



40 min to complete

Attracting Culinary Tourists

Six-Module Learning Series

Webinar

Attracting Culinary Tourists: Agenda

06:40 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. The Future of Culinary Tourism

Attracting Culinary Tourists: Agenda

02:20 to complete

Module Two: What Attracts Culinary Tourists?

02

Attracting Culinary Tourists: Agenda

06:35 to complete

Module Three: Identifying and Understanding Culinary Tourists

- a. Foodies and Food-Connected Consumers
- b. Agritourists
- c. Other Types of Tourists and Tourism

03

Attracting Culinary Tourists: Agenda

05:05 to complete

Module Four: Attracting Niche Markets to Your Business

- a. Genuine and Immersive Experiences
- b. Multisensory Experiences
- c. Risks and Barriers

04

Attracting Culinary Tourists: Agenda

07:40 to complete

Module Five: Defining Foodways

- a. Tastes of Place
- b. Intangible Assets
- c. Local Food
- d. Personal vs. Regional Foodways
- e. Integrating Foodways Tips

Attracting Culinary Tourists: Agenda

05:40 to complete

Module Six: Reaching the Market

- a. Use the Right Mediums
- b. Social Media Content
- c. Engaging Through Online Travel Agencies
- d. Brand Positioning and Storytelling Tips

Elevating Canadian Experiences

Providing businesses, tourism operators, and DMOs with strategic solutions to boost culinary tourism and winter/shoulder season tourism across Canada.

Attracting Culinary Tourists: 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



Attracting Culinary Tourists: Webinar Learning Outcomes

- Differentiate the various types of culinary tourists and understand how the market has evolved
- Define foodways and integrate them into existing value propositions to meet expectations of culinary tourists
- Identify opportunities to generate increased visitor demand through attracting culinary tourists
- Apply best practices and grassroots marketing tactics when attracting culinary tourists



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 an outdoor dining table. 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.

***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, holding fishing rods. The background shows a river with rocks, trees with autumn foliage, 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: 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:

What Attracts Culinary Tourists?

What Attracts Culinary Tourists?

A rural explorer is often from a large urban area and looking to escape the bustle of the city.

What Attracts Culinary Tourists?

A couple is camping at night. They are sitting on the ground, looking at a map or a book. A campfire is burning in front of them, and a tent is visible in the background. The scene is dimly lit, with the fire providing the main source of light.

Rural explorers want to discover unique, quality experiences, hidden gems, and to create lasting memories with friends and family.

What Attracts Culinary Tourists?

Recall your favorite trip.

Think about what you ate and drank during that trip.

- What role did food & drink play in making the trip one of your favourites?
- Why would people travel there specifically for food and drink?



03

Module Three:

Identifying and Understanding Culinary Tourists

Understanding Culinary Tourists: Foodies and Food-Connected Consumers

The quintessential 'foodie' is an important part of the culinary tourism market, but they are only part of the story.

Understanding Culinary Tourists: Foodies and Food-Connected Consumers

Who are Culinary Tourists?

Visitors who plan their trips partially or totally in order to taste the cuisine of a place.

Understanding Culinary Tourists: Foodies and Food-Connected Consumers

1. Foodies

- Classic food tourists
- Plan trips around food & drink
- Incorporate local tastes into travel
- Research local specialties in advance



Understanding Culinary Tourists: Foodies and Food-Connected Consumers

2. Food-Connected Consumers

- General interest in food/drink
- Make informed choices about their food & drink
- Value stories & connection



3. Agritourists

- Niche type of food tourist
- Looking to connect specifically to where their food comes from
- Interested in food-production, along with the people, places, and practices



A family of four is shown in a winter setting, likely a market stall. A woman on the left carries a baby in a carrier. A young girl sits in the foreground, looking towards the right. Behind her, another woman looks down at something in her hands. To the right, a man is also looking down. They are all wearing winter hats and scarves. The background is a snowy outdoor area with wooden structures.

Understanding Culinary Tourists: Other Types of Tourists and Tourism

...everyone else!

Culinary Tourism and Other Types of Tourism

- Primary draw vs. complementary asset



04

Module Four:

Attracting Niche Markets to Your Business

Attracting Niche Markets to Your Business

- Tailor your marketing
- Partner with main-draw attractions or tourism operators
- Offer authentic, multisensory experiences tied to the people and places of your destination



Attracting Niche Markets to Your Business

Recall your favorite trip.

- How does access to local food and drink affect the destination's offering?
- How could this destination be strengthened by local food supply chains?
- Where are their food supplies coming from?



Attracting Niche Markets to Your Business: Genuine and Immersive Experiences

A hand holding a large blue lobster with yellow bands on its claws. The background is dark and blurred, showing a yellow object in the upper left and a white object in the lower right.

Create authenticity by connecting local culture and traditions to culinary experiences.

Attracting Niche Markets to Your Business: Multisensory Experiences

- Taste is as important as sight, sound, smell, and touch
- Food tourism is the only type that appeals to all five senses



Attracting Niche Markets to Your Business: Risks & Barriers

- Is it safe?
- Is it worth tourists' valuable time?
- Is it easy to access
(off the beaten path vs. mainstream)?
- Will it make the trip memorable?



Attracting Niche Markets to Your Business

How do you fuse genuine, immersive, and multisensory experiences to local cuisine and traditions?

By defining foodways.

05

Module Five:
Defining Foodways

During the food or drink experience, were you curious about:

- How the food/drink was prepared?
- The ingredients used and where they came from?
- Whether the techniques and ingredients were tied to local culture and traditions?



Defining Foodways



Defining Foodways:

Foodways are the:

- Who
- What
- Where
- When
- Why
- and How

...of food!





Defining Foodways: Tastes of Place

Memorable experiences that bring to life the stories behind the food and drink of an area.

Defining Foodways: Intangible Assets

- Rural hospitality
- Landscapes
- Community
- Good company



Defining Foodways: Local Food

- Connects eating and drinking to place
- Food tourists are looking for these experiences
- They are willing to pay more for the experience



Defining Foodways: Personal vs. Regional Foodways

- Local ingredients
- Family recipes
- Fusion, evolution
- Uniquely tied to place



Defining Foodways: Tips for Integrating Foodways

01 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.

02 Identify where your ingredients and products are sourced from, including promoting your suppliers (online and in-person, including on the inside/outside of your business).

Tips

Defining Foodways: Tips for Integrating Foodways

03 Celebrate your partnerships within the local community (including online).

04 Share stories about the recipes you use, the food you serve (how it is tied to the region or your family history) – in person and online.

05 Offer tastings, trainings, and/or educational opportunities that empower your staff with the knowledge required to sell your food (if the owner isn't there, staff need to know the stories too).

tips

0065

Module Six:
Reaching the Market

Recall your favorite trip.

01

How did you learn about the experience before selecting it as part of your travel itinerary?

- Googled it
- TripAdvisor/Yelp/Google Review
- Referral from a guide or local business owner/staff
- Social Media (Instagram, Facebook, Twitter)
- I just saw the place and decided to drop in
- Other

Recall your favorite trip.

02

Was it an experience you planned for before leaving, or something that was impromptu and complementary?

- I (or someone in my group) planned to visit before leaving
- It was part of the trip package
- It was an impromptu visit during the trip
- Other

Reaching the Market: Use the Right Mediums

- Give the people what they want
- Connect using the right mediums
- Visuals receive more engagement, more shares, and more likes



Reaching the Market: Social Media Content

- Educational and informative
- Value is more important than aesthetic
- The story is about the ingredients, the place but also the techniques



Reaching the Market: Engaging Through Online Travel Agencies (OTAs)

- Claim your space on DMOs & PMOs, TripAdvisor, Yelp, and AirBnB platforms
- Respond quickly to customer reviews – both negative and positive
- Be responsive, spontaneous, and use humour where appropriate
- Showcase the whole experience, not just the taste (multisensory)



Reaching the Market: Brand Positioning & Storytelling Tips

Brand Positioning Tips

01 Include high-quality photos of food products and experiences in your online presence.

02 Share food-based updates through your social media channels and encourage customers to do the same.

Tips

Reaching the Market: Brand Positioning & Storytelling Tips

Brand Positioning Tips

03 Actively collect feedback from customers on your food products and/or experiences.

04 Facilitate positive reviews of your food products and experiences on review sites, and respond constructively to negative comments (as appropriate).

Tips

Reaching the Market: Brand Positioning & Storytelling Tips

Storytelling Tips

05 Know the key components of your food and drink story and share these consistently.

06 Ensure visitors leave your establishment with a clear understanding of your food and drink story.

tips

Reaching the Market: Brand Positioning & Storytelling Tips

Storytelling Tips

07

Visitors leave our establishment with a clear understanding of our food and drink story.

08

Empower staff to be ambassadors for the region who can recommend other food and drink experiences for visitors to enjoy.

tips

Thank you

