

— South Eastern Ontario Content Trip

Eating Our Way Through South Eastern Ontario

CAMPAIGN REPORT - 2025

Prepared by the
Culinary Tourism Alliance



CONTENT TRIP RECAP

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

- Fawn Over Market
- The Counter
- The Grine and Vine
- Tomasso's Italian Grille
- Small Scale Bread
- Tropical Blends
- L'Auberge de France
- Glanmore Historic Site
- Meyers Creek Brewing
- The Kafana
- BayLeaf Authentic Indian Cuisine
- Josh's Diner
- Capers Belleville
- Wavy Café
- Academy Food + Drink
- Juniper Cafe
- Dianne's
- AquaTerra
- The Everly
- Toast + Jam
- Cha Cha Tea
- Cocoa Bistro
- Spearhead/Skeleton Park Brewing
- Otter Creek Kitchen
- Mac's Donuts

CHANNELS

INSTAGRAM:	@OntarioCulinary	32.2k+ followers
FACEBOOK:	/OntarioCulinary	14k+ 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, 5 reels, 5 ads	122,954

BLOG CONTENT

TOTAL VIEWS:

Blog Title	Publish date	Total Views	Total Users	Total Events	Time on Page
Tasty Kingstonlicious Stops for Every Occasion	January 24, 2025	188	141	457	1m23s
11 Unforgettable Kingstonlicious Culinary Stops	March 13, 2025	494	404	2398	1m1s
A Culinary Road Trip Along South Eastern Ontario's Highway 401	March 27, 2025	2859	2191	8228	43s
A Delicious Weekend Escape to the Bay of Quinte	April 15, 2025	746	591	1965	16s
A Sweet Detour: Baked Goods in the Bay of Quinte + Kingston	May 23, 2025	1,005	770	2740	13s

ORGANIC INSTAGRAM POST RESULTS

Video	Views	Reach	Interactions	Highlights
So you're heading to Kingstonlicious reel driving to this blog	29,483	18,948	79	62 likes, 2 comments, 10 shares, 5 saves
A Delicious Adventure in Kingston + BOQ Reel driving to this blog	5,794	3,482	77	65 likes, 4 comments, 7 shares, 6 saves
Roadtrip along highway 401 reel driving to this blog	33,951	18,538	89	72 likes, 2 comments, 4 shares, 11 saves
Bay of Quinte Getaway Reel driving this blog	18,661	14,975	161	124 likes, 4 comments, 16 shares, 12 saves
Baked Goods + Adventure in the Bay of Quinte Reel driving to this blog	18,839	12,857	128	68 likes, 13 comments, 26 shares, 21 saves

PAID SOCIAL CONTENT BY POST

Post	Impressions	Reach	Engagement	Click-Thru Rate
Ad #1: Kingstonlicious Blog	29,216	17,000	6957	2.85%
Ad #2: Delicious Escape to Kingston + BOQ	28,283	16,191	11,589	10.42%
Ad #3: Culinary Road Trip Along Highway 401	14,697	10,212	6,071	6.35%
Ad #4: Delicious Weekend in BOQ	18,911	12,252	8,977	7.05%
Ad #5: Baked Goods	15,911	10,751	8,130	8.28%
TOTALS	107,018	66,406	41,724	6.88%

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