Crafting Food Tourism – A Discussion On Global Best Practices
BEST PRACTICES IN GLOBAL FOOD TOURISM WORKSHOP
AGENDA

• Introduction to the Ontario Culinary Tourism Alliance and our experience in developing Ontario’s taste of place 2005-2016
• Group discussion on key components to gastronomic tourism development including:
  • Destination management
  • Knowledge
  • Branding
  • Product Development
  • Cultural heritage
  • Governance models
  • Communication
  • Marketing
  • Implications of gastronomy tourism development for tourism policy
• Opportunities for global growth of gastronomic tourism
THE ONTARIO CULINARY TOURISM ALLIANCE (OCTA)


- Destination development - food tourism strategies that connect agriculture and tourism sectors to build local economies

- Developed Experience Assessment Tool™ software to support new food tourism experiential products

- Developed Feast ON™ - Certified Taste of Ontario designation program – audits procurement of local food and educates industry to increase procurement

- Proud ambassadors of Ontario’s and Canada’s food + drink culture
DEFINING FOOD TOURISM

Any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects the local, regional or national cuisine, heritage, culture, tradition or culinary techniques.

“We’ve evolved from culinary tourism to full-on participatory travel where tourists get up close and personal with chefs, the products and the process. It’s travel that embraces a more genuine, authentic experience.”

Peter Greenberg, CBS News Travel Editor

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OUR SERVICES

The Experience Assessment Tool™ - Geo-mapped and Geo-tagged inventory database
Destination asset analysis and assessment
Research
Workshop facilitation
Strategic development and planning
Product and experience development
Industry education
Event planning and management
Media and public relations
Social media expertise; strategy, planning, education
Communication planning
Customized projects
KNOWLEDGE: SKIFT REPORT - THE RISE OF FOOD TOURISM

• Food tourism is BIG business
• FREE Trend Report www.ontarioculinary.com
• Sponsored by OCTA
• Created by Skift Inc.
• DMOs and event organizers are adding culinary programming to attract new markets and increase revenue
• Best Practices + Case Studies: Ontario, Nashville CVB, Failte Ireland, South Australia Tourism Commission
• 4000+ downloads
Experience Assessment Tool™
Supporting Taste of Place Development
INVENTORY OF FOOD TOURISM ASSETS WITH GEO-MAPPING AND GEO-TAGGING

• Determines market readiness of businesses along food tourism value chain: farms, farmers markets, wineries, breweries, cideries, restaurants, accommodations, attractions, tours, schools, festivals and events

• Supports new experiential tourism development

• Determines where investment needs to be made
FOOD TOURISTS AREN’T JUST COMING FOR A MEAL...

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>PARTICIPANTS IN ANY FOOD ACTIVITY %</th>
<th>PARTICIPANTS IN NO FOOD ACTIVITY %</th>
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<tbody>
<tr>
<td>VISIT HISTORIC SITES</td>
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<td>OUTDOOR ADVENTURE</td>
<td>47.9</td>
<td>25.7</td>
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<tr>
<td>GO TO THE THEATRE</td>
<td>32.3</td>
<td>11.7</td>
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<tr>
<td>VISITING GARDENS</td>
<td>25.4</td>
<td>7.7</td>
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<tr>
<td>GOLFING</td>
<td>23.7</td>
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<tr>
<td>GO TO MUSIC FESTIVAL</td>
<td>13.7</td>
<td>3.9</td>
</tr>
<tr>
<td>GO TO A SPA</td>
<td>18.1</td>
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Source: Tams Study 2006
APPLE PIE TRAIL: COLLINGWOOD & BLUE MOUNTAINS

• Est. 2009
• Award-winning
• 33 stops – 5 Feast On™ designates
• Restaurants, bakeries, cideries, museums, farmers’ markets, culinary schools, accommodations
• Legend with info about apple varieties
• Annual Farmer & Chef Business Development Session
• Adventure packages aligned with regional tourism demand generators
  • Biking
  • Fishing
  • Spa packages
  • Gondola rides
WHAT IS FEAST ON™?

A pan-provincial designation program that recognizes foodservice businesses (restaurants, food trucks, farmers’ market vendors, caterers, etc.) that are champions of Ontario food and beverage.

Bi-annual audits of procurement that ensure procurement integrity.

Education and networking program to support increased procurement of Ontario foods and beverages and measurement of that increase.
WHO’S INVESTED IN THE FEAST ON PROGRAM?

• Foodservice industry

• Farmers, food and beverage producers

• Distributors

• Government (Ministry of Tourism AND Ministry of Agriculture)

• Regional and Destination Marketing Organizations

• Agricultural Commodity Groups

• Media
IN 2016, FEAST ON DESIGNEES REPORTED SPENDING OVER $15.7 MILLION ON ONTARIO FOOD.
TOP 10 SUCCESS CRITERIA TO DEVELOPING FOOD TOURISM

• Leadership
• Well defined goals and objectives
• Integrated strategy
• Partnership and community collaboration
• Financial support and performance measures
• Destinations with good access from key origin markets
• Culinary tourism resources distinctive to the region
• Multiple culinary tourism experiences
• An effective marketing organization (DMO, RTO, Region)
• Market-ready or near market-ready culinary products/ experiences
• Sufficient market intelligence
THANK YOU!

Rebecca Mackenzie, Executive Director

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