

Food Tourism Experiences

Market Readiness Guidelines





What are Food Tourism Experiences?

Food Tourism Experiences, also called culinary experiences, incorporate more than just food and drinks. Travellers want to learn about, appreciate, and consume food and drink that reflects our culture, heritage, and traditions. They want a memorable experience that gives them a “taste of place”.

Food can inspire travel by providing experiences rooted in, and reflective of, our unique local food culture. For the purposes of tourism development, food in tourism focuses primarily on tours, festivals and events, restaurants, accommodations, and retailers.



Market Readiness Guidelines

Provincial Brand & Tourism Development

With local restaurants and chefs winning national and international awards, it is clear that food culture in NL has never been more delicious. World-class, local chefs have opened new and exciting dining spots, featuring top-notch homegrown ingredients.

There are celebrated restaurants across the province as well as renowned food and music festivals.

Food tourism experiences have a theme consistent with the attributes of the province and the province's brand pillars of people, culture, and natural environment.

These experiences demonstrate commitment to showcasing local products and producers.



Cluster of Attractions & Services

Food festivals, events, and tours are typically surrounded by other attractions and activities that are conveniently linked to accommodations and other services.

A demonstrated regional approach to development and promotion is required where industry collaborates with local businesses, non-profits and government-operated sites, communities, etc.

Management

Food tourism experiences should be Tourism Assurance Plan (TAP) approved and adhere to General Market Readiness Guidelines.

Operators should have a marketing plan (i.e., target markets, pricing strategy, communications tactics, etc.) that includes marketing materials such as a website, social media presence, rack cards, and brochures.

Operators should:

- Utilize third-party endorsements (e.g., TripAdvisor).
- Engage in effective collection and utilization of visitor data.
- Have an ongoing commitment to frontline training in customer service, food safety, and site interpretation.

Designed for the Visitor Journey

Every visitor journey in Newfoundland and Labrador is different, from their entry and exit points, to the mode of transportation they use, the services they require, and the attractions and activities they experience along the way.

All partners along the visitor's journey - transportation, visitor services, food, accommodations, and things to do - can enhance tourism experiences by meeting market-readiness guidelines.

Experiences should be designed with the visitor in mind from the planning/booking stage through to their arrival, experience and departure.

Planning / Booking

Operators should:

- Make a commitment to promote other attractions and services in the region.
- Offer the visitor clear and comprehensive information and planning tools.
- Have responsive websites and online content that are well-designed and informative.
- Have booking, reservation, and online payment abilities.
- Communicate accessibility requirements.
- Have ability to communicate dietary restrictions - e.g., allergies, etc.
- Ensure accurate, up-to-date food experience information is promoted on website and social media channels.
- Have business listings that are accurate and up-to-date in the Newfoundland and Labrador Tourism Operator Portal (NLTOP).



Sense of Arrival

The property, tour, event, or location of the food experience should feel rooted in the community, and be regularly maintained, including beautification, landscaping, and on-site maintenance, and have:

- Attractive welcome signage and curb appeal.
- Signage is maintained and updated, including appropriate font size and colour contrast.
- Adequate on-site, well-lit parking area, with full accessibility and verified parking.
- Ample lighting at entrance and on grounds.
- Frontline staff should be warm, attentive, well-groomed, and informative, ideally having completed customer service training. Conversations with staff can have a positive impact on the visitor's first impression.
- Access to free wi-fi.
- Cleanliness is paramount.
- Comfortable, clean, attractive furniture and décor.
- Interior of facilities should be well-maintained, clean, and free of clutter and tripping hazards.

Experience

Reflect the destination's local characteristics by connecting the visitor with quality fresh, local, contemporary, and traditional foods and foodways (e.g., food in culture, traditions, history, local food stories), and should:

- Have menu items which reflect the food culture of an area, and a sense of place.
- Offer engaging, multi-sensory experiences that involve visitors in hands-on food activities (e.g., food preparation and harvesting).
- Highlight the spectacular natural settings, heritage, and cultural landscapes through the stories of food.
- Demonstrate ongoing commitment to frontline training in customer service and interpretation (i.e., servers are well-versed in local food traditions).
- Have branded on-site signage and clean washrooms.

Departure

Encourage repeat visits, traveller feedback (on sites such as TripAdvisor), and sharing of stories, photos, and videos through social media channels with: **#ExploreNL**



Have Questions?

John Angelopoulos
 Manager of Sector Development
 Tourism, Culture, Industry and Innovation

JohnAngelopoulos@gov.nl.ca

709.729.4518