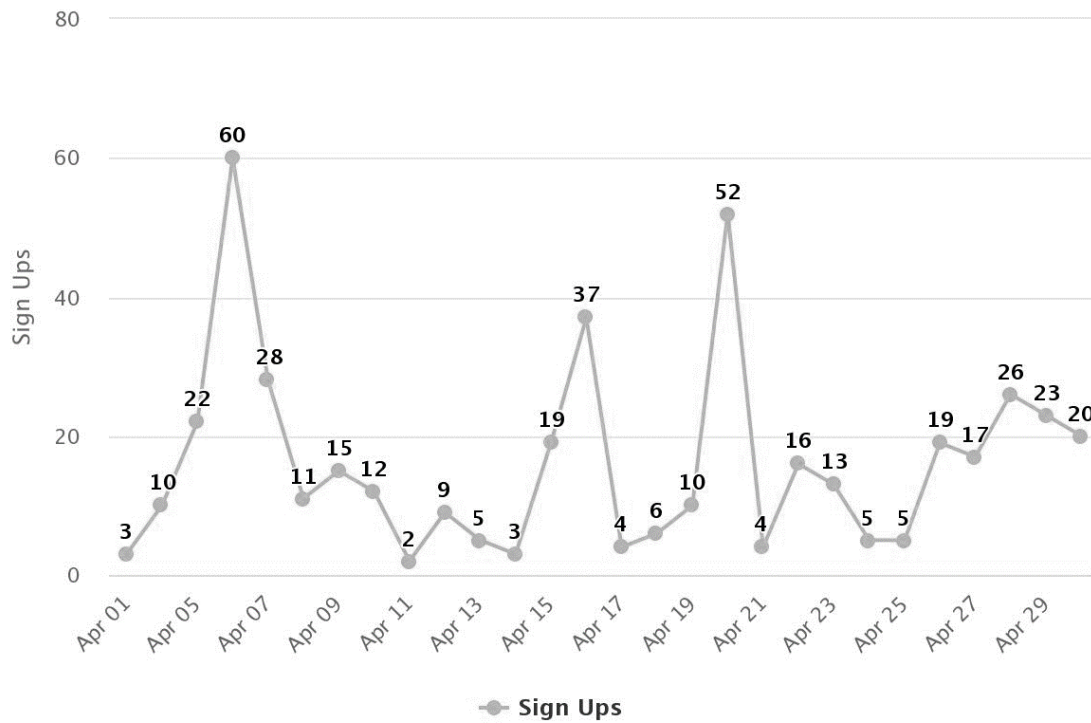
LIVE PASSPORTS	32
PASSPORTS IN PRODUCTION	4

LIVE PASSPORTS:

- BLACK FOODIE
- Bracebridge
- Brant County
- Chatham Kent
- City of Brampton
- City of Brantford
- Durham Region
- Elgin & St. Thomas
- Francophone Heritage, Culture and Tourism Corridor (SEO)
- Great Northern Beer Tour
- Haliburton Highlands
- Halton Hills
- Hastings County
- Indigenous Tourism Ontario
- Kawartha Lakes
- Middlesex, Sarnia, Lambton
- Niagara Benchlands
- Niagara on the Lake
- Norfolk County
- North Bay
- Oxford County Cheese Trail
- Perth, Ontario
- Route Champlain – Central
- Route Champlain – South
- Simcoe County
- Six Nations of Grand River
- Temiskaming Shores
- Thunder Bay
- True Brew Path (Hamilton, Halton, Brant)
- Waterloo Region
- Wellington County (Taste Real)
- Windsor Essex

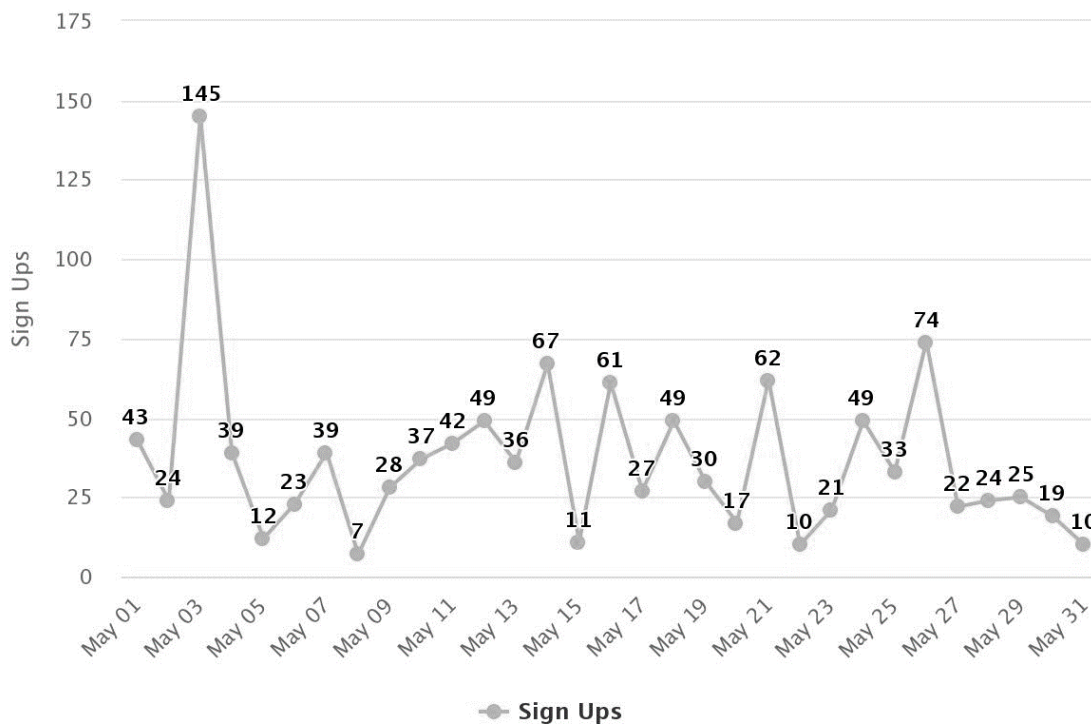
	APRIL	MAY	TOTAL
USERS	275	796	1,071
PASSPORT DOWNLOADS	456	1135	1,591
CHECK-INS	47	723	770
FEAST ON VOUCHER REDEMPTIONS	15	33	48

SIGN UPS BY DAY: APRIL



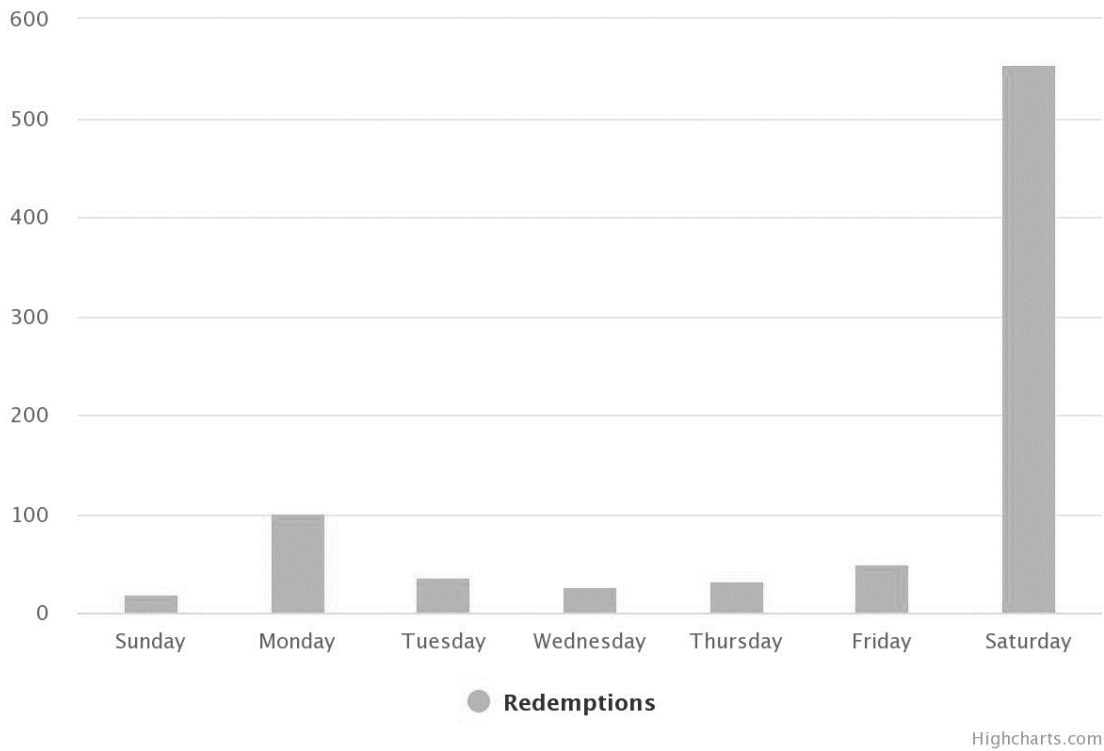
Highcharts.com

SIGN UPS BY DAY: MAY

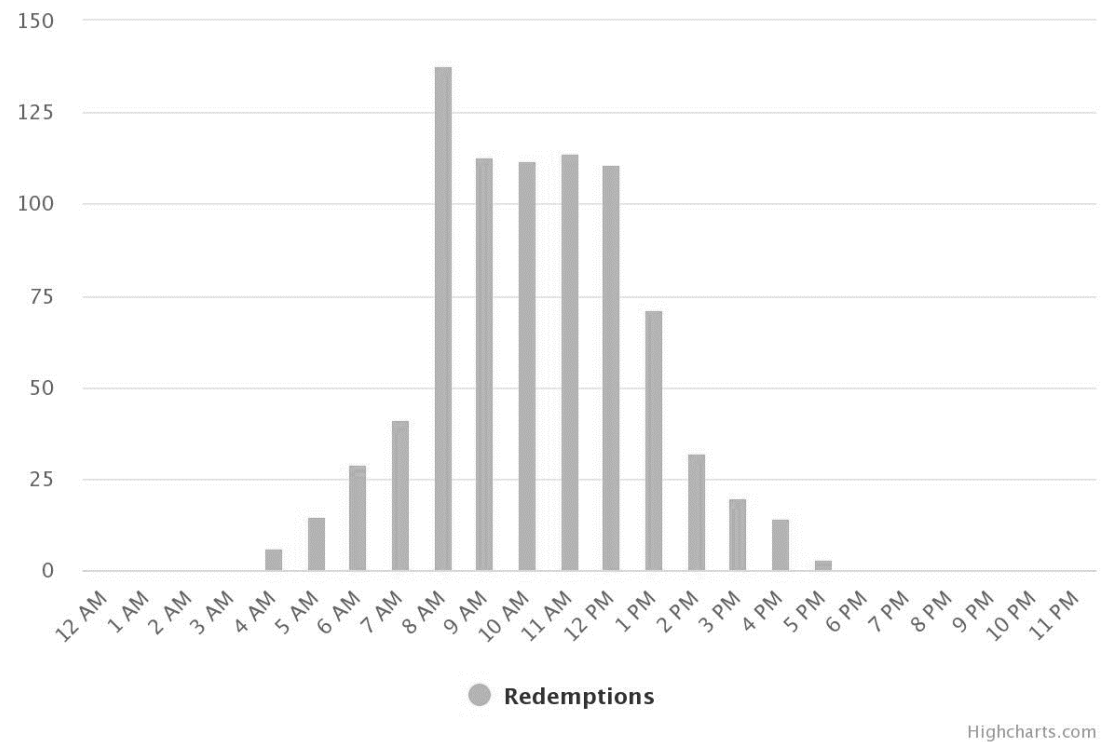


Highcharts.com

CHECK-INS BY DAY



CHECK-IN BY HOUR



Passport Performance

	DOWNLOADS	CHECK-INS
Black Foodies Guide	78	0
Bracebridge	29	2
Brant County	52	0
Chatham-Kent	31	0
City Of Brampton	17	0
City of Brantford	43	4
Durham Region	105	76
Elgin & St. Thomas	74	117
Francophone Heritage, Culture & Tourism Corridor	13	0
Great Northern Ontario Beer Tour	22	0
Haliburton Highlands	32	0
Halton Hills	49	9
Hastings County	23	0
Indigenous Tourism Ontario	51	0
Kawartha Lakes	44	0
Niagara Benchlands	64	3
Niagara On The Lake	60	1
North Bay	20	4
Oxford County Cheese Trail	359	557
Perth, Ontario	49	18
Route Champlain - Central	14	0
Route Champlain - Sud	11	0
Simcoe County	44	2
Six Nations of Grand River	26	0
Temiskaming Shores	12	0
Thunder Bay	17	0
True Brew Path	31	9
Waterloo Region	63	1
Wellington County	53	0
Windsor Essex	37	0

Customer Geographics

94.6% of passport users are from Ontario.

CITY	Downloads	Check-Ins	CITY	Downloads	Check-Ins
Toronto	167	95	Stratford	6	5
London	64	101	North Bay	6	0
Woodstock	59	39	Exeter	6	0
Ottawa	57	0	Acton	6	18
Mississauga	44	11	Halton Hills	5	0
St. Thomas	39	134	Borden	5	0
Kitchener	38	29	Ayr	5	21
Oshawa	30	42	Scugog	4	17
Burlington	29	23	--	4	3
Ingersoll	24	39	Collingwood	4	0
Hamilton	21	15	High Prairie	4	0
Whitby	20	9	Jordan Station	4	0
Dutton/Dunwich	17	0	Grimsby	4	7
Waterloo	17	1	Simcoe	4	0
Tillsonburg	16	18	Orangeville	3	0
Guelph	15	20	Port Colborne	3	0
Brampton	15	5	Ilderton	3	4
Oakville	15	6	Barrie	3	0
Windsor	12	21	Sarnia	3	0
Brantford	12	0	Niagara Falls	3	0
Pickering	12	6	Rama	3	8
Clarington	11	1	Ajax	3	0
Cambridge	11	0	East Zorra-Tavistock	3	5
Milton	10	21	Madoc	3	0
Strathroy-Caradoc	9	10	Port Dover	3	14
Markham	9	0	Lincoln	3	7
St. Catharines	9	2	Port Rowan	3	5
Vaughan	9	12	Kingston	3	5
Brant	8	0	Aylmer	2	0
Thunder Bay	6	0	Other, Ontario	147	34

Marketing Activity Overview

Planned marketing activities for the Great Taste of Ontario 2.0 were launched in mid-April 2022. An overview of print and digital placements and activities can be found on the following pages.

Digital Marketing Metrics

Marketing data represents activities between April 1 – May 31.

	APRIL/MAY	JUNE/JULY	AUG/SEP	OCT/NOV	DEC	CAMPAIGN TO DATE
REACH (BY CHANNEL)						
Instagram	63,995					63,995
Facebook	59,481					59,481
TOTAL	123,476					123,476
ENGAGEMENT (BY CHANNEL)						
Instagram	6,799					6,799
Facebook	4,078					4,078
TOTAL	10,877					10,877
WEBSITE TRAFFIC						
GTOO Content	14,399					14,399
Landing Page	10,300					10,300
GTO Blog Posts	4,099					4,099
OC.com - All	122,763					122,763

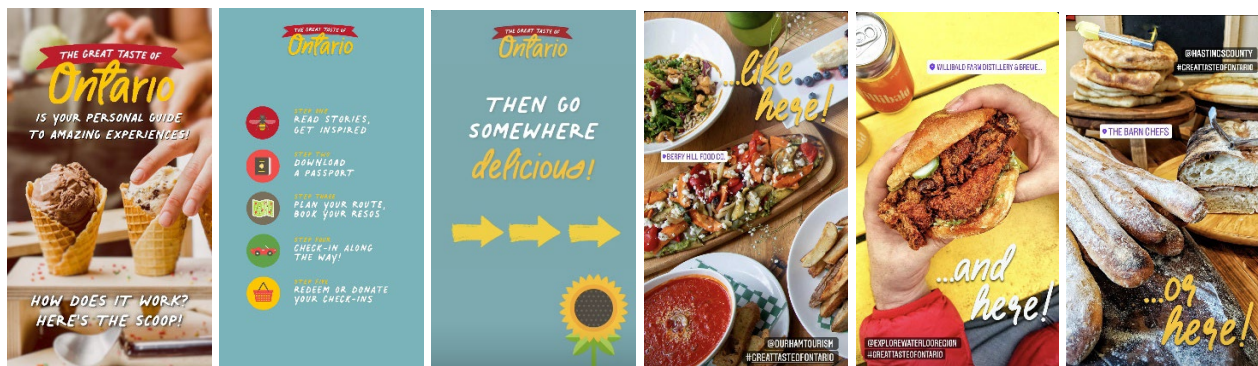
Confirmed Advertising Placements

Outlet	Medium	Placement Date	Reach	Status
Resorts of Ontario Guide	Magazine/Digital	April - annual guide	900,000	Published
Attractions Ontario Guide	Print and Digital Magazine	July	80,000	Published
Globe & Mail Special Report #7	Newspaper	April	550,000	Published
Globe & Mail Special Report #8	Newspaper	June	550,000	Pending
Globe & Mail Special Report #9	Newspaper	September	550,000	Pending
Globe & Mail Special Report #10	Newspaper	November	550,000	Pending
Globe & Mail Digital	Digital	April, June, September, November	320,000	On-Going
NOW Magazine	Newspaper (print and digital)	10 placements, monthly from April - December	520,000	On-Going
NOW Magazine	Web and newsletter ads	September - December	200,000	On-going
Edible Touring Guide	Magazine	May	20,000	Published
Edible Magazine	Magazine	April	87,500	Published
Edible Magazine	Magazine	June	87,500	Pending
Edible Magazine	Magazine	August	87,500	Pending
Edible Magazine	Magazine	October	87,500	Pending
The Growler	Magazine	October	180,000	Pending
TOTAL			4,850,000	

*click the blue text to open the publication and see the placement

Sample Content by CTA

Instagram Story highlighting three partner regions:



Facebook Post:

CTA: Culinary Tourism Alliance
Published by Christopher Skinner · June 2 at 3:58 PM ·

Did you know that June is National Indigenous History month?

If you're looking to learn more about Ontario's Indigenous history, you can explore some incredible cultural & culinary experiences with **Indigenous Tourism Ontario's #GreatTasteOfOntario** passport! This collection of Indigenous experiences is just the beginning of your journey, and includes places like:

- 1 Naagan by Zach Keeshing
- 2 Indigenous Experiences at Māhāhōkī Farm
- 3 Yawékon by Chef Tawnya Brant
- 4 Raven Rising-Global Indigenous Chocolates
- 5 Anishinaabe Wild Rice Experience

Use your passport to check-in to locations along the way and you can earn rewards like **#FeastOn** gift vouchers - a great way get perks while exploring during **#TourismWeek**! Visit <https://ontarioculinary.com/great-taste/download-passport/> to get started.

6,091 People reached · 394 Engagements

Boost post

18 Likes · 36 Shares

Like · Comment · Share

Comment as CTA: Culinary Tourism Alliance

Instagram Gallery Post:

ontarioculinary
Thunder Bay, Ontario

ontarioculinary I am so excited to see the #GreatTasteOfOntario!

It's super easy: visit ontarioculinary.com/great-taste and download passports from over 30 delicious destinations across our great province, then hit the road and collect check-ins along the way to earn sweet rewards like #FeastOn gift vouchers!

Need some inspiration? Download the passport to Thunder Bay and visit these amazing locations in Canada's Premier Outdoor City:

- 1 @daylan, restaurant
- 2 @threewords
- 3 @gusto
- 4 @threewords
- 5 @threewords
- 6 @threewords
- 7 @threewords
- 8 @threewords
- 9 @threewords
- 10 @threewords

Where will YOU visit first?

#DiscoverON #ThunderBay #ThunderBayOntario #OntarioTravel Festival #SupportLocal #OntarioRestaurants #OntarioFood #FeastOn #Indigenous #Travel #Food #Travel #Ontario #ThunderBay #Travel #Ontario

View insights

100% Liked by canadaculinary and 76 others

100% Add a comment...

Instagram Feed Post:

ontarioculinary

ontarioculinary Huge news! 📢 The #GreatTasteOfOntario is back! Ontario's tastiest tourism program returns with new passports, new itineraries, and new adventures. Travel local, eat amazing things and earn #FeastOn gift vouchers along the way - it's a win-win!

Discover more at ontarioculinary.com/great-taste:

- #DiscoverON #OntarioTravel #OntarioAdventures #Ontario #FeastOn #Canada #Passport #Adventures #AdventureTime #Travel #TravelLocal

De: paul0888 Where's Police Island and its Great Tastes? It's not even on the map of Ontario?

De: Reply

De: tourismofod So exciting and so many great places to eat and discover Ontario! P.S. the audio on this is so good! 🎧

De: 1 like · Reply

De: caifon_hubbard Can't wait to discover some new local eats in the province!

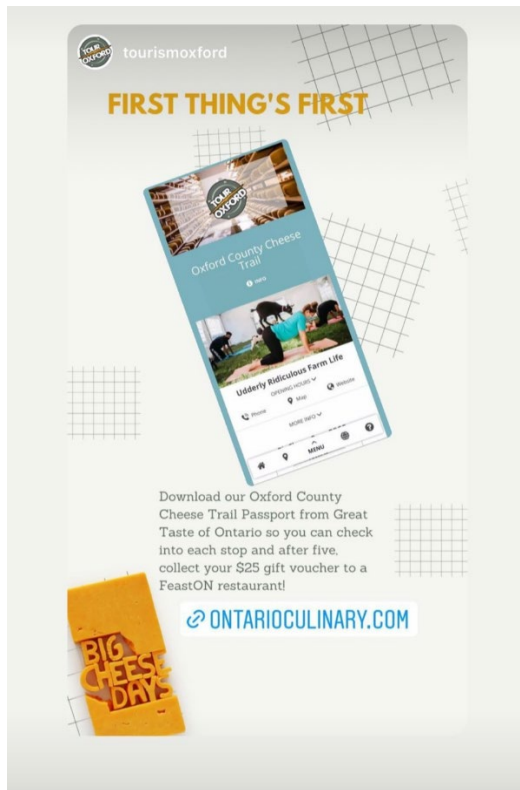
View insights

1,861 views

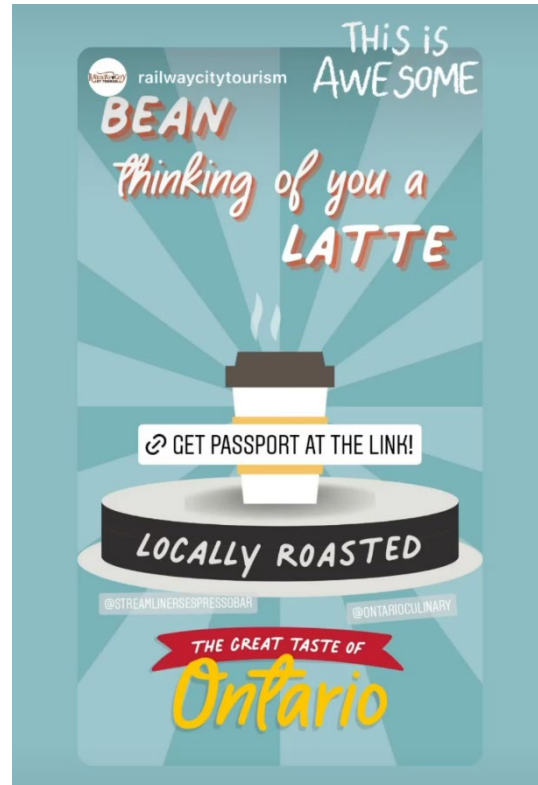
100% Add a comment...

Sample Content by Partners

Oxford County:



Railway City Tourism:



Perth Tourism:



You'll quickly discover that Perth loves to do two things: Eat and Drink. And how could you not? With a restaurant roster that ranges from delicious pub eats to mouth-watering fine dining to thirst-quenching brews and spirits, our little town can literally offer you All. The. Things.

We're proud of our culinary offerings, and you can learn more about our restaurants, brewery and distillery in our directory below.

The Great Taste of Ontario has ideas, trips and stories to help you fall in love with Ontario again, and again. Each time you check-in to a location, you're on your way to some sweet rewards! Check-ins can be redeemed for some sweet Ontario-made swag or donated to charity. Which is also pretty sweet. Check back seasonally, as the passports and itineraries are updated regularly.

[Download your free Perth, Ontario passport to participate here.](#)

Great Taste of Ontario Itineraries

- [The Perfect Day Trip in Perth Ontario](#)
- [A Weekend Getaway in Perth](#)
- [Three Fun-Filled Days in Perth](#)

And check out [this review](#) from guest blogger Ro Nwosu (@wildroga) over on the Perth Proud blog!

Other Activities

Contesting Opportunities

Some of our digital placements come with contesting opportunities. If you are interested in putting together a "Stay and Play" package to promote your passport via a contest to a Toronto audience, please let us know. There are no additional fees for this opportunity, however, the partner would be responsible for the prizing.

GIPHY Sticker Collection on Instagram

The collection of Great Taste of Ontario GIFs was expanded to encourage sharing of GTOO passports, itineraries and experiences.

QR Codes

QR Codes are now available in the partner Dropbox folder for anyone wishing to use them. Many partners have chosen to use them on postcards and table talkers in their region to encourage downloads and remind travellers about checking-in.

Feast On® Gift Vouchers

Feast On® digital gift vouchers are live and being actively distributed as prizing for the Great Taste of Ontario. On-boarding of venues is on-going and will continue into 2022. If you do not have any Feast On® Certified businesses in your region, we encourage you to nominate some! Our Programs team will handle the outreach and on-boarding. Contact Director of Programs, Billy Alexander at billy@culinarytourismalliance.com. There is no additional cost for a Feast On® Certified businesses to participate in the voucher program.

Great Taste of Ontario Road Trips

The CTA is currently planning six (6) in-market road trips to gather content to support promotions of the Great Taste of Ontario. The proposed destinations are:

- Six Nations / Heart of Ontario / Brant / Brantford : 3 days
in conjunction with Heart of Ontario Feast On® The Farm
- Haliburton Highlands / Hastings County / Ontario's Highlands : 3 days
- Thunder Bay / Lake Superior North Shore / Northern Ontario : 3 days
- Manitoulin Island / Indigenous Tourism Ontario : 3 days
- Windsor to Chatham Kent : 3 days
- Temiskaming Shores : 2 days
in conjunction with Temiskaming Shores Feast On® The Farm
- Georgina / Simcoe County / North Durham Region : 2 Days
in conjunction with Simcoe County Feast On® The Farm or Durham Feast On® The Farm

Feast On® the Farm

Feast On® the Farm unique is a two-day, zero-waste event series produced by the Culinary Tourism Alliance in partnership with host Destination Marketing Organizations or Regional Tourism Organizations.

Each event consists of one consumer day, followed by an industry day; and showcases the best of Ontario destinations, local food & beverages, and top chef talent. The Feast On® the Farm consumer day supports recovery in the hospitality sector, as it assists in fundraising to support the costs of the industry education day.

An extension of the Feast On® program, every Feast On® the Farm event takes place in a different location, is hosted in collaboration with a destination partner, and offers programming centered around themes relating to the United Nations Sustainable Development Goals (UN SDGs):



Find out more about the Sustainable Development Goals at sdgs.un.org/goals

The 2022 Feast On® the Farm Event Series has five (5) destinations.

Great Taste of Ontario will be promoted as part of the series through contesting, stay and play packages and social media. The following venues and dates are confirmed:

- June 26th & 27th in **Heart of Ontario** at West Avenue Cider
- September 18th & 19th in **Durham Region** at Slabtown Cider
- Sept 25th & 26th in **Temiskaming Shores** at Bison Du Nord
- October 2nd & 3rd in **Simcoe County** at Duntroon Cyder
- October 16th & 17th in **Niagara Benchlands** at Vineland Estates

We encourage you to share details about Industry Day (day 2) with your hospitality and industry partners. Attendance is open to all.

Find out more here: <https://ontarioculinary.com/fonfarm/>

We are still accepting proposals from destination partners for the 2023 Feast On® The Farm series – please contact our Director of Programs if interested.

Resources

Partner Portal: <https://ontarioculinary.com/great-taste-portal>

- **NEW!** [On-Boarding Toolkit for Destinations](#)
- **NEW!** [2022 Business Inclusion Criteria](#)
- **NEW!** [Passport Template](#)
- **NEW!** [Passport Embed Instructions](#)
- **NEW!** [GTOO One-Pager For Businesses](#)
- [GTOO for Businesses - FRENCH](#)
- [Guide to Good Food Content](#)
- [Great Taste of Ontario Brand Guidelines and Assets](#)