

BUTTER TARTS & BUGGIES

EXPLORE THE SIMPLER LIFE

2018-2020



BACKGROUND

- Established in 2016
- Originally the Town of Minto, Township of Wellington North and Township of Southgate, with the Township of Mapleton joining in 2017
- Celebrates a Spring Launch in conjunction with Northern Wellington County's Spring Rural Romp on the fourth Saturday of May
- Year-Round
- Self-Guided Tours
- 4 categories: Farm, Garden, Food & Retail



PROGRAM OVERVIEW

- Website Marketing
- Brochure Distribution
- Special Passport Promotion
- Social Media Marketing (Facebook & Twitter)
- CTA (Culinary Tourism Alliance) Website & Social Media Mentions
- Taste Real Guelph Wellington Local Food Map & Social Media Mentions
- Ontario Food & Culture Feature - Toronto Star, June 2016
- 88.7 The River
- Municipal Inclusion in local Directories & Guides
- Wellington County Festivals & Events Guide/Website
- Mentioned in an Article by the **New York Times** in January 2018

"The butter tart is celebrated in its homeland, where the preference for runny or firm fillings, plain or with raisins, is a matter of passionate national debate. Ontario, where most scholars believe the butter tart was born, celebrates it with two dueling tourism trails (Kawarthas Northumberland Butter Tart Tour and *Butter Tarts and Buggies*) ..."

Q SEARCH

The New York Times

FOOD

Butter Tarts, Canada's Humble Favorite, Have Much to Love

By SARA BONSTEEL JAN. 12, 2018

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RELATED COVERAGE

-  **COOKING**
Butter Tarts
By Sara Bonsteel | 45 minutes, plus chilling and cooling
-  **COOKING**
Butter Tart Squares
By Sara Bonsteel | 45 minutes, plus chilling
-  **The Canada Issue** JAN. 16, 2018
-  **MONTREAL JOURNAL**
Calling Poutine 'Canadian' Gives Some in Quebec Indigestion DEC. 14, 2017
-  **Favorite Thanksgiving Recipes From Across Canada** OCT. 7, 2018

WEBSITE STATISTICS

Top 10 Website Visitors:

1. Toronto
2. Brampton
3. Guelph
4. Kitchener
5. London
6. Hamilton
7. Waterloo
8. Calgary
9. Mississauga
10. Minto

Gender:

45.85% Female
54.15% Male



Website Found through Social Media:

1. Facebook: 92.66%
2. Twitter: 4.59%
3. Instagram: 2.75%

Age:

18-24: 27.5%
25-34: 33.5%
35-44: 15.5%
45-54: 12.5%
55-64: 5.5%
65+: 5.5%

SOCIAL MEDIA STATISTICS

#TARTSBUGGIES

Facebook:

356 Likes (359 Follows)
87% Women & 10% Men

Age Groups of Followers:

0.281% 13-17
3% 18-24
11% 25-34
19% 35-44
24% 45-54
20% 55-64
10% 65+



Instagram

158 Followers
since May 30, 2017
81% Women & 19% Men
Average age group of followers is
25-34



Top Locations: Harriston 15%,
Mount Forest 12%, Toronto 10%,
Guelph 7%, Palmerston 6%

Twitter:

101 Followers
(Joined May 2016)



FALL FROLIC

- An event that was held in October to encourage tourists to take advantage of Autumn specials at each of the participating businesses
- Self-guided
- Special promotions and Fall inspired activities
- Posters, Rack Cards, Radio Interviews and Social Media campaign for the event
- Successful with over 500 participants
- October 12, 13 & 14 in 2018!



PARTNER COMMITMENT

- A commitment to a 2 year term (2018-2020)
- \$2,500 per year (\$5,000 for the term)
- Approaching potential businesses in your municipality
- Choosing a maximum of 10 businesses/venues that meet the criteria to be included
- Responsible for communication with your municipality's participating businesses (forwarding newsletters, delivering brochures, communications, and gathering content for social media posts)
- Minto takes care of Social Media scheduling





www.buttertartsandbuggies.com
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