



THE GREAT TASTE OF

Ontario

Final Program Report

PREPARED BY THE CULINARY TOURISM ALLIANCE

JANUARY 2023

The Great Taste of Ontario is a **collaborative** tourism **recovery** program involving +80 partners including DMOs, RTOs, sector organizations, media, and charities.

THE PROGRAM WAS FUNDED IN PART BY

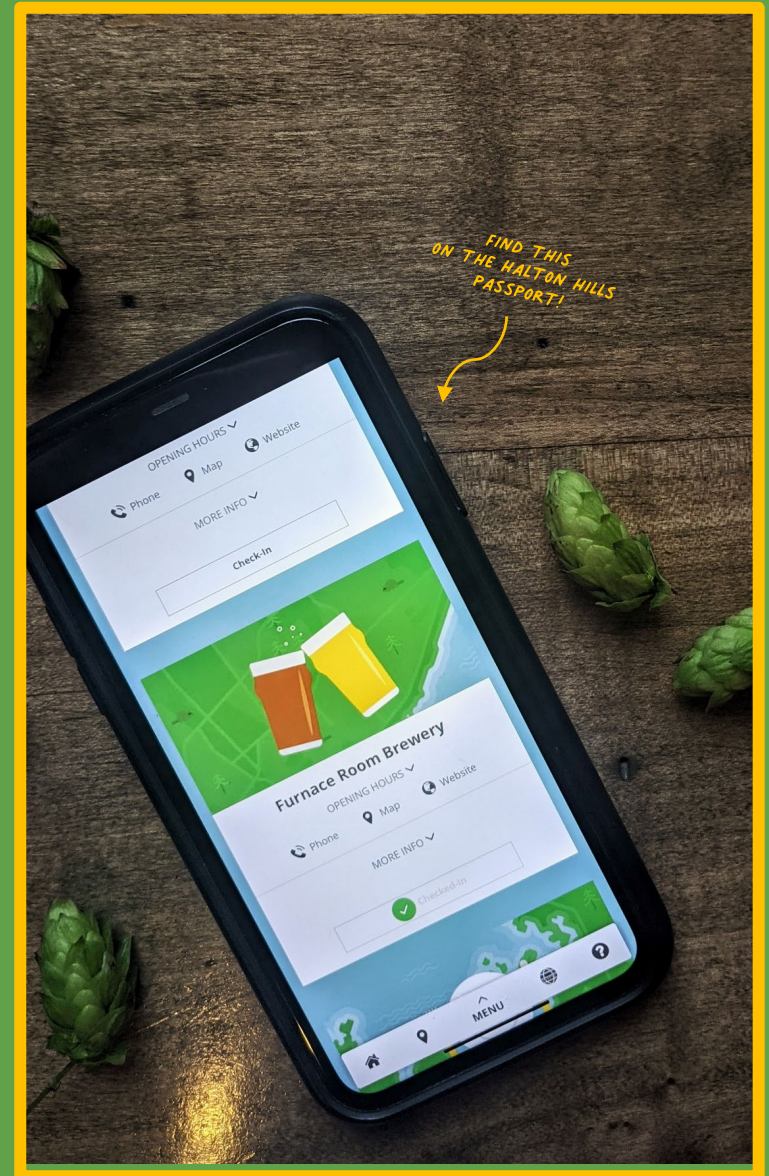


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FIND THIS
ON THE CURANAM REGION
PASSPORT!

READY, SET,

let's dig in!

Participation Overview

The following organizations participated in the Great Taste of Ontario:

- BLACK FOODIE
- Bracebridge
- Brant County
- Chatham Kent
- City of Brampton
- City of Brantford
- Destination Northern Ontario
- Destination Toronto
- Durham Region
- Elgin & St. Thomas
- 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
- Ontario's Highlands
- Ontario's Southwest
- Perth County
- Perth, Ontario
- Route Champlain
- Salut Canada
- 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

Promotional and advisory partners included TIAO, TIAC, Destination Northern Ontario, The Globe & Mail, Resorts of Ontario, Attractions Ontario, Festivals & Events Ontario, BLACK FOODIE, and the City of Toronto.

Charitable Partners included Second Harvest and FoodShare.

Marketing Results

A total of **6.7 million** digital impressions were garnered by the campaign in 2022.

4,428 passports were downloaded during the campaign with marketing activity executed between April and December, 2022.

176 partner “itineraries” were published and promoted. Partner capacity to submit was limited due to on-going staffing shortages with partner organizations.

Advertising dollars were spent with various publications and online communities. An overview can be found on the next page.



Advertising Results

Outlet	Medium	Placement Date	Reach
Resorts of Ontario Guide	Magazine/Digital	April - annual guide	900,000
Attractions Ontario Guide	Print and Digital Magazine	July	80,000
Globe & Mail Special Report #7	Newspaper	April	550,000
Globe & Mail Special Report #8	Newspaper	June	550,000
Globe & Mail Special Report #9	Newspaper	September	550,000
Globe & Mail Special Report #10	Newspaper	November	550,000
Globe & Mail Digital	Digital	April, June, September, November	320,000
NOW Magazine	Newspaper (print and digital)	Monthly April - December	520,000
NOW Magazine	Web and newsletter ads	September - December	200,000
Edible Touring Guide	Magazine	May	20,000
Edible Magazine	Magazine	April	87,500
Edible Magazine	Magazine	July	87,500
Edible Magazine	Magazine	September	87,500
Edible Magazine	Magazine	October	87,500
TOTAL			4,590,000



Social Media Results

Social media efforts were centered on Facebook and Instagram activity. Activity included a mix of ad placements and boosted itinerary content submitted by partners or created by the Culinary Tourism Alliance.

INSTAGRAM

Reach: 363,345
Engagement: 29,377

FACEBOOK

Reach: 1,114,610
Engagement: 76,993

TOTAL REACH: 1,477,955

TOTAL ENGAGEMENT: 106,370



Website Traffic

Website traffic is reflective of the marketing efforts used to drive traffic to Great Taste of Ontario content on ontarioculinary.com.

LANDING PAGE

31,456 views

STORIES & ITINERARIES

34,896 views

TOTAL PAGE VIEWS: 66,442



Passport Performance

	DOWNLOADS	CHECK-INS
Black Foodies Guide	220	1
Bracebridge	88	9
Brant County	124	3
Chatham-Kent	115	12
City Of Brampton	65	0
City of Brantford	116	13
Durham Region	349	142
Elgin & St. Thomas	187	135
Great Northern Ontario Beer Tour	61	1
Haliburton Highlands	66	1
Halton Hills	199	127
Hastings County	57	7
Indigenous Tourism Ontario	154	3
Kawartha Lakes	109	0
Middlesex, Sarnia, Lambton	87	2
Niagara Benchlands	214	30
Niagara On The Lake	196	14
Norfolk County	134	4

	DOWNLOADS	CHECK-INS
North Bay	47	5
Oxford County Cheese Trail	541	649
Perth County	45	0
Perth, Ontario	115	18
Route Champlain	42	2
Salut Canada	42	0
Simcoe County	108	3
Six Nations of Grand River	79	0
Temiskaming Shores	51	5
Thunder Bay	55	17
Toronto – Caribbean	47	1
Toronto – Latin American	20	0
Toronto – Southeast Asian	21	0
True Brew Path (Hamilton, Halton, Brant)	85	13
Waterloo Region	164	15
Wellington County	139	5
Windsor Essex	89	14

PHOTO & VISUAL ASSET LIBRARY

In the later months of 2022, the CTA creative team went in market five times to capture content to further support future promotions of the Great Taste of Ontario and participating partners.

Assets are available to partners, media and those looking to leverage the assets to promote food tourism in Ontario. Please [email Nicole](#) for access.

To date, over 3,500 photo and video assets were captured, and the following destinations were visited:

- **Trip 1:** Toronto
- **Trip 2:** Thunder Bay
- **Trip 3:** Durham Region
- **Trip 4:** Simcoe County
- **Trip 5:** Niagara Benchlands



Feast On[®] Gift Vouchers

A custom-made, open-loop digital gift voucher platform was designed, developed and launched to drive more business to foodservice operators that are committed to supporting local food. The vouchers are a legacy product of the program and will be used for future prizing.

Available in \$25 denominations with no expiry date, vouchers are redeemable at participating Feast On[®] certified restaurants.

On-boarding of venues is on-going and will continue into 2023. There is no additional cost for Feast On[®] Certified businesses to participate in the program.



The Future of the Great Taste of Ontario

The Great Taste of Ontario will continue to evolve as our industry moves further through stages of recovery.

WHAT WE'VE LEARNED

Capacity remains an on-going issue in our industry. We will make a renewed effort to ensure our partners have all marketing assets and a full understanding of best practices in order to activate against their investment to its full potential.

Short, easy to digest vertical video is a great medium to garner engagement. We are excited to expand our use of Reels in 2023.

As restrictions have eased, we have moved past the hyper-local focus of our marketing messaging. At the end of summer, we reduced the number of check-ins required for prize eligibility from 10 to 5. We are considering another decrease to 3, a more realistic number for visitors spending one or two days in each region.



Great Taste of Ontario 2023

Base Partnership - \$5,000

- Customizable digital passport featuring up to 25 food & drink businesses in your region with your brand front and centre
- Gamification components of the passport program are managed by the Culinary Tourism Alliance - you don't have to do a thing!
- Guaranteed mention of your region (or a business in your region) in one of four Great Taste of Ontario Special Reports in the Globe & Mail. These were a massive success in 2022!
- Opportunity to provide content to be published on OntarioCulinary.com to inspire passport downloads. All content will be posted to social and boosted to encourage engagement and readership
- Quarterly reports detailing program metrics

Enhanced Partnership - \$15,000

On top of the digital passport and above partnership benefits, our team will visit your destination for a two-day, custom content trip to capture content and highlight the businesses on your passport.

Includes:

- A minimum of eight businesses visited
- In-market social media coverage
- Four blogs published on ontarioculinary.com with associated paid social media posts
- One 60-second highlight video
- Rights to use photos and videos captured during our visit

