

— South Eastern Ontario Content Trip

Eating Our Way Through South Eastern Ontario

CAMPAIGN REPORT - 2024

Prepared by the
Culinary Tourism Alliance



CONTENT TRIP RECAP

The Culinary Tourism Alliance visited South Eastern Ontario to discover unique tastes of place with the objective of showcasing what a delicious summer escape in South Eastern Ontario could look like. We visited the following venues:

- Wendy's Country Market
- LeBoat
- Main Street Restaurant
- Yellow Canoe Café
- Pickle & Myrrh
- Mrs. McGarrigles
- B-Roll in Merrickville
- Bob's Chip Wagon
- Village Bean Coffee House
- ForFar Dairy
- Rideau Tours — Bike Paddle Picnic
- Chaffey's Lock Museum
- Foley Mountain Conservation Area
- Westport Brewing Company
- The Opinicon
- The Cove
- Canamore Orchards
- Moonshine BBQ + Smokehouse
- Les Vergeres Villeneuve
- Hammond Hill
- Broken Stick Brewery

CHANNELS

INSTAGRAM:	@OntarioCulinary	28,505 followers
FACEBOOK:	/OntarioCulinary	13,000+ followers
WEBSITE:	OntarioCulinary.com	24,000 unique visits/month

AUDIENCE

Hungry, adventurous foodies looking to indulge in new, authentic and yet to be discovered food and drink experiences in Ontario.

60% GTA 10% OTTAWA AREA 15% HAMILTON 10% REST OF ONTARIO 5% US

CAMPAIGN PERFORMANCE

HIGH LEVEL OVERVIEW

UNIQUE CONTENT PIECES	REACH
5 blogs, 6 reels, 5 ads	99,791

BLOG CONTENT

TOTAL VIEWS:

Blog Title	Publish date	Total Views	Total Users	Total Events
Summer Culinary Adventure: Merrickville Day on the Rideau Canal	July 15, 2024	848	768	2,533
Rideau Canal Adventures: A Multi-Day Trip to Chaffey's Lock + Westport	July 18, 2024	886	739	2512
A Culinary Adventure in Prescott-Russell: 5 Delicious Stops You Can't Miss!	September 6, 2024	930	783	2,571
4 Culinary Gems in South Eastern Ontario	September 18, 2024	236	201	579
A Farm-to-Table Journey through South Eastern Ontario	September 26, 2024	1649	1331	4481

ORGANIC INSTAGRAM POST RESULTS

Video	Reach	Plays	Interactions	Highlights
Recap Reel Post-Trip	1619	2493	61	47 likes, 7 shares, 6 comments, 1 save
Merrickville reel linking to Blog 1	3304	5180	156	98 likes, 28 shares, 19 saves, 11 comments
Chaffey's Lock + Westport reel linking to Blog 2	1695	2682	87	46 likes, 22 shares, 12 saves, 7 comments
Prescott-Russell reel linking to Blog 3	2243	2970	75	50 likes, 13 shares, 10 saves, 2 comments
y Gems reel linking to Blog 4	2,827	4191	128	71 likes, 30 saves, 23 shares, 4 comments
Farm-to-Table reel linking to Blog 5	1,001	1215	34	25 likes, 5 shares, 4 saves, 0 comments

PAID SOCIAL CONTENT BY POST

Post	Reach	Engagement	Click-Thru Rate	Highlight Stats
Ad #1 (Merrickville reel)	16,337	11,453	8.46%	161 post reactions, 4 comments, 14, saves, 47 shares
Ad #2 (Chaffey's Lock + Westport Reel)	19,859	11,657	6.52%	140 post reactions, 4 comments. 50 saves, 37 shares
Ad #3 (Prescott-Russell Reel)	15,919	7,803	7.90%	78 post reactions, 0 comments, 22 saves, 20 shares
Ad #4 (Culinary Gems Reel)	30,540	15,932	2.82%	94 post reactions, 5 comments, 18 saves, 12 shares
Ad #5 (Farm to Table Reel)	23,169	14,476	4.16%	81 post reactions, 1 comment, 23 saves, 16 shares
TOTALS	86,254	61,321	5.50%	554 post reactions, 14 comments, 127 saves, 132 shares

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