

40 min to complete

Exceeding Expectations

Six-Module Learning Series

Webinar

Exceeding Expectations: Agenda

08:00 to complete

Module One: An Introduction to Culinary Tourism

- a. Bridging the Gap Between Food & Drink and Tourism Industries
- b. Culinary Tourism Value Chain
- c. Who are Culinary Tourists?
- d. The Future of Culinary Tourism



Exceeding Expectations: Agenda

11:15 to complete

Module Two: Trends and the Visitor Experience

- a. General Tourism Trends
- b. Culinary Tourism Trends
- c. Development Trends in Rural and Remote Destinations

002

Exceeding Expectations: Agenda

04:10 to complete

Module Three: Connecting Experiences to Place

- a. Case Study: Dining on the Ocean Floor in Nova Scotia
- b. Case Study: Sweden, The Edible Country
- c. Reflection Questions

003

Exceeding Expectations: Agenda

05:25 to complete

Module Four: Localizing Your Experiences

- a. Key Takeaways
- b. Inspiration
- c. Actions

04

Exceeding Expectations: Agenda

02:50 to complete

Module Five: Integrating Food and Drink into Your Experience

- a. Tastes
- b. Tours
- c. Takeaways

05

Exceeding Expectations: Agenda

02:30 to complete

Module Six: Intangible Value and the Visitor Experience

- a. Seven Calls to Action
- b. Conclusion and Learning Outcomes



Elevating Canadian Experiences

The Elevating Canadian Experiences Program provides businesses, tourism operators, and DMOs with strategic solutions to boost culinary tourism and winter/shoulder season tourism across Canada.

Exceeding Expectations: Webinar Learning Outcomes

- Differentiate culinary tourism from other forms of tourism and identify unique culinary experiences
- Describe the breadth and diversity of businesses involved in culinary tourism through deconstructing the culinary tourism value chain
- Explain why culinary tourism is a vital component in servicing the needs of travellers



Exceeding Expectations: Webinar Learning Outcomes

- Apply your understanding of visitor expectations and relevant tourism trends to deliver value through food & drink
- Recognize that celebrating place through local cultures and cuisines improves the visitor experience
- Localize your culinary tourism experience by drawing on successful examples from around the world
- Use culinary tourism storytelling to deliver intangible value to visitors



01

Module One:

**An Introduction
to Culinary Tourism**

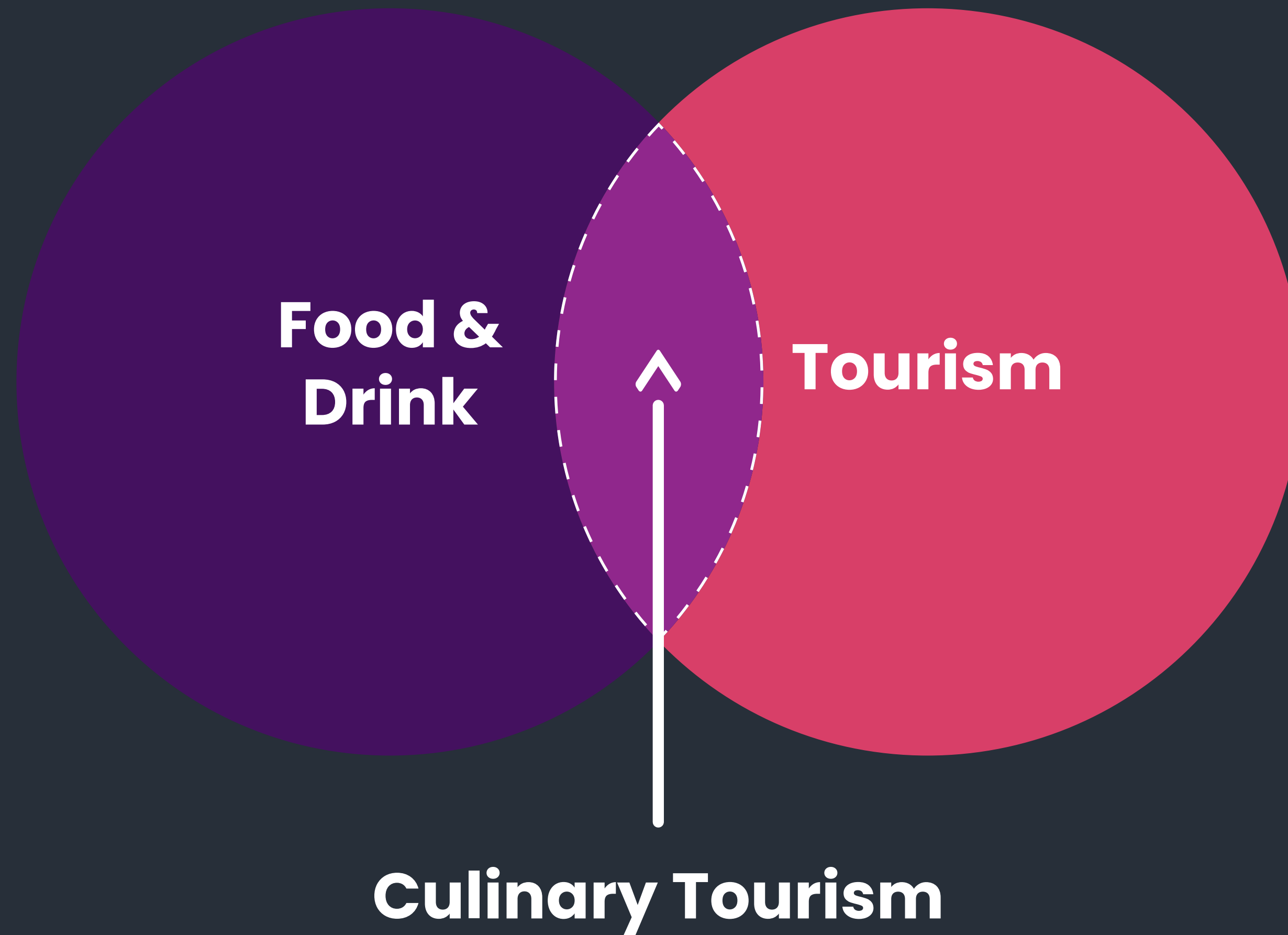
Intro to Culinary Tourism

***Bridging the gap between the
food & drink and tourism industries***

Intro to Culinary Tourism: Bridging the Gap Between Food & Drink and Tourism



Intro to Culinary Tourism: Bridging the Gap Between Food & Drink and Tourism



Intro to Culinary Tourism: Bridging the Gap Between Food & Drink and Tourism

What is Culinary Tourism?

Any tourism experience where a person interacts with food and drink that reflects the local history, heritage, and culture of a place.

Intro to Culinary Tourism: Bridging the Gap Between Food & Drink and Tourism

There are countless activities and experiences associated with culinary tourism



Intro to Culinary Tourism: Bridging the Gap Between Food & Drink and Tourism

A photograph of two people fly fishing in a river. The person on the left is wearing a red cap, a plaid shirt, and waders. The person on the right is wearing a dark jacket and waders. The sun is shining from behind the person on the right, creating a lens flare. The river is clear and flowing over rocks. There are trees with some autumn-colored leaves on the banks. A large, semi-transparent purple circle is overlaid on the center of the image, containing white text.

**Tourism experiences
often overlap with
food & drink**

Intro to Culinary Tourism: Culinary Tourism Value Chain



Intro to Culinary Tourism: Who are Culinary Tourists?

Culinary tourists are visitors who plan their trips partially or totally in order to taste the cuisine of a place.

Intro to Culinary Tourism: Who are Culinary Tourists?

In the end,
everybody has to eat.



Intro to Culinary Tourism: The Future of Culinary Tourism

- Visitors seeking human connection
- Rethinking our food systems
- Connecting visitors to place
- Rise of experiential tourism
- Culinary tourism is multisensory



Intro to Culinary Tourism: The Future of Culinary Tourism

- Driving trips will be prioritized over flying
- Local, regional, provincial, domestic, international
- Responding (and communicating responses) to safety concerns
- Rural and remote destinations seen as safer
- Outdoor experiences, incl. agritourism in demand



02

Module Two:

Trends and the Visitor Experience

01

Purposeful Travel

- Gaining new skills and engaging with local communities
- Culinary tourism empowers locals to share stories of their home
- Opportunities for learning and connection, when done right, can be transformative for visitors, leading to personal growth

02

Exploratory Travel

- Travel to off-the-beaten-path destinations in search of unique, one of a kind experiences is a priority for a growing number of travellers
- For these segments, access to VIP experiences in places rarely explored by others is appealing
- In developing culinary tourism experiences, a key step is identifying points of differentiation that tie your experiences to place

03

Destination Stewardship

- There is a connection between purposeful travel and an awareness of social and environmental issues
- Visitors want to have a positive impact on the communities they visit
- Rural destinations can educate visitors on the economic and social benefits of visiting their communities

Trends and the Visitor Experience: Culinary Tourism Trends

1

**Interest in the
Processes and Ethos
Behind Products**

2

Rise of the Flexitarian

Trends and the Visitor Experience: Culinary Tourism Trends

3

Restaurant Dining

4

**Social Media
as a Research Tool**

Development Trends in Rural and Remote Destinations

1. Leans heavily on the natural environment
2. Culture, including food & drink, is a secondary asset
3. Culinary tourism is combined with other tourism offerings (e.g. outdoor tourism)



Trends and the Visitor Experience: Culinary Tourism Trends

Development Trends in Rural and Remote Destinations

4. If designations exist locally, they are strongly celebrated
5. Transportation challenges are common, but creative solutions are possible!



003

Module Three:

**Connecting
Experiences to Place**

Case Study: Dining on the Ocean Floor in Nova Scotia



Video 01:
**Dining on the Ocean Floor at Burntcoat Head,
Nova Scotia – Flying Apron Inn & Cookery**

Case Study: Sweden, The Edible Country



Video 02:
Sweden, the Edible Country



Video 03:
**Do-It-Yourself Dining at the
Edible Country Table in Sweden**

Connecting Experiences to Place: Reflection Questions

Q1

***What is the role of
the local landscape
in the experiences?***

Connecting Experiences to Place: Reflection Questions

Q2

Is there anything else related to place that helps to make this experience special?

Connecting Experiences to Place: Reflection Questions

Q3

What else does the hands-on element add to the experience?

004

Module Four:
Localizing
Your Experience

Localizing Your Experience: Key Takeaways

- Celebrate **your** local
- Leverage **your** unique combination of characteristics
- Develop and showcase local partnerships
- Be creative!



Localizing Your Experience: Inspiration

- What makes your community and region special to you?
- Why do you choose to live there?
- What makes you most proud to live where you do?
- Are you an ambassador for your region?
- Do you know about the tourism offerings of other businesses in the area?



Localizing Your Experience: Inspiration

- Does your community or culture have any traditions to share with visitors?
- Are there experiences or stories a visitor wouldn't know about your community if you didn't tell them?
- Can you think of anything that feels mundane to you but is special and out of the ordinary for a visitor?



Localizing Your Experience: Actions

- Do we tie our visitor experience to place through the stories we tell?
- Do we source local food and celebrate it?
- Does the experience we offer have a connection to our family or regional heritage?



Localizing Your Experience: Actions

- Do we partner with other local businesses?
- Do we incorporate meaningful local details into our décor?
- Do we offer an experience that appeals to locals and visitors?



005

Module Five:

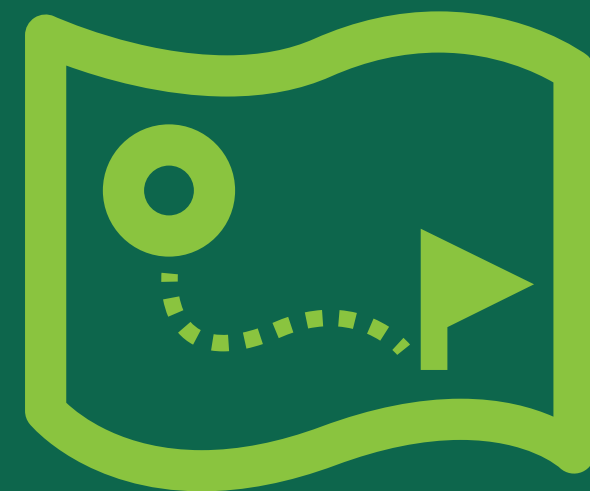
**Integrating Food and Drink
into Your Experience**

Integrating Food and Drink into Your Experience

Incorporating Culinary Tourism Touchpoints



Tastes



Tours



Takeaways

Integrating Food & Drink into Your Experience: Tastes

Even small gestures or offerings can have a huge impact on the visitor experience, as it shows you genuinely care about your consumers.



Integrating Food & Drink into Your Experience: Tours

Tours provide visitors with an opportunity to connect more strongly with your business.



Integrating Food & Drink into Your Experience: Takeaways

Visitors love to take treats and mementoes home with them to share with family and friends.



0065

Module Six:

Intangible Value and the Visitor Experience

Intangible Value and the Visitor Experience: Calls to Action

1

**Warm
Welcome**

2

**Meeting
Someone New**

Intangible Value and the Visitor Experience: Calls to Action

3

**Hearing
Stories**

4

**Locally-Inspired
Décor**

Intangible Value and the Visitor Experience: Calls to Action

5

**Thoughtful
Touches**

6

**Learning
Something New**

Intangible Value and the Visitor Experience: Calls to Action

7

Great
Memories



Thank you

