

# — Great Taste of Ontario Partner Report

## PERFORMANCE METRICS

**Spring/Summer 2022**

(activity between June 1 – July 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.



## Project Update

We are having a TON of fun with the Great Taste of Ontario this year! We began our marketing efforts in April and continue to see fantastic engagement with the program.

As a reminder, all partners in the program can submit up to three pieces of content per season – shout out to the City of Brantford and Perth County for taking full advantage of this! 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. High fives across the board to Durham Region for their efforts on social media – those fabulous passport numbers mean their efforts are paying off!

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. As you know, we've onboarded some new staff members to the Marketing Team (myself included!) so I thank you for your patience with us as we orient our new team.

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 get in touch! The names and contact details for our team are below.

### **Nicole Brown**

Director, Marketing

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# Passport Metrics

The activity recorded reflects activity between June 1, 2022 – July 31, 2022.

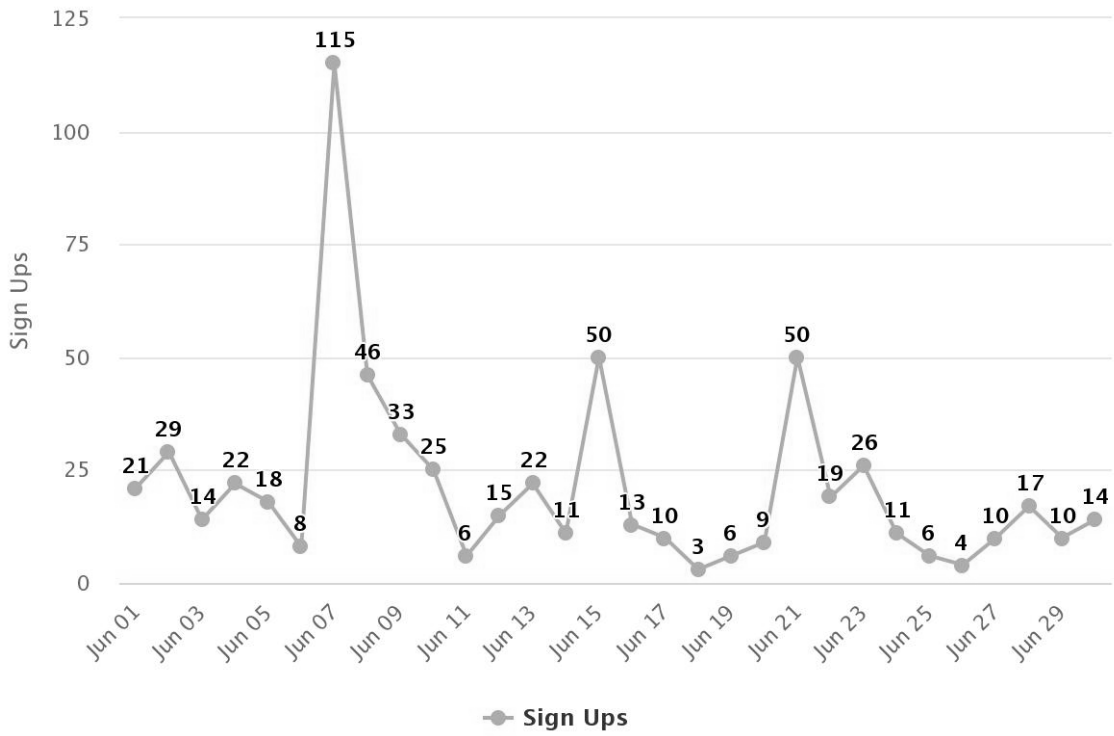
<b>LIVE PASSPORTS</b>	33
<b>PASSPORTS IN PRODUCTION</b>	5

## LIVE PASSPORTS:

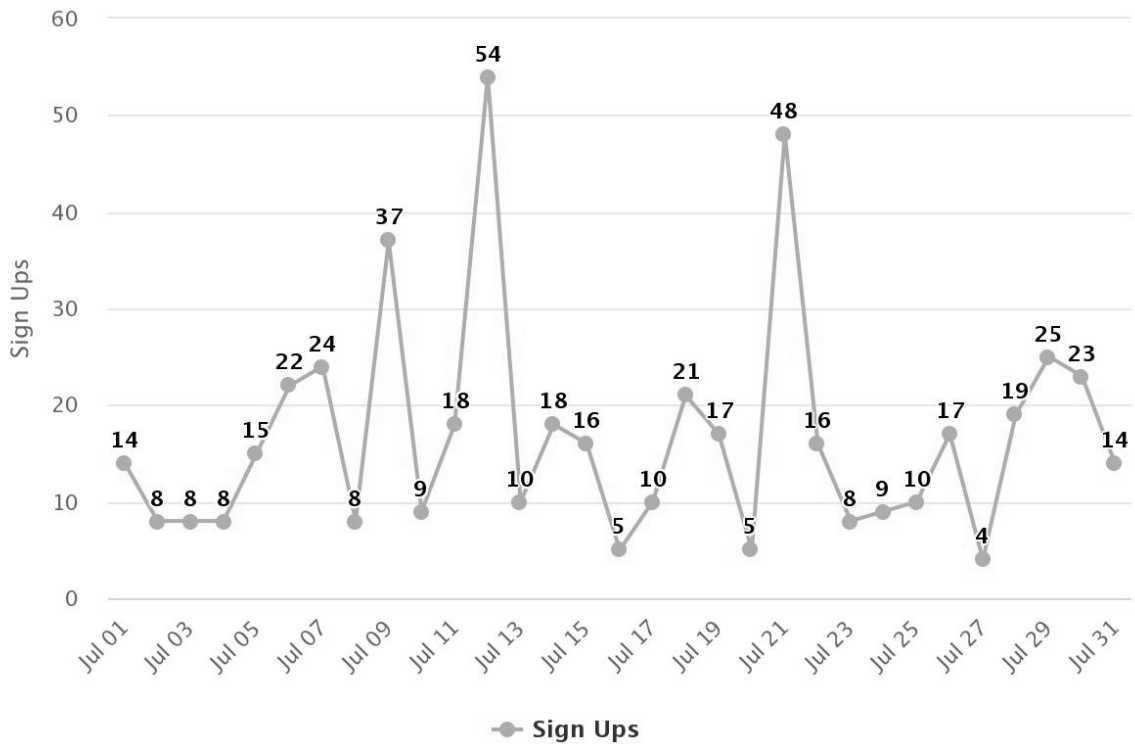
- BLACK FOODIE
- Bracebridge
- Brant County
- Chatham Kent
- City of Brampton
- City of Brantford
- Durham Region
- Elgin & St. Thomas
- Francophone Heritage, Culture and Tourism Corridor (SEO)
- Great Northern Beer Tour
- Haliburton Highlands
- Halton Hills
- Hastings County
- Indigenous Tourism Ontario
- Kawartha Lakes
- Middlesex, Sarnia, Lambton
- Niagara Benchlands
- Niagara on the Lake
- Norfolk County
- North Bay
- Oxford County Cheese Trail
- Perth County
- 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

	<b>JUNE</b>	<b>JULY</b>	<b>TOTAL</b>
<b>USERS</b>	433	328	<b>761</b>
<b>PASSPORT DOWNLOADS</b>	635	504	<b>1,139</b>
<b>CHECK-INS</b>	46	69	<b>115</b>
<b>FEAST ON VOUCHER REDEMPTIONS</b>	17	2	<b>19</b>

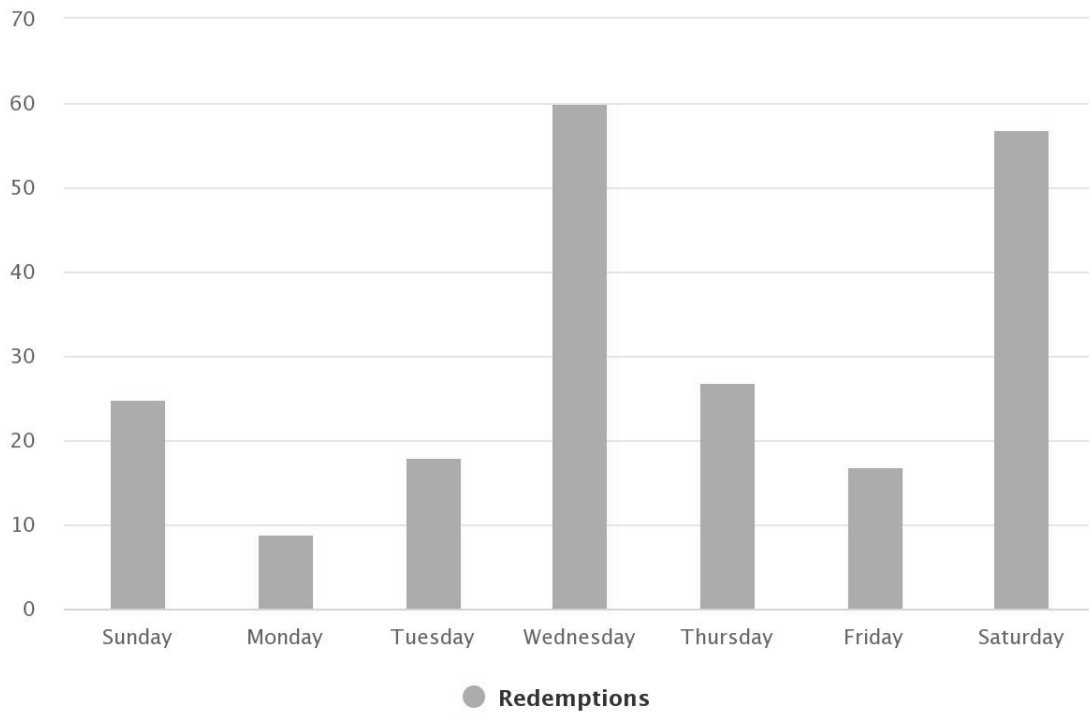
### SIGN UPS BY DAY: JUNE



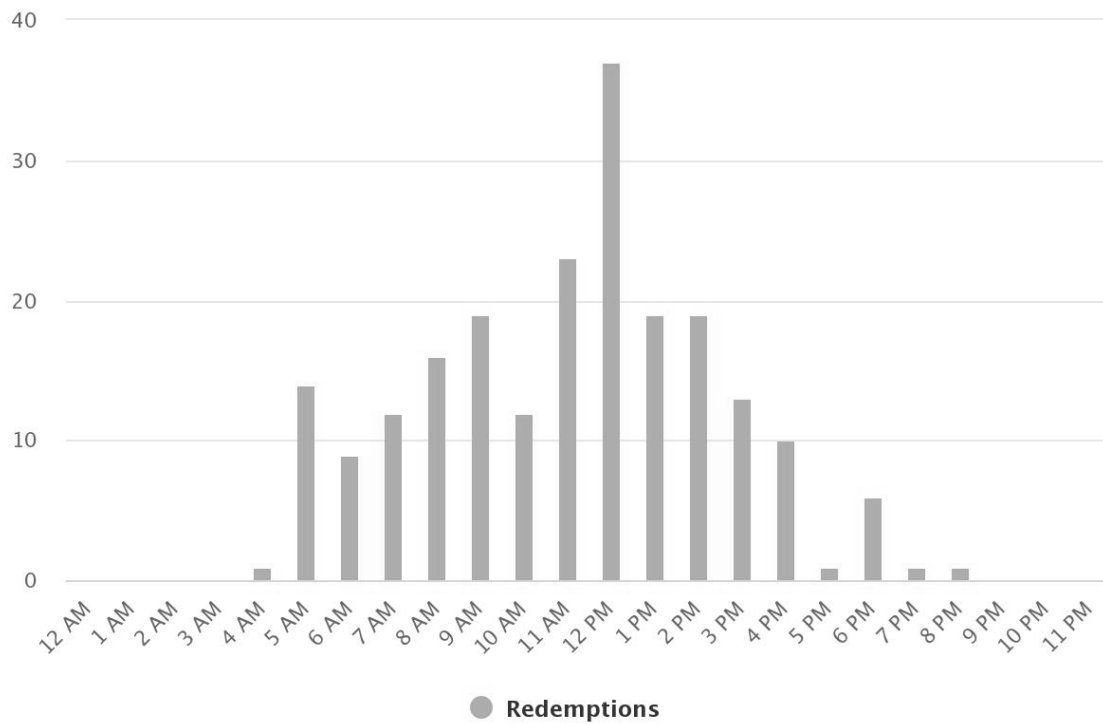
### SIGN UPS BY DAY: JULY



## CHECK-INS BY DAY



## CHECK-INS BY HOUR



## Passport Performance

	DOWNLOADS	CHECK-INS
Black Foodies Guide	64	0
Bracebridge	27	0
Brant County	35	1
Chatham-Kent	40	0
City Of Brampton	19	0
City of Brantford	39	1
Durham Region	161	7
Elgin & St. Thomas	47	4
Francophone Heritage, Culture & Tourism Corridor	17	0
Great Northern Ontario Beer Tour	19	0
Haliburton Highlands	11	0
Halton Hills	81	47
Hastings County	13	0
Indigenous Tourism Ontario	53	0
Kawartha Lakes	28	0
Middlesex, Sarnia, Lambton	37	0
Niagara Benchlands	59	16
Niagara On The Lake	69	6
Norfolk County	48	4
North Bay	13	0
Oxford County Cheese Trail	38	1
Perth County	9	0
Perth, Ontario	21	0
Route Champlain - Central	11	1
Route Champlain - Sud	1	0
Simcoe County	29	1
Six Nations of Grand River	24	0
Temiskaming Shores	9	0
Thunder Bay	16	0
True Brew Path	26	17
Waterloo Region	42	3
Wellington County	39	4
Windsor Essex	18	1

# Customer Geographics

94.6% of passport users are from Ontario.

CITY	Downloads	Check-Ins
Toronto	80	2
Oshawa	58	5
Whitby	44	0
Ottawa	37	1
Halton Hills	31	46
London	26	0
Ajax	26	0
Hamilton	25	0
Clarington	23	14
Mississauga	22	1
--	17	0
Pickering	16	0
St. Thomas	15	4
Kitchener	14	1
Milton	14	0
St. Catharines	14	8
Waterloo	13	0
Tillsonburg	12	0
Brampton	12	0
Windsor	12	3
Chatham-Kent	12	0
Brantford	11	1
Guelph	11	0
Oakville	11	0
Cambridge	9	0
Woodstock	8	1
Burlington	8	4
--	7	0
Markham	7	6
Whitchurch-Stouffville	6	0

CITY	Downloads	Check-Ins
Lincoln	6	8
Rockwood	6	4
Acton	5	0
Barrie	5	0
Scugog	3	0
Norwich	3	0
Richmond Hill	3	0
Perth	3	0
Smithville	3	0
Owen Sound	3	0
Caledon	3	0
Vaughan	3	0
Grimsby	3	0
Gravenhurst	3	0
Niagara-on-the-Lake	3	0
Port Perry	2	0
Elmwood	2	0
Simcoe	2	0
Uxbridge	2	0
Orangeville	2	0
Breslau	2	0
Thorold	2	0
Niagara Falls	2	0
Port Dover	2	1
Collingwood	2	0
Ingersoll	2	0
Brigden	2	0
Thunder Bay	2	1
Ravenna	1	0
ARSENAL	1	0



# Marketing Activity Overview

## Digital Marketing Metrics

	APRIL/MAY	JUNE/JULY	AUG/SEP	OCT/NOV	DEC	CAMPAIGN TO DATE
<b>REACH (BY CHANNEL)</b>						
<b>Instagram</b>	63,995	98,055				162,050
<b>Facebook</b>	59,481	369,532				429,013
<b>TOTAL</b>	123,476	467,587				591,063
<b>ENGAGEMENT (BY CHANNEL)</b>						
<b>Instagram</b>	6,799	6,093				12,892
<b>Facebook</b>	4,078	12,379				16,457
<b>TOTAL</b>	10,877	18,472				29,349
<b>WEBSITE TRAFFIC</b>						
<b>GTOO Content</b>	14,399	14,641				29,040
<b>Landing Page</b>	10,300	8,527				18,827
<b>GTO Blog Posts</b>	4,099	6,114				10,213
<b><a href="#">OC.com</a> - All</b>	122,763	151,857				274,620

## Confirmed Advertising Placements

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

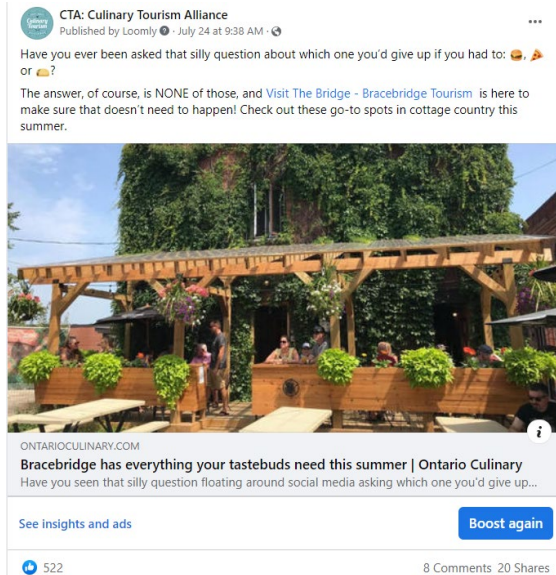
\*click the blue text to open the publication and see the placement

## Sample Content by CTA

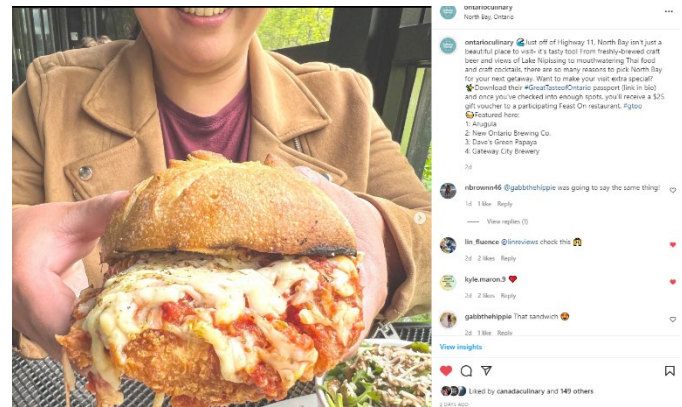
Instagram Story highlighting three partner regions:



## Facebook Post:




## Instagram Gallery Post:



## Instagram Feed Post:



## Sample Content by Partners

 **Niagara Benchlands** June 2 · 🌐

The Great Taste of Ontario is back!

Each season, with CTA: Culinary Tourism Alliance you can download one of 40 digital passports to help guide and plan your visit as you discover and explore Ontario all summer long.

Download and re-discover the unique tastes offered by the growers and makers of Ontario with The Niagara Benchlands passport this summer.


As you explore you'll quickly become immersed in the exciting culture of The Niagara Benchlands that inspire memorable stories and wonderful times shared by friends and family through uniquely crafted experiences through food and drinks.


While you're here be sure to check out all the local shops and bring back a little piece of The Niagara Benchlands home with you!


To learn more about the program or to download your Niagara Benchlands passport now visit the link below!  
<https://ontarioculinary.com/great-taste/>

#REPOST CTA: Culinary Tourism Alliance - Great Taste of Ontario  
Video Credit Via CTA: Culinary Tourism Alliance

#foodandwine #foodies #ontariogrown  
#summertime #niagarabenchlands #ontario #GreatTasteofOntario #travelgram #foodtravel



 **tourismbrantford**  
Brantford, Ontario



Get a taste of history by spending your day exploring some of Brantford's oldest culinary attractions with the newest #GreatTasteofOntario itinerary, which includes stops at @brantford\_farmers\_market, #theoldschoolrestaurant, @daireedelite, @lechocolatdusavoie, and @mariasoriginal. Visit [discoverbrantford.ca](http://discoverbrantford.ca) to view the full itinerary from @ontarioculinary.

 **Chatham-Kent Tourism** @VisitCK · 21h

Download the #CKont's Great Taste of Ontario Ice Cream Passport! Check in along the way and you are one step closer to redeeming Ontario-made prizes through the Ontario Culinary Alliance, simply by making it known you stopped in for ice cream!

[chatham-kent.ca/visitck/stayan...](http://chatham-kent.ca/visitck/stayan...)  
#SeeYouInCK



 **Durham Tourism** @DurhamTourism · Jul 29

Great Taste of Ontario Oshawa Passport spotlight: Street Momo! 🍡 Chef Rajan is cooking up some incredible Indian-Asian fusion #InTheDR! Meaning dumpling in English, 'momos' are a popular food in Nepal where he grew up! More info: [bit.ly/3McELqL](http://bit.ly/3McELqL).  
📷: StreetMomo19 on IG



## 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](mailto:billy@culinarytourismalliance.com)

There is no additional cost for Feast On® Certified businesses to participate in the voucher program.

### Great Taste of Ontario Road Trips

The CTA is in-market on road trips to gather content to support promotions of the Great Taste of Ontario. The proposed destinations are:

- Thunder Bay / Lake Superior North Shore / Northern Ontario: 3 days - COMPLETE
- Haliburton Highlands / Hastings County / Ontario's Highlands: 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
- Simcoe County: 2 days, in conjunction with Simcoe County Feast On® The Farm
- Niagara Benchlands: 2 days, in conjunction with Niagara Benchlands Feast On® The Farm
- Durham Region: 2 days in conjunction with Durham Region Feast On® The Farm

## Feast On® the Farm

Feast On® the Farm is a unique 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):



The 2022 Feast On® the Farm Event Series has five destinations, and the 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 – A HUGE SUCCESS!
- 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/feast-on-the-farm-industry-days>

We are still accepting proposals from destination partners for the 2023 Feast On® The Farm series – please contact our Director of Programs, Billy Alexander, at [billy@culinarytourismalliance.com](mailto:billy@culinarytourismalliance.com) if interested.

# Resources

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

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