

# TRENDS & BEST PRACTICES IN FOOD TOURISM

# EVERY TOURIST HAS ONE THING IN COMMON



# DEFINING FOOD TOURISM

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

## THE RECIPE

### FOODWAYS

- + TASTE OF PLACE
- + VALUE CHAIN
- + MARKET-READINESS



# THE FOOD TOURIST

- Concerned about the origin of food (and drink!) products
  - ex. “Locally-Sourced” vs. San Marzano tomatoes from Italy*
- Higher-than average expenditure
- High level of loyalty
- Masters of social media
- Want the VIP treatment
- Look for an authentic narrative
- Younger than you think.



# SOME CONVINCING FACTORS (UNWTO 2018)

- Contributes to intangible heritage and is an important differentiator
- Attracts visitors that spend more and spread benefits across the food tourism value chain
- Economic development opportunities to less visited destinations
- Connects visitor emotions to provide more meaningful experiences
- Generates visitor loyalty and referrals to destinations



# WHO'S TRAVELLING FOR FOOD?

Booking.com 2018

40% of travellers book a destination for it's great food and drink

19% of Canadians plan on taking a trip in 2018 dedicated to taste or taste of place ( 7 million ppl) **EVEN MORE FOR MILLENNIALS**

49% of travellers from India plan on taking a trip in 2018 dedicated to food & drink (650+ million ppl)



# THE MILLENNIALS

According to a recent study by Restaurants Canada + Statistics Canada...

- Millennials are now the largest category of foodservice spenders in Canada
- They are the driving force behind trends like third-party delivery and mobile payments



# WHY THEY'RE SO SPECIAL

- They love food!
- They were born into an already digital world
- Less face-time, more text time
- They share – everything.
- They are more values driven, less profit driven
- They're **influencers**.\*

\*We talk about two types of 'influencers' in this workshop. The kind that creates generational shift and the individual. This is the first.





# TELL A GOOD STORY.



# WHY FOOD?

Food acts as a great messaging medium because it's something that everyone participates in on a daily basis. We all eat at least once, if not two or three times a day.

It's also (usually) pretty.



# PRETTIER THINGS MAKE US HAPPY.

Pretty things make people not only happier, but actually reduce negative thoughts and feelings by as much as 29%.

Also, purely functional ugly things increased negative emotions by 23%

Source: Innovationbubble: HTC Research Study, 2014



**VISUALS RECEIVE  
MORE ENGAGEMENT,  
MORE SHARES  
AND MORE LIKES**



# LET'S TALK ABOUT INSTAGRAM.

Let's users create, like, tag, comment on and map their pictures.

It's the second most popular social network in the world – after its parent company, Facebook. PLUS, 59% of the world's top brands are now active on Instagram.

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“Posts”

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Your feed

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Stories

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Videos

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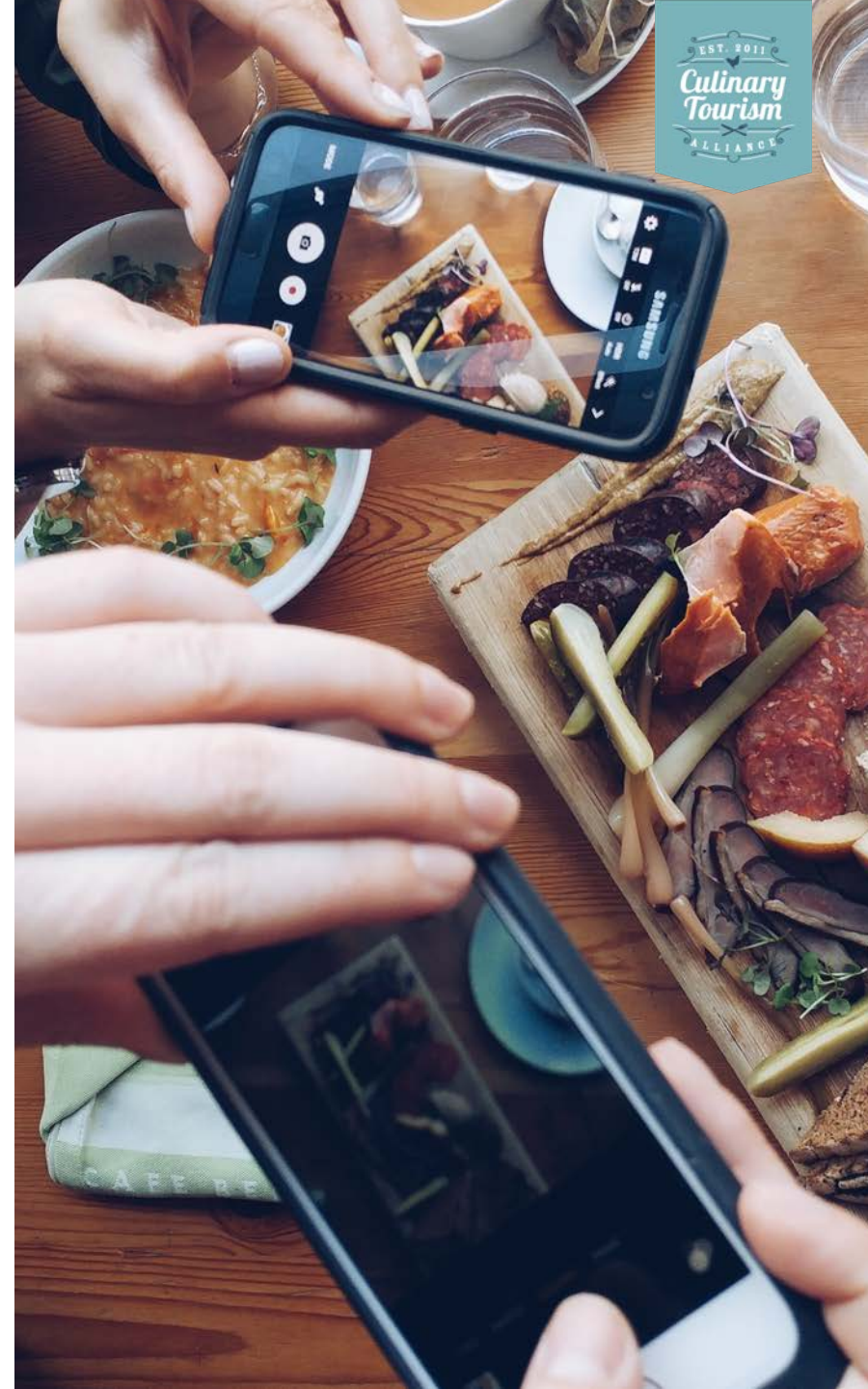
Tagging vs. Hash-tagging

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Location markers



AS OF JUNE 2018, INSTAGRAM  
HAD OVER  
**A BILLION**  
ACTIVE USERS  
A MONTH



# OTHER NETWORKS TO CONSIDER

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Facebook (Definitely!)

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Pinterest (Recipes.)

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Twitter (Customer Service)

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Snapchat...



# TRENDS IN FOOD TOURISM

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Experiential Travel

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Craft Beer Tourism

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Sustainable Tourism

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Bleisure Travel

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Meal Sharing





# STRATEGIC APPROACHES TO GROWING FOOD TOURISM

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Taste Trail, PEC

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Apple Pie Trail, Blue Mountain

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Oxford Cheese Trail, Oxford County

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Feast ON

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Ireland

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Scotland

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Genoa Italy (Pesto)

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Urban Bourbon Trail, Kentucky



# FEAST ON<sup>®</sup>

## THE RESTAURANTS

- 130 across Ontario
- \$23+ million in combined purchasing power
- Differentiator
- Part of a movement

## PREFERRED PURVEYORS:

- 30+ across Ontario
- Growing supply into foodservice

## PROGRAM:

- Educates industry – STOCK series
- Educates consumers – marketing and events



# THE RECIPE TO SUCCESS?

- Build and grow a food tourism network
- Establish partnerships to create experiences and strategies
- Work in coopetition with your competition, a critical mass of like minded businesses attract a crowd
- Diversify your offering – provide a tour, a taste and/or a
- Create a dynamic communications strategy that leverages your followers and gives media stories worth telling



# ONTARIOCULINARY.COM

## THE FREE STUFF

- Free event listings
- Free listing on the Culinary Explorer (a super cool, food-based itinerary builder)
- Social media love when you use the **#DiscoverON** hashtag





**THANKS!**

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