

DOWNTOWN
BARRIE
Unexpected!



OCTOBER TASTING TRAIL

2018 EVENT REPORT

EVENT OVERVIEW

Throughout the month of October, visitors followed the #OctoberTastingTrail after purchasing their \$10 passports at participating eateries and tasted their way through Downtown Barrie, enjoying free samples during select times on Saturdays. They visited 10 or more participating locations and their completed passports were entered into a draw for a \$300 prize package! Through customer donations, this year's passport proceeds totalled \$1,250 which was donated to Seasons Centre for Grieving Children.

- \$300 Prize Package
- \$1,250 Donated
- 115 Total Passports Sold

**OCTOBER
TASTING TRAIL**
EVERY SATURDAY IN OCTOBER



SUPPORTING DETAILS

Participating locations sold each passport for \$10.00. Visitors were invited to follow the October Tasting Trail and enjoy delicious samples while collecting stamps at each stop. Once 10 stamps had been collected, visitors were then able to submit their passports at the location to be entered to win the prize package.



Posts: 18
Event Tags: 10
Impressions: 10,986
Reach: 118,800
Likes: 58
Responses: 22



Posts: 14
Stories: 7
Story Views: 2606
Reach: 1808
Reactions: 60
Shares: 19



Posts: 12
Videos: 3
Video Views: 1595
Event Tags: 45
Stories: 7
Story Views: 2606
Likes: 539
Comments: 13

LOCATIONS & PASSPORTS SOLD



Barrie Bean Counter
~ 8 sold



Barrie Olive Oil
~ 8 sold



Chillz Dessert Lounge
~ 8 sold



Flying Monkeys
Craft Brewery
15 sold



Grilled Cheese
Social Eatery
0 sold



Homestead
~ 8 sold



J'adore Fine Cheese
& Chocolate
14 sold



Lazy Tulip Cafe
10 sold



Nourish Cafe
5 sold



Renegade Health Bar
15 sold



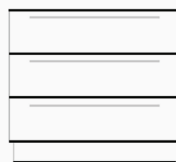
Ripe Juicery
~ 8 sold



Swirleez
~ 8 sold



Unity Cafe
~ 8 sold



drors

drors + Centro
bonus location



Five Points Theatre
bonus location

STATISTICS

\$48,252

Total Earned Media
(News and Social)

225,954

Total Media Reach

8%

Increase in
Media Activity

115

Passports
Sold

61

Passports
Returned

Website Traffic - October Tasting Trail Event Page & Blog Posts

1,251

Page Views

977

Unique Page
Views

2:42

Average Time on
Page

GOOGLE

Top Source

Website Traffic - Activity From Social

96

Page Views

2:42

Average Time on
Page

Press Releases Activity

37%

Kick Off Press Release
Open Rate

29%

Recap Press Release
Open Rate