



# 2021-2022 Annual Impact Report

October 1, 2022

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PREPARED BY THE  
CULINARY TOURISM ALLIANCE

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# Message from the Chair

Being easily confounded,  
I believe that simplicity is a  
virtue.

Though I marvel at the incredible, and frequently complex challenges overcome by the entire CTA team this past year, I am most proud of the fact that at the very foundation of our organization is a simple motivation; Do the Right Thing, Well.

Changing faces, changing priorities and a forever changing rulebook made 2022 a year of...change....but I argue that change is good. We have seen a plethora of new faces who have brought new and refreshing approaches to the day-to-day collaboration which

defines the CTA. Changing priorities have forced us to find value beyond dollars and the forever changing rulebook has made us nimble, creative, and most importantly determined.

There is no denying that yet again this was a tough year for our Culinary Tourism partners. The simple truth is that just as we were rising from the misery that was COVID-19, other equally punishing obstacles reared up to make day-to-day operations a nightmare. Labour shortages, rising interest rates, rising costs and supply-chain issues all created a perfect storm of misery for many friends and partners in the industry. Yet I remain an optimist because of those very same friends and partners. I'm encouraged by the dogged determination and creativity I see on a daily basis. I'm also encouraged in the fact

that throughout it all, we seem to have kept our sense of humour intact. I am mostly encouraged though by the fact that people are now genuinely interested in exploring local because local is genuinely better than the alternatives.

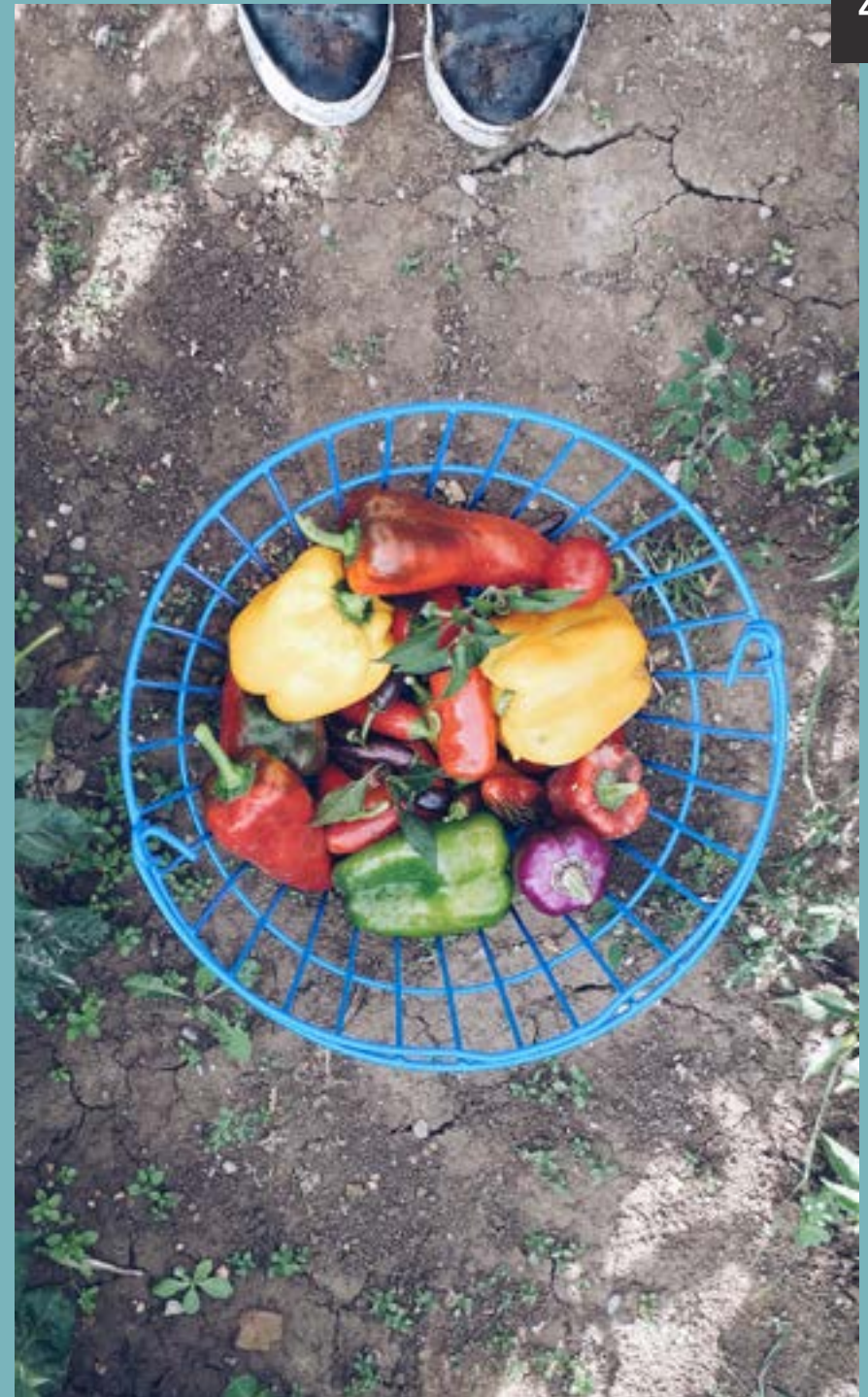
I will refrain from listing individual successes this year, as they are too many to list and I also know Rebecca will rightfully congratulate the team on specifics. I will instead try and keep it simple and congratulate the entire CTA Team, fellow Board Members, our many partners and clients in the Culinary Tourism industry in continuously being driven to Do the Right Thing, Well.

*Nick Sutcliffe*

**NICK SUTCLIFFE**

BOARD CHAIR

CULINARY TOURISM ALLIANCE



# Message from the President

## Resiliency in the tourism industry is remarkable.

With yet another shut down from December 2021 until February 2022, our culinary tourism stakeholders persevered only to find a new set of challenges to overcome once we reopened. Staff shortages, increased cost of goods, an unreliable supply chain, and of course the reality that people are still getting sick. The pandemic isn't over, we're just learning to live with it. The silver lining is that consumers value experiences now more than ever. They're hungry (pun intended) to get out and support local businesses, and discover new places. The team at the Culinary Tourism Alliance has shared a number of these challenges and has risen to overcome them while continuing to advocate on behalf of the sector.

Our Professional Services team lead by Valerie Keast has embarked on several amazing projects this year - you can read about them later in this report. We welcomed Ian Worte and Shayan Lallani to the Professional Services team. Our eleven-year veteran, Agatha Podgorski, welcomed her daughter Margot in July and our new Director of Marketing, Nicole Brown, has led excellence with her new marketing teammates Christopher Skinner and Gabrielle Mueller. Billy Alexander, Director of Programs, continues to infuse both our team and the industry with his positive energy, and along with our Events Specialist Zoe Galanis, has done a remarkable job in delivering a very successful series of Feast On® The Farm events throughout the province. The Programs team has welcomed Erica Orleni and Astrid Di Paolo this year as well.

Supported by our Board lead, Andria Barrett, and Staff lead, Billy Alexander, our DEI Committee has met monthly to implement our DEI Strategy. We continue to support both internal and external efforts through this strategy by leveraging our membership with the Canadian Center for Diversity and Inclusion.

We began in earnest to implement our partnership with George Brown College Center for Hospitality and Culinary Arts (GBC CHCA). We supported the design and curriculum development for their Food Tourism Entrepreneurship post-graduate program, and brought on two graduates from the program as summer interns. Through this partnership we have access to the Industry Hub at the college's St. James Campus, allowing us to meet in person - it's so wonderful to come together as a team! Our partnership with GBC CHCA also helped to drive the development of the inaugural meeting of the coalition to create the Canadian Center for Culinary Tourism (CTA's virtual national efforts) and a submission to the Federal Ministry of Tourism to develop a multi-year Canadian Culinary Tourism Strategy. We're also excited for the inaugural Taste of Place Summit happening on June 19 & 20 of next year! More details to come on that!

We ramped up our efforts to support the UN Sustainable Development Goals and brought our SDG rating from 43% in January 2021 to 76% by January 2022 and achieved a Silver Award from GreenStep Solutions. Part of this evolution was creating a Carbon Neutral Policy and working with CarbonZero to track all staff and Board travel carbon emissions, as well as carbon emissions for our Feast On The Farm events, and purchasing offsets to support the Ontario Greenhouse Biomass to Energy Project. We remain a Living Wage Certified Employer, are Rainbow Registered with the Canadian Gay & Lesbian Chamber of Commerce, and achieved success in meeting the 50 30 Challenge for our Board of Directors.

We remained committed to driving tourism across Ontario and secured funding and partnership investments to deliver our Great Taste of Ontario program 2.0 which included the consumer loyalty program that provides passport holders the reward of a \$25 Feast On® voucher that can be redeemed directly at participating Feast On® experiences. We are planning to keep the program running into 2023 as we are still in a recovery phase and traction with the program continues to be realized. We were thrilled to have the support of Royal Bank of

Canada and the Wine Marketing Association of Ontario for our Feast On® The Farm series.

We are excited to announce that we will be creating a national membership to the Culinary Tourism Alliance and with funding support from TIAC we are developing a Great Taste of Canada program to share the plethora of taste of place stories from coast to coast to coast. More on that to come in the New Year!

I am beyond grateful for the ongoing support of the CTA from our members, certified operators and clients. The work of the CTA is done by a dynamic Board of Directors and an outstanding team. We remain committed to the vision of seeing culinary and agritourism be recognized as a meaningful and sustainable contributor to local economies, and are beyond excited to see Ontario and Canada grow our taste of place offerings!

*Rebecca Mackenzie*

**REBECCA MACKENZIE**

PRESIDENT & CEO

CULINARY TOURISM ALLIANCE



# Meet the Culinary Tourism Alliance



**Rebecca Mackenzie**  
President & CEO



**Valerie Keast**  
Director,  
Business  
Development



**Billy Alexander**  
Director,  
Programs



**Agatha Podgorski**  
Director,  
Marketing  
(on leave)



**Nicole Brown**  
Director,  
Marketing



**Zoë Galanis**  
Events  
Specialist



**Gabrielle Mueller**  
Digital Media  
Specialist



**Astrid di Paolo**  
Programs  
Coordinator



**Ian Worte**  
Research &  
Engagement  
Specialist



**Erica Orleni**  
Programs  
Coordinator



**Christopher Skinner**  
Digital Media  
Specialist



**Shayan Lallani**  
Research &  
Engagement  
Specialist



2021-2022

# Board of Directors

**NICK SUTCLIFFE**

**BOARD CHAIR**

Co-Owner, Southern Cliff Brands and Pommies Cider

**LYNNETTE BAIN**

**VICE CHAIR**

Vice President of Tourism Programs & Development,  
Tourism Windsor Essex Pelee Island

**KELLY O'BRIEN**

**SECRETARY**

Partnership Manager, Barrett Centre of Innovation in  
Sustainable Urban Agriculture at Durham College

**RICHARD WILLET**

**TREASURER**

Vice President, Resort Operations  
Niagara Casinos

**ELEANOR MCGRATH**

**BOARD MEMBER**

Owner, Springfield Farms

**ADAM MORRISON & MONICA MARALIT**

**BOARD MEMBERS**

Ontario Tourism Education Corporation

**SARAH JARVIS**

**BOARD MEMBER**

Director of Community Engagement,  
Destination Toronto

**THOMPSON TRAN**

**BOARD MEMBER**

Owner, Wooden Boat Food Company

**DR. BILL GREGORASH**

**BOARD MEMBER AT LARGE**

**ANDRIA BARRETT**

**BOARD MEMBER AT LARGE**

# The Year in Review

**63**

Members in good standing

**34**

Destinations participating in The Great Taste of Ontario

**138**

Feast On® Certified Restaurants

**35**

Great Taste of Ontario passports created

**34**

Feast On® Certified Purveyors

**635**

Businesses featured in the Great Taste of Ontario

**7**

Projects Completed

**241**

Ontario stories shared

# Notable Achievements

## RAINBOW REGISTERED

We are excited to announce that we have completed the audit process with the Canadian Gay and Lesbian Chamber of Commerce (CGLCC) and we are officially Rainbow Registered! This is a national accreditation and means that our organization meets a stringent set of standards to ensure LGBT+ customers feel safer, welcomed, and accepted. We look forward to continuing our partnership with the CGLCC in the years to come. For more information on the Rainbow Registered program, visit [cglcc.ca](http://cglcc.ca)

## SILVER CERTIFICATION: GREENSTEP SUSTAINABLE TOURISM

Earlier this year, the Culinary Tourism Alliance underwent a comprehensive assessment and achieved a Silver Sustainable Tourism Certification. The process included a one-on-one review of our organization's practices with a GreenStep Assessor to determine how we're doing against their Global Sustainable Tourism Council (GSTC) recognized criteria.

We are aware of the areas where we have opportunities for improvement, and are using the resources from GreenStep to inform our tactical plans for continued success on our sustainability journey. Certification requires reassessment every two years and we're aiming for Gold by 2024!



**Rainbow  
Registered**



**Sustainable  
Tourism**



# 2022 Membership Report

# 2022 Members Network

|  |   |  |
|--|---|--|
| Algonquin College                                    | Eastern Ontario Agri-Food Network       | OTEC   |
| Andria Barrett                                       | Explore Waterloo Region                 | Ottawa Tourism (RTO10)                             |
| Apple Pie Trail                                      | Festivals & Events Ontario              | Ottawa Valley Tourism                              |
| Bill Gregorash                                       | George Brown College                    | Perth County Tourism                               |
| Buttertart Tour (RTO8)                               | Grey County                             | Peterborough & The Kawarthas                       |
| Canadian Gay and Lesbian Chamber of Commerce (CGLCC) | Haliburton Highlands                    | Resorts of Ontario                                 |
| Centennial College                                   | Heart of Ontario (RTO3)                 | South Eastern Ontario (RTO9)                       |
| Central Counties Tourism (RTO6)                      | Indigenous Tourism Ontario              | SÉO  |
| Chatham-Kent   | Kawarthas Northumberland (RTO8)         | Stormont, Dundas and Glengarry                     |
| City of Brampton                                     | Loyalist College                        | Stratford Chefs School                             |
| Festivals & Events Ontario                           | Niagara College                         | Temiskaming Shores                                 |
| City of Kawartha Lakes                               | Niagara Fallsview Casino                | Thompson Tran                                      |
| County of Huron Economic Development                 | Niagara Parks Commission                | Toronto Metropolitan University (formerly Ryerson) |
| County of Oxford                                     | Niagara-on-the-Lake Chamber of Commerce | Tourism London                                     |
| County of Simcoe                                     | Nick Sutcliffe                          | Tourism Windsor Essex Pelee Island                 |
| County of Wellington                                 | Northumberland Tourism                  | Town of Bracebridge                                |
| Dairy Farmers of Ontario                             | Ontario By Bike                         | Town of Georgina                                   |
| Destination Northern Ontario (RTO 13)                | Ontario Craft Brewers                   | Town of Halton Hills                               |
| Destination Toronto (RTO5)                           | Ontario Craft Cider Association         | Town of Lincoln (Niagara Benchlands)               |
| Durham College                                       | Ontario's Highlands (RTO11)             | Wine Growers Ontario                               |
| Durham Region Tourism                                | Ontario's Southwest (RTO1)              | Wine Marketing Association of Ontario              |

# OntarioCulinary.com

POWERED BY OUR MEMBERSHIP COMMUNITY

Activity between October 2021 - September 2022

|                |                            |                   |
|----------------|----------------------------|-------------------|
| <b>832,822</b> | Page views                 | <b>(+230,839)</b> |
| <b>22,000</b>  | Average monthly visitors   | <b>(+2,000)</b>   |
| <b>41,451</b>  | Destination profile visits | <b>(+15,888)</b>  |
| <b>241</b>     | Members stories shared     |                   |
| <b>0:40</b>    | Average time on page       |                   |

## Social Media Metrics

|                |                     |                   |
|----------------|---------------------|-------------------|
| <b>23,492</b>  | Instagram Followers | <b>(+1,797)</b>   |
| <b>11,005</b>  | Facebook Follows    | <b>(+548)</b>     |
| <b>10,167</b>  | Twitter Followers   | <b>(+4)</b>       |
| <b>183,135</b> | Engagements         | <b>(+122,610)</b> |





# 2021 - 2022 Feast On<sup>®</sup> Report

**FEAST ON<sup>®</sup> is a certification program that recognizes restaurants committed to sourcing and celebrating Ontario food & drink.**

**CERTIFIED BUSINESSES BY REGION**

- 17 in SOUTHWEST ONTARIO
- 15 in NIAGARA CANADA
- 9 in HAMILTON, HALTON & BRANT
- 42 in HURON, PERTH, WATERLOO & WELLINGTON
- 32 in GREATER TORONTO AREA
- 17 in YORK, DURHAM & HEADWATERS
- 12 in GREY, BRUCE, SIMCOE
- 7 in KAWARTHAS NORTHUMBERLAND
- 21 in SOUTH EASTERN ONTARIO
- 3 in OTTAWA & COUNTRYSIDE
- 9 in ONTARIO HIGHLANDS & OTTAWA VALLEY
- 6 in ALGONQUIN ALMAGUIN & MUSKOKA
- 8 in NORTHERN ONTARIO

**138**

ACTIVELY CERTIFIED RESTAURANTS

**34**

ACTIVELY CERTIFIED PURVEYORS

**10**

NEW BUSINESSES ADDED TO THE NETWORK

**50**

BUSINESSES IN THE CERTIFICATION PIPELINE

**+2000**

TOUCH POINTS WITH THE NETWORK



# Program Review

Limitations and forced closures due to COVID-19 continued well into the first quarter of 2022. As restrictions loosened, a lack of time to prepare left our industry understaffed, under trained, and unable to capitalize on the increased demand. Students returning to school this fall left work forces even more short-handed and all remaining industry professionals are simply exhausted, wearing many hats with no spare time. The media narrative that reopened means recovered is not the reality. Until staffing levels return to operational standard, our industry will not be able to progress deeper into financial recovery.

The silver lining: our summer season brought local food issues to the forefront of consumer's mind, driving even more interest in supporting local food systems. Because of this, the initial decrease in membership that we saw in our February renewal period has been reversed. As restrictions loosened, we certified many new businesses and our fall renewal is seeing significant retention and growth.

To better support our Feast On® network through these constantly changing times, we identified the need to shift our strategic priorities and implemented the following changes:

- Added two more team members to our Feast On® team to provide increased support
- Temporarily postponed renewal audits until 2023, recognizing that this process is unmanageable given current circumstances
- Moved certification renewal periods to shoulder months to better support to our network through the process
- Placed increased priority on continuing to grow the Feast On® Voucher program to directly support industry recovery and drive new business

With these changes in place, we also plan to develop and nurture relationships with sponsorship partners such as the Royal Bank of Canada who are graciously covering the certification fees for newly certified businesses and are the signature sponsor of our Feast On® the Farm events.

# Feast On<sup>®</sup> Gift Vouchers

This digital one-to-many gift voucher platform was developed to help drive direct sales to Feast On<sup>®</sup> partners.

At this time, not all Feast On<sup>®</sup> certified businesses accept the voucher. In order to grow the impact of the program, we are working diligently with our re-certifying businesses and our new applicants to ensure that all eligible Feast On<sup>®</sup> certified businesses accept the voucher.

The voucher is being piloted through the Great Taste of Ontario. A total of 76 vouchers were awarded, with 50 vouchers redeemed over the past year!



# Feast On® the Farm

We have had the pleasure of co-hosting four Feast On® the Farm events in 2022, featuring over two dozen chef and beverage teams and showcasing four beautiful venues in destinations throughout the province:

- West Avenue Cider, Heart of Ontario
- Slabtown Cider, Regional Municipality of Durham
- Duntroon Cyder House, Experience Simcoe County
- Vineland Estates Winery, Niagara Benchlands

Partnerships with these destinations allow us to celebrate the unique tastes of place in our province and give the gift of local through our Feast On® Voucher Program. We're also able to promote our zero-waste practices and our commitment to achieving the UN Sustainable Development Goals.

We'd like to extend heartfelt gratitude to our Signature Sponsor, the Royal Bank of Canada, and our key sponsor, the Wine Marketing Association of Ontario - without these organizations our events would not be possible.

These events were not without challenges. The ongoing ripple effects from the pandemic meant that only one of our Industry Days were able to take place as scheduled, and the event we had planned for Temiskaming Shores has been postponed to 2023. We are eager to resume Industry Day events and outreach in the new year, when our network is in a better position to attend after the holiday season is complete.

## 2023 EVENTS

Join us in Peterborough & Kawarthas, Temiskaming Shores, the County of Wellington, and the County of Huron!



# 2022 Great Taste of Ontario Report

A photograph of a tractor driving on a gravel road through a field of trees. The tractor is in the center, moving away from the viewer. A person is riding a horse in the foreground, also on the road. The scene is set in a rural area with many trees and a clear blue sky. The lighting suggests it might be late afternoon or early morning, with a warm glow.

# Ontario's Food Tourism Recovery Program

The Great Taste of Ontario program has seen a marked rise in engagement by consumers and industry alike due to the end of on-going travel advisories, restaurant closures, and marketing embargoes.

The massive increase in reach and engagement on our social media channels is due largely to the Great Taste of Ontario Campaign. Our marketing efforts also included media buys with NOW Magazine and Edible Ottawa, but our partnership with the Globe & Mail was the star of the campaign! These included over 25 articles shared digitally and printed in four Special Reports, as well as a paid social media campaign.

As we continue to support our industry through recovery, we are excited to evolve our program in 2023 by:

- Increasing in-market visits from our Content Team to build relationships with our destination partners and industry stakeholders
- Growing our marketing efforts to include more video content and grow our following on TikTok
- Continuing our partnerships with key media outlets like the Globe & Mail, and maximizing backlinks to drive traffic to CTA and partner websites

**5,559**

PASSPORTS DOWNLOADED  
OCT 2021 to SEPT 2022

**1,106**

SMALL BUSINESSES FEATURED

**1,239**

CHECK-INS

**55,000+**

VIEWS ON ONTARIO STORIES

**76**

FEAST ON® VOUCHERS AWARDED

**50**

FEAST ON® VOUCHERS REDEEMED

# Investing Program Partners

Bracebridge  
Chatham-Kent Tourism  
City of Brampton  
County of Brant  
County of Hastings  
County of Perth  
County of Simcoe  
County of Wellington  
Destination Toronto  
Durham Region Tourism  
Elgin & St. Thomas  
Explore Waterloo Region

Haliburton Highlands  
Kawartha Lakes  
Niagara Benchlands (Town of Lincoln)  
Norfolk County  
Six Nations Tourism  
Temiskaming Shores  
Tourism Brantford  
Tourism London  
Tourism Niagara-on-the-Lake  
Tourism North Bay  
Tourism Oxford

Tourism Sarnia Lambton  
Tourism Middlesex  
Tourism Thunder Bay  
Tourism Windsor, Essex, Pelee Island  
Town of Halton Hills  
Town of Perth  
Ontario's Southwest (RTO1)  
Heart of Ontario (RTO 3)  
York, Durham, Headwaters (RTO6)  
Ontario Highlands (RTO 11)  
Tourism Northern Ontario (RTO13)

# Professional Services



# Overview

We believe that food tourism and food tourism development are community experiences. The Culinary Tourism Alliance works with communities to grow food tourism by leveraging the history, heritage, and culture behind the food and drink that makes each destination unique. Our team offers Professional Consulting Services across the following core service lines:

- Destination Strategy Development
- Product & Program Development
- Capacity building & business coaching
- Education
- Marketing & Storytelling

We develop methodologies to build capacity within food tourism communities and work tirelessly to provide the knowledge, skills, tools, and resources for them to successfully grow food tourism as a collective.





# Project Spotlight

## FOOD TOURISM STRATEGY 2022-2024; GROWING FOOD TOURISM ON MNIDOO MNISING / MANITOULIN ISLAND

May 2022

The Culinary Tourism Alliance was engaged by the Municipality of Manitoulin Island, Indigenous Tourism Ontario and Destination Northern Ontario to develop a culinary tourism development and implementation strategy. This landmark effort makes Mnidoo Mnising / Manitoulin Island a leading example of a collaborative effort to establish a culinary tourism strategy that represents 50/50 Indigenous and non-Indigenous stakeholders, and the first example in Ontario, of what it looks like to implement the FEAST: Growing Indigenous Tourism in Ontario Strategy. As part of the implementation planning process a Food Tourism Regional Advisory Group was established to oversee the implementation of the strategy and a group of Indigenous and non-Indigenous businesses received dedicated business coaching to develop new and enhanced food tourism products and experiences.

*"After ITO developed the first of a kind FEAST Strategy, it is a pleasure to see it used as a foundation and framework for growing food tourism between Indigenous and non-Indigenous partners. Having a mutually beneficial and respectful relationship can lead to amazing collaborations like a Regional Food Tourism Advisory Group."*

- Kevin Eshkawkogan,  
President & CEO, Indigenous Tourism Ontario



# On-Going Projects

## **TOURISM INDUSTRY ASSOCIATION OF ONTARIO**

Elevating Ontario Taste of Place Experiences, Culinary Tourism Workshop Series

## **ONTARIO CRAFT BREWERS ASSOCIATION**

Best Practices in Craft Beer Tourism Research & Toolkit Development

## **OTTAWA VALLEY TOURISM ASSOCIATION**

Food Tourism Development Strategy

## **TOURISM WINDSOR ESSEX PEELE ISLAND**

Multicultural Food Trail Development

## **TOWN OF ESSEX, ONTARIO**

Agritourism Development Toolkit and Ambassador Program Development & Delivery

## **LAKEHEAD UNIVERSITY**

Food Tourism Development in Northern Ontario Curriculum Development

## **FOOD VENTURE PROGRAM**

Culinary Tourism 101 Interactive Virtual Workshop Series for Food Entrepreneurs

# Completed Projects

## FOOTHILLS TOURISM ASSOCIATION

### Agritourism Policy & Planning Comparator Research

September 2021

CTA worked with Foothills Tourism Association on an agritourism development project. The project included assessing the area's agritourism landscape to uncover real and perceived barriers and mobilize key stakeholders. The project also included market research, mainly research into trends in agritourism, and case studies of agritourism businesses. As part of the project the agritourism business community in the area was mobilized and invited to participate in an agritourism development workshop. The project resulted in the design and development of capacity-building resources for industry. Further research was then conducted on how Foothills County's policies and regulations can better support agritourism development and address pain points experienced by businesses located in Foothills County.

## DESTINATION BRITISH COLUMBIA

### Food Tourism Development Pilot

February 2022

CTA was engaged by Destination British Columbia to research, design, develop, and pilot a food tourism experience program with selected businesses in the Thompson Okanagan region of British Columbia. The project was pursued in partnership with the Thompson Okanagan Tourism Association and had as its main goal to support the development of diverse new and/or enhanced food & drink experiences at the regional level. Piloting the program involved evaluating the program outcomes and producing tools for future use at the regional and operator level.

## ONTARIO TOURISM EDUCATION CORPORATION

### Online training course about local food sourcing for hospitality businesses

April 2022

The Culinary Tourism Alliance, in partnership with the Ontario Tourism Education Corporation (OTEC), created a dynamic, free, online training course for hospitality businesses to better leverage the power of food tourism in Ontario. The self-paced eLearning course is called Making Local Sourcing Work for You. It is divided into five (5) modules, culminating in a live interactive virtual Masterclass session hosted by the Culinary Tourism Alliance. The course covers local sourcing, storytelling, and partnership development to grow businesses and attract more people to Ontario.

## ONTARIO MINISTRY OF TOURISM & CRAFT ALCOHOL SECTOR GROUPS

### Feasibility & Impact Study for Craft Beverage Alcohol Tourism Concept Stores

April 2022

The Province of Ontario on behalf of the craft alcohol industry in the province engaged the CTA. A collective of craft alcohol industry operators and owners

brainstormed ideas to help the craft industry recover from the COVID-19 economic downturn. An All-Ontario craft alcohol outlet store at a high-traffic location in the province was identified as a leading proposal; Toronto's Pearson international airport was selected as the prime location for the flagship outlet of this craft alcohol collective. Using comparator research, Key stakeholder interviews and market research The CTA was commissioned to create a feasibility and impact study and high-level business plan for the collective, or social enterprise, and the outlet store itself. The feasibility study explored the possibility of positive impacts on the industry as well as the ownership and operation models of the collective. The business plan further explored the operation and created a high-level financial plan's according to different forecasted scenarios. The CTA concluded that this project shows immense potential to create a lasting economic, social, and cultural impact across Ontario's craft alcohol industry and the communities they operate in. The CTA believes this project has the potential to help develop other opportunities for the province, specifically in tourism and expanding Ontario's craft alcohol industry.

## TOURISM NORTH BAY

### **Food tourism strategy implementation; Storytelling, Itinerary Creation, and Capacity Building**

June 2022

The CTA was re-engaged by Tourism North Bay to support the implementation of key areas of their 2019 Action Plan for Growing Food Tourism in North Bay. Through community engagement and research, the CTA developed marketing resources on local foodways, designed four local travel itineraries, and facilitated an industry capacity-building workshop on local foodways and storytelling.

## VISITFLANDERS

### **International Culinary Strategy Consultation**

September 2022

The CTA worked with Visit Flanders, the Destination Management Organization for Flanders in Belgium, to develop a positioning strategy and craft story lines to support their culinary tourism strategy across all key tourism pillars and in alignment with their Travel to Tomorrow Vision to strengthen the positive power of tourism. This project culminated in a comprehensive report, creative storyline briefs, as well as practical

comparator and case study analysis that can be used by the DMO and industry stakeholders to align for strategy implementation and product development.

## GEORGE BROWN COLLEGE

### **Craft Beverage Tourism Curriculum Development**

October 2022

The Culinary Tourism Alliance was engaged by George Brown College to design, develop, and produce a dynamic micro credential course destined for domestic and international students on craft beverage alcohol tourism. The course focuses on creating a fundamental understanding of how to design, develop, and deliver an experience at a craft beverage alcohol facility that provides, meets, or exceeds visitor expectations and creates a unique taste of place. The purpose of this qualification is to expand industry knowledge that will enhance offering visitor facing experiences at craft beverage businesses and capture more spend from the consumer at the retail location. The course is set to launch in 2023.

# Custom Content Trips

Working with various destination partners on custom content campaigns is one of our favourite things to do! Deliverables varied for each project, but included in-market social media activity, paid ads, blog and website content, as well as usage rights to the photography and videography captured during our visit.

## EXPLORE WATERLOO REGION

Two days | August 2022

## SOUTH EASTERN ONTARIO (RTO9)

Four days | August 2022

## EXPERIENCE SIMCOE COUNTY

Two days | October 2022

## NIAGARA BENCHLANDS (TOWN OF LINCOLN)

Two days | October 2022

As part of the Great Taste of Ontario program, our team was also in market in Toronto, Thunder Bay, and Durham Region! This helped us build our own content library for use in future campaigns.



# Places We've Been to Represent the CTA

## THE WORLD'S 50 BEST RESTAURANTS

October 3 – 5, 2021

Antwerp, Belgium

Delegate

## 6TH UNWTO FORUM ON GASTRONOMY TOURISM

31 October – 2 November 2021

Bruges, Belgium

Delegate

## INTERNATIONAL WORKSHOP ON AGRITOURISM

Burlington, Vermont

August 2022

Sponsor, Presenter

## UNWTO / TRIPADVISOR VIRTUAL WEBINAR

Delivered virtually in Ontario

Co-presenter



# Looking Ahead





# New Initiatives

## GREAT TASTE OF CANADA

in partnership with Tourism Industry Association of Canada (TIAC)

## TASTE OF PLACE SUMMIT

in partnership with George Brown College Center for Hospitality and Culinary Arts

## NATIONAL MEMBERSHIP AND CONSUMER WEBSITE

we're excited to bring you [CanadaCulinary.com](https://CanadaCulinary.com)!



# Cheers!

For more information  
about the Culinary Tourism Alliance,  
please visit:

**[CulinaryTourismAlliance.com](https://www.CulinaryTourismAlliance.com)**

Follow us:

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[@OntarioCulinary](https://twitter.com/OntarioCulinary)

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