BUTTER TARTS & BUGGIES **EXPLOYED **EXPL

EXPLORE THE SIMPLER LIFE

2018-2020



BACKGROUND

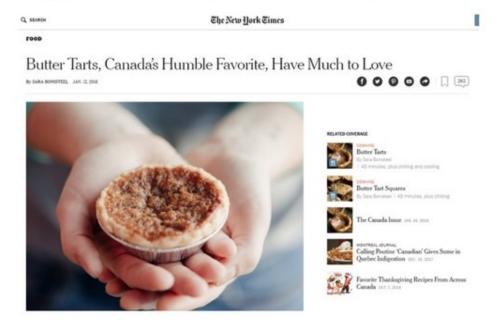
- Established in 2016
- Originally the Town of Minto, Township of Wellington North and Township of Southgate, with the Township of Mapleton joining in 2017
- Celebrates a Spring Launch in conjunction with Northern Wellington County's Spring Rural Romp on the fourth Saturday of May
- Year-Round
- Self-Guided 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) ..."



WEBSITE STATISTICS

Top 10 Website Visitors:

- 1. Toronto
- 2. Brampton
- 3. Guelph
- 4. Kitchener
- 5. London
- 6. Hamilton
- 7. Waterloo
- 8. Calgary
- 9. Missisauga
- 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 explore@buttertartsandbuggies.com