



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

## 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

03



## 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



## 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

A chef in a white uniform is smiling and interacting with a group of people seated at a table outdoors. The chef is holding a glass and appears to be pouring or serving. The background shows a blurred outdoor setting with trees and a clear sky. The text is overlaid on the image, with a blue vertical bar to the left of the main text.

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



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



**Food &  
Drink**

**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 and a plaid shirt, while the person on the right is wearing a dark jacket. They are standing in the water, which is surrounded by trees and a clear sky. A large, semi-transparent purple circle is overlaid on the center of the image, containing the 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!





03

**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?***



04

**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?





05

**Module Five:**

# **Integrating Food and Drink into Your Experience**

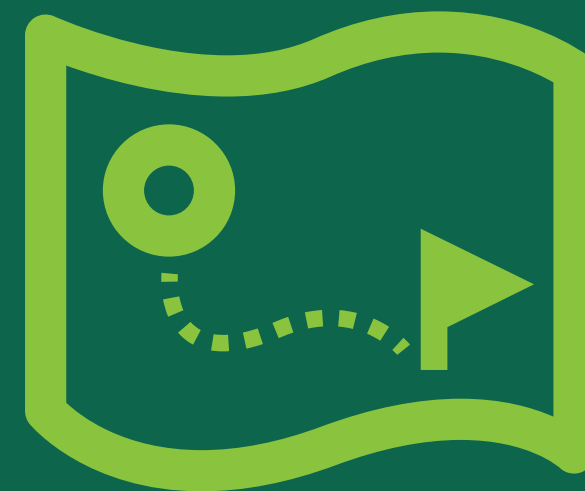


# Integrating Food and Drink into Your Experience

## 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

