

Branding & Storytelling Tips

Webinar: Attracting Culinary Tourists

Branding Tips

- TIP 1:** Include high-quality photos of food products and experiences in your online presence.
- TIP 2:** Share food-based updates through your social media channels and encourage customers to do the same.
- TIP 3:** Actively collect feedback from customers on your food products and/or experiences.
- TIP 4:** Facilitate positive reviews of your food products and experiences on review sites and respond constructively to negative comments, as appropriate.

Storytelling Tips

- TIP 5:** Know the key components of your food and drink story and share these consistently.
- TIP 6:** Share your story in diverse ways, both in person and online.
- TIP 7:** Ensure visitors leave your establishment with a clear understanding of your food and drink story.
- TIP 8:** Empower staff to be ambassadors for the region who can recommend other food and drink experiences for visitors to enjoy.