



ADVANCING CULINARY TOURISM IN ONTARIO

2009 Binational Tourism Summit on April 30th/May 1st





Today's Agenda

- Defining culinary tourism
- Ontario Culinary Tourism Strategy and OCTA history and mission
- Top 10 success factors for a culinary tourism region
- Future of OCTA and culinary tourism





ONTARIO CULINARY TOURISM DEFINED:

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





OCTA Ontario
Culinary Tourism
Alliance

 Ontario

Canada 

AC Agricultural
AC Adaptation
Council 





VISION

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

MISSION

- Help build and sustain regional identities and agricultural resources and food supplies.
- Present opportunities to develop new quality tourism products and experiences.
- Become a way in which we share our story and tell it with pride.





1. Leadership
2. Market-Ready or near market ready culinary products and resources
3. An integrated strategy
4. Partnership and community-based collaboration
5. Financial support and performance measures
6. Destinations with good access from key origin markets
7. Sufficient market intelligence
8. Distinct culinary tourism resources that convey messages about and experiences of the culture of the region
9. Destination with multiple culinary tourism experiences
10. An effective destination marketing





OCTA Next Steps

- Research on Education and Training related to culinary tourism
- Industry consultation sessions
- Assisting emerging regions
- Various trade events
- Enhancing networking forum (www.ontarioculinary.com)
- OCTA Summit – Nov 9, 2009
- Identify new partnerships
- Education and training





Discover what's on our table!

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