



Social media toolkit

The World Tourism Organization (UNWTO), the Basque Culinary Center (BCC), the Japan Tourism Agency and the Nara Prefectural Government have the pleasure to organize the **7th UNWTO World Forum on Gastronomy Tourism on 12-15 December 2022, in Nara, Japan.**

Under the theme '**Gastronomy Tourism for People and Planet: Innovate, Empower and Preserve**', the Forum will focus on the role of gastronomy tourism in:

- 👉 Promoting women empowerment and young talents
- 👉 Advancing cultural exchange and authenticity
- 👉 Enhancing the value for destinations and food producers
- 👉 Showcasing best practices in destination branding
- 👉 Supporting a Global Roadmap on Food Waste Reduction

This social media package includes:

Conference website	https://www.unwto.org/7-unwto-world-forum-on-gastronomy-tourism
Digital cards	See below
Social media copy	See below
Contact	tmic@unwto.org :

Engage

1. **Spread the word** on your social media accounts. **Tell** the world why gastronomy tourism matters for sustainable development.
2. **Tag** the social media accounts

3. Add any of the **hashtags** below.

Connect:

- Hashtag: #WFGT7, #WFGT2022, #GastronomyTourism, #VisitNara, #VisitJapan
- Handles:

Social Platform	Twitter	Instagram	Facebook	LinkedIn
UNWTO	@UNWTO	@unwto	@WorldTourism Organization	@WorldTourism Organization
Basque Culinary Center	@bculariy	@bculinary	@Basque Culinary Center	@Basque Culinary Center
Nara Prefectural Government	@narakan_kopuromo	@visitnarajp	@visitnarajp	
Japanese Government		@visitjapanjp	@visitjapaninternational	

Sample messages (Join us!)

Social copy	Suggested visual
<p>Discover new #GastronomyTourism trends at the 7 World Forum on Gastronomy Tourism.</p> <p> 12-15 December Nara, Japan</p> <p>Register #WFGT2022 https://unwto.org/7-unwto-world-forum-on-gastronomy-tourism</p>	
<p>Travel the world through different flavours.</p> <p>Join us at the 7 World Forum on Gastronomy Tourism #WFGT2022.</p> <p> 12-15 Dec.</p>	    

<p>Nara, Japan https://www.unwto.org/7-unwto-world-forum-on-gastronomy-tourism</p>	<p>Download here</p>
<p>Save a spot for the 7th World Forum on Gastronomy Tourism #WFGT2022.</p> <p>Happening 12-15 December in Nara, Japan, join experts from across gastronomy tourism to share new ideas and best practices.</p> <p>Keep an eye on @UNWTO channels for updates! https://unwto.org/7-unwto-world-forum-on-gastronomy-tourism</p>	 <p>Why food tourism matters</p> <p>The graphic features a central image of a multi-layered dish, possibly a traditional Japanese confection or a modern gastronomic creation, garnished with fruit and herbs. Surrounding it are smaller plates with various food items, including what looks like sashimi and a bowl of rice. The background is dark with some foliage visible.</p> <p>Supported by:</p> <ul style="list-style-type: none"> NARA JAPAN 7 UNWTO WORLD FORUM ON GASTRONOMY TOURISM UNWTO basque culinay center NARA PREFECTURE 観光庁 (Japan Tourism Agency) <p>Download here</p>
<p>There are many ways to enjoy #FoodTourism.</p> <p>What's your favourite?</p> <p>Find some inspo at the 7 World Forum on Gastronomy Tourism #WFGT2022 https://unwto.org/7-unwto-world-forum-on-gastronomy-tourism</p>	 <p>6 FOOD CHOICES YOU CAN MAKE FOR A MORE SUSTAINABLE TRIP</p> <p>The graphic shows a close-up of a hand reaching into a large pile of ripe, red strawberries. The background is dark, making the strawberries stand out.</p> <p>Supported by:</p> <ul style="list-style-type: none"> NARA JAPAN 7 UNWTO WORLD FORUM ON GASTRONOMY TOURISM UNWTO basque culinay center NARA PREFECTURE 観光庁 (Japan Tourism Agency) <p>Download here</p>

- 4 benefits of gastronomy tourism
- ☛ Protects heritage
 - ☛ Promotes cultural understanding
 - ☛ Creates jobs
 - ☛ Preserves traditions

Register now for the 7 Forum on Gastronomy Tourism.

 12-15 Dec.
Nara, Japan [#WFGT2022](https://www.unwto.org/7-unwto-world-forum-on-gastronomy-tourism)

Food tourism contributes to the development of rural communities and supports small local food producers.

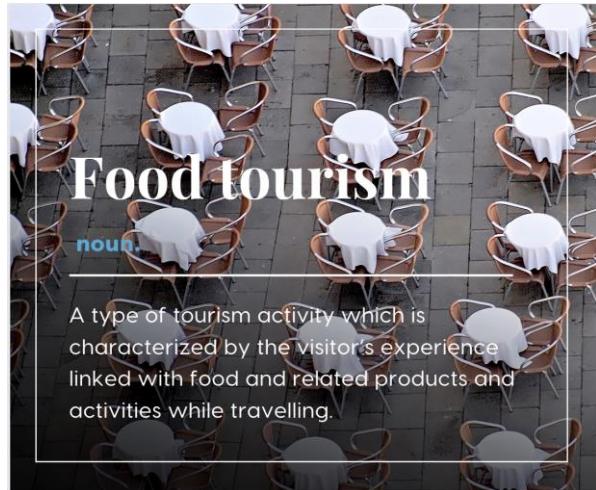


[Download here](#)

#GastronomyTourism is much more than just travelling to eat.

It means digging deep into a new culture heritage and traditions.

 Learn how to make the most of it at the 7 World Forum on Gastronomy Tourism [#WFGT2022](https://www.unwto.org/7-unwto-world-forum-on-gastronomy-tourism)



[Download here](#)



Time to get your tourism promotion strategy in shape.

This #GastronomyTourism checklist is for you .

Find more tips from global experts at the 7 World Forum on Gastronomy Tourism.

 12-15 Dec.

Nara, Japan

<https://www.unwto.org/7-unwto-world-forum-on-gastronomy-tourism>



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#GastronomyTourism is growing by the day.

More travellers connect with a destination through its flavours.

Find new opportunities to ensure such experiences at the 7 World Forum on Gastronomy Tourism #WFGT2022
<https://www.unwto.org/7-unwto-world-forum-on-gastronomy-tourism>



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What's your favorite
#GastronomyTourism activity?

Find new ways to upgrade your food trips during the 7 World Forum on Gastronomy Tourism.

 12-15 December
 Nara, Japan

Register #WFGT2022
<https://unwto.org/7-unwto-world-forum-on-gastronomy-tourism>

Gastronomy tourism activities to find in your next destination.



Supported by


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 Raise your fork if you agree:

"I love trying new dishes when I travel."

Join a great bunch of likeminded people at the 7 World Forum on Gastronomy Tourism #WFGT2022

<https://www.unwto.org/7-unwto-world-forum-on-gastronomy-tourism>

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What other facts do you want to learn about #GastronomyTourism?

Jot them down and register for the 7th World Forum on Gastronomy Tourism #WFGT2022.

12-15 December, from Nara, Japan.
<https://www.unwto.org/7-unwto-world-forum-on-gastronomy-tourism>

Things you didn't know about gastronomy tourism



[Download here](#)

Food tourism is a generator of jobs for many women and young people.

At the 7 World Forum on Gastronomy Tourism we unlock its potential to create opportunity for everyone.

12-15 December
📍 Nara, Japan

#WFGT2022 <https://unwto.org/7-unwto-world-forum-on-gastronomy-tourism>

The value of women and young talent in food tourism



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