



# Culinary Trails & Tours: **Trends & Global Best Practices**



# AGENDA

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## PART 1

Welcome & Introduction

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## PART 2

Trends in Culinary Tourism

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## PART 3

Best Practices

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## PART 4

Culinary Trails: Global Examples



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# TRENDS IN CULINARY TOURISM



# CUSTOMERS ARE LOOKING FOR EXPERIENCES THAT ARE...



## **Hands-On**

Get everyone involved: cooking, foraging, etc.



## **Authentic**

Show how the locals really live and eat.



## **Eco-Friendly**

Reduce environmental impact.



## **Tech-Powered**

Leverage digital tools to add to the experience.



## **Transformative**

Change the way they see the world.





# TOURS & TRAILS: BEST PRACTICES



A top-down view of a black ceramic bowl filled with a creamy soup. The soup contains large chunks of pink salmon, yellow potatoes, and orange carrots. A sprig of fresh green dill is placed on top. The bowl sits on a light-colored, textured cloth napkin. In the background, there is a wooden cutting board with several slices of round bread. To the right, a bunch of fresh green herbs is visible. In the bottom right corner, a small wooden spoon holds white salt crystals. The entire scene is set on a rustic wooden surface.

Stay focused.



A photograph of two men walking away from the camera through a lush, green field. The man on the left is wearing a light-colored, long-sleeved button-down shirt, dark jeans, and a light-colored baseball cap. The man on the right is wearing a dark-colored, long-sleeved button-down shirt, dark jeans, and a dark baseball cap. He is carrying a long-handled tool, possibly a pitchfork or a similar agricultural implement, over his shoulder. The background is a dense, green landscape with trees and foliage, suggesting a rural or agricultural setting. The lighting is soft and natural, with a slightly hazy or overcast sky.

**Make the producers the heroes.**



A photograph of a loaf of bread and a slice topped with salmon and avocado on a wire rack. The loaf is on the left, showing a cracked, flour-dusted crust. The slice on the right is topped with a layer of white cream, green avocado, and a generous portion of pink salmon, garnished with a green chive. The entire scene is set against a dark, textured background.

**Keep it real.**





Show the process.





**Make it easy to share.**



# GUIDED VS SELF-GUIDED ROUTES



Have an easy-to-follow website.



Communicate with the producers.



Stay up to date.





# TOURS & TRAILS: GLOBAL EXAMPLES



# The Dumpling Trail

Richmond, BC, Canada

Type: Self-Guided

<https://www.visitrichmondbc.com/food-drink/the-dumpling-trail/>





# Taste Porto

Porto, Portugal

Type: Hybrid

<https://tasteporto.com/>





# Gourmet Overnight Hideaway

Swedish Lapland

Type: Overnight

<https://www.winerist.com/wine-tours/sweden/-/gourmet-overnight-hideaway-package-in-swedish-lapland>







# VIDEO: FLIGHT ACROSS THE TOP OF CANADA





# QUESTIONS



# THANK YOU!



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