

**Integrating Foodways Tips**

# Webinar: Attracting Culinary Tourists

## Integrating Foodways Tips

- TIP 1:** Offer a unique “taste of place” or expression of your region and understand how your business fits into the regional food tourism narrative. Most importantly, let people know that you do this to attract food tourists to your business.
  
- TIP 2:** Identify where your ingredients and products are sourced from, including promoting your suppliers.
  
- TIP 3:** Celebrate your partnerships within the local community, including online.
  
- TIP 4:** Share stories about the recipes you use and the food you serve, and how it is tied to the region or your family history, both in person and online.
  
- TIP 5** Offer tastings, trainings, and/or educational opportunities that empower your staff with the knowledge required to sell your food, because if the owner isn’t always present, staff need to know the stories too.