



Peterborough
&
THE KAWARTHAS

Peterborough & the Kawarthas Culinary Tourism Strategy



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All photos courtesy of Peterborough & the Kawarthas Economic Development.
Please note: All photos we're taken prior to Covid-19 pandemic.



Acknowledgements

We respectfully acknowledge the land for which this strategy was developed is on Treaty 20 Michi Saagiig territory. We recognize the land of Nogojiwanong (Peterborough) is on the traditional territory of the Michi Saagiig Nation, which includes: Curve Lake, Hiawatha, Alderville, and Scugog Island First Nations, and Chippewa Nation, which include: Rama, Beausoleil, and Georgina Island First Nations, known collectively as the Williams Treaties First Nations.

We recognize all Indigenous peoples who were here before us, as well as those who live with us now, and the seven generations to come. As Indigenous peoples have done since time immemorial, we strive to be responsible stewards and caretakers of these lands and waters and to respect the cultures, ceremonies, and traditions of all who call it home. We offer our gratitude to the First Nations for their care for, and teachings about, our earth and our relations. May we honour those teachings.

Through the combined efforts of several organizations, including the Indigenous Tourism Association of Canada, Indigenous Culinary of Associated Nations, Indigenous Tourism Ontario, along with Indigenous tourism businesses, we are seeing Indigenous tourism and culinary tourism flourish. We look forward to seeing Indigenous culinary products and experiences elevate the tourism landscape of Ontario, including Peterborough & the Kawarthas, and Canada overall, in the years to come.



This Peterborough & the Kawarthas Culinary Tourism Strategy would not have been possible without the time and energy offered by the Culinary Tourism Strategy Task Force. Thank you to Karen Jopling, Chef Jay Nutt, Chef Josh Keepfer, Chef Brad Watt, Katie Watt, and Chef Lisa Dixon for your energy and contributions. We would also like to thank everyone who participated in key informant interviews and those who attended the industry table talk. The strategy development process would not have been possible without you.

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The Culinary Tourism Alliance is a not-for-profit industry organization dedicated to bridging the gap between the food & drink and tourism industries. This report was prepared by James Arteaga, Martin Lacelle, Camilo Montoya-Guevara, and Caroline Morrow.





Market Hall Performing Arts Centre



Executive Summary



The Peterborough & the Kawarthas Culinary Tourism Strategy presents the direction and actions that Peterborough & the Kawarthas Economic Development will take to develop culinary tourism in the destination over the next three years. The development of this strategy was made possible through the Tourism Industry Association of Canada's (TIAC) project to develop National Guidelines for Culinary Tourism Strategy Development in Rural and Remote Destinations. Peterborough & the Kawarthas (PK) was selected by TIAC as one of four destinations across the country to work with the Culinary Tourism Alliance (CTA) and participate in piloting a culinary tourism strategy development process. At the onset of strategy development process, the following goals were set:

- 1/ Develop a clear understanding**, with a focus on innovation and sustainability, of the direction that PK should take to develop culinary tourism;
- 2/ Engage with the culinary tourism** community and build partnerships in a meaningful and considerate way that takes into account the COVID-19 context;
- 3/ Increase understanding of culinary tourism** among a range of culinary and tourism partners;
- 4/ Highlight rural-urban connections** as they relate to culinary tourism; and
- 5/ Align the work with other research and strategy work**, including the Destination Development Plan, and agritourism research project (2019).



The Opportunity

Culinary tourism development stands to benefit from a rise in visitor demand for immersive, multisensory, and experiential tourism products and experiences. Culinary tourism includes any tourism experience where a visitor interacts with food and drink that reflects the history, heritage, culture, and geography of place. There is an opportunity to leverage Peterborough & the Kawarthas' foodways (the who, what, where, when, why, and how food becomes part of a community) to grow genuine and sustainable culinary tourism!

In Peterborough & the Kawarthas, there is a diversity of culinary tourism assets that are complemented by the many natural and cultural assets in the area. Peterborough & the Kawarthas' foodways are informed by ongoing relationship of Indigenous peoples to the area's land, rivers, and lakes, as well as to the ingredients that are grown, harvested, hunted, and consumed on the land, the area's rich agricultural histories, landscapes, and range of products from the production of dairy, beef, corn, poultry, berries, and red fife wheat. Additionally, the area's proximity to major urban centres in the Greater Toronto Area and Ottawa, and connection to major roads and waterways give the destination a positive edge to developing culinary tourism that is accessible to major visitor markets.

The countless culinary tourism activities associated with the foodways of Peterborough & the Kawarthas mean that there is an exciting opportunity for a diversity of businesses across the destination to leverage local foodways and associated tourism activities to build up culinary tourism in Peterborough & the Kawarthas!





Areas of Opportunity

Four primary areas of opportunity were identified; each with their own actions to support culinary tourism development in Peterborough & the Kawarthas. In total, 15 actions are recommended. These are mapped out over a 3-year implementation timeline, as seen in the Strategic Framework. A brief summary of each area of opportunity and abridged actions are presented below.

Increase number of culinary tourism products and experiences

There is an opportunity to increase and diversify Peterborough & the Kawarthas' culinary tourism products and experiences, focussing on experiences that use multi-modal transportation, showcase unique locations, and that are offered in the winter and shoulder seasons.

- 1/ Host capacity-building workshops** on culinary tourism experience development
- 2/ Create a culinary tourism experience development tip sheet** for industry
- 3/ Develop a how-to guide** for event organizers on integrating culinary tourism into non-food events
- 4/ Support 5-6 businesses** in developing immersive culinary tourism experiences



Cultivate pride of place

Fostering a shared understanding of culinary tourism's economic potential, while increasing connections between urban, rural, and Indigenous communities, will help to create a culture where locals consume, celebrate, and share local food and drink, and the stories that go with them.

- 5/ **Develop inventory** of PK's tangible and intangible culinary cultural heritage resources
- 6/ **Develop marketing materials**, online content celebrating PK's unique food & drink stories
- 7/ Partner with Arts, Culture and Heritage at the City of Peterborough, County of Peterborough and the First Nations to **populate cultural map** with select culinary businesses and culinary cultural heritage resources
- 8/ **Engage with PK's grocery stores and food producers** to highlight local food and drink products in retail spaces
- 9/ **Develop training materials** for a broad range of visitor-facing staff and locals to grow awareness of the destination's culinary tourism offering



Use partnerships to grow culinary tourism

Partnerships are essential to the successful implementation of this strategy. Fostering collaborations with and between businesses, business support organizations, industry groups, agricultural partners, the City of Peterborough, County of Peterborough, Townships and the First Nations will be crucial to growing culinary tourism.

- 10/ Collaborate with Indigenous** tourism partners to support, strengthen, and celebrate Indigenous culinary tourism products and experiences in the region
- 11/ Establish lines of communication** and cooperation with farming associations
- 12/ Build on existing partnerships** with neighbouring regions to promote culinary tourism products and experiences

Grow connections within the culinary tourism industry

Stronger connections within the culinary tourism industry will support all of the areas of opportunity identified. Special efforts should continue to be made to grow connections that foster innovation in agritourism development, contribute to collaborations with Indigenous tourism, and present Peterborough & the Kawarthas as a destination that offers a network of urban, rural, and Indigenous culinary tourism.

- 13/ Establish culinary and tourism networking events**
- 14/ Develop a process** to automatically connect new and potential culinary tourism businesses with PKED
- 15/ Exchange learnings** about culinary tourism development with other destinations



Introduction



Project Background

Peterborough & the Kawarthas was selected by the Tourism Industry Association of Canada (TIAC) as one of four destinations across the country to work with the Culinary Tourism Alliance (CTA) and participate in piloting a culinary tourism strategy development process. The resulting strategy is based on a 3-year implementation timeline. Learnings from the pilot project will inform the creation of National Guidelines for Culinary Tourism Strategy Development in Rural and Remote Destinations, a strategic tool developed by the CTA as part of the TIAC project to be used by destinations across Canada.

This strategy report presents the direction and actions that Peterborough & the Kawarthas Economic Development (PKED) will take to develop culinary tourism in the destination over the years to come. At the onset of strategy development process, the following goals were set:

- 1/ Develop a clear understanding**, with a focus on innovation and sustainability, of the direction that Peterborough & the Kawarthas should take to develop culinary tourism;
- 2/ Engage with the culinary tourism community and build partnerships** in a meaningful and considerate way that takes into account the COVID-19 context;
- 3/ Increase understanding of culinary tourism** among a range of culinary and tourism partners;
- 4/ Highlight rural-urban connections** as they relate to culinary tourism; and
- 5/ Align the work** with other research and strategy work, including the Destination Development Plan, and agritourism research project (2019).





Methodology

The project leveraged community-based participatory research as well as a number of desk-research methods, including:

- Background document review;
- Culinary tourism context research;
- Partner questionnaire;
- Good practice research;
- Competitor research;
- Industry table talk;
- Key informant interviews; and
- Strategic planning session.

Several milestones marked the progress of the culinary tourism strategy development process, including forming a culinary tourism strategy task force made up of five local industry members in July 2020, along with interviewing key informants and hosting an industry table talk in August 2020. The diagnostic report that informed this strategy, was prepared and reviewed by the task force, a representative from Hiawatha First Nation, and a representative from Curve Lake First Nation. In October 2020, a strategic planning session brought together project team members from PKED and CTA to determine the areas of opportunity and strategic actions that are presented in this strategy report.





The Peterborough & the Kawarthas Culinary Tourism Strategy was developed to align with important work already completed and underway in Peterborough & Kawarthas, including:

2019

Agritourism in Peterborough & the Kawarthas research report

Friendship Accord between Peterborough & the Kawarthas Economic Development, the Hiawatha First Nation and Curve Lake First Nation;

2020

Future Ready Regional Economic Development Strategy

Covid-19 Economic Recovery Plan; and

Future

Future Destination Development Strategy & Action Plan.

Culinary Tourism in Peterborough & the Kawarthas



Culinary Tourism and Foodways

Culinary tourism includes any tourism experience where a visitor interacts with food and drink that reflects the history, heritage, culture, and geography of place. Agritourism, on the other hand, is a subset of culinary tourism. It focusses on the production-side of food and drink, and helps visitors connect to where their food comes from. However, many experiences can simultaneously be categorized as both culinary tourism and agritourism.





The relationship between people, place, and food is called “foodways”. Foodways address the who, what, where, when, why, and how around food becoming part of a community. All of these aspects lead back to the people of the place, and how their food cultures have shaped their landscapes, traditions, and livelihoods. In Peterborough & the Kawarthas this includes, for example, the production of dairy, beef, corn, poultry, berries, and red fife wheat. There are countless culinary tourism activities associated with the foodways of Peterborough & the Kawarthas including the local farmers’ markets, farm-to-fork restaurants, grape-to-glass experiences, food tours, outdoor fishing experiences, dining cruises, and food-based cultural experiences. Since time immemorial, foodways connect Indigenous peoples, including Hiawatha First Nation and Curve Lake First Nation, to the area’s land, rivers, and lakes, as well as to the ingredients that are grown, harvested, hunted, and consumed on the land. These connections are essential to Indigenous identities and to Peterborough & the Kawarthas’ foodways.





Under Water Dining at Lock 21

A diversity of tourism businesses can use food and drink products to elevate the visitor experience. In fact, any tourism-related business that includes a taste of place or culinary experience as part of its offering is part of the culinary tourism value chain. On the next page is a graphic representation of the culinary tourism value chain, which includes diverse businesses, ranging from retailers, to festivals, to accommodations.

Other forms of alternative tourism, such as rural tourism, ecotourism, cultural tourism, Indigenous tourism, and outdoor tourism can be connected to culinary tourism through experience development.¹ For instance, in Peterborough & the Kawarthas, visitor attractions such as Petroglyphs Provincial Park, Kawartha Highlands Provincial Park, Trent-Severn Waterway National Historic Site of Canada, Lock 21-Peterborough Lift Lock, the Lang Pioneer Village Museum, and the Canadian Canoe Museum can all be elevated through food and drink.



Grist Mill at Lang Pioneer Village



Culinary Tourism Value Chain

© Culinary Tourism Alliance

Visitor-facing businesses all have the potential to contribute to and benefit from the development of food tourism. Value chains are designed to increase the competitive advantage of a group of businesses through working in collaboration to deliver a combined value to the customer that is beyond their individual capacity to do so. This interdependence allows for operators to focus on what they do best while benefiting from the increased efficiency and effectiveness of working as a collective.



Visitor Market

Due to its proximity to urban centres such as Toronto and Ottawa, Peterborough & the Kawarthas receives around 3.1 million visitors annually, of which 97% are from Ontario, specifically the Greater Toronto Area, York, Durham, the Hills of Headwaters, and Kawarthas Northumberland.²

In addition to its well-connected vehicular routes, the area also boasts well-trafficked waterways, and a growing cycling infrastructure that will further increase connectivity in the local area.

The primary visitor draws to Peterborough & the Kawarthas are outdoor experiences, parks, and historic sites. There is an almost 50/50 split between day and overnight visitors to the region, with 76% of overnight visitors staying in private homes and cottages.³ This market segment is made up in large part by older, upper middle-class visitors from the Greater Toronto Area coming to a personal cottage.⁴ It is important to note that, after transportation, visitors direct most of their travel spend towards food and drink, meaning that there is strong potential to increase economic impacts of visitation through localizing food and drink expenditures.⁵



Unique Selling Points

In Peterborough & the Kawarthas, there is a diversity of culinary tourism assets that are complemented by the many natural and cultural assets in the area. The region is home to an abundance of local farms, including urban agricultural spaces, that grow good quality local produce. There are also many skilled and well-travelled chefs living and working in the area. Farm-to-fork experiences as well as small scale farming and apicultural operations have seen an increase. Additionally, Peterborough & the Kawarthas Tourism promotes two culinary tourism Authentic Adventures along with several food festivals, events and walking tours. These diverse culinary tourism assets are complemented by local cultural heritage resources, natural assets, and tourism programs like the Trent-Severn Trail Towns. This being said, there is a need to increase the number of culinary tourism products and experiences in the area, especially in the winter and shoulder seasons.







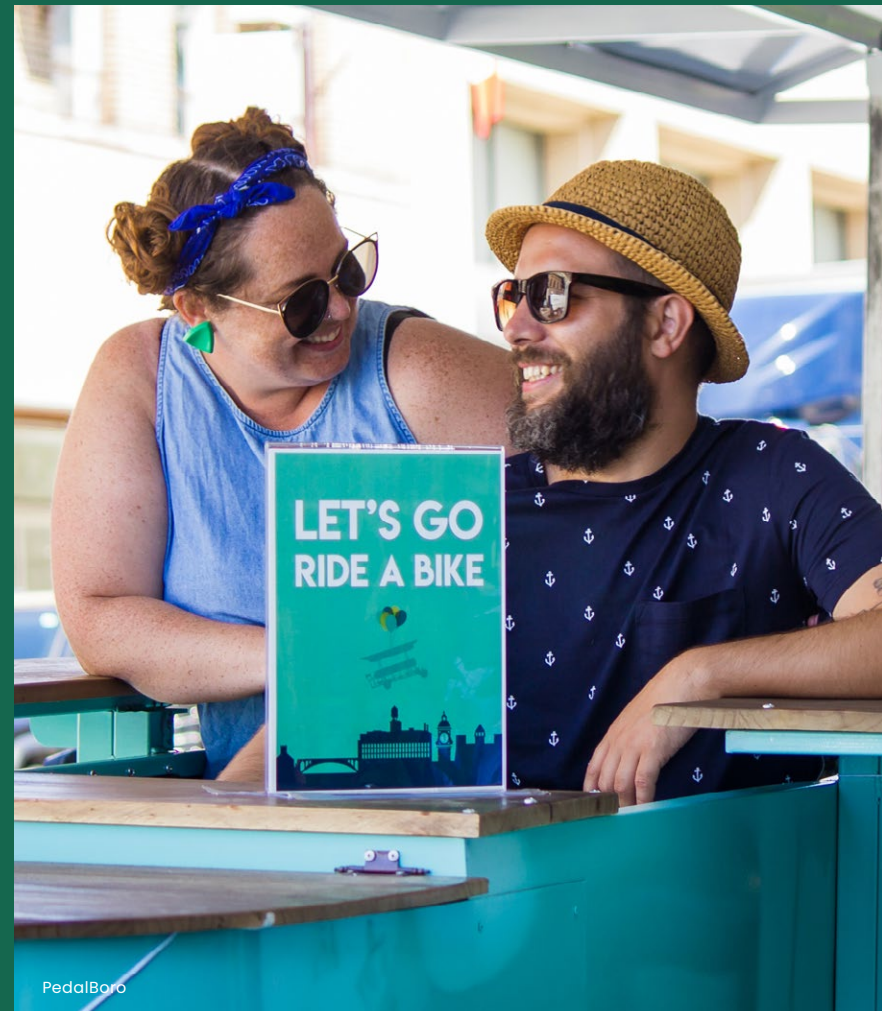
Another defining feature of the destination is the pride of place expressed by culinary tourism industry members, specifically around the friendliness of local people and the high-quality food produced by local farmers. The destination is also home to the Peterborough Food Charter and several local groups focussing on the agricultural community. Additionally, the region celebrates its agricultural heritage through the Peterborough County Agricultural Heritage Building at Lang Pioneer Village. However, there is still a need to build local pride by growing awareness of the destination's culinary tourism assets amongst residents. Pride of place is a prerequisite to having knowledgeable local ambassadors able to recommend experiences to visitors. In addition, there is a need to develop a shared community understanding of the value that culinary tourism can bring to the area including its indirect benefits, such as succession options for farmers through agritourism and income diversification, for example.

Despite a sense of local pride, distinctions between jurisdictions are less clear, which presents an opportunity to work collaboratively across boundaries within Peterborough & the Kawarthas (i.e. city, county, and townships) as well as with neighbouring regions. The culinary tourism industry in Peterborough & the Kawarthas wants to grow collaborations, including with First Nations, post-secondary institutions and agricultural organizations. This focus aligns with the Friendship Accord signed between Peterborough & the Kawarthas Economic Development and Hiawatha First Nation and Curve Lake First Nation. This Accord fosters meaningful collaborations and engagements, which can also support Indigenous culinary tourism development by local Indigenous partners.



Online Presence

Peterborough & the Kawarthas Tourism showcases culinary tourism businesses and experiences through its website. Conversations about specific business are primarily delivered through the business' own social media platforms, which cater to reoccurring visitors. There is a need across the destination to develop visitor-facing content about local culinary tourism products and experiences through Top 10 lists and social media storytelling.



Learning from Other Culinary Tourism Destinations

As the tourism sector reopens and destinations near and far compete for visitors in a post-pandemic world, it will be important to learn from and be aware of what other tourism destinations are doing. This information will allow Peterborough & the Kawarthas to competitively position its culinary tourism offerings. Below are some key trends and recommendations that emerged from the research process.

- Developing integrated approaches to promoting and providing local food and drink offerings
- Using tour operators as intermediaries to integrate culinary tourism offerings into pre-planned itineraries
- Integrating different modes of transportation into culinary tourism experiences as a way to introduce visitors to other attractions in the area
- Integrating the natural features and landscapes of the area into culinary tourism offerings
- Maintaining an active and engaging online presence as a destination and as individual business, so as to keep the food and drink offering accessible (i.e. online menus, reservations, or takeout orders)
- Emphasizing the unique tastes and products connected to the region in marketing
- Marketing specific ingredients or dishes through stories and lists that make the region a “must-see”
- Integrating the spaces in which culinary tourism activities happen into marketing efforts (i.e. historic downtowns, rural settings, etc.).
- Having a critical mass of businesses that offer similar or complementary food and drink experiences so as to communicate thematic messages and a unified image of the culinary tourism destination
- Focussing on digital storytelling through popular platforms and partnerships with travel bloggers and Instagrammers along with continuous social media engagement through the platforms that travellers are already using



Areas of Opportunity & Actions





Millennium Park – Silver Bear Café

Through the strategic planning session, four primary areas of opportunity were prioritized, and each area of opportunity was paired with related actions to support culinary tourism development in Peterborough & the Kawarthas. In total, 15 actions are recommended. These are mapped out over a 3-year implementation timeline, as seen in the Strategic Framework. Each area of opportunity is presented below along with relevant context.

Increase number of culinary tourism products and experiences

Developing tourism products and experiences that focus on or incorporate local culinary assets is an opportunity for Peterborough & the Kawarthas. The destination already has a variety of unique food and drink assets including its farmers' markets, farm-to-fork restaurants, grape-to-glass experiences, food tours, outdoor fishing experiences, dining cruises, and food-based cultural experiences, that could be incorporated into experience development. Peterborough & the Kawarthas' rich agricultural history, fresh produce, and other foodways stories can also be leveraged in culinary tourism experiences. Over the next 3 years, Peterborough & the Kawarthas Economic Development will continue to support businesses with experience development through relevant tools, resources, and trainings, such as those offered by the Gros Morne Institute for Sustainable Tourism.





PKED sees an opportunity to work with partners to increase and diversify Peterborough & the Kawarthas' culinary tourism products and experiences, along with how these are delivered to visitors. This will mean focussing on experiences that use multi-modal transportation, showcase unique locations, and that are offered in the winter and shoulder seasons. Key priorities include, creating products and experiences that draw from the destination's strengths, showcase its many businesses, and celebrate the rich stories of local producers, chefs, and the Indigenous communities.

To seize this area of opportunity the following actions are recommended:

- 1/ **Host capacity-building workshops** on culinary tourism experience development for current and potential tourism businesses
- 2/ Create a culinary tourism experience development **tip sheet** for industry
- 3/ Develop a **how-to guide** for event organizers on integrating culinary tourism into non-food events
- 4/ **Support 5-6 businesses** in developing immersive culinary tourism experiences (focus on winter/shoulder seasons, waterways, and multi-modal transportation) including through capacity-building missions





Cultivate pride of place

While conducting research for this culinary tourism strategy, the friendliness of local residents in Peterborough & the Kawarthas was frequently highlighted as a strength. On top of that, the culinary tourism industry is aware of the important role that local food and drink plays in offering quality and memorable visitor experiences. This being said, there remains a lack of awareness amongst residents around Peterborough & the Kawarthas' culinary tourism offering, and often a misunderstanding of the value that culinary tourism brings to the region. Knowing that the majority of visitors to Peterborough & the Kawarthas are visiting friends and relatives, that most visitors are coming from elsewhere in Ontario, and that the area is the "seasonal" home of many students and cottagers, there is an opportunity to create destination ambassadors amongst residents and repeat visitors to the area.



Efforts to increase pride of place must target both residents and visitors. Some ways to achieve this include sharing food and drink stories, creating marketing content focussed on culinary offerings across Peterborough & the Kawarthas, and working with visitor-facing staff to increase their awareness of local culinary assets. Pride of place initiatives must also celebrate the continued contribution of Indigenous businesses and Indigenous foodways to Peterborough & the Kawarthas' culinary scene. Ultimately, developing a shared understanding of culinary tourism's economic potential, while increasing connections between urban, rural, and Indigenous communities, will help to create a culture where residents consume, celebrate, and share local food and drink, and the stories that go with them. In the long term, developing pride of place will turn Peterborough & the Kawarthas into a culinary tourism destination. To seize this area of opportunity the following actions are recommended:

- 5/ Develop inventory** of PK's tangible and intangible culinary cultural heritage resources, including unique food and drink stories
- 6/ Develop marketing materials**, online content celebrating PK's unique food and drink stories
- 7/ Partner** with Arts, Culture and Heritage at the City and County of Peterborough and First Nations to **populate cultural map** with select culinary businesses and culinary cultural heritage resources
- 8/ Engage with PK's grocery stores and food producers** to highlight local food and drink products in retail spaces
- 9/ Develop training materials** for a broad range of visitor-facing staff and locals to grow awareness of the destination's culinary tourism offering, including for business owners, taxi drivers, students, cottagers, etc.



Use partnerships to grow culinary tourism

Peterborough & the Kawarthas Economic Development cannot grow culinary tourism on its own. Partnerships will be essential to the successful implementation of this strategy. Fostering collaborations with and between businesses, business support organizations, industry groups, agricultural partners, the City of Peterborough, the County of Peterborough, and the Townships (along with many other partners) will be crucial to growing culinary tourism. Previous engagements and existing relationships have already established a strong foundation for collaborative culinary tourism development, including the Friendship Accord between Peterborough & the Kawarthas Economic Development and the Hiawatha First Nation and Curve Lake First Nation.

Partnership development can also strengthen the destination by growing connections between businesses across the region, increasing industry knowledge of local culinary tourism assets, and creating local ambassadors. Additionally, this opportunity is supported by the regeneration of the Kawartha Choice FarmFresh brand and possible participation in the Trent-Severn Trail Towns program. To seize this area of opportunity the following actions are recommended:

- 10/ Collaborate with Indigenous tourism partners** to support, strengthen, and celebrate Indigenous culinary tourism products and experiences in the region
- 11/ Establish lines of communication and cooperation** with farming associations for culinary and agritourism development opportunities
- 12/ Build on existing partnerships** with neighbouring regions to promote culinary tourism products and experiences



Grow connections within the culinary tourism industry



Working collaboratively on culinary tourism development involves fostering connections within the industry. This goal must be addressed so as to maximize industry benefits and contribute to building trust amongst all parties. Stronger connections within the culinary tourism industry will support all of the areas of opportunity described. As such, it can take on many forms, from creating physical spaces or moments of connections to supporting industry communications and fostering opportunities for collaboration.

Growing connections must include everyone building up Peterborough & the Kawarthas' culinary tourism landscape, from small independently owned businesses to large institutions and businesses. Efforts should focus on connections that foster innovation in agritourism development, contribute to collaborations around Indigenous tourism, and present Peterborough & the Kawarthas as a destination offering a network of urban, rural, and Indigenous culinary tourism. To seize this area of opportunity the following actions are recommended:

- 13/ Establish culinary and tourism networking events/spaces** to increase connections and awareness of businesses amongst industry
- 14/ Develop a process** to automatically connect new and potential culinary tourism businesses with PKED
- 15/ Exchange learnings** about culinary tourism development with other destination



AREA OF OPPORTUNITY	ACTIONS	2021				2022				2023			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Increase number of culinary tourism products and experiences	1 - Host capacity-building workshops on culinary tourism experience development for current and potential tourism businesses												
	2 - Create a culinary tourism experience development tip sheet for industry												
	3 - Develop a how-to guide for event organizers on integrating culinary tourism into non-food events												
	4 - Support 5-6 businesses in developing immersive culinary tourism experiences (focus on winter/shoulder seasons, waterways, and multi-modal transportation) incl. through capacity-building missions												
Cultivate pride of place	5 - Develop inventory of PK's tangible and intangible culinary cultural heritage resources, including unique food & drink stories												
	6 - Develop marketing materials, online content celebrating PK's unique food & drink stories												
	7 - Partner with Arts, Culture and Heritage at the the City of Peterborough, County of Peterborough and the First Nations to populate cultural map with select culinary businesses and culinary cultural heritage resources												
	8 - Engage with PK's grocery stores and food producers to highlight local food and drink products in retail spaces												
	9 - Develop training materials for visitor-facing staff and locals to grow awareness of the destination's culinary tourism offering, including for business owners, taxi drivers, students, cottagers, etc.												
Use partnerships to grow culinary tourism	10 - Collaborate with Indigenous tourism partners to support, strengthen, and celebrate Indigenous culinary tourism products and experiences in the region												
	11 - Establish lines of communication and cooperation with farming associations for culinary and agritourism development opportunities												
	12 - Build on existing partnerships with neighbouring regions to promote culinary tourism products and experiences												
Grow connections within culinary tourism industry	13 - Establish culinary and tourism networking events/spaces to increase connections and awareness of businesses amongst industry												
	14 - Develop a process to automatically connect new and potential culinary tourism businesses with PKED												
	15 - Exchange learnings about culinary tourism development with other destinations												



Moving Forward

Growing culinary tourism in Peterborough & the Kawarthas is ripe with opportunity for collaboration and innovation. Peterborough & the Kawarthas Economic Development is invested in supporting the growth of culinary tourism through the region's unique foodways. By working to increase the number of culinary tourism products and experiences across cultural groups, geography, and seasons, the richness of the destination's food histories will be made more accessible to locals and visitors alike. Cultivating pride of place, not just within the culinary tourism value chain, but also among permanent and seasonal residents will ensure that Peterborough & the Kawarthas benefits from a robust base of ambassadors. Ambassadors who are knowledgeable and proud to celebrate Peterborough & the Kawarthas as a culinary tourism destination. The region's restaurants, bakeries, waterfronts, breweries, provincial parks, heritage buildings, wineries, and farms will all work to make sure that local food and drink are part of every visitors' experience.

Growing culinary tourism is a community experience. This means that the strategic actions presented in this report need the support of the culinary tourism industry, Hiawatha First Nation, Curve Lake First Nation, the City of Peterborough, the County of Peterborough, and the townships. Through collaboration, relationships will grow and Peterborough & the Kawarthas will build an increasingly rich culinary tourism offering. Culinary tourism development brings opportunities for participation amongst a diverse range of communities, groups, businesses, and partners. Similarly, the benefits of culinary tourism development cross over to other types of tourism, from outdoor tourism to rural tourism. As such, culinary tourism needs to be a key consideration when moving forward with any type of tourism development. By harnessing the areas of opportunity identified and their accompanying actions in partnership with the culinary tourism industry and partners, Peterborough & the Kawarthas Economic Development will be well-equipped to leverage the benefits that culinary tourism can bring!





Notes

¹ Peterborough & the Kawarthas, (2016). "Regional Economic Development Profile." Ontario, Canada, Pg. 7

² Peterborough & the Kawarthas, (2016). "Regional Economic Development Profile." Ontario, Canada. Pg. 5

³ Peterborough & the Kawarthas, (2016). "Regional Economic Development Profile." Ontario, Canada. Pg. 5

⁴ Peterborough & the Kawarthas, (2016). "Regional Economic Development Profile." Ontario, Canada, Pg. 7

⁵ Peterborough & the Kawarthas, (2016). "Regional Economic Development Profile." Ontario, Canada. Pg. 5

