



2020 Annual Impact Report

SEPTEMBER 30, 2021

PREPARED BY THE
CULINARY TOURISM ALLIANCE

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Message from the Board of Directors

I have always referred to the Culinary Tourism Alliance as a “bridge”.

In past years I liked the bridge analogy due to the fact we work to join and unite our various partners. Whether they be family-owned culinary destinations, government agencies, destination marketing organizations, consumers or tourism and culinary associations, the CTA has acted as a connector of conversations and interlacer of ideas. I believe this allows us to showcase the best tastes and experiences on offer.

There is no escaping the fact that this has been a terrible year; especially for the industries we work with. In these

more than trying times, I like my bridge analogy for another reason. Over the last year I have seen the CTA, to quote Paul Simon, become A Bridge over Troubled Water. Watching the team work tirelessly to connect business', help develop programs and unite all our partners with a vision for recovery has brought me an overwhelming feeling of awe and pride. I am an eternal optimist and as vaccination rates increase and people start to venture out, I can see perhaps the beginnings of a new wave of exploration; a wave that consists of more local destinations and experiences. I believe our work over the last year has positioned the culinary tourism industry to rise like a phoenix from the ashes of Covid 19.

The operational agility of the entire team over the last year has been impressive, especially considering it was

all done remotely. With successful projects too numerous to list in their entirety, I will call out a few achievements that stood out for me: The participation and leadership on numerous recovery committees, the tireless efforts of the professional services team, the fact that Feast On® actually grew this year, the teams vigilance in conducting over 50 culinary tourism workshops across the country, the relaunch of culinarytourismalliance.com and the critical work towards the execution and launch of Great Taste of Ontario, which I believe will be instrumental in our recovery over the coming years.

A good bridge must have solid foundations and I am most proud of the work done by the entire CTA team to rebuild those foundations over the last year. The unanimous belief that if we are to rebuild, we have been afforded an opportunity to do so in a manner we can all be proud of. We have taken great care to build from a key stone of inclusion, equity and sustainability and it gives me great pleasure to see the CTA's collaborative

effort and enthusiasm in this regard. I am happy to be a part of the continuing efforts to break down silos and create a cohesive team with a unified strategic vision moving forward. Though this has been a terrible year in some regards, I say goodbye to 2021 standing on the foundations of hope and enthusiasm for a remarkable 2022 for the culinary tourism industry.

Cheers,



NICK SUTCLIFFE

BOARD CHAIR

CULINARY TOURISM ALLIANCE

Message from the President

For many, the past 17 months has been a roller coaster ride.

Our industry has been one of the hardest impacted due to the pandemic closures and subsequent limitation on operations. The Culinary Tourism Alliance was no exception. In March of 2020, we sent all our staff to work remotely from home. By August, with no end in sight, we chose not to renew our lease at Evergreen Brickworks and similarly at our secondary site on Sterling Ave by March 2021. It has been a challenge to keep spirits high and remain focused while the chaos ensued in the tourism and hospitality sectors. I am beyond proud of how our team has managed and continues to do so despite uncertainties we all still face.

From day one of closures we have worked with the Tourism Industry Association of Ontario (TIAO), Minister of Heritage, Sport, Tourism and Culture - Lisa MacLeod and the Tourism Industry Association of Canada (TIAC) on various committees and through various initiatives to gather industry input to support operators both during the closures and into recovery.

Our professional services team rose to the challenge and successfully executed the Elevating Canadian Experiences Culinary Tourism Program in partnership with TIAC – delivering over 50 culinary tourism workshops from coast to coast to coast, completing 3 destination development strategies for TIAC Provincial partners and hosting over 60 operator one-to-one coaching sessions. In addition, they've serviced 40 projects from January 2020 to August 2021. The professional services team expanded

and contracted over this time period and the fall of 2021 brings us new opportunities to enhance our professional services further.

Our team designed and developed the largest tourism recovery program in the province – The Great Taste of Ontario. With over 90 investing DMO, RTO, Sector Groups and private partners along with support from the Federal Tourism Relief Recovery Program, Destination Ontario and the Ontario Ministry of Agriculture, Food & Rural Affairs (OMAFRA), the program has been building capacity, supporting operators, developing new culinary tourism experiences and marketing our great tastes to Ontarians since the fall of 2020.

We manage to launch a beautifully redesigned mobile friendly website www.ontarioculinary.com in the summer of 2020 and our new business to business site www.culinarytourismalliance.com – both with little fanfare due to the climate we were in at the time, however, the sites continue to see increased visitation and are a driving force for sharing and telling taste of place stories in Ontario and beyond.

Our Feast On® program continues to grow. The fees to participate were waived to foodservice operators and purveyors as part of The Great Taste of Ontario program providing support to cash strapped operators. The programs team has been working with industry stakeholders to develop a Culinary Cultural Diversity Program that we aim to evolve and implement in 2022.

Our Board and Staff have dug deep on our diversity and inclusion efforts, recognizing in March of 2020 that it was time for us to put solid action in to place to address inequities, both within our organization and the tourism and hospitality industries. We joined the Canadian Center for Diversity & Inclusion (CCDI) and the Regional Diversity Roundtable of Peel (RDR) – taking part in training from both organizations and a DI Audit with the RDR. We joined the Canadian LGBT+ Chamber of Commerce and are in the process of working on our Rainbow Right certification. In addition, we joined the Canadian Black Chamber of Commerce and are working collaboratively to elevate their programs. Our DI Audit is slated to be complete this fall and actions to implement have been formalized in our 2022-2025 Strategic Plans.

We've taken the time to assess our rating against the Sustainable Development Goals (SDG) and have joined the UNWTO SDG Working Group so as to better align our actions and programs to contribute to achieving the 2030 goals. This will be a key area of priority in the years to come. We are excited to host the first Feast On® The Farm industry events in the fall of 2021 that will specifically address SDG 1-No Poverty, SDG 12-Responsible Consumption and SDG-14 Life Below Water in partnership with organizations including OceanWise and Second Harvest.

We know that there are still rough roads ahead for so many of our operators who are facing labour shortages, revenue shortfalls and other challenges that have been further amplified by the pandemic. The team at the CTA are here to continue to support and meet our mission to see culinary and agritourism tourism be a meaningful and sustainable contributor to local economies.

I would like to thank all of the staff – Agatha, Robert, Dinusha, Valerie, Zoe, James and Nastasha, for staying passionate and committed to our work – you make us proud! I'd also like to thank Board members Nick, Lynn,

Lynnette, Bill, Andria, Kelly, Billy and Richard for going above and beyond in your volunteer capacity supporting the team and I through these challenging times.

I look forward to seeing positive change happen in the tourism and hospitality industries, this is a chance to rebuild and recovery in a mindful way, to make the changes we need to see in this world. The team and I look forward to when we can come together with our members and clients around a table and celebrate all of the bounty we are so fortunate to have.

Safe Travels,



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



James Arteaga
Research &
Engagement
Coordinator



Zoë Galanis
Engagement
Coordinator



Robert Elliot
Digital Media
Specialist



Nastasha Ali
Research &
Engagement
Coordinator



Dinusha Prasad
Communications
Coordinator

Read their full bios at culinarytourismalliance.com/team

2020-2021

Board of Directors

NICK SUTCLIFFE

INTERIM BOARD CHAIR

Co-Owner of Southern Cliff Brands
and Pommies Cider

KELLY O'BRIEN

SECRETARY

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

LYNN SULLIVAN

TREASURER

Co-Founder + Co-Owner of Rosehall
Run Vineyards

LYNNETTE BAIN

BOARD MEMBER

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

DR. BILL GREGORASH

BOARD MEMBER

Professor, Chef and Program Manager
at Confederation College

ANDRIA BARRETT

BOARD MEMBER

Nutritionist, Speaker and SheEO Activator

RICHARD WILLET

BOARD MEMBER

Vice President of Food & Beverage at
the Metro Toronto Convention Centre

The Year in Review

55

Members in good standing

67

Destinations participating in The Great Taste of Ontario

166

Feast On Certified Restaurants

82

Great Taste of Ontario passports created

37

Feast On Certified Purveyors

1044

Businesses featured in the Great Taste of Ontario

18

Projects Completed

413

Ontario stories shared

57

Workshops delivered

3

New collaborative initiatives launched



2020 - 2021 Membership Report

2021 Members Network

- Apple Pie Trail
- Bill Gregorash
- Buttertart Tour (RTO8)
- Canadian Food & Wine Institute at Niagara College
- Centennial College
- Central Counties Tourism (RTO6)
- City of Brampton
- City of Cornwall
- County of Oxford
- County of Simcoe
- County of Wellington (Taste Real)
- Dairy Farmers of Ontario
- Destination Northern Ontario (RTO13)
- Destination Toronto (RTO5)
- Durham College
- Durham Region Tourism
- Eastern Ontario Agri-Food Network **NEW!**
- Festivals & Events Ontario
- George Brown College
- Grey County
- Haliburton Highlands
- Town of Halton Hills **NEW!**
- Hamilton Halton Brant (RTO2) **NEW!**
- Indigenous Tourism Ontario
- Kawartha Lakes
- Kawarthas Northumberland (RTO8)
- Canadian Gay and Lesbian Chamber of Commerce (CGLCC) **NEW!**
- Loyalist College
- Niagara Parks Commission
- Nick Sutcliffe
- Ontario Craft Brewers
- Ontario Craft Cider Association **NEW!**
- Ontario's Highlands (RTO11)
- Ontario By Bike **NEW!**
- Ontario Tourism Education Corp **NEW!**
- Ottawa Tourism (RTO10)
- Ottawa Valley Tourism
- Peterborough & The Kawarthas
- Resorts of Ontario
- Ryerson University - Ted Rogers School of Hospitality **NEW!**
- SEO
- South Eastern Ontario (RTO9)
- Temiskaming Shores **NEW!**
- Terego **NEW!**
- Tourism Burlington
- Tourism London
- Tourism Windsor Essex Pelee Island
- Town of Bracebridge
- Town of Caledon
- Town of Georgina
- Town of Lincoln **NEW!**
- United Counties of Stormont, Dundas and Glengarry
- VQA Wines of Ontario
- Waterloo Region
- Winery & Growers Alliance of Ontario

OntarioCulinary.com

POWERED BY OUR MEMBERSHIP COMMUNITY

Activity between September 2020 - September 2021

631,730	Unique visitors	(+361,641)
50,000	Average monthly visitors	(+27,500)
25,016	Destination profile visits	(+18,734)
240	Members stories shared	
2:11	Average time on page	

Social Media Metrics

21,695	Instagram Followers	(+1,375)
10,457	Facebook Follows	(+472)
10,163	Twitter Followers	(+12)
60,525	Engagements	(+20,982)

New this year: we're on TikTok! Follow @OntarioCulinary





2020 - 2021 Feast On[®] Report

FEAST ON[®] is a certification program that recognizes restaurants committed to sourcing and celebrating Ontario food & drink.

CERTIFIED BUSINESSES BY REGION

- 18 in SOUTHWEST ONTARIO
- 15 in NIAGARA CANADA
- 14 in HAMILTON, HALTON & BRANT
- 34 in HURON, PERTH, WATERLOO & WELLINGTON
- 36 in GREATER TORONTO AREA
- 16 in YORK, DURHAM & HEADWATERS
- 12 in GREY, BRUCE, SIMCOE
- 9 in KAWARTHAS NORTHUMBERLAND
- 23 in SOUTH EASTERN ONTARIO
- 4 in OTTAWA & COUNTRYSIDE
- 12 in ONTARIO HIGHLANDS & OTTAWA VALLEY
- 6 in ALGONQUIN ALMAGUIN & MUSKOKA
- 9 in NORTHERN ONTARIO

166

ACTIVELY CERTIFIED RESTAURANTS
UP FROM 151 IN 2020

38

ACTIVELY CERTIFIED PURVEYORS

18

NEW BUSINESSES ADDED TO THE NETWORK

157

REMAINED OPEN DESPITE PANDEMIC
CHALLENGES

33

ATTENDEES AT VIRTUAL NETWORKING EVENTS

2

TOWNHALL MEETINGS HELD

44

BUSINESSES IN THE CERTIFICATION PIPELINE

+2000

TOUCH POINTS WITH THE NETWORK

Program Review

In December 2019, the CTA outlined a new set of strategic objectives for its programming. These objectives involved (1) building out the educational components in a formalized event series; (2) utilizing organizational intellectual property to help establish a certification program at the national level; and (3) develop new consulting services helping other destinations develop their own foodservice certification programming.

The COVID-19 pandemic has brought local food issues to the forefront of consumer's mind, driving even more interest in supporting local food systems. It has also underscored a need for the CTA's programming to lead capacity building, diversity and inclusion efforts.

In order to help inform these new strategic plans, key information and insights about the program needed to be gathered and analysed. As such, a full-scale program review was undertaken in 2020.

At a high level, the program review identified the following priorities and necessary changes, many of which were implemented this year:

- Increase administrative & management capacities through expanded team and investment into efficient technology systems
- Increase meaningful interactions that make businesses across the culinary tourism value chain (restaurants, purveyors, etc) feel more connected, involved in local tourism initiatives, and that can help find new collaborative solutions to marketing and sales.
- Leverage the COVID-19 Recovery program to grow & improve Feast On®
- Conduct impact assessment showcasing the program's value and potential
- Diversify and/or strengthen revenue streams with support from government, program partners, and events
- Develop new Feast On® specific marketing tools and strategies including a gift voucher program

NEW FOR 2021:

Feast On[®] Gift Vouchers!

A digital one-to-many gift voucher platform was developed to help drive direct sales to Feast On partners. The platform is currently being piloted through the Great Taste of Ontario.

The gift voucher platform was part of on-going recovery efforts undertaken by the CTA and as such, the goals for this new initiative include:

- Drive sales to Feast On certified businesses to help counteract the loss of revenue experienced due to the COVID-19 restrictions and closures
- Make the Great Taste of Ontario as inclusive as possible by providing ways for all Feast On certified businesses to benefit from the stimulated economic activity, specifically through gamification
- Create a new stream of revenue that can help support the marketing of the Feast On program



NEW FOR 2021:

Feast On[®] the Farm

Feast On[®] the Farm is a unique two-day event series bringing together chefs, producers and food lovers in different parts of Ontario. Food lovers are invited by the CTA in partnership with a host destination (DMO), on a Sunday to celebrate and explore what makes that region of the province so special. Guests learn about the local food system through light touch educational opportunities and indulge in creations by local Feast On chefs and purveyors.

The event is also designed with restaurant recovery in mind. A portion of every Feast On the Farm ticket helps offset the cost of the industry education day the following day.

The spiritual successor to the Rural Retreat, Industry Day brings together an intimate group of chefs and producers from the region to network and explore issues that overlap with their work in the food, tourism and hospitality industries related to sustainable development.

2021 DATES

September 26th and 27th at The New Farm in Simcoe County

October 24th and 25th at Langdon Hall in Waterloo Region



A photograph of a person walking through a blueberry field. The field is covered with a white protective net supported by wooden posts. The person is wearing a dark t-shirt, dark pants, and a grey messenger bag. They are walking away from the camera on a dirt path. In the background, there are trees and a wind turbine under a cloudy sky.

2020 - 2021 Great Taste of Ontario Report

Ontario's Food Tourism Recovery Program

The Great Taste of Ontario (GTOO) is a provincial recovery program managed by the Culinary Tourism Alliance, involving +90 participating partners including DMOs, RTOs, Sector Organizations, media and charities. The program was designed to push Ontarians to rediscover the province and boost regional economies by increasing tourism visits to small food and drink businesses.

GTOO started with a series of training modules for destinations and businesses to adhere to safe travel protocols; meet visitor expectations; increase collaboration between the agriculture and hospitality sector and finally, to appeal to the 'food connected consumer'. This training was followed by a strategic, collaborative marketing campaign entitled 'The Great Taste of Ontario'. The campaign is centered around a collection of hyper-local passports that inspire Ontario residents to (re)discover the province.

The program initially struggled to gain traction because of on-going travel advisories, restaurant closures and marketing embargos. However, since marketing began in September 2021 in earnest, we've seen a marked rise in engagement by consumers and industry alike.

5,436

PASSPORTS DOWNLOADED
AS OF SEPT 23, 2021

174

PARTNER CALLS HOSTED TO SUPPORT
PASSPORT DEVELOPMENT

1106

SMALL BUSINESSES FEATURED

87

UNIQUE PASSPORTS CREATED

174

UNIQUE ONTARIO ITINERARIES PUBLISHED

20,000

DOLLARS DONATED TO EACH CHARITY
PARTNER TO HELP ADDRESS FOOD
INSECURITY IN ONTARIO

Program Partners

Almaguin Highlands

Attractions Ontario

Barrie & Area

Bay of Quinte

BLACK FOODIE

Blue Mountain Region

Bracebridge

Brockville Tourism

Burlington

Chatham Kent

City of Brampton

City of Brantford

City of Cornwall

City of Guelph

City of Kenora

City of Mississauga

City of Sudbury

Clarington

United Counties of Stormont,
Dundas and Glengarry

County of Brant

Destination Manitoulin Island

Destination Ontario

Dufferin County

Durham Region

Experience York Region

Fergus & Elora Tourism

FoodShare TO

Frontenac County

Haldimand County

Haliburton Highlands

Halton Hills

Hastings County

Huron County

Indigenous Ontario

Kawartha Lakes

Kawarthas Northumberland

Lake Superior North Shore

Lanark County

Lennox & Addington County

Markham

Middlesex County

Niagara Falls

Niagara on the Lake

Niagara Parks

Niagara West Tourism

Norfolk County Tourism

Northeastern Ontario Tourism

Northumberland

Ontario Craft Brewers

Ontario's Algoma Country

Ottawa Tourism

Ottawa Valley Tourism

Owen Sound Tourism

Oxford County

Perth County

Perth, Ontario

Peterborough
& The Kawarthas

Prescott-Russell

Prince Edward County

Resorts of Ontario

Sault Ste. Marie

Second Harvest

SEO

Simcoe County

Six Nations Tourism

South Eastern Ontario

St. Catharines

Stratford Tourism Alliance

Sunset Country

Temiskaming Shores

Timmins

Toronto

Tourism 1000 Islands

Tourism Hamilton

Tourism Industry Association
of Ontario

Tourism Leamington

Tourism London

Tourism North Bay

Tourism Sarnia Lambton

Tourism Thunder Bay

Tourism Vaughan

Town of Cobourg

Town of LaSalle

Town of Lincoln

Township of Sioux Narrows

Trent Hills Tourism

United Counties Leeds Grenville

Visit Kingston

Visit Oakville

VQA Wines of Ontario

Waterloo Region

Windsor-Essex

York Durham Headwaters

Projects Update





Project Spotlight

INDIGENOUS TOURISM ONTARIO

DECEMBER 2020

Ontario Indigenous Food Tourism Strategy
Development

The Culinary Tourism Alliance was re-engaged by Indigenous Tourism Ontario to support the research and development of an Indigenous food tourism strategy for Ontario. The project focused on creating a food tourism strategy for southern Ontario through the engagement of industry, community leaders, and partners as well as desk research into the Indigenous food tourism assets, stories, traditions, and innovations present across Southern Ontario. This strategy was braided together with the Northern Ontario strategy that was completed in 2019 to become an Ontario Indigenous Food Tourism Strategy. Additionally, the CTA supported ITO with communications planning for the project as well as the launch of the finalized

FEAST: GROWING INDIGENOUS FOOD TOURISM IN ONTARIO

On-Going Projects

DESTINATION BRITISH COLUMBIA

Food Tourism Development Pilot

FOOTHILLS TOURISM ASSOCIATION

Agritourism Policy & Planning Comparator
Research

VISITFLANDERS

International Culinary Strategy Consultation

GEORGE BROWN COLLEGE

Culinary Tourism Curriculum Development

Completed Projects

GREENBELT DISCOVERY ROUTES

CURATED HIKING AND CYCLING ROUTES

AUGUST 2021

The culinary tourism alliance worked to re-focus the Greenbelt Brewery Discovery Routes into a more user-friendly tool that supports value-added agricultural activities and creates new local food connections in the regions attached to the Ontario Greenbelt. The resulting routes strengthen connections between local food growers and makers and consumers and remain sustainable, meaningful to the businesses involved and appealing to the target audience – food tourists.

TOWN OF ESSEX, ONTARIO

AGRITOURISM BUSINESS SUPPORT

AUGUST 2021

Following the creation of Town of Essex's agritourism strategy, for which the CTA facilitated the process and led the research, the Town of Essex re-engaged the CTA to support in the implementation of some of

its short-term strategic actions for growing agritourism. The CTA worked with the Town to design and deliver a customized business support program for businesses currently offering or interested in growing agritourism. Through an industry questionnaire disseminated and the strategy research, the areas of support needed were determined to be “online presence and storytelling” and “agritourism experience development.” As such, the CTA designed, developed, and delivered two location specific workshops focused on the areas of support needed and delivered 10 one on one calls with businesses to support their agritourism development efforts.

DAIRY FARMERS OF ONTARIO

MILK & HONEY CAMPAIGN

JUNE 2021

The CTA helped to curate the DFO Milk & Honey Dining Series which supported brand recognition by connecting consumers and foodservice to DFO products at the community level. The CTA recruited 10 restaurants to serve an Ontario dairy-centric dish over a three week period to encourage consumers to eat my dairy. The campaign also included the collection of local-focused recipes that resulted in a beautiful, digital cookbook.

TOWN OF ESSEX, ONTARIO

AGRITOURISM STRATEGY DEVELOPMENT

MAY 2021

The Town of Essex engaged the CTA to lead the development of its agritourism strategy which prioritizes short and medium-term actions for the next 2-3 years for agritourism development. The project followed an accelerated strategy development process which included market research into agritourism trends, industry and partner engagement, and a capacity-building workshop for agritourism operators. The resulting strategy identified the key areas of opportunity and strategic actions the Town could take to support the growth of agritourism over the next 3 years.

SUPERIOR COUNTRY, ONTARIO

CULINARY TOURISM PRODUCT DEVELOPMENT STRATEGY

JUNE 2021

CTA worked with Superior Country to harness the growth potential that culinary tourism can bring to the North Shore region through the research and development of a strategy that will guide product development. Through the review of key documents, stakeholder engagement in the form of industry table talks and a key stakeholder

survey the CTA led the co-development of an actionable plan that is inclusive of measurable goals and will support the growth and development of culinary tourism.

WAVY

STAY HOME FEST

MAY 2021

THE CTA worked with WAVY to recruit chefs for the inaugural stay home fest and helped to curate meaningful and engaging virtual content that celebrated local food and the hospitality industry. The result was a well-received virtual festival and on-going opportunities for members of the Feast On chef network.

FOOTHILLS TOURISM ASSOCIATION, ALBERTA

AGRITOURISM RESEARCH AND CAPACITY BUILDING

MAY 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, 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.

FÁILTE IRELAND

GUIDELINES FOR THE DEVELOPMENT OF FOOD TRAILS

APRIL 2021

CTA worked with Fáilte Ireland, the national tourism industry organization in Ireland, to review and create guidelines for the development of food trails across Ireland. The CTA supported the research and development of the guidelines through research into food trail development, inclusive of background document review, market research into trends, best practices, and comparators. The CTA supported the engagement of industry partners at the national level through the coordination and facilitation of a key stakeholder meeting as well as several key stakeholder interviews. The project resulted in actionable and highly designed industry-facing guidelines for the development of food trails in Ireland.

HOSPITALITY NEWFOUNDLAND & LABRADOR CULINARY TOURISM INDUSTRY CAPACITY-BUILDING

APRIL 2021

Following the CTA's successful work as part of TIAC's Elevating Canadian Experiences Program, HNL engaged the CTA to design and deliver an industry capacity-building program focussed on culinary tourism. As part of the project, the CTA prepared the materials and facilitated 20 one-to-one calls with business owners and operators. During these 1.5-hour calls, business owners and operators shared their ideas and questions for culinary tourism development and received support, suggestions, resources, and recommendations from the CTA.

CITY OF BRAMPTON, ONTARIO TOURISM STRATEGY

APRIL 2021

The CTA collaborated with Bannikin Consulting to develop the City of Brampton's tourism strategy. The CTA team led the development of the culinary tourism and cultural tourism verticals as part of the plan. This involved desk research into comparator destinations, interviews with key stakeholders, co-facilitating resident

engagement sessions, analysing research, and contributing to the SWOC analysis for the destination. The CTA contributed to identifying the areas of opportunity and drafting the final strategic actions and the performance measures for the strategy.

THE SASKATOON FOOD COUNCIL SOCIAL ENTERPRISE FEASIBILITY PLANNING

APRIL 2021

Tourism Saskatoon is supporting the Saskatoon Food Council with assessing the feasibility of, and business planning for, a food-based tourism enterprise that will connect locals and visitors to the peoples, places, and processes behind the food and drink that defines Saskatoon and area. The feasibility study and business planning process was facilitated by the Culinary Tourism Alliance.

TOURISM SASKATOON EXPERIENCE DEVELOPMENT

APRIL 2021

With support from the Culinary Tourism Alliance, Tourism Saskatoon worked to identify and support six (6) local tourism businesses with the design and development of

an immersive tourism experience that is focussed on the food and drink of Saskatoon and area. The primary goal of this project was to increase the number of immersive tourism experiences in the area that can be enjoyed by locals and visitors alike.

TOURISM INDUSTRY ASSOCIATION OF ONTARIO ELEVATING CANADIAN EXPERIENCES: CULINARY SERIES MARCH 2021

Building upon the experience, learnings, and success of the culinary tourism stream as part of TIAC's Elevating Canadian Experiences Program, the CTA was engaged by TIAO to design, develop, and implement a business capacity-building program. The program consisted of three theme-specific workshops customized to the region they were being delivered on. The CTA led the engagement of workshop stakeholders toward determining the themes and customizing of materials for the region. The project resulted in 3 customized culinary tourism workshops being developed, delivered, and evaluated by the CTA, as well as a legacy hub.

[VISIT THE HUB](#)



TOURISM INDUSTRY ASSOCIATION OF CANADA
BUILDING CANADIAN EXPERIENCES AND THE VISITOR
ECONOMY – CULINARY TOURISM

MARCH 2021

CTA worked with the Tourism Industry Association of Canada on a national project to strengthen the culinary tourism capacity of the country's tourism industry and develop culinary tourism strategies for four destinations. This project involves working in every province and territory across the country, including the delivery of 48 capacity building workshops on various themes relevant to industry in each location.

RBC AVION
VIRTUAL CULINARY EXPERIENCE SERIES

FEBRUARY 2021

The CTA curated, filmed and edited a series of six virtual culinary experiences offered exclusively to Avion cardholders across Canada, drawing from talent within the Feast On® Network and highlighting member destinations. The series featured chefs in-conversation with Agatha Podgorski while performing short cooking demonstrations featuring local ingredients.

LEDUC COUNTY
AGRITOURISM DEVELOPMENT STRATEGY

NOVEMBER 2020

Leduc County saw the potential to develop tourism, specifically agritourism, as one means to enable small producers and other SMEs to become more sustainable through new product development and the optimized utilization of existing infrastructure and resources. The Culinary Tourism Alliance was engaged to explore agritourism as a growth opportunity and work to incorporate it as part of an integrated Rural West Economic Diversification Strategy.

New Initiatives

CULINARY TOURISM IN ONTARIO LEARNING MODULES

in partnership with the Ontario Tourism Education Corp (OTEC)

DIVERSITY, EQUITY & INCLUSION

part of on-going efforts including a third-party audit and forthcoming strategy for improvement

ONTARIO TOURISM RESILIENCY AWARDS

in partnership with the Tourism Industry Association of Ontario, Indigenous Tourism Ontario, and Attractions Ontario

CULINARY CULTURAL COMMUNITIES

part of on-going Tourism Recovery Programming



Cheers!

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

CulinaryTourismAlliance.com

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

[#FeastOn](https://twitter.com/FeastOn)

