AGRO AND CULINARY TOURISM
GETTING TO THE NEXT LEVEL

Ena Harvey
Management Coordinator - Caribbean & Agrotourism Specialist
Presentation Outline

• Definitions and Trends in Culinary Tourism
• Destination Readiness Index for Culinary Tourism
• The Culinary Traveller
• Visitor Expectations
• The Caribbean as a Culinary destination – current status
• Opportunities
• Getting to the Next Level
Culinary Tourism Trends
One of the Fastest Growing Segments

• 60% of American leisure travellers indicate that they are interested in taking a trip to engage in culinary activities within the next 12 months

Travel enthusiasts are willing to pay big bucks for insider tips, immersive cooking classes, wine and agricultural experiences, as well as authentic cultural exchanges.
Definition of Culinary Tourism

• Culinary tourism includes any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects the local, regional, or national cuisine, heritage, culture, tradition or culinary techniques.

Ontario Culinary Tourism Association
“Rooted” in Agriculture and the Rural Sector

- Fruits, vegetables, meats, fish and seafood all come from the land and the sea.
- Gastronomic tourism helps to increase rural revenue sources and improve income levels and employment of local labour (especially women)
“...All travelers eat and drink

... Therefore food and drink have a greater ability to make long-lasting memories than any other kind of tourism experience ....”

Eric Wolf - President, International Culinary Tourism Association Publisher, FoodTrekker.com
A Valuable Development Tool

When done properly, culinary tourism tells the story of the heritage, the people and the landscape of a geographic area.

It reflects 'place', enriches experiences, and can be a valuable tool to boost economic, social and community development.
Goals of T&T Mango Festival

- Stimulate the development of rural cottage industry in Trinidad and Tobago
- Bring national attention to food systems development
- Highlight the contribution of rural communities to national economic development
- Promote economic opportunities, through the sustainable use of the mango
Economic Impact of Food Tourism in Canada

- Food and wine (beverages) are vital components of the tourism experience and are increasingly being seen as travel motivators in their own right.
- Eating local food has a 3:1 impact on local economy (Local Food Plus).
- Consuming Ontario wines has an 11:1 impact (Wine Council of Ontario).
- The average Culinary Tourist spends double that of a generic tourist (Ryerson University Study).
What it’s worth to Scotland

The industry-led organisation Scotland Food and Drink aims to create an industry worth £10 billion by 2017. Food tourism will play a vital role in meeting this ambitious target; in association with the wider industry.
Culinary Travel – More than just restaurants

A culinary traveler’s agenda may include:

• Food markets, farm markets, farm stands.
• Tours of artisanal farms, wineries, dairies.
... more than just Restaurants

Tours of commercial kitchens, food-related factory tours

Food-focused specialty shops, ranging from gourmet shops to cookbook stores

Lectures or demonstrations conducted by a local chef
... more than just Restaurants

- Lectures or demonstrations conducted by a local chef
- Organized food tours, or do-it-yourself food tours, such as following a wine, a beer trail, or a food-related trail
- Cooking classes or schools
- Food fairs, festivals and other special events.
AN ENTIRE WEEK DEVOTED TO CUISINE AND FINE DINING.

- Enjoy a Cocktail Reception Meet & Greet Photo Opportunity with Celebrity Chefs
- Receive Special In-Suite Gifts
- Private Dining Experience with Celebrity Chef in our Specialty Restaurants
- Take a VIP Behind the Scenes Tour of our Private Galley
- Sample Appetizers in a Private Tapas Welcome
- Savor Succulent Vintages in a Special Wine Tasting Event
- Attend a Question & Answer Session with Celebrity Chef and Ship's Executive Chef and learn Cooking Tips from the Pros
- Receive a Special Kit with Photos, Recipes, Menus and Guest Chef Signature
- Take Home a Commemorative Epicurean Discovery Apron & Chef's Hat
LAX Los Angeles Airport on Verge of Opening Its Own Farmers' Market – Terminal 5

A spin-off of 77-year-old Los Angeles tourist attraction at Third and Fairfax, the LAX market will sell vegetables, fruit, snacks and drinks from some of its mother market’s longtime merchants,
At Shanti Maurice Nira resort in Mauritius, guests can schedule a visit to Grandma's Kitchen - an interactive dining experience with the grandmother of a resort staff member cooks authentic local dishes and shares her recipes with the guests.
Enrica Rocca, the ‘Cooking Countess’ herself is a chef and restaurateur who was born in Venice and knows the best markets in the city from which to select provenance for your gastronomic feast.
Tourists increasingly want foods which emphasise the heritage and culture of a place, which assist the preservation of traditional forms of agriculture and cultural heritage.
Groups that provide growing markets for food tourism

- **DINKS:** Double Income No Kids.
- **SINKS:** Single Income No Kids.
- Both Dinks and Sinks: younger people, between 25 and 35 years of age, no children, affluent.
- **Empty Nesters:** parents whose children have flown the family nest. Between 45 and 55 of age, well educated, high disposable income.
- **Boomers:** members of the baby boom generation in the 1950s.
- **Divorcees:** searching for new partners and subsequently will take prospective partners out for dinner and away for romantic weekends.
Trading Up

• Consumers spend a higher proportion of their income on prepared food, gourmet products, specialty foods, eating out and on food items with some form of health or ethical benefits

Our most popular hot sauces are available: Ass Kickin'--Original, Roasted Garlic, Wasabi, Cajun; Hot Sauce From Hell; Devil's Revenge; Spontaneous Combustion
Japan totally reinvents McDonald’s with its Ebi Filet-O (shrimp burgers), Koroke Burger (mashed potato, cabbage and katsu sauce, all in a sandwich), Ebi-Chiki (shrimp nuggets) and Green Tea-flavored milkshake!

Glutinous rice patty in McDonald’s China
Fresh, Nutritious, Local, Green

• Award Winning Restaurant chain owned by a collective of American family farmers owns
• Sourcing fresh products from family farms, ranches, and fisheries across the United States.
• Celebrate and share the longstanding connection between farmers and their historic stewardship of natural resources.
Environmental Standards and Ethical Trade

Culinary traveler behaviour reflects support for global growth of trends in buying locally and seasonally; increase in organic food market share; fostering a low carbon footprint; and overall desire to eat healthier (even while traveling)
Tips for Travel Agents

• Given consumers’ increased sensitivity to healthy dining while traveling, travel agents should always look to incorporate fresh produce and seafood options into client’s itineraries.

• With the increased global consumer interest in tea, British Tea (in Plantation Houses), or in Herbal Gardens

• Research opportunities in advance of meeting with clients
Caribbean Food Made Easy

Caribbean cookery series in which passionate food enthusiast Levi Roots travels around Jamaica and across the UK showing how to bring sunshine flavours to your kitchen
The Multi-Cultured Consumer

Cultural Tourism DC Day
at Whole Foods Markets
WEDNESDAY, FEBRUARY 3, 2010
10 AM TO 8 PM

<table>
<thead>
<tr>
<th>Cultural Tourism DC Day at Whole Foods Markets</th>
<th>Mediterranean 38%</th>
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<tbody>
<tr>
<td></td>
<td>Latin, other than Mexican 33%</td>
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<tr>
<td></td>
<td>Indian 31%</td>
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<tr>
<td></td>
<td>Italian 23%</td>
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<tr>
<td></td>
<td>Spanish 21%</td>
</tr>
<tr>
<td></td>
<td>Middle Eastern 21%</td>
</tr>
<tr>
<td></td>
<td>Thai 18%</td>
</tr>
<tr>
<td></td>
<td>Caribbean 18%</td>
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<td></td>
<td>Greek 15%</td>
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Taste of the Caribbean and Jerk Festival
- Hartford, Connecticut
• **Scotland** is the most prepared culinary destination in the world (ranking 79/100), followed by **Louisiana** (USA, ranking 70/100) and **Ontario** (**Canada**, ranking 67/100)
Destination Readiness Index

- Of the destinations surveyed, Ontario, Canada, had the greatest focus on the agricultural component of cuisine.
The least prepared culinary travel destination surveyed (and the one with the greatest potential for growth) is South Africa (ranking 28/100).
Peru is the only destination surveyed with a dedicated culinary travel page on Facebook: http://www.facebook.com/perumuchogusto.
Characteristics of Culinary Tourists

CULINARY TOURISTS: MORE AFFLUENT

<table>
<thead>
<tr>
<th>HOUSEHOLD INCOME</th>
<th>PARTICIPANTS IN ANY CULINARY ACTIVITY %</th>
<th>PARTICIPANTS IN NO CULINARY ACTIVITY %</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$20,000</td>
<td>3.7</td>
<td>7.8</td>
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<tr>
<td>$20,000 - $39,900</td>
<td>9.0</td>
<td>16.4</td>
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<td>$40,000 - $59,900</td>
<td>13.6</td>
<td>16.5</td>
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<tr>
<td>$60,000 - $79,900</td>
<td>14.9</td>
<td>14.1</td>
</tr>
<tr>
<td>$80,000 - $99,900</td>
<td>12.3</td>
<td>12.0</td>
</tr>
<tr>
<td>≥ $100,000</td>
<td>35.1</td>
<td>17.6</td>
</tr>
<tr>
<td>Not Stated</td>
<td>11.4</td>
<td>15.5</td>
</tr>
</tbody>
</table>

Source: Tams Study 2006
## CULINARY TOURISTS: ACTIVE PARTICIPANTS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>PARTICIPANTS IN ANY CULINARY ACTIVITY %</th>
<th>PARTICIPANTS IN NO CULINARY ACTIVITY %</th>
</tr>
</thead>
<tbody>
<tr>
<td>VISITING HISTORIC SITES</td>
<td>51.2</td>
<td>19.4</td>
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<tr>
<td>SWIMMING IN LAKES</td>
<td>47.9</td>
<td>25.7</td>
</tr>
<tr>
<td>ATTENDING LIVE THEATRE</td>
<td>32.3</td>
<td>11.7</td>
</tr>
<tr>
<td>VISITING GARDENS</td>
<td>25.4</td>
<td>7.7</td>
</tr>
<tr>
<td>GOLFING</td>
<td>23.7</td>
<td>11.7</td>
</tr>
<tr>
<td>GOING TO A MUSIC FESTIVAL</td>
<td>13.7</td>
<td>3.9</td>
</tr>
<tr>
<td>GOING TO A SPA</td>
<td>18.1</td>
<td>3.8</td>
</tr>
</tbody>
</table>

Source: Tams Study 2006
Caribbean Culinary Festivals, Tours and Events

- Antigua – Mango Festival
- Bahamas – Pineapple festival, Seafood and Wine (NEW!)
- Barbados – Taste of Barbados, Oistins Fish Garden, AgroFest Plantation Breakfast
- Belize – Taste of Belize, Toledo Cacao Festival
- Dominica – Creole Festival, Kalinago (NEW!)
- Dominican Republic – Mango Festival
- Guyana – Rockstone Fish Festival
... More Food Festivals
...More Food Festivals
Farm Tours

Anguilla
Hydroponic Farm Tour Guide
by Dr. Howard Resh

CuisinArt
RESORT & SPA ANGUILLA

Suriname

Cacao Tour
1. Hot Chocolate Tasting
2. Planting Cacao Tree
3. Harvest, Cutting and Extraction
4. Fermentation and Drying
5. Chocolate Process
6. Lunch - Theater

Dominican Republic
Farm to Table Projects

“Thinking Global, Acting Local”

• **Bahamas** (Schools in Andros producing tomatoes, culinary herbs for Sheraton... *higher quality than imported* – BAIC, Ministry of Tourism

• **Belize** - Small farmers producing organic peppers and vegetables for San Pedro (Cannot meet demand!) - OAS *Garden to Table*

• **Trinidad** – Lopinot arugula and culinary herbs for Hyatt ...IICA T&T
ITAL Gone Gourmet in Jamaica
Ital Vital To Livity

• Fire Light Gourmet Vegan Restaurant – Chef Ben Tsedek
• King Ital
• Livity Chef Ibby Brissett – Veggie Meals on Wheels
• New Leaf Restaurant
• Ashanti’s Oasis
Crossover and Diaspora cuisine ....

- Café Africa, where a Nigerian chef prepares...
  - *Nzidi Choma* (east African style roasted banana)
  - *Shrimp Akara*
  - Dishes from Zanzibar, Tanzania, Senega, Congo and Benin
  - *Somaki wa Kukuango, Dongo dongo, Wali wa nazi, Kachumbari, Fufu*

- Caribbean Vegetarian Foods
... things to make you go “mmmm..”

Anthony Cumberbatch Does Posh Caribbean at Bubba’s in Tulse Hill

Bubbas Restaurant opened just a few weeks ago, and it’s already making serious foodie buzz all around town. The premise is simple: to redefine Britons’ experience of Caribbean food in a relaxed and friendly atmosphere. At the helm is Michelin-trained Head Chef Anthony Cumberbatch, who has created a menu that reflects a ‘home from home’ experience with a kick: a hearty, refreshing and refined exploration of Caribbean cuisine and a menu peppered with familiar British fare reinterpreted using Caribbean ingredients.
CHTA - Taste of the Caribbean

Provides education and inspiration through seminars, workshops, tastings and demonstrations, created to enhance performance, style and profitability in food and beverage operations.
Opportunities

• Culinary institutes and chef training schools, such as The Culinary Institute of America, the United States' premier culinary college, also offer programs and events for food lovers who want to learn about the local restaurant industry, emerging food trends and food preparation techniques
THE NEXT LEVEL
Caribbean “Melting Pot” Fusion Cuisine at its Best
Learning from the Top Performers

The industry-led organisation Scotland Food and Drink aims to create an industry worth £10 billion by 2017. Food tourism will play a vital role in meeting this ambitious target; in association with the wider industry.
Goals for Food Tourism in Scotland

Our aim is to maximise the potential of the relationship between food and tourism by helping businesses recognise the commercial opportunities available when they offer a quality Scottish food experience.

Improve the profile of Scotland as a destination where visitors can experience high-quality, locally produced food.

Provide business development support in food preparation, menu development and food services.

Investigate supply chain issues and provide potential solutions which will facilitate the use of locally sourced Scottish produce.
Ontario Tourism Alliance

OCTA Vision

• For Ontario to become the destination of choice for travellers seeking to enrich their understanding of diverse regions and cultures through authentic culinary tourism experiences.

OCTA Mission

• Help build and sustain regional identities, agricultural resources and food supplies
• Provide opportunities to develop new tourism products and experiences
• Become a way in which we share our stories and tell them with pride.
10 Success Criteria... how do we rank in the Caribbean Region?

1. Leadership
2. Market-ready or near-market-ready culinary products and resources
3. Destinations with good access from key origin markets
4. Culinary tourism resources distinctive to the region
5. Destination with multiple culinary tourism experiences
6. Sufficient market intelligence
7. Integrated strategy
8. Partnership and Community-based collaboration
9. Financial support and performance measures
10. An effective destination marketing organization
Endorsements by Caribbean Icons
Who Else?

• Rihanna promoting “Vita Coco” flavoured coconut water

“ I grew up in Barbados – so when Vita Coco approached me to help develop a new flavor, I thought we should combine the natural coconut water with fresh tropical fruits – two of my favorite things... It tastes so delicious and reminds me of home!”
THE NEXT LEVEL

• Caribbean has all of the ingredients for success
• Now need to package the offer...
• LINK THE MARKETING TO THE PRODUCTS
• AND
• By working toward better coordination at the regional level and designing incentives locally, each Caribbean country could offer something distinctive