eXtension
Entrepreneurs & Their Communities
www.extension.org/entrepreneurship
Monthly Webinar Series

QUESTION
Tell us about yourself.
Which of these best describes you?

• Extension / University researcher
• Currently own a culinary tourism business
• Thinking about starting a culinary tourism business (or diversifying an existing business)
• Community or economic development professional
• Citizen involved in a community culinary tourism related initiative
• Just interested in the topic!

Cultivating Healthy Communities
Culinary Tourism
Lisa Chase and Gail Maluch
UVM Extension
Vermont Tourism Data Center
November 11, 2010

Laura Brown
University of Wisconsin Extension
Today’s Presentation

I. What is Culinary Tourism?
II. Culinary Tourism as Community & Economic Development
III. Initiatives: Culinary Tourism on the Ground
III. Best Practices in Tourism Development

Culinary Tourism

• “Pursuit of unique and memorable eating and drinking experiences”

Source: International Culinary Tourism Association

Culinary Tourism

• Not necessarily expensive or in restaurants

Outstanding in the Field: Dinner at Whitty Farms, Catharines, ON, Canada

Photo credit: “Table” by Maria Pontikis

Farmers Market in Portland, ME

Photo credit: “Sharing Dole Farm’s Market” by Corey Templeton
Culinary Tourism

• Not necessarily involving long-distance travel

Examples

• Restaurants

Examples

• Farmstands
Examples

• Community suppers

Photo credits:
- Left: “Community dinner” at Kent State University by Beth Rankin
- Top Right: “Parish dinner honoring the Butterfly Thrift Shop outreach” by Church of the Redeemer
- Bottom Right: “Community Dinner” at the Welcome Ministry by Transguyjay, San Francisco, CACuyahoga Falls, OH

Examples

• Sugarhouses

Photo credits:
- Left: Sugar on Snow courtesy of Catherine Stevens, Vermont Maple Syrup Marketing Director
- Center: “Maple Sugaring Time” by Doug Cadmus
- Top Right: “Sugarbush Maple Syrup Tasting” by ann‐dabney
- Bottom Right: “Sugarbush Tasting Room” by ann‐dabney, Sugarbush Farm tasting room in Woodstock, VT

History

• Term “culinary tourism” coined by Lucy Long in 1998
History

- Roots of culinary tourism are in Italy and France, close connections with agriculture

Wine tasting at home in Chianti, Tuscany, Italy

Food Festival in Arezzo, Italy

Photo credits: Left: “Wine Tasting” by Yaniv Ben-Arie
Right: “Food Festival in Arezzo, Italy” by Nellie Windmill

History

- Roots of culinary tourism in France

French Food Compilation

Trout at Hotel de France, Monpazier, France

Normandy, France

Photo credits: Left: “tasty French food #1” by Paul Rossman
Top Right: “fr food compilation” by wander.lust
Bottom Right: “Felicity’s lunch (Trout), Hotel de France, Monpazier, 18 Sept. 2008” by Phillip Capper

Worldwide Examples

- Restaurant Row in Brussels, Belgium

Photo credit: “Restaurant Row in Brussels (HDR)” by Alex4981
Worldwide Examples

• Seoul Eats, Korea, attracts tourists from around the globe

Worldwide Examples

• Seoul Eats, Korea attracts locals as well

Worldwide Examples

• Seoul Eats exploring Western food in Korea
U.S. Catching Up

- U.S. culinary tourism is not always closely connected to agriculture
- Extension is working to strengthen the connections between ag and culinary tourism

Economic Development

TOURISM
- Brings in dollars from outside of the community.
- Larger and more diverse mix of retail.
- Provides new entrepreneurial opportunities for community residents.
- Brings customers with comparatively high disposable incomes.
- Increases tax revenues.
- Enhances the visibility of the community, increasing its attractiveness as a place to visit, work, or call home.

QUESTION

What percent of American leisure travelers were considered “serious culinary travelers” who intentionally sought out wine & food experiences in 2007?
- 5%
- 17%
- 57%

**QUESTION**

What percent of American leisure travelers were considered “serious culinary travelers” who intentionally sought out wine & food experiences in 2007?

- 5%
- 17%-27 Million travelers!!
- 57%


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**Economic Development**

**Sizing the Culinary Market**

17% of American leisure travelers have participated in one or more culinary activities while traveling over the past three years.

- Culinary Traveler 21.2 million
- Food Traveler 19.5% (60.4 million)
- Wine Traveler 9% (22 million)
- Food + Wine Traveler 48% (42 million)


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**Economic Development**

**The Serious Culinary Traveler: Demographic Profile**

Serious Culinary Travelers—“deliberate” or “opportunistic” culinary travelers are younger than non-culinary travelers.

QUESTION

What is the top state for food related travel?

- Texas
- New York
- California
- Florida
QUESTION

What is the top state for food related travel?

• Texas- 6%
• New York- 7%
• California- 14%
• Florida- 10%

• North Carolina (4%)
• Georgia (4%)
• Louisiana (3%)
• Illinois (3%)
• Nevada (3%),
• Pennsylvania (3%)
• Washington (3%)
• Hawaii (3%)
• Michigan (2%)
• Arizona (2%)
• Virginia (2%)


Initiatives

• Connecting Restaurants & Farmers
• Connecting Farmers & Consumers
• Workshops & Technical Assistance
• Education for Consumers and Youth
• Local Culinary Tourism Research

Connecting Restaurants & Farmers

• Vermont Fresh Network

www.vermontfresh.net
Connecting Farmers & Consumers

- Vermont Farms! Association

www.vtfarms.org

Connecting Farmers & Consumers

Photos courtesy of Vern Grubinger, UVM Extension, Professor, University Vegetable and Berry Specialist, NE SARE Coordinator.

UVM Extension Plant pathologist Ann Hazelrigg working with Bob Pomykala of Pomykala Farm in Grand Isle, VT to maintain the health of greenhouse tomatoes.

High Tunnel Workshop at Allegro Farm in Mendon, VT to share information with farmers from throughout New England about the design of high tunnel structures.
Workshops & Technical Assistance

Youth & Consumer Education

• Cooking for Life

Youth & Consumer Education

• Youth Education
Youth & Consumer Education

- Crawford County, WI Farm to School

Photos courtesy of University of Wisconsin Extension

WI Culinary Tourism Research

Crawford & Vernon County, WI

- 2008 Food and Culture Tourism Study
- Retailer survey
- Producer survey
- Tourist survey

Results

Figure 2. Average Tourist Spending by Category

<table>
<thead>
<tr>
<th>Category</th>
<th>Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; Beverages</td>
<td>66.1</td>
</tr>
<tr>
<td>Lodging</td>
<td>37.9</td>
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<tr>
<td>Accommodations</td>
<td>37.2</td>
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<td>Tourism</td>
<td>22.3</td>
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<tr>
<td>Other</td>
<td>15.3</td>
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</tbody>
</table>

Best Practices for Communities & Businesses

Strategies for Tourism Development

- Start with a plan
- Know your customers
- Work in partnership
- First impressions & physical aspects of your business/community make a difference
- Celebrate your uniqueness & sense of place
- Create activities and experiences that make your community/business a real destination

Create and Use a Tourism Marketing Plan or a Business Plan

University of Minnesota Tourism Development Manual

www.tourism.umn.edu

- Planning: Why and How
- Building Community Support
- Organizing for Tourism Development
Know Your Customers

- Research your tourism market
- Get to know your customer and their names
- Know what attractions draw visitors to your community

Geographic Market Segmentation

- License Plate Surveys
- Visitor Sign-in Books
- Personal Checks
- Zip code tracking
- Customer Addresses

Work in Partnership

Appalachian Sustainable Agriculture project
Local Food Guide and Trip Planner

http://buyappalachian.org/

Culinary tourism businesses do not have to be located in a particular business district to work together to serve tourists. Instead, they need to share a common market and work cooperatively to serve that market.

Retailers find that customers value being able to buy directly from the producer.

Work in Partnership

- Strengthen ties with your community
- Become active in the Chamber of Commerce, Main Street, business improvement district and tourism promotion groups
- Conduct reciprocal promotions with other businesses
- Participate in community-wide promotions
First Impressions Make a Difference

First Impressions Program
First trialed in Fennimore, Wisconsin

The First Impressions Program was first developed by UW Extension in Grant County, Wisconsin. Teams from partnering communities visit as secret shoppers and evaluate tourism amenities, the economy, infrastructure, and other community features.

Read more about this program: http://www.uwex.edu/en/cons/commun/firstimpressions/

Hospitality
- Develop a mission statement that recognizes hospitality
- Hire and take care of good employees
- Smile and practice effective human relations
- Teach employees about the area
- Know other languages
- Post road maps
- Provide visitor information

Store Appearance & Atmosphere
- Examine visitors first impressions
- Have a window show to grab the attention of pedestrians
- Reflect the architecture of the community in the building
- Use sidewalk displays
- Building interior décor should reflect area theme
- Design your store to accommodate the leisure traveler
- Make shopping easy for parents
Cheese Lovers in Paradise
Green County, Wisconsin

Smile, and say cheese! You’re in southwestern Wisconsin’s Green County - famous for Swiss heritage and ethnic cuisine, colorful festivals, and tasty local beers perfectly paired with award-winning cheese.

Celebrate Your Uniqueness & Sense of Place
Germantown and New Glarus, Wisconsin

Celebrating Heritage with Visitors

Create Experiences That Make Your Community or Business A Destination

Each year the Villa Louis in Prairie du Chien, Wisconsin hosts “Breakfast in a Victorian Kitchen” events that allow participants to create a meal using seasonal foods and traditional kitchen tools in the Villa’s Victorian Kitchen.
Create Experiences That Make Your Community or Business A Destination

Focus on the Experience
- Offer an authentic experience
- Provide an entertaining and fun experience
- Give customers a hands-on experience
- Provide an educational experience
- Provide samples
- Conduct different weekly events
- Offer tours of your community

Create Experiences That Make Your Community or Business A Destination

Dane County Farmers Market, Madison, Wisconsin

Challenges
- Authenticity is key
- What does local mean?
- Community celebrations of culture and food accessible to all
- Effort on infrastructure development versus marketing strategies
QUESTION

What resources and support do you need to move forward with your culinary tourism initiative or business?

- More research on culinary tourism
- Training/technical assistance
- Case studies of successful initiatives
- Funding
- Other (let’s discuss!)

Resources

- International Culinary Tourism Association
  www.culinarytourism.org
- Local Extension Offices
- Small Business Development Centers

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Photo credit: “Michael Pollan at UBC Farm – In Defense of Food – IMG_3047.JPG” by Roland Tanglao University of British Columbia, BC Canada
Housekeeping Details

• Don’t forget to take a few minutes to complete the evaluation
• December - Youth Entrepreneurship  
  *Innovation Engineering: Knowledge, tools and inspiration to become an innovator and entrepreneur*  
  Renee Kelly, Foster Center for Student Innovation, University of Maine.