

— Great Taste of Ontario Partner Report

PERFORMANCE METRICS

August 1 – September 30, 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

This summer was a whole lot of fun for our team! We took advantage of the phenomenal weather to explore different parts of the province and saw fantastic engagement on our social media channels from consumers and industry partners alike.

Side note: We also snuck in some custom content trips with our partners at Explore Waterloo Region and Southeast Ontario. If this is of interest to your destination, please reach out to us! Let us beef up your content library, supplement your blog content, or run an entire campaign on your behalf!

As we head into the last few months of the year, this is your last chance to send us content to put on our channels. If you have fall or holiday itineraries and events, please send them our way! 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.

Simply send us an email with your content or any changes to your passport. If capacity is an issue for your organization, please get in touch and we will do our best to support you.

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. Cheers!

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Passport Metrics

The activity recorded reflects activity between August 1 - September 30, 2022.

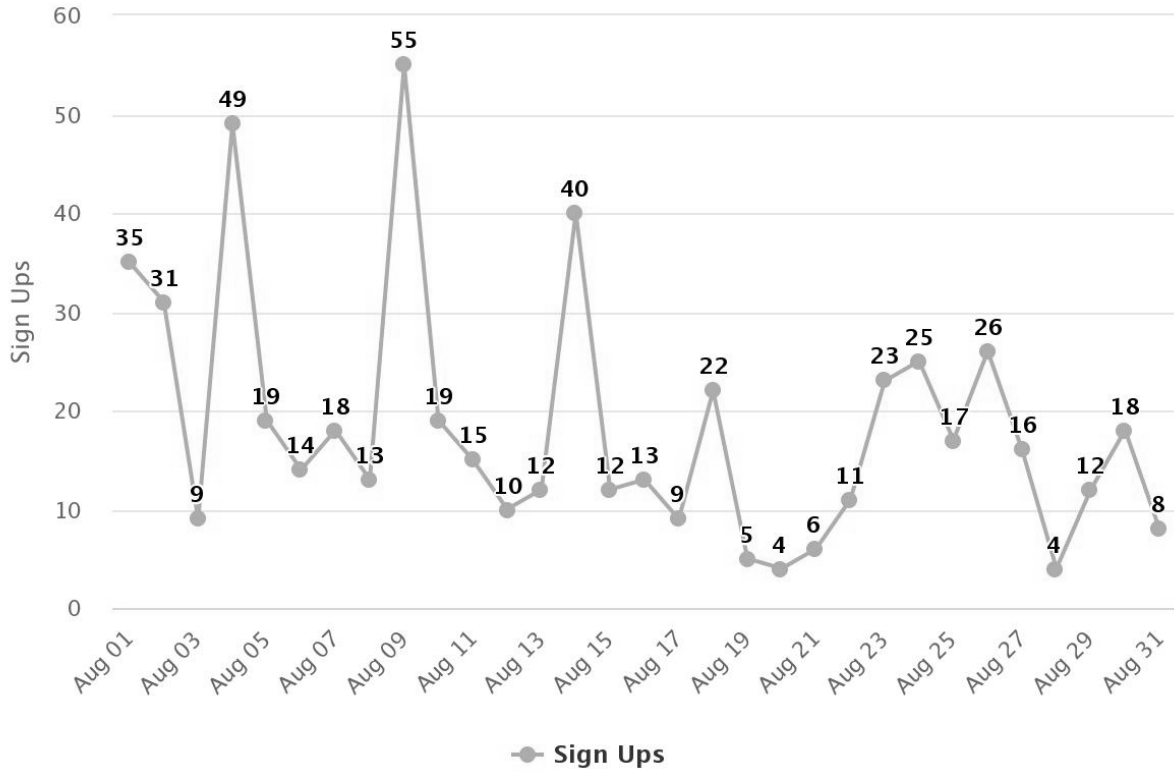
LIVE PASSPORTS	36
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LIVE PASSPORTS:

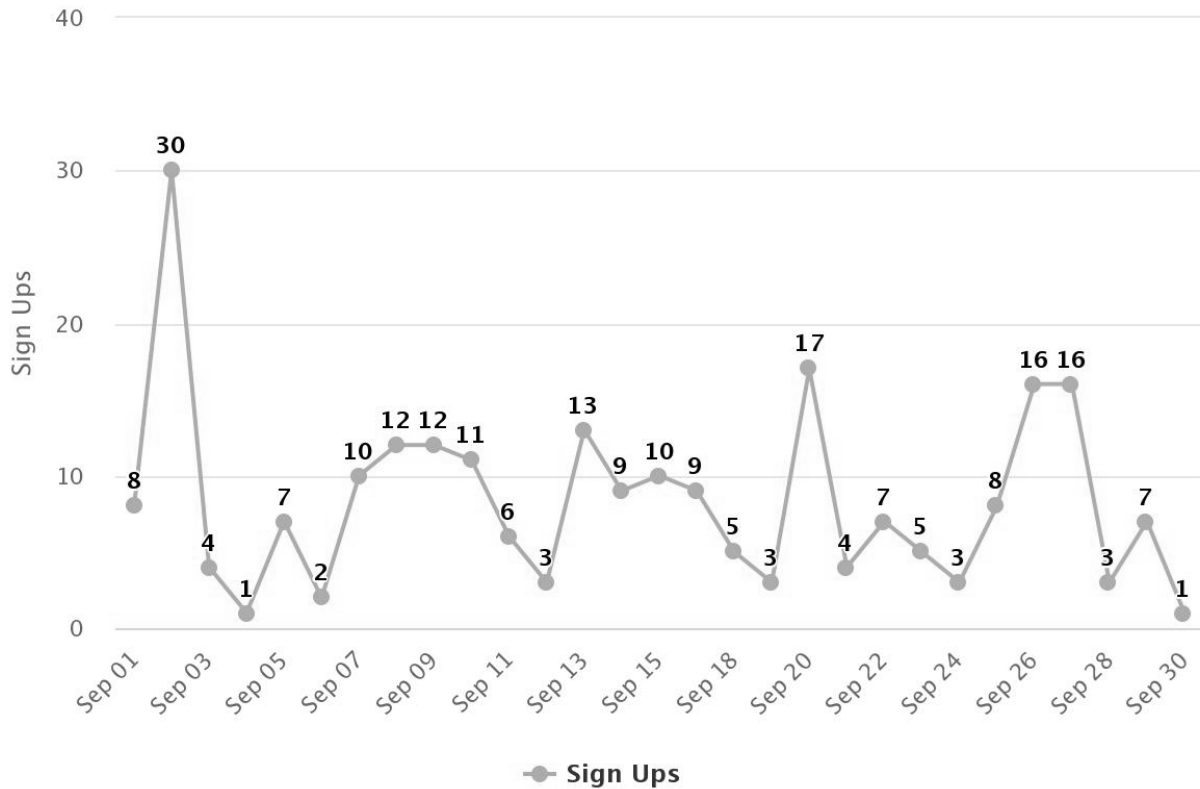
- BLACK FOODIE
- Bracebridge
- Brant County
- Chatham Kent
- City of Brampton
- City of Brantford
- Durham Region
- Elgin & St. Thomas
- Francophone Heritage, Culture and Tourism Corridor (SEO)
- Great Northern Beer Tour
- Haliburton Highlands
- Halton Hills
- Hastings County
- Indigenous Tourism Ontario
- 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
- Toronto – Caribbean
- Toronto – Latin American
- Toronto – Southeast Asian
- True Brew Path (Hamilton, Halton, Brant)
- Waterloo Region
- Wellington County (Taste Real)
- Windsor Essex

	AUGUST	SEPTEMBER	TOTAL
USERS	199	389	588
PASSPORT DOWNLOADS	570	242	812
CHECK-INS	84	83	167
FEAST ON VOUCHER REDEMPTIONS	0	34	34

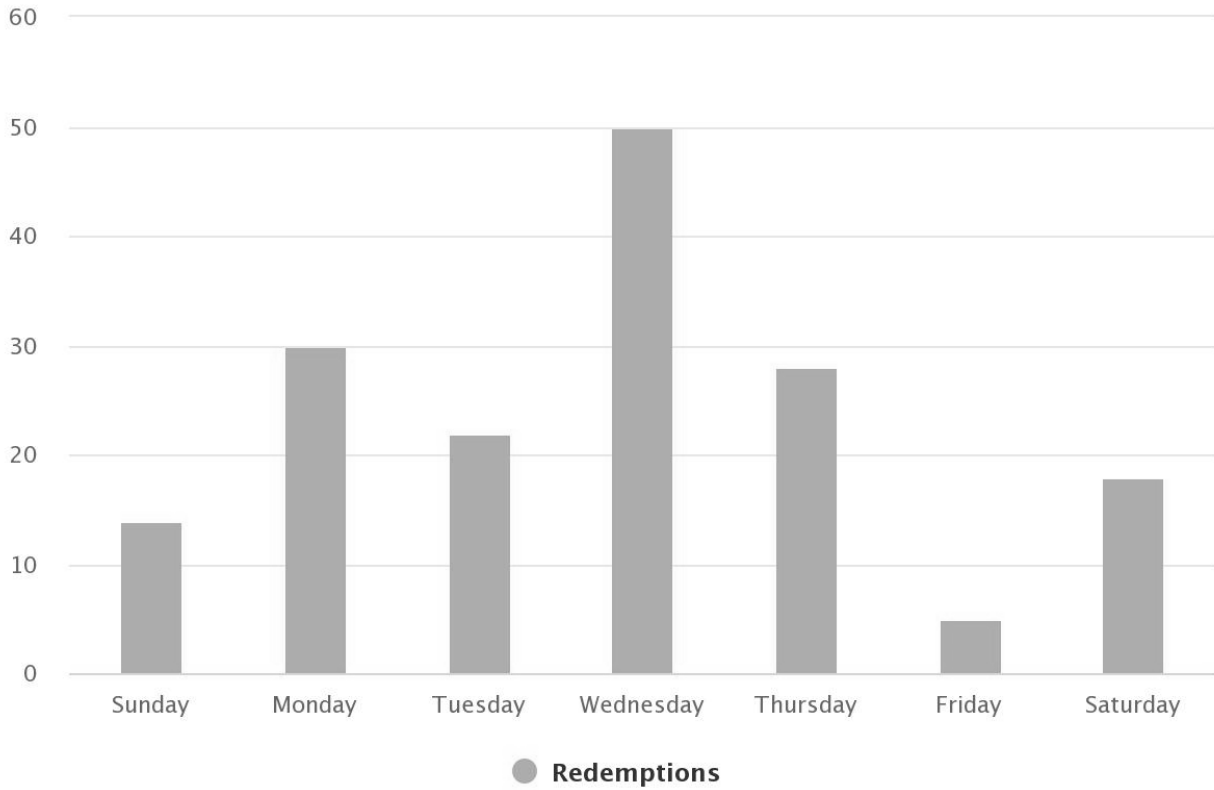
SIGN UPS BY DAY: AUGUST



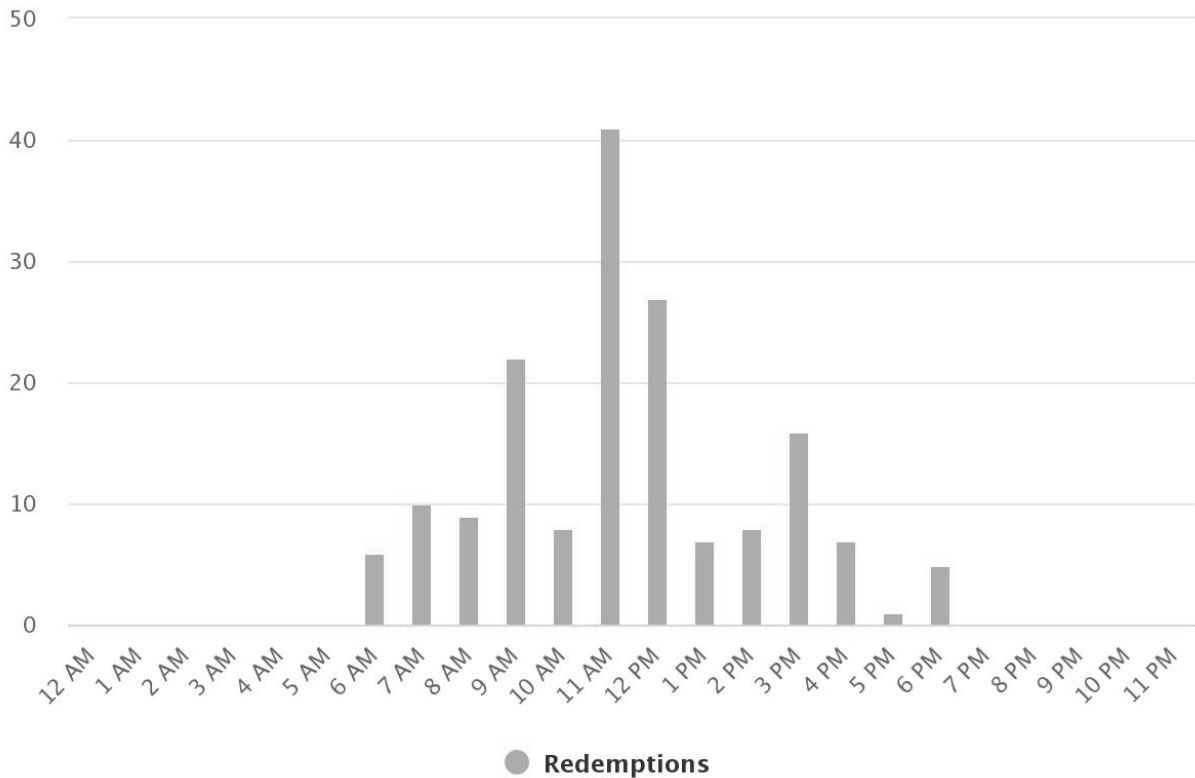
SIGN UPS BY DAY: SEPTEMBER



CHECK-INS BY DAY



CHECK-INS BY HOUR



Passport Performance

	DOWNLOADS	CHECK-INS
Black Foodies Guide	51	0
Bracebridge	19	0
Brant County	30	1
Chatham-Kent	31	12
City Of Brampton	13	0
City of Brantford	21	0
Durham Region	67	36
Elgin & St. Thomas	30	1
Great Northern Ontario Beer Tour	10	0
Haliburton Highlands	15	1
Halton Hills	45	33
Hastings County	12	0
Indigenous Tourism Ontario	26	0
Kawartha Lakes	24	0
Middlesex, Sarnia, Lambton	10	0
Niagara Benchlands	47	0
Niagara On The Lake	43	7
Norfolk County	32	0
North Bay	6	0
Oxford County Cheese Trail	31	20
Perth County	23	0
Perth, Ontario	19	0
Route Champlain	6	1
Salut Canada	10	0
Simcoe County	21	0
Six Nations of Grand River	16	0
Temiskaming Shores	13	4
Thunder Bay	11	0
Toronto – Caribbean	35	0
Toronto – Latin American	8	0
Toronto – Southeast Asian	9	0
True Brew Path (Hamilton, Halton, Brant)	14	0
Waterloo Region	29	7
Wellington County	21	0
Windsor Essex	14	0

Customer Geographics

94.6% of passport users are from Ontario.

CITY	Downloads	Check-Ins
Toronto	97	2
London	37	2
Oshawa	26	36
Halton Hills	22	26
Mississauga	20	10
Whitby	19	0
Tillsonburg	19	1
Ottawa	18	1
Chatham-Kent	17	20
Clarington	15	0
Kitchener	14	2
Guelph	14	2
Brantford	12	0
Burlington	11	0
St. Catharines	11	1
St. Thomas	11	2
Pickering	10	0
Windsor	9	0
Markham	8	3
Waterloo	7	0
Hamilton	7	2
Cambridge	6	8
Ajax	6	0
Whitchurch-Stouffville	5	0
Richmond Hill	5	0
Vaughan	5	1
Niagara Falls	4	0
Brampton	4	0
Milton	4	0
Lakeshore	4	0

CITY	Downloads	Check-Ins
Scugog	3	0
Little Britain	3	0
Woodstock	3	0
Grimsby	3	0
Oakville	3	0
Kawartha Lakes	3	0
Wyoming	3	0
Spencerville	2	0
Caledonia	2	0
Adjala-Tosorontio	2	0
Englehart	2	0
North Perth	2	0
Welland	2	0
Huntsville	2	0
Flemington	2	0
Port Colborne	2	0
Thunder Bay	2	0
Centre Wellington	2	0
Acton	2	9
Fort Erie	2	0
Kincardine	2	0
Wellandport	2	0
Brant	2	0
St. John's	2	0
Delhi	2	0
Santa Clarita	1	0
La Salette	1	0
Fraserville	1	0
Oro-Medonte	1	0
Slate River Valley	1	0

Marketing Activity Overview

Digital Marketing Metrics

	APRIL/MAY	JUNE/JULY	AUG/SEP	OCT/NOV	DEC	CAMPAIGN TO DATE
REACH (BY CHANNEL)						
Instagram	63,995	98,055	93,313			255,363
Facebook	59,481	369,532	391,254			820,267
TOTAL	123,476	467,587	484,567			1,075,630
ENGAGEMENT (BY CHANNEL)						
Instagram	6,799	6,093	10,425			23,317
Facebook	4,078	12,379	38,645			16,457
TOTAL	10,877	18,472	49,070			29,349
WEBSITE TRAFFIC						
GTOO Content	14,399	14,641	14,873			43,913
Landing Page	10,300	8,527	7,369			26,196
GTO Blog Posts	4,099	6,114	7,504			17,717
OC.com - All	122,763	151,857	204,223			478,843

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	Published
Globe & Mail Special Report #9	Newspaper	September	550,000	Published
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	July	87,500	Published
Edible Magazine	Magazine	September	87,500	Published
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 reel highlighting three destinations:



Facebook Post:

Ontario Culinary is with [Mona's Roti Scarborough](#) and 2 others. Published by Nicole Brown · August 13 ·

If the [Toronto Caribbean Carnival](#) has left you with a craving you just can't kick, the [#greattasteofontario](#) is here to save the day! Download your passport to discover our curated list of 15 of Toronto's best Caribbean spots.

Among the list are:

- [Mona's Roti Scarborough](#) - rave reviews for a reason!
- [SugarKane](#) - sweet/spicy Caribbean + big bold cajun!
- [Chubby's Jamaican Kitchen](#) - taste the vibrancy of Jamaica's culture
- [Rasta Pasta](#) - Jamaican/Italian fusion? YES.

Download your [Destination Toronto: Caribbean passport](#) today:
<https://ontarioculinary.com/great-taste/download-passport/>

See insights and ads [Boost again](#)

You and 319 others 15 Comments 27 Shares

Like Comment Share

Instagram Reel:

ontarioculinary · Absofacto · Dissolve

ontarioculinary Welcome to the [St.Jacobs Farmers' Market](#) in beautiful [@explorewaterlooregion](#)! We ate our way through this recently-revitalized market and it was pretty epic. Tap that link in our bio and check it out!

5w

[travelwithtmc](#) Welcome to the neighbourhood! 🍌

5w 1 like Reply

— View replies (1)

[Boost post](#)

🍷🗨️📌

Liked by [culinarytourismalliance](#) and 391 others

AUGUST 26

😊 Add a comment... Post

Sample Content by Partners

Railway City Tourism
 August 2 · 🌐

This [#TastyTuesday](#) goes out to the one and only Windjammer Inn (@windjammergrill)! This quaint and beautiful inn has a restaurant with flavourful dishes. Make sure to check out their menu for both brunch, lunch, and dinner! 🍴

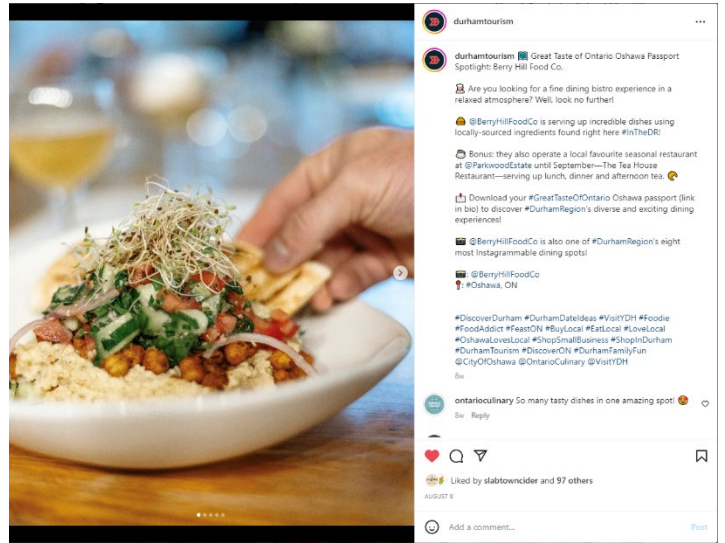
The Windjammer is another local business that is featured in the Great Taste of Ontario food passport 🗺️ For more information, make sure to check out our website: <https://www.railwaycitytourism.com/great-taste-of-ontario...>

👤 @craftbrews_and_localchews



👤 You, Cathy Horvath Buchanan SoloWorkStudio Art and 2 others
 2 Comments 1 Share

👍 Love 💬 Comment ➦ Share



durhamtourism · Great Taste of Ontario Oshawa Passport Spotlight: Berry Hill Food Co.

Are you looking for a fine dining bistro experience in a relaxed atmosphere? Well, look no further!

@BerryHillFoodCo is serving up incredible dishes using locally-sourced ingredients found right here in the DR!

Bonus: they also operate a local favourite seasonal restaurant at @ParkwoodEstate until September—The Tea House Restaurant—serving up lunch, dinner and afternoon tea. 🍵

Download your #GreatTasteOfOntario Oshawa passport (link in bio) to discover #DurhamRegion's diverse and exciting dining experiences!

@BerryHillFoodCo is also one of #DurhamRegion's eight most Instagrammable dining spots!

@BerryHillFoodCo
 📍 #Oshawa, ON

#DiscoverDurham #DurhamDateIdeas #VisitDH #Foodie #FoodAddict #FastON #BuyLocal #EatLocal #LoveLocal #OshawaLoveLocal #ShopSmallBusiness #ShopInDurham #DurhamTourism #DiscoverOH #DurhamFamilyFun @CityOfOshawa @OntarioCulinary @VisitDH

ontarioculinary So many tasty dishes in one amazing spot! 🍴

Liked by slabtowncider and 97 others
 AUGUST 6



visithaltonhills · Following
 Electric Light Orchestra · Mr. Blue Sky

visithaltonhills So many delicious restaurants & cafes to choose from in Halton Hills! Here is PART 2 of 3 of our showcase of the Halton Hills dining passport 🗺️

Want to be rewarded as you shop? The Halton Hills Dining Passport features over 20 food & drink locations that you can earn rewards as you support 🌟

Download the passport to your phone at the link in our bio! For every 10 check-ins win a \$25 gift voucher! @ontarioculinary

@heathersbakerycafe
 @silverreekroffeabuse

Liked by heartofontario and 55 others
 AUGUST 10

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 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
- Temiskaming Shores: in conjunction with Temiskaming Shores Feast On® The Farm - Postponed to 2023
- Durham Region: one day in conjunction with Durham Region Feast On® The Farm - COMPLETE
- Simcoe County: 2 days, in conjunction with Simcoe County Feast On® The Farm - COMPLETE
- Niagara Benchlands: 2 days, in conjunction with Niagara Benchlands Feast On® The Farm – COMING SOON!

Feast On® the Farm

Feast On® the Farm is a unique 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 Great Taste of Ontario is promoted as part of the series through contesting, stay and play packages and social media. So far this year we have hosted three successful events in the Heart of Ontario, Durham Region, and Simcoe County – Niagara Benchlands is up next!

While we were able to host a successful Industry Day in the Heart of Ontario, we have unfortunately had to postpone the rest of our Industry Day events due to stressors on our industry. We look forward to hosting our colleagues in the early months of the New Year when our network is in a better position to attend. Please stay tuned for more information!

We are always happy to chat with any partners looking to host events with us! Interested parties should contact Billy Alexander at billy@culinarytourismalliance.com.

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](#)