

NATIONAL TOURISM & CUISINE FORUM: “RECIPES FOR SUCCESS”

PROCEEDINGS & FINAL REPORT
HALIFAX
JUNE 11- 13, 2001

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FOREWORD

The Canadian Tourism Commission (CTC) has identified that tourism and cuisine play a major role in the affirmation of Canadian identity and cultural development.¹

The CTC has also identified that culinary tourism is emerging as an important component of the rapidly growing cultural tourism market. An increasingly significant number of travellers are stating that food is a key aspect of the travel experience, and that they believe experiencing a country's food is essential to understanding its culture.²

Both the vision and the mission statements of the industry and of the CTC state that experiencing culture is integral to the tourism offering in Canada.

Vision

“Canada will be the premier four-season destination to connect with nature and to experience diverse cultures and communities.”

Mission

“Canada’s tourism industry will deliver world-class cultural and leisure experiences year-round, while preserving and sharing Canada’s clean, safe and natural environments. The industry will be guided by the values of respect, integrity and empathy.”

Since 1999, the Canadian Tourism Commission (CTC), in partnership with industry, has hosted a series of eight Regional Round Tables on Culinary Tourism. In June 2001, the CTC organized a national round table in Halifax, NS, entitled National Tourism & Cuisine Forum: Recipes for Success. The regional consultations and the national forum have revealed a number of opportunities and issues for culinary tourism, and have provided a platform for launching a national strategy for the sector.

This report is based upon the proceedings from the National Tourism & Cuisine Forum.

¹ Canadian Tourism Commission. Statement of Objectives re: National Tourism & Cuisine Forum, (July 2001)

² The Condé Nast Publications, Inc and Plog Research. *The 2001 Gourmet Travel Study*

THE NATIONAL TOURISM & CUISINE FORUM

“RAISON D’ETRE”

The National Tourism & Cuisine Forum, which was held in Halifax from June 11 to June 13, 2001, represented a significant focal point in a nationwide initiative undertaken by the Canadian Tourism Commission (CTC), that has focused on the links between tourism and cuisine. Beginning with a series of eight Regional Round Tables held across the country between October 1999 and May 2001, and reaching a zenith of information and idea exchange at the National Tourism & Cuisine Forum, this initiative is now poised to move forward into the realm of strategic business planning on a national scale.

“The reason why I think this is going to be a success is because we have had a series of round tables in different parts of the country, and we’ve come together with all those ideas and initiatives. We are going to come away from this with some incredible ideas ... we have wonderful products that we should not be ashamed to boast about...”

on the eve of the 1st National Tourism & Cuisine Forum
- Jim Watson, President & CEO
Canadian Tourism Commission -

In recognition of the increasing importance of culinary tourism in the market place, the CTC has been working closely with the tourism sector and a broad range of representatives from the multi-faceted food and beverage industries to identify and discuss joint culinary tourism strategies.

The CTC has been supporting and facilitating these discussions in a variety of ways, including:

- the pursuit of relevant current market research data;
- the organization of the formalized regional and national forum discussions;
- the development of a preliminary database; and,
- the establishment of the CTC Cuisine Task Force (as a next step arising from the national forum)

Previous Initiatives

The Regional Round Tables were characterized by considerable multi-sectorial interest and involvement. In varying degrees of representation, participants from the following sectors of the tourism industry, the food and beverage industry, and the communications industry attended the round tables:

- Canadian Tourism Commission staff and members of the Board of Directors ;
- Regional, provincial and national tourism, cuisine and hotel associations;
- Destination marketing organizations;
- Travel trade representatives;
- Tourism industry educators, market researchers and consultants;
- Hospitality and transportation suppliers;
- Tour operators;
- Festival and special events organizers,
- Government Departments of Agriculture and Fisheries;
- Food and beverage producers and processors;
- Food and beverage trade representatives;
- Vintners Quality Alliance (VQA);
- Food and wine industry institutions, educators and consultants;
- Chefs and restaurateurs;
- Food writers, public relations, media & publications, information technology

The Regional Round Tables took place in the following places, with the corresponding regional representation (listed in order of occurrence):

St. John's, Newfoundland: **Newfoundland & Labrador and Nova Scotia**

Charlottetown, P.E.I.: **New Brunswick and P.E.I.**

Vancouver, B.C.: **British Columbia**

Niagara Falls, Ontario: **Niagara Region**

Saskatoon, Saskatchewan: **Saskatchewan**

Winnipeg, Manitoba: **Manitoba**

Edmonton, Alberta: **Alberta**

Montréal, Québec: **Québec**

From the information sharing and brainstorming sessions conducted at each round table a variety of regional issues, ideas, and recommendations emerged. A few consistent key issues surfaced and were discussed in most of the regions, as did an appraisal of a selection of regional success stories.

Key issues that were frequently cited included the need for more awareness and collaboration amongst the various stakeholder sectors; the need to promote the concept of culinary tourism – and the existing successes – to the industries involved and to the marketplace; the need for coordinated and structured tools for information sharing, such as an internet site; the need for more research to quantify the interest in culinary tourism; and the challenges of identifying the multifarious characteristics of cuisine in Canada so they can be well articulated to industry and the marketplace alike.

Those operators, events organizers, marketing organizations and CTC Product Clubs that have been successful in creating and promoting culinary tourism experiences, itineraries, festivals, events and food and wine destinations emerged as fine examples of the products and destination marketing initiatives that can be achieved with the linking of cuisine and tourism. The following list of success stories, some of which were shared at the round table discussions, helped describe and define the rich and varied opportunities that exist.

Associations

Taste of Nova Scotia
Tastes of Niagara

Gastronomical Routes

La Route des Saveurs in Charlevoix, Québec
The Gourmet Trail of First Island Tours, British Columbia
The Niagara Wine Route, Ontario

Culinary & Wine Festivals and Events

The “SAQ Culinary Arts” of the Montréal Highlights Festival, Québec
The Okanagan Wine Festival, British Columbia
The Arctic Food Celebration, Nunavut
The Niagara Grape & Wine Festival, Ontario

Culinary Destinations & Historical Attractions

interpreting culinary flavours and food preparation techniques of other eras

The Acadian Historical Village in Caraquet, New Brunswick
Fortress Louisbourg National Historic Site, Nova Scotia
Le Village québécois d’antan à Drummondville, Québec

CTC Product Clubs related to Culinary Tourism

Country Roads Agri-Tourism Product Club, Manitoba
Cuisine, Wine & Culture Product Club, Ontario

Summaries of conclusions drawn from each separate round table can be found in the Regional Round Table Summary Presentation, and detailed Minutes from each of the Round Tables can be found on “CTX”, the CTC’s website: www.canadatourism.com

Objectives of the National Forum

Building on the ideas, recommendations and momentum generated at the Regional Round Tables, with a strategically selected and structured series of presentations, workshops, and plenary discussions the National Forum focused attention – and provided some key insights – to the issues, challenges and opportunities that had been previously highlighted in the round tables. Furthermore, the forum was a platform for presenting new perspectives, new market research, and insights into the challenges of market-readiness. Opportunities and activities that promoted networking, experiential interaction and partnership building were also incorporated into the forum.

The general goals of the forum were:

- A. To identify the difficulties and constraints in linking tourism and cuisine in Canada, and to provide possible solutions.
- B. To encourage partnerships and the development of synergy in order to incorporate cuisine as a major component in tourism product development in Canada.

The specific goals of the forum were:

To assess the current state of the tourism / cuisine tandem in Canada.

To promote an understanding of the potential linkages of the tourism and cuisine product.

To exchange information about experiences and projects related to culinary tourism underway across Canada.

To discuss existing tourism supply according to the parameters of international competition.

To identify elements of tourism and cuisine product development strategy that will help integrate cuisine into the Canadian tourism product offering and make it more competitive.³

³ Canadian Tourism Commission. Statement of Objectives re: National Tourism & Cuisine Forum, (July 2001)

FORUM ACTIVITIES & SESSIONS

In keeping with the objectives of the National Forum, the program of activities and sessions was designed to encourage critical assessment, information sharing, partnership building, networking, and interactive exchanges and experiences related to cuisine and tourism.⁴

The Activities

The activities enabled informal and enlightening exchanges, networking and partnership building opportunities, and authentic and memorable culinary tourism experiences.

***“The pre-conference tour was excellent. It was good to visit the local producers and see where the products come from –
to taste the experience!”***

- Janice McGregor, Alberta Agriculture -

Taste of Nova Scotia Pre-Conference Tours:

Tour 1: “Nova Scotia’s Bread Basket”: a day of exploring and experiencing the bounties of the Annapolis Valley

Tour 2: “Fish ...smoked, planked and in the shell”: a day of behind-the-scenes insights and tastes of the bounties of the sea.

***“This casual evening will provide a relaxed, fun-filled opportunity for both organizations to become further acquainted with each other and the possibilities available.
...May our combined efforts towards the promotion of Culinary Arts in Tourism be ever present in Canada, and around the world.”***

- Cornelia Volino, President, Canadian Federation of Chefs & Cooks

⁴ Greenfield Hospitality Services Inc. was hired by the CTC to assist with the organization of the National Forum.

Welcome Reception at Alexander Keith's Brewery:

Opening address by CTC President & CEO, Jim Watson

Interactive, animated tour of the Brewery

Networking Breaks

Closing Reception:

Active participation in a joint event with the

Canadian Federation of Chefs & Cooks

The Sessions

The sessions were characterized by enthusiastic information sharing, learning and lively and thought-provoking discussions. The sessions, workshops and plenary discussions were intended to focus the participants' attention and seek outcomes on previously identified issues, challenges and opportunities. At the same time, new market research, product development strategies and success stories were integrated to provide fresh perspectives and insights on programs and processes that are applicable to culinary tourism.

"The forum was well organized with some truly excellent speakers and the workshops I attended were informative ...it was stimulating to hear the opinions and viewpoints of so many well informed and articulate representatives from every province."

- Elizabeth Lorimer, Stratford Chefs School -

Welcome address

Ursula Thiboutot, President, Product Development Committee,
Canadian Tourism Commission

Introduction to the Canadian Federation of Chefs & Cooks

Cornelia Volino, President, Canadian Federation of Chefs & Cooks

Presentation on Restaurant.ca / Hotel.ca Websites

Michel Karam, President, Ekwest Interactive Solutions Inc.

Current State of the Industry – Panel Session

What is Culinary Tourism?:

Stefan Czupalay, Chef / Owner, Essence Food Consulting Services

Linking Tourism & Cuisine:

Peter Blattmann, Blattmann & Associates

What is Canadian Cuisine?:

Chef Michael Smith, Executive Chef / Owner, Maple Restaurant

Travel Attitudes and Motivational Research Study (TAMS)

Oliver Martin, Marketing Strategist,
Canadian Tourism Commission Market Research

Alberta Cattle Commission – Marketing & Food Service Program insights

Marty Carpenter, Food Service Manager, Alberta Cattle Commission

Culinary Tourism Success Stories – Panel Discussion

San Francisco CVB

David Bratton, Research Manager

Slow Food Movement

Richard Hand

Gourmet Trail

Patricia Hatchman, President, First Island Tours Ltd.

Question Period

Moderated by Heather MacDonald, President, Culture Quest International
Audience Participation

The Gourmet Travel Study

John Keane, Director of Marketing & Strategic Planning, Gourmet Magazine

The CTC Product Club Program

What is a Product Club?

Terry Ohman, Director, Product Clubs, Canadian Tourism Commission

Country Roads Agri-Tourism Product Club

Angela Pearen Burnside, Coordinator, Country Roads Agri-Tourism Product Club

Cuisine, Wine & Culture Product Club

Steve McAdam, Director of Trade Development, Inniskillin Wines

Workshops:

Organizing a Food & Wine Event to Attract Tourists

Peter Blattmann, Blattmann & Associates

Training & Retaining Culinary Staff

Phil Mondor, Vice President & Director, Development, Canadian Tourism Human Resources Council

Regional Culinary Tourism Efforts : Taste of Nova Scotia and Québec Eastern Townships

Heather MacKenzie, Executive Director, Taste of Nova Scotia
Jacques Ouimette, Director Marketing Communications, Mosaicultures Internationales

A Cooking School for Tourists

Jane Langdon, Owner, Wine Country Cooking School

How to Become Market-Ready

Harvey Sawler, Director, Tourism Development,
Atlantic Canada Opportunities Agency

Opportunities for Wine & Culinary Tourism in Ontario – Building on Success Models

Gordon Phillips, Managing Partner, Economic Planning Group

Presentations:

The Future of Culinary Tourism in Canada

Susan Iris, Managing Director U.S., Canadian Tourism Commission

Plenary Session

Moderated by Murray Jackson, Executive Director, Product Development
Canadian Tourism Commission
Synopsis by Heather MacDonald, President, Culture Quest International
Audience Participation

Closing Remarks: Moving towards a National Strategy

Murray Jackson, Executive Director, Product Development
Canadian Tourism Commission

Participation & Representation

As with the Regional Round Tables, there was broad representation from the multi-faceted food and beverage industries and from the tourism industry at the National Forum.⁵ Included in the presenters and delegates were representatives from the following spheres:

- Canadian Tourism Commission staff and members of the CTC Committees and Board of Directors;
- Canadian Tourism Human Resources Council;
- Regional, provincial and national tourism, cuisine and hotel associations;
- Destination marketing organizations;
- Travel trade representatives;
- Tourism industry educators, market researchers and consultants;
- Hospitality and transportation suppliers;
- Tour operators;
- Festival and special events organizers,
- Government Departments of Agriculture and Fisheries;
- Food and beverage producers and processors;
- Food and beverage trade representatives;
- Food and wine industry institutions, educators and consultants;
- Chefs and restaurateurs;
- Food writers, public relations, media & publications, information technology

While this broad ranging representation provided breadth of discussion, it was noted that more representation from complementary tourism sectors, such as Cultural & Heritage tourism, would have enhanced the discussions and insights.

“I am especially interested in the links between culture and cuisine and would like to work on defining that link. Could be a good workshop for another forum.”

- David Lough, Manager Tourism Partnerships Department of Canadian Heritage -

(see reference to website information provided by *David Lough post-forum*)⁶

⁵ See Appendix III for a complete list of Participants.

⁶ www.gov.nf.ca/soirees× Website with food & entertainment experiences in Nfld.

Similarly, repeated comments during the forum and during post-forum interviews suggested a need for more representation from each sectorial sphere in order to provide additional perspectives, promote understanding and collaboration, and to spread the message to as many industry representatives as possible.

This comment seemed particularly relevant with regards to the front line providers of the experiences, for instance: the restaurateurs, the chefs, the producers who offer tourism visits at their establishments, and the tour operators and leaders who package and facilitate the experiences.

“It would be helpful to incorporate the perspective of some of the suppliers who are involved and the issues and benefits of moving more into tourism, and what that has meant for their business.”

**- Marie Cheesman,
Ontario Tourism Marketing Partnership -**

Despite the wish for more comprehensive representation and participation, the message was clear from those who attended that if a critical mass of aligned stakeholders can act on the synergy and enthusiasm that has been generated, a great deal can be accomplished.

Responding to the inspirational speech by Chef Michael Smith, who challenged the participants to convey the message that we do have a vibrant national culinary identity:

Regarding the struggle to establish support and recognition for Canadian Cultural Tourism products:

“...it took 5 years, but we believed in it, and now, at Rendez Vous Canada, held a few weeks ago, the focus was on Cultural Tourism and Learning Travel. The highlight of a video presentation, in fact. So, the possibility is there. We have to grab it, we have to believe it, we have to continue to educate ourselves and reach out to educate our industry. Together, let's build on the potential and I guarantee we will get there!”

**- Ursula Thiboutot,
Chair, Industry & Product Development Committee, CTC -**

THE CONTEXT

Culinary tourism is emerging as an important component of the rapidly growing Cultural tourism market. We know that eating while traveling is a common experience undertaken by every traveller; however, an increasingly significant number of travellers are stating that food is a key component of the travel experience, and that they believe experiencing a country's food is essential to understanding the culture.⁷

Cultural tourism is recognized as a significant growth market. The 1999 CTC Five Year Business Strategy for Cultural and Heritage Tourism in Canada, entitled *Packaging the Potential*, cites a global growth rate of 15% for the cultural tourism market, as reported by the World Tourism Organization.⁸

Of the increased cultural tourism market share, more and more travellers are seeking authentic and unique experiences related to food and wine. They hope to immerse themselves in the culture they are visiting through authentic and engaging experiences with people, cuisine, wine and other cultural activities.

“One of the things that we can deliver with our product that makes us special, and probably the aspect that makes Canada more special than any other place, is the intimate experience with the communities. It is the people, it is the culture, it is how you can experience the cuisine, the wine, the food ... and it is usually associated with people.”

Canadian products offer exceptional value. Value also relates to the perception of the experience – not just the money spent – so again, it goes back to providing incredible experiences.”

**- Susan Iris,
CTC Managing Director, USA -**

The Travel Attitudes & Motivation Survey (TAMS) has identified specific market segments of Canadian and American travellers who display an interest in vacation activities associated with cuisine and wine. The TAMS *Wine and Cuisine Report*, which was presented at the National Forum, provides tremendous insight into the characteristics of the primary and secondary target markets for cuisine and wine related vacation experiences. It also provides segmentation that demonstrates which other associated tourism products, (i.e. visits to historical sites and natural wonders) are attractive to the market segments that show the most affinity for cuisine and wine experiences.

This data can be applied both to product development strategies and to developing promotional activities directed at target markets. In both Canada and the U.S., “Affluent Mature and Senior Couples” were identified as the most likely markets to be interested in cuisine and wine oriented vacations. These markets are characterized by affluent, well-educated mature and senior adults

⁷ The Condé Nast Publications, Inc and Plog Research. *The 2001 Gourmet Travel Study*

⁸ Canadian Tourism Commission. *Packaging the Potential: A five-year business strategy for cultural and heritage tourism in Canada. (December 1999)*. Ottawa, ON. The Cultural Heritage Tourism Sub-Committee, Industry and Product Development Committee of the Canadian Tourism Commission.

who consult a large quantity of information sources when planning their vacations. A great deal more detail about the types of travellers and their most sought-after experiences can be obtained by consulting the TAMS “Wine and Cuisine Report”. It is available for consultation on the CTC’s website.⁹

“It is very clear that we see cuisine as being an integral part of Canada’s tourism offering that we are now selling - and can sell more of - in the tourism market, in the markets internationally, and particularly in the U.S. – the strong interest is there.

I think you are going to see more and more occasions where we are able to incorporate cuisine as a theme, as a hook, to promote Canada in the U.S. and elsewhere.”

- Murray Jackson, Executive Director, Product Development, CTC -

Clearly, the market trends indicate potential for further growth and adaptation to the identified target markets. The culinary tourism industry should endeavour to understand the characteristics and motivations of the baby boomer and older adult markets identified as the primary seekers of culinary and wine-related travel experiences. Numerous surveys and reports indicate that they are seeking authenticity, cultural and heritage-oriented experiences, and experiential activities that enrich their vacations. They are also considered to be discerning customers, who demand quality, value and service in their products.

⁹ Lang Research. *Travel Activities & Motivation Survey: Wine and Cuisine Report*. (2001). A report prepared on behalf of numerous Federal and Provincial Government departments and industry partners. See www.canadatourism.com

MAJOR FINDINGS

The information shared, presented and distributed at the National Forum and during post-forum interviews with 10 participants resulted in a number of significant issues, statements and reflections that were repeatedly expressed. Following are the topics that received considerable attention.

4.1 Defining Culinary Tourism

- Defining culinary tourism was described as a deceptively simple task. It was acknowledged that eating is a fundamental aspect of every travel experience; however, articulating a definition for the multi-faceted, structured linkages between cuisine and tourism that form the foundation of culinary tourism was identified as a complex undertaking.
- Similarly, defining the components contained in the words “culinary” and “tourism” was identified as a challenge. For instance, are food and wine experiences both considered elements of culinary? Are there other elements that should be included – and defined – in this term?
- Identifying the trend – and potential – of the emerging market of tourists who are actively seeking out culinary and wine experiences that are indigenous to the areas they are visiting was also addressed as part of the discussion on defining culinary tourism.

***“When I was asked to speak on
‘What is Culinary Tourism?’
... I realized that it is a very, very complex concept.”***

“...It is likely that we have to create a whole philosophy, a whole idea, and market Canada as an eating destination.

***There are other countries that have been very successful at doing this...
Take France ... in France you do have some excellent restaurants, but really not a lot more per capita than other parts of the world. But you have an incredible amount of very good restaurants. So maybe it is more about the consistency of a product, then it is about a few incredible destinations, or a few events.”***

***- Stefan Czapalay, Chef / Owner,
Essence Food Consulting -***

4.2 Defining the distinguishing characteristics of cuisine in Canada

Defining cuisine in Canada was a much-discussed topic at the forum. The topic encompassed:

- The need to address the misconception that we don't have a national culinary identity in Canada;
- The suggestion that we promote and celebrate the "Cuisine of Canada" as being representative of the rich diversity of the people and regional characteristics encompassed in the Canadian culinary reality;
- The suggestion that "Canadian Cuisine" can be perceived as far too limiting and not representative of the diversity of the regional and multi-cultural aspects of cuisine in Canada;
- The need to articulate a definition that acknowledges and celebrates all of those who contribute to the culinary experience in Canada.

"Where does this whole idea come from that we don't have a national culinary identity in this country? ... We're in Canada, we're cooking with Canadian ingredients, we're serving Canadians -- Is that not a cuisine?"

**- Chef Michael Smith, Executive Chef / Owner,
Maple Restaurant -**

"I think we are talking about cuisine in Canada in its many forms. I do think that there are some distinctive regional cuisines that we can identify and market effectively, but I think that when we get to the national level, trying to define "Canadian Cuisine" is a trap, and that our focus is on cuisine in Canada – the breadth, the diversity, the quality, the value, the freshness, the presentation."

**- Murray Jackson, Executive Director,
Product Development, CTC -**

4.3 Branding & Standards

- The need to establish a branding of quality culinary tourism offerings in Canada was discussed extensively. Examples of effective branding of regions as culinary destinations, like "*Taste of Nova Scotia*", were explained and lauded.
- Behind effective branding programs like "*Taste of Nova Scotia*" are serious efforts to define criteria, and implement and maintain the standards of excellence for which the food destination is known.

- The challenges to defining and implementing criteria for quality assurance standards, with appropriate benchmarking techniques, were discussed in numerous sessions, workshops and plenary discussions.

“I see that one of the problems for culinary tourism in Canada is that you don’t have the processes supporting a stronger collective vision of great product for culinary (tourism).”

“Benchmarking is not structured (in most areas)– there are some examples, like Taste of Nova Scotia, that have established structured criteria, but there isn’t much of this across the country and what is there is spotty.”

**- Harvey Sawler, Director, Tourism Development,
Atlantic Canada Opportunities Agency -**

- Similarly, showcasing the culinary destination(s), by leading in destination branding and establishing recognizable symbols of product excellence, was part of this ongoing topic of discussion.

“I personally believe that we need a model that we can lay out, totally, throughout the country. I believe firmly that each province should have the autonomy to massage and adapt the model in the way that fits what they are looking to do. But the tourist who comes to this country needs to see a brand that s/he can identify from one coast to another, without being confusing. I think that they have to be able to recognize a symbol that says, ‘this establishment offers a unique experience’. ... and I think we need a national body, such as the CTC, to guide us through that process.”

- Don Monsour, Chair, B.C. Cuisine & Tourism Society -

4.4 Defining the major markets for culinary tourism in Canada

Market research that supports the need to define the major markets for culinary tourism in Canada was presented and discussed in a number of presentations at the national forum.

The market research data presented a clearer picture of the primary markets and what they are seeking. Some of key words and phrases describing the sought-after culinary tourism experiences that arose repeatedly were:

- Quality
- Value
- Service
- Authenticity and uniqueness of the experience

- Emphasis on experiential opportunities
- Emphasis on being immersed in a story that involves all of these qualities and that can be conveyed (‘bragged about’) when the visitor returns home

“...Customer satisfaction is based on three things: the quality of the experience, the value of the product, and the service with which the product is delivered.”

- Susan Iris, CTC Managing Director, USA -

Linkages were made that focus on the merits of keeping the entire research – product development – marketing – evaluation cycle in perspective when developing and delivering products.

With regards to Susan Iris's presentation:

“We thought it was important that you hear Susan’s perspective on things from the US market, because I think a lot of what we have been talking about over the last few days is really in the realm of product development, but it is always important to have in sight, that at the end of the day, there has to be market for what we are developing.”

**- Murray Jackson, Executive Director,
Product Development, CTC -**

The benefits of conducting research as an integral part of product development was also emphasized in the session on Product Clubs. Indeed, research is one of the three fundamental components of the Product Club program. The other two components are education and communication.

Country Roads Agri-tourism Product Club emphasized the importance of comprehensive market research. Among their other product development initiatives, they are conducting customer profiles of both the consumers of the tourism experience (i.e. seniors, urban couples, foreign students), and the consumers of the agricultural products (i.e. chefs and food service providers who are looking for agricultural products).

4.5 Product Development, Market Readiness & Packaging

Numerous sessions and workshops were dedicated to topics associated with Product Development, Market Readiness and Packaging of the experiences. Furthermore, the pre-conference tours gave participants a taste of which types of experiences might work if incorporated into a culinary tourism offering.

Whether the culinary tourism product was in a fixed setting, such as the *Wine Country Cooking School*, an itinerary-based product, like *The Gourmet Trail*, or a special event like the *Banff Wine & Food Festival*, the messages were consistent. Some of the messages that were repeated frequently follow:

- The experiences are based on people who are passionate about what they do and who take pride in what they do;
- The experiences have to be authentic and genuinely delivered;
- The experiences have to be personally enriching and socially satisfying, and should incorporate hands-on experiential activities;
- Strong themes are essential;
- Stories that portray the people and the destination are essential;
- Partnerships and best business practices are fundamental to making the products happen and work;
- Respecting the suppliers / contributors of the experiences, and paying them for visits to their establishments is essential;

With regards to the concept of The Gourmet Trail:

“...so (the Gourmet Trail) isn’t so much a tour; rather, it became a mutual partnership that evolved. We started with a strong base of recognized partners and we built on it.”

- Patricia Hatchman, President, First Island Tours Ltd. -

- Business planning, strong organizational skills, human resource preparedness and built-in contingency plans are required;
- Enhancing market readiness is essential to making this industry thrive;
- Exceeding the customers’ expectations and adding value should be a golden rule

With regards to opportunities for wine and culinary tourism and enhancing market readiness in the Niagara Region:

“...The whole wine and culinary sector is kind of tentatively in the tourism business. Mainly they have been catering to other markets in the core of their business. Tourism is an extra, a sideline. We need to get them more engaged in how to make it a more successful market segment for them.”

**- Gordon Phillips, Managing Partner,
The Economic Planning Group of Canada -**

“My formula for success is a ‘one-third / two-thirds rule’ that I created.

***If I have a concept, I want to ensure that I can sell it and promote it on a two-thirds level. If I don’t feel comfortable with telling people only about two-thirds of what I am going to offer –
if I can’t sell it that way, I will not touch it.***

Which means, the third part is about exceeding expectations, because they don’t expect it!”

- Peter Blattmann, Blattmann & Associates. -

4.6 Promotion

Promoting an awareness of the people, the experiences and the destinations associated with culinary tourism, to the average person as well as to the marketplace, was seen as a key issue that needs to be addressed.

Promoting an awareness of the people behind the scenes, who are an integral part of the product offering, but who are not always visible, was also highlighted.

“I stand here today with this spotlight shining on me, ...but I feel like it is my responsibility to take that spotlight and deflect it onto the people that matter – those are the people that I’ve told you about, who get up in the morning and get their hands dirty and go fishing for us. They are the people that matter, they are the people that form the backbone of our cuisine in this country.”

**- Chef Michael Smith, Executive Chef / Owner,
Maple Restaurant -**

Promoting the merits of culinary tourism to the food industry, with clearly defined benefits to encourage their buy-in and active participation, was seen as a challenge. The challenge is not perceived to be due to lack of interest or commitment; rather, it appears to be due to lack of time and resources on behalf of the front-line food industry stakeholders, like chefs and restaurateurs, to commit to these initiatives.

“There is a need to create interest amongst the direct industry participants. We need tangible results to inspire their response, their attendance. We need to build the momentum, build interest in the initiatives and events, and they will come. They have so little time that they have to be selective about what they dedicate themselves to.”

**- Susan Bartlett, Proprietor, Inn on the Lake
& CTC Board Member -**

The diversity of promotional opportunities available to reach the target markets was discussed, and the propensity for the primary target markets to seek information and to plan their travel activities prior to their vacations was highlighted.

The potential of the Internet and its suitability to the traveller interested in cuisine and wine activities was seen as significant. The Internet functions both as an interactive promotional tool and as an extensive platform that can provide information to travellers seeking insight on restaurants, hotels, events and attractions.

“ The Internet is becoming extremely important in the travel industry. We have seen from the studies that 70% of people are using the Internet for their travel planning. So it is quite important that there is a strategy related to the Internet to improve visibility, to improve promotions, to allow us to go and reach these people through this medium – because it is becoming a very important medium.”

- Michel Karam, CEO, eKwest Interactive Solutions, Inc. -

4.7 Education & Training

The need for educating students in the tourism and food industries about the combined culinary and tourism initiatives and opportunities, and about the expectations of them once they reach the workforce, was discussed as a key issue.

Curriculum development that reflects the need to promote an understanding of cuisine in Canada was seen as important.

“ We have developed a new program at the Culinary Institute of Canada. We have just developed a program on cuisine in Canada. It was easy to develop and include the regions, the culture, the climate, etc. but one thing was missing, that we have been trying to incorporate into the curriculum, and that is Canadian pride – Canadian pride is lacking. We don't promote our chefs enough, we don't acknowledge ourselves and our products ... we need to promote Canadian pride, like the presenters here today have proven is possible.”

- David Harding, Programs Manager, The Culinary Institute of Canada -

An awareness of the broad skills and knowledge that will be increasingly demanded of hospitality and food industry workers needs to be acknowledged. This is particularly evident in small businesses, where people are expected to wear many hats.

“Thank you, for the information, for the sharing. I can go back (to Niagara College) and share this with my students, and integrate it into the curriculum.

Staying current with the industry – and moving it forward – is vital.”

- Mary Moore, Chef Professor, Niagara College -

“There is a new type of worker ... one with a broader range of skills and knowledge to serve these markets and types of services. For example, offering authentic cuisine experiences means that the worker must be very knowledgeable on the historical and cultural dimensions of the food and may even need to interpret their work or perform it according to authentic practices.”

**- Phil Mondor, Vice President & Director,
Canadian Tourism Human Resource Council -**

4.8 Communication & Collaboration

Communication between the industries and the stakeholders was discussed repeatedly. The Regional Round Tables and the National Forum were praised for their role in prompting communication on many levels. It is, nevertheless, seen as an ongoing need, that will require effort and commitment.

“Imagine the power of what we could do if we were all working together, to take that momentum, to take those marketing dollars, to take all those different people and different associations and cross-pollinate I am working to assist in getting the groups to work more closely together... to get a commonality of vision...”

“...to get different groups from different associations to become cross-members, to share data bases, to assist in cross promotions of different activities ... and to really help make this whole thing as impactful as it possibly can be.”

**- Steve McAdam, Director of Trade Development, Inniskillin Wines
& Member of the Board of Directors, Cuisine Canada -**

Collaboration within the industries was also seen as a key issue. The need to collaborate and move forward with a coordinated effort that leverages the momentum and synergies, rather than fragmenting the energies and potentially duplicating efforts, was seen as important.

“ There are so many opportunities, but we have to ensure we are doing it properly, and that we are pulling everyone together instead of having more and more players out there trying to do the same thing ...”

- Jane Langdon, Owner, Wine Country Cooking School -

NEXT STEPS

Participants attending the National Forum were encouraged to consider which action steps would need to be taken to capture the enthusiasm and momentum created by this initiative and to move forward in advancing a national strategy that incorporates cuisine into Canada's tourism offering.

There was widespread support for the following next steps:

- To create a national Task Force to work on the issues and challenges arising from the National Forum in a timely manner. A three-month time period was adopted as the time frame to identify and move issues forward by the Task Force.
- To develop a definition for Culinary Tourism in Canada.
- To develop a definition for cuisine in Canada appropriate for use in this context.
- To examine the feasibility of developing and implementing national standards criteria for culinary tourism experiences and establishments, that focus on quality, value and service.
- To support ongoing product development and industry awareness, through programs such as the CTC's Product Clubs, which are based on the principles of research, education and communication.
- To determine methods for establishing ongoing coordinated communication amongst all of the stakeholders, that will also permit communication with potential new stakeholders.
- To investigate the feasibility and industry support for conducting an annual event like the National Forum, and if appropriate, to coordinate it with another culinary event.

PRIORITY STRATEGIES AND ACTIONS

The following priority strategies and actions have been identified, and the potential partners in these strategies have been highlighted.

6.1 Creation of a National Task Force on Culinary Tourism

- An interim CTC Cuisine Task Force has been created and will meet as required over a three-month period, beginning at the end of July 2001, to forge a strategy for culinary tourism in Canada.
- The members of the CTC Cuisine Task Force have been identified, and an Agenda for the first meeting has been drafted. See Appendices I & II for the list of Task Force Members and the Agenda of the first meeting.

6.2 Examination of the feasibility of developing National Standards

- The CTC Cuisine Task Force intends to examine the feasibility of developing national standards criteria for culinary tourism experiences and establishments.
- The members of the CTC Cuisine Task Force; the CTC; and other industry partners and Government Departments.

6.3 Website Activity and Database Evaluation & Expansion

- The CTC will coordinate the posting of this report on the National Tourism & Cuisine Forum 2001, and all the corresponding presentations, reports and relevant information on CTX, the CTC's website, at: www.canadatourism.com
- Furthermore, the CTC has commissioned a review and presentation of new information and resources pertaining to culinary tourism, which will be added to update and enhance the CTC's Cuisine database. The website address for the Cuisine database is: www.canadatourism.com/cuisine The "username" access code is: "ctc". The "password" access code is: "tourism".
- *The CTC Product Development Division, coordinated by Mylène Deneault, Coordinator, Product Development, Cuisine & Winter.*
- The CTC Cuisine Task Force will examine the possibility of including a Cuisine Page on travelcanada.ca and will explore the future of the CTC's Cuisine database.
- The members of the CTC Cuisine Task Force, and the CTC Product Development Division, coordinated by Mylène Deneault, Coordinator, Product Development, Cuisine & Winter.

6.4 Coordination of an annual event similar to the National Forum

- The CTC will examine industry support for an annual event similar to the National Forum, and if support warrants it, will work with industry to coordinate the next annual event.
- *The CTC Product Development Division, coordinated by Mylène Deneault, Coordinator, Product Development, Cuisine & Winter.*

CONCLUSIONS

The National Tourism & Cuisine Forum was a fulcrum point in a process that began with the Regional Round Tables in 1999. It was an event characterized by a vibrant exchange of information that helped to crystallize the ideas, energies and enthusiasm that have emerged throughout this process. The next part of the process is one that will require ongoing collective visioning and a further transformation of ideas and synergies into concrete strategies on a national scale.

PACKAGING GUIDELINES –

HOW TO PACKAGE THE OPPORTUNITIES

The National Tourism & Cuisine Forum generated much enthusiasm and many ideas about the potential of packaging the opportunities that exist, and creating new experiences that can be packaged. As we have witnessed, there are numerous ways in which culinary tourism experiences can be packaged, including cooking schools for tourists; special events, such as festivals and food fairs that focus on cuisine and wine; destination marketing activities that focus on the cuisine and culture of a region; centres dedicated to showcasing food, wine and culture; and tour packages that portray a destination through experiences that link the food, wine and culture of the region.

Following are guidelines for developing an itinerary-based tour package that links the food, wine and cultural experiences of a region. When appropriate, examples are given to demonstrate recommendations.

The guidelines are complemented by two examples of market-ready offerings that are currently promoted in Canada – *Gourmet Trail*TM by First Island Tours Ltd., and *La Route des Saveurs: Cuisine in Québec's Charlevoix Region* by Routes to Learning Canada Inc.¹⁰

Tour Packaging Guidelines

The following guidelines are intended to provide an overview of the major considerations and components that should be incorporated into a tour package.¹¹ Where necessary, examples have been given to help elucidate a recommendation. Many details and nuances are also integrated into package design, delivery, operations, promotion and evaluation that cannot be covered in the scope of an overview such as this; however, the broad stroke guidelines are covered and explained in this section.

8.1 Market Research

Research your target markets

- Tour design and market research go hand-in-hand. If your interest is culinary tourism, research which markets are most likely to seek out cuisine and wine oriented experiences and design your tours with those markets in mind. Data collected from the TAMS *Wine and Cuisine Report* will provide a great deal of insight.¹²
- Other applicable market research should focus on trends, customer profiles, key organizations and companies operating in the field and a thorough competitive analysis.

¹⁰ Formerly ELDERHOSTEL Canada, the new non-profit organization was incorporated as Routes to Learning Canada Inc. on October 1, 2000.

¹¹ Culture Quest International. Derived from workshops and presentations given by Heather MacDonald.

¹² Lang Research. *Travel Activities & Motivation Survey: Wine and Cuisine Report*. (2001). A report prepared on behalf of numerous Federal and Provincial Government departments and industry partners. See www.canadatourism.com

Some of this information can be obtained from sources such as The Gourmet Travel Survey, which identified trends and niche market motivations.¹³

- Explore local tourism market research data to determine the predominant markets coming to your region. Your region may be well known to certain types of travellers, and not well known to other market segments. Take this information into consideration when developing and promoting your tours.
- Consider the growth potential of your proposed tour packages. Can they be adapted to suit other age groups or professional groups? Can the components be structured into modules that can be customized for different types of groups? For instance, week-long culinary-themed learning vacations for older adults vs. culinary-themed getaway packages as add-ons for corporate groups or conferences.

Understand the consumer choice factors

- Understand what motivates the choices made by the consumers you are hoping to reach. The TAMS report and The Gourmet Travel Study provide information on motivators, and there is research on the consumer choices of some market segments, for example on the older adult learning traveller.¹⁴ Examples of factors that influence consumer choice include social factors, comfort, location, program / tour content, inclusion of physical activity, cost, etc. In a study of Elderhostel participants, 18 participant choice factors were identified and analyzed.¹⁵
- Whenever possible, conduct customer profiles before developing packages. Country Roads Agri-Tourism Product Club is currently conducting customer profiles (see page 19, Section 4.4) to determine what their identified markets are seeking and expecting.
- Once the tour is operational, as part of your customer surveys include questions to determine which consumer choice factors are relevant to your market(s).

Understand participant typologies

- As part of your market research, and your ongoing customer surveys, try to compose a picture of the types of participants who are most likely to take your tours. Are they physically active and enjoy outdoor activities? Do they appear to be adventure seekers? Are they clearly focused on specific content, i.e. wine appreciation above and beyond everything else? Do they express an interest in cultural entertainment?
- Use this information to create new packages and to add innovations to existing packages.

¹³ The Condé Nast Publications, Inc and Plog Research. *The 2001 Gourmet Travel Study*

¹⁴ Arsenault, N. and MacDonald, H. *The educational traveller: Consumer choice and tour design implications.* (February 2000). A paper presented at the Non-Profits in Travel Conference, Washington, DC.

¹⁵ Arsenault, N. *A study of educational travel and older adult learners: Participant types and program choices.* (1998). A doctoral dissertation, McGill University, Montréal, Québec.

Understand different learning styles

- It is essential to take into consideration that many travellers today are seeking personally enriching and socially satisfying experiences. To meet the needs of these travellers, consideration for different learning styles has to be built into every package.¹⁶
- Not all people learn in the same way, so a variety of different types of activities should be included that will cover the full range of different learning styles. With culinary tourism this is relatively easy, because there are many opportunities for interactive hands-on experiences and a full range of experiences that actively stimulate all the senses, including seeing, touching, transforming, tasting and listening.

8.2 Tour Research & Development

Create a strong theme, based upon authentic regional attributes

- Research your region, know it well, understand its distinguishing features, and seek out its little known secrets.
- Learn the stories of the people and the land, and know when to tell them, or ideally, when to have them recounted by a local contributor. Your package will have the most impact if it is built on the history, the culture, the stories of the people and their land.
- Strive to create a tour that tells a story (composed of many personal experiences and anecdotes), and that will become a memorable story in its own right.
- Identify a theme or themes that focus on **authentic regional attributes**, and link the elements of the theme with experiential activities. The experiences have to be authentic, and the providers of the experiences genuine, otherwise it will fall short of expectations. Do not try to sell your region or the experiences as something they are not – the discerning participants will know the difference!
- Always incorporate experiences that are off the tourist-beaten track. Travellers will want to see some of the common tourist sites and events, but more often than not, the most memorable experiences will be those that occurred off the beaten track, where participants were able to experience a true connection with the people and the landscape. These are the experiences that resonate and will leave a lasting impression.
- If possible, without being intrusive, incorporate visits to personal settings like farms, homes, cottages, or gardens where participants can truly experience a personal encounter with the culture they are visiting.

Work with local area experts

- Don't assume you know it all! Work with local area experts to develop and integrate elements that have a strong local and regional flavour. Discover from their perspective what distinguishes their products and experiences.
- Openly communicate with all the suppliers / contributors about who is doing what, and when – including the details of menus, wines and foods being tasted and experiential

¹⁶ MacDonald, H. *Commitment to excellence: Educational integrity in learning travel*. Canadian Tourism Commission, Communiqué (June 2001)

learning activities – so that there is no overlap or unplanned repetition, and so that each supplier can knowingly contribute to enhancing the experiences as the tour proceeds.

- Always exercise best business practices – respecting, collaborating with, partnering with, and contributing to the establishments and communities visited as part of your tour. Pay for the contributors' time and for the visits to suppliers.
- Establish and maintain relationships with all the contributors and suppliers involved with your tour based upon mutual respect and trust. This consideration is essential to developing and offering quality tours.
- Provide feedback and collaborate with contributors and suppliers to constantly improve and strive for extraordinary experiences. Request, and respect, feedback on your company's performance from them as well.

Compose well thought-out itineraries

- Think of yourself as a choreographer, and compose the experiences, the activities, the movement and the pauses within the context of a well-developed theme.
- Integrate experiences that complement, enhance and build on previous experiences.
- Incorporate hands-on, experiential activities that tie-in with the focus of the tour and that add to and enhance each experience. An example of day of complementary interactive activities that are well-suited for culinary tourism packages might include:
 - Learning about the gathering and hunting techniques and the culture of the indigenous First Nations people who inhabit the region you are visiting from local Elders.
 - Participating in an interactive hands-on foraging walk with an expert forager.
 - Participating in a hands-on cooking class (that, ideally, integrates food that has been foraged or purchased from a local producer as part of the interactive activities).
 - Creating a craft or finished product that relates to the day's experiences – with local instruction, supplies and expertise – such as an open-weave basket that could be used for mushroom collecting, or preserves made from berries collected or bought locally.
 - Enjoying a meal made in part from the dishes created in the cooking class, and learning about local wine and food pairings during the course of the meal.
- Integrate local cultural entertainment that enhances and enriches the overall experience.
- Build in physical activity – a large percentage of the participants will want some physical activity. For those who don't, schedule other options, like a leisurely visit to a museum or a cultural site. People will feel better and the food will taste better if there is daily physical activity.
- Pace the activities to ensure sufficient time for assimilation, socializing and independent free time.

- Unless travel is an integral part of the package – such as with a culinary cruise or a train expedition – try to avoid long stretches of constrained travel time. Break up the travel with engaging experiences enroute if the travel time is long.
- Try to avoid creating itineraries that require packing and unpacking every day. Allow for a restful time and for an emotional connection to the setting to occur in each overnight location.
- Plan ahead, but allow for spontaneity. Some of the most memorable experiences are those that occur spontaneously and unexpectedly. Whenever possible, try to accommodate such experiences when they occur (although not at the expense of a valued supplier on a tight schedule!).
- Build in contingency plans. Always have a back-up plan to turn to in case of situations like delays and unexpected closures,.

8.3 Training

Train your staff and collaborate with contributors

- Train your staff and collaborate closely with the contributors who are involved with the participants to ensure the quality and consistency of delivery.
- Always train facilitators / leaders / guides before launching the actual tour and do a pre-tour of the itinerary prior to launching it with paying customers.
- Do a pre-tour whenever significant changes are incorporated in the itinerary.
- Provide annual training for facilitators / leaders / guides.
- If possible, train new leaders during actual tours – explaining to participants that the new leader is being trained. However, do not eliminate a leader because a new leader is being trained. For example, if the normal leader to participant ratio is 1:10, and you have a group of 20 participants and a leader who is being trained, ensure that you have two well-trained leaders leading the group, plus the additional new leader who is being trained. Most participants will regard this as ‘value-added’, and will respect it as a good business practice.
- Use certified guides wherever appropriate, and only work with outfitters and guides who meet certified safety standards in situations requiring specialized instruction or outfitting.

Ensure that the contributors are engaging

- If a contributor or supplier has great information, but lacks pizzazz in the delivery of the information, work **with** them, to collaboratively create situations that will feature their strengths and help them showcase the most engaging aspects of the information they are conveying.
 - For example, if a geologist is talking about the geology of the region that contributes to making excellent wines, and from experience you know that the geologist delivers a dry, stony-faced lecture, work with the geologist to encourage a more engaging setting and story.

- For instance, together with the geologist, plan a gourmet picnic to an area where the geological strata are visible. Pack a terrine or sandwiches that display different ‘strata’ – layers of ingredients – and have the geologist explain the geology in this manner, defining the soil composition as one would the layered ingredients in the terrine, and how it affects the overall flavour of the end product. Have some local wines for tasting that display different characteristics depending on the characteristics of the soil, like the exposure, slope and drainage of the vineyards. Create an engaging story !

8.4 Operations

Establish the context

- Always establish the cultural and geographical context of the region with an overview; however, don’t give away all of the details of the experiences that will unfold during the duration of the tour.
- Provide maps and day-by-day outlines for participants, which are personalized for their tour.
- Introduce participants to cultural sensitivities by promoting cultural awareness of the region and its people. Discuss etiquette required for certain occasions, including appropriate behaviour and appropriate dress.

Maintain a professional demeanor

- Create a personable atmosphere conducive to shared experiences while maintaining a professional demeanor.
- Don’t divulge the details ! Many, many behind-the-scenes details will be occurring in order to provide seamless movement from one activity to another – for example, distributing luggage to rooms while the group is otherwise occupied, or setting up a surprise gourmet picnic for the unsuspecting group. These details should remain behind-the-scenes and should not be openly discussed. This contributes to the overall excellence – and excitement – of the experience.

Exceed expectations

- Always add something extra, something that is unexpected and not included in the package description or the day-by-day outlines, that comes as a welcome surprise to the group.
- Encourage the leaders to integrate a personally enriching element for each participant that will be meaningful to that person as an individual. This should not be formula driven; rather, it should be a creative touch that will leave a lasting impact on each participant as an individual.

8.5 Packaging & Promotion

Tour package descriptions

- Portray the unique qualities of the experiences and the destination in your promotions. Work collectively with contributors and suppliers to convey these qualities, sharing the vision, and, if possible, the costs.
- Consider your target market and apply the findings from the market research you conducted – who is the target market, what types of experiences are they are seeking, and how are they obtaining their information, planning their vacations, and buying their chosen package? Describe, promote and distribute your packages accordingly.
- Communicate very clearly and openly about the challenges participants may face during a tour, including the amount of physical activity involved in a given itinerary and the type of footwear and clothing required.

Name recognition

- Consider the name recognition of the destination, and accessibility issues for the first meeting and final departure locations.
- Promote an awareness of the destination and its qualities, including accessibility to visitors – if that is a feature you want to highlight, or its remoteness – if this is part of the appeal of the destination.

Pace the tour departure dates

- Consider the balance between making the tour package accessible through numerous departure dates from which customers can choose, and not offering it too often to over-tax your company and your partners and suppliers. Offering a package too often can also diminish its appeal.

Pricing

- Pricing a package is the fine art of calculating all the fixed and variable costs that go into the package, and adding a profit margin which allows for fluctuations between such factors as minimum and maximum group sizes, seasonal pricing, exclusivity. Indirect costs such as overhead, research and development, training and marketing which can be applied to numerous departures and packages, have to also be factored into the equation.

8.6 Evaluation

Quality assurance standards

- Build in quality assurance standards to your tours that can be measured and evaluated by the participants and by independent organizations. To do so you must define the criteria – in keeping with regional, national and international guidelines, if they exist. If relevant industry criteria do not exist, define quality assurance criteria that can be measured by an independent organization, and build in evaluation procedures which will

provide you with results and insights that can be incorporated back into tour improvements and innovations.

- Determine in advance if you are going to evaluate your suppliers and contributors and share the customer feedback with them as part of the process. This practice is recommended; however, it is much easier to establish this practice as a foundation for collaboration or partnership from the outset than to try to incorporate it later on in the process when habits are already in place.

Culinary Tour Package Outlines

Following are two examples of market-ready culinary tourism tour packages. The award-winning package, *Gourmet Trail*[™] by First Island Tours Ltd. is being offered for the fifth season in 2001, while *La Route des Saveurs: Cuisine in Québec's Charlevoix Region* is being offered by Routes to Learning Canada Inc. for the first time as part of the Canada Learning Series offerings for 2001. Both are all inclusive tours, but they vary in duration and price range.

The Gourmet Trail



BC Registration No. 3018-1

GOURMET TRAIL™ **Six Days / Five Nights** **PRE SET TOUR #2**



Take a leisurely six-day, all-inclusive, year-round package that includes luxury accommodation, gourmet cuisine, transportation (plane, train, ferry, minicoach) and guided small group tours. Stay in five stunning hotels. Guests visit the award-winning chefs all willing to outdo each other just for you! Wine experts will recommend the appropriate wines with your magnificently prepared meals. Plus enjoy the Pacific Coast forests and beaches, rivers, mountains, islands, gardens, vineyards, native heritage, marine wonders and arts...even afternoon tea! And there's more.



Includes:

- Six-day, year-round all-inclusive tour
- Five nights luxurious accommodation at five of Canada's top locations
- All breakfasts, lunches and dinners
- Plane to Tofino
- Private Mini Coach - six days of transportation
- Vancouver Island expert guide
- Visits with six award-winning chefs
- Salmon smoke-house visit
- Nature tour on Long Beach
- Old-growth forest walk
- Mushroom foraging (in season) or cooking demonstration
- Balsamic vinegar tour, tasting and luncheon
- Garden tours at Hastings House and Sooke Harbour House
- Meeting and tastings with cheese-maker
- Private tour and luncheon at Butchart Gardens
- Visit with the First Nation's heritage artists
- Afternoon Tea at the Empress Hotel
- A First Island Tours Guide

Whale watching and golf options are available at some locations.

For more detailed information or to reserve your space on any tour, please complete the [reservation/response form](#).

GOURMET TRAIL™ RATES

Season	Double	Single
Low Season (Nov - Apr.)	US\$ 2675 approx. CDN\$ 3600	US\$ 3150 approx. CDN\$ 4250
Shoulder Season (May)	US\$ 2975 approx. CDN\$ 4000	US\$ 3445 approx. CDN\$ 4650
High Season (Jun - Oct)	US\$ 3610 approx. CDN\$ 4875	US\$ 4090 approx. CDN\$ 5525

US\$ rates will be based on the Royal Bank of Canada rate of exchange on day of payment. Click [here](#) for universal currency converter.

MAXIMUM 16 persons; Minimum 10 persons
Group Rates and Customized Tours
 available upon request.

La Route des Saveurs: Cuisine in Québec's Charlevoix Region

ROUTES TO LEARNING CANADA

Québec



La Route des Saveurs: Cuisine in Québec's Charlevoix Region

Discover the vital agricultural world of the Charlevoix, and the continuing grand tradition of hospitality and gastronomy in one of the most interesting regions of Québec. You'll discover the complex interaction of agriculture and cuisine in this region, as you explore the agricultural products and their producers. The development of agrotourism is a new wrinkle in the history and economy of the area; you'll have the opportunity to see first-hand how the operations of the area's producers work. From market farms to cheese production to wine and cider, the bounty of the land supports the fabulous restaurateurs and cuisine of the area.

From rural delicacies to the world-renowned Jean Michel Breton, executive chef of the Manoir Richelieu, the base for this program, you'll have the opportunity to learn, hands-on, about the gourmet cuisine of the region—from field to table. Jean Michel Breton, executive chef for the Manoir Richelieu, is the jewel in the crown of this program. Trained at the Ecole Hôtelière de Lyon, France, Chef Breton has created menus for many dignitaries and heads of state and has collaborated with many great chefs from around the world such as Emile Jung and Jean-Claude Bourillo. His philosophy is simple: "My work is my love for good and beautiful things" he says. Chef Breton has chosen the profession of cooking for passion but also for tradition. He was raised by a family of restaurateurs in Lyon and received his cooking diploma from Paul Bocuse.



The Manoir Richelieu was built in 1899, perched high on Pointe-au-Pic's cliff and overlooking the mighty St. Lawrence River. It rapidly gained recognition and fame among discerning Canadian travellers of its time. One hundred years later, in 1999, Le Manoir Richelieu re-opened its doors in its own grand tradition of comfort, tradition and elegance, giving your program a unique toehold in past and contemporary history, as well as its focus on behind-the-scenes cuisine. In addition, you'll be in the heart of a region best known for its hospitality and landscapes, a place that has seduced painters, poets, writers and musicians alike from across Canada. Charlevoix achieves the perfect blend of nature and culture.

Outstanding cultural and natural features convinced UNESCO to designate the Charlevoix region a world Biosphere reserve in 1989. This was one of the first such reserves to include human settlement, one of about 350 such reserves in 100 countries to successfully combine development with conservation.

La Route des Saveurs

Length: 4 days, 3 nights
 Meet: Québec City for transfer to Manoir Richelieu
 Depart: Manoir Richelieu for transfer to Québec City
 Dates: October 21-24
 Price: \$695 + GST
 Min/Max: 20/30 people
 Study Leaders:
 Executive Chef of the Manoir Richelieu, local agro-producers, local chefs specializing in regional cuisine
 Accommodations:
 Historic Manoir Richelieu, 5* hotel



APPENDIX I

CTC Cuisine Task Force Members

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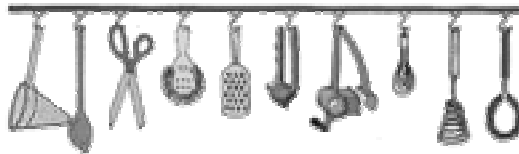
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APPENDIX II

CTC Cuisine Task Force

Meeting Agenda

The Grand Hotel and Suites
225 Jarvis Street, Toronto, ON



Sunday July 29, 2001

- 17:30 Introductions and Working Dinner at the Patriot Restaurant & Brasserie
Why are we meeting? – Murray Jackson
Desired outcomes – Don Monsour

Monday July 30, 2001

- 8:30 Continental breakfast
- 9:00 Good morning! - Heather MacKenzie and Don Monsour, Co-chairs
- 9:10 Follow-up on the National Tourism & Cuisine Forum – comments
Feedback from participants re: evaluation forms – Mylène Deneault
Update on publication/ distribution of the proceedings – Mylène Deneault
- 10:15 Health break
- 10:35 Identification of needs for the industry re: culinary tourism.
What do we need to move ahead/ compete with other culinary destinations?
Brief overview of the major players in Canada (provincial updates), international competition and examples of success stories.
- 12:15 Working lunch
- 1:30 Identification of possible next steps.
- a. Where do we go from here? Don Monsour
 - b. What type of activities/ projects could the CTC undertake? Heather MacKenzie
- 3:00 Health Break
- 3:20 Cuisine Page on travelcanada.ca - consumer Web Site – Progress report and future of the CTC cuisine database– Mylène Deneault
- 3:45 Next steps for task force
- 4:00 Adjournment of meeting – Heather MacKenzie and Don Monsour, Co-chairs

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