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Promoting Canada Internationally through Wine and Food

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Introduction



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- Culinary diplomacy, gastrodiploamacy and wine and food tourism
- What does the world know about Canadian wine and food?
- Best practices/case study of a successful wine and food destination

Culinary Diplomacy



- Traced back to the Romans who made peace with their enemies over a meal
- Subset of cultural diplomacy, which is a subset of public diplomacy
- *easiest way to win hearts and minds is through the stomach*
- Use food and the table to convey messages, tell a nation's story, brand image

Gastrodiplomacy



- Sharing a country's cultural heritage through food,
- Broad public policy and diplomatic efforts to disseminate information on a country's cuisine or culinary culture to convey a positive world view
- Used successfully by middle powers such as Thailand, South Korea and Peru to increase trade, economic investment and tourism
- Edible branding is linked to tourism, food and wine tourism promotion

The Bourdain effect: food and drink as a key hook for travel



- Food gives the tourist a “sense of place” (Hall, 2003)
- Tourism is big business (US\$1.5 trillion industry)
- In Canada, revenues from international tourists were \$20 billion in 2016
- Approximately 1/5 of spending (\$3.56 billion) by international travellers is on food and beverages (Statistics Canada)
- Canada as more than the 4 “M’s”: Mounties, maple syrup, mountains and moose

Canadian Cuisine: Beyond Maple Syrup, Salmon and Icewine



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- Myth of needing a national cuisine (many countries are a mix of regional cuisines - France, Italy, China)
- Challenge of communicating a well defined image of Canadian cuisine or drink
- Smorgasbord of cuisines transported from around the world
- “cool climate cuisine”, game, the north and aboriginal food
- Regional cuisines based on Canadian ingredients
- White, rose, cool climate reds, sparkling *and* sweet wines

Will travel for wine and food



Food and Drink Tourism



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- Not new but growing in importance
- An eclectic term and phenomenon, covering a myriad of tourist experiences
- Many terms: food tourism, culinary tourism, wine tourism, drinks tourism, gastronomic tourism, special interest tourism, gourmet tourism, foodways tourism, cultural tourism.....
- Pursuit of unique and memorable eating and drinking experiences
- Local food and drink of growing importance and relates to/as a reaction to increasing globalization and standardization

Definition of Food Tourism



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“Visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production regions are the primary motivating factor for travel”

(Hall and Mitchell, 2001)

“The pursuit and enjoyment of unique and memorable food and drink experiences, both far and near.”

(World Food Travel Association 2016)

Food Tourists



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LEISURE TRAVELERS



Have taken an overnight trip or a trip of at least 50 miles (80km) from home in the past year

Over half of all respondents take pictures of food when they travel (60%) and share travel experiences on social media (61%) on at least half of their trips



59% Of respondents believe that food and beverage is more important when they travel than it was 5 years ago

72% Of respondents consider themselves knowledgeable about food & drink

47% Of respondents shopped for food at local grocery or gourmet stores

45% Of respondents participated in at least 5 different types of culinary activities



81% of respondents learn about food & drink when they visit a destination

81% believe eating & drinking help in understanding the local culture



ALL TRAVELERS



70% of respondents were motivated by friends to visit a destination, restaurant, bar, or culinary attraction



Over two-thirds of respondents bring back food or beverage products to enjoy at home (71%) and give as gifts (69%)



82% Spend more on food and drinks when traveling than when at home, and this number was even higher for Culinary Travelers

Purchase food & drinks at home they first encountered on a trip

62%

83% Respondents believe that food & beverage experiences help to create a lasting impression of a destination

83%

93% Participated in a unique food or beverage activity while traveling in past 2 years

93%

TOP FOODIE BEHAVIORS



(Gourmet is a clear minority at only 18%)

GEN XERS & MILLENNIALS

Millennials are most likely to use reviews on websites or apps



52% of Generation X and Millennials are Culinary Travelers, compared to 42% of Boomers



Gen Xers, & Millennials were most likely to bring back food and/or beverage products from their travels



AMERICAN TRAVELERS

Culinary Travelers account for about 47% of American Leisure Travelers, but 61% of leisure travel expenditures

61%

Culinary Travelers spend about 48% more per trip than other Leisure Travelers who live in the United States



Leisure Travel Expenditures



Culinary Travelers



Culinary Travelers



Leisure Travelers

Definition of Wine Tourism



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“Visiting vineyards, wineries, festivals and wine demonstrations to taste grapes/wine and/or to experience the attributes of a wine region being the main reasons for the visit”

(Hall 1996, 2000)

“...travel related to the appeal of wineries and wine country, a form of niche marketing and destination development, and an opportunity for direct sales and marketing on the part of the industry”

(Getz, 2000)

Wine tourism in Canada



- Canada is viewed as a major wine tourism country for an emerging wine region, similar to Croatia, Greece, Austria, Hungary and Romania (Thach and Charters, Best Practices in Global Wine Tourism 2015)
- Canada has a mature and established wine tourism infrastructure with a critical mass of wineries clustered in each region, well sign-posted wine routes and market ready products and resources (cellar-door tastings, restaurants, hotels, off-season festivals + events.
- Regional winery associations provide extensive and wide-ranging online and print information with trip-planning tools, annual travel guides, maps and mobile apps
- Provincial and Destination Marketing Organizations placing a greater emphasis on food and wine programming to capitalize on the growing interest in wine and food travel by high yield travelers and increase revenue streams by combining wine and food with culture, adventure travel, golf or skiing, to name just a few examples

Benefits and Challenges of Wine and Food Tourism



Benefits:

- \$\$\$ for the region
- Increased cellar door sales (most lucrative for wineries) and restaurant visitation by high-value tourists
- Enhanced regional and business (winery/resto image) image and recognition
- Extension of tourism season (Niagara Icewine Festival)

Challenges:

- Collaboration between DMOs, associations, government
- Regulatory and environmental issues
- Traffic congestion
- Financial support
- How to measure success?

Case Study: Food and Wine Tourism in Australia



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- Research conducted in 15 of Australia's key tourism markets showed that 'great food, wine, and local cuisine' is now a major factor in holiday decision making, ranking third (at 38%), ahead of world class beauty and natural environments (at 37%)
- Australia's world class nature and lifestyle are key motivating factors for tourism - many only discover the food and wine while visiting
- Of those who had never visited Australia, only 26 per cent associated Australia with a good food and wine offering
- For those who had visited, Australia ranked 2nd for its food and wine experiences (60%) after France and ahead of Italy
- Visitors from China, USA, France, India, Indonesia, Malaysia the UK and South Korea ranked Australia as the number one destination for food and wine

Narrowing the perception gap: Restaurant Australia



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- In 2014 Tourism Australia launched a \$10 million campaign based on the idea of Australia being the world's greatest restaurant,
- "Restaurant Australia is all about bringing together the incredible stories of our people, place and produce to demonstrate to the world that every day, unique and exceptional food and wine experiences are being served-up in remarkable locations, and then sharing these stories through the creation of rich and compelling content," (John O'Sullivan, MD Tourism Australia)
- Tourism marketing efforts combine the Australian food and wine experience with Australia's climate and natural beauty to draw tourists outside to enjoy the finest flavours with a backdrop of spectacular natural landscapes and stunning cities
- Australia's wine and food story is underpinned by seven pillars that bring to life the culinary experience: the wine, the people, food and wine trails, produce, restaurants, experiences and events.
- "We want to win over their hearts, minds and their stomachs so that the dream of visiting Australia becomes reality," (John O'Sullivan)

Australia: Campaign Highlights



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- Focus on highlighting the most unique food and wine experiences available in remarkable locations
- Ethnic diversity has produced one of the most exciting and multicultural cuisines in the world, with chefs, winemakers and producers who revel in the creativity of a food and wine culture not bound by centuries of tradition
- Extensive campaign included events, social media, public relations, advertising and content marketing activities
- Food and wine businesses asked to submit their stories and use the #restaurantaustralia to capitalise on Tourism Australia's online platforms
- Eating goes beyond the plate - it's the produce, people and places that make Australia unique - show tourists catching their own lobsters, seafood picnics on the beach, drinking wine from our vineyards and dining under the stars
- Local and international celebrity chefs on board to catch the attention of the world stage

Australia - the results



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- According to 2016 numbers, international tourists spent 21.1% more on food and wine experiences. Visitor spend on food and wine in 2015 grew by \$493 million year-over-year, resulting in culinary-themed purchases now accounting for over 20% of total spend.
- In terms of wine tourism, more than 960,000 foreign arrivals visited a winery in Australia during their visit in 2015, representing a year-on-year increase of 37%.
- Tourism Australia created an enormous library of online content to support the Restaurant Australia messaging
- Content showcases Australian movie star Chris Hemsworth, Aboriginal culinary activities, aquatic-style cuisine in emerging coastal destinations, a pop-up restaurant helmed by Denmark's celebrity chef René Redzepi, etc.
- Use of user-generated content (UGC) on Tourism Australia website which includes but is broader than food and wine to show aquatic and coastal experiences, other aspects of Australia, including natural wildlife

Growing Canadian Wine and Food Tourism



- Destination Canada, the federal destination marketing organization, is responsible for the international marketing and promotion of Canada as a tourist destination.
- Food and drink tourism is a pillar in their content marketing efforts and is one of five themes featured within their new website format, as well as promoted across other social channels, which includes food and drink-focused posts and integrates drink and food into other content on the site, like city guides and top 10 lists on their US consumer facing website.
- 2017 launch for request for proposals on making Canada a top destination for tourists seeking world-class culinary experiences by Minister of Small Business and Tourism and as part of Canada's New Tourism Vision and the commitment to work with the tourism and food industries to develop a national culinary tourism strategy.

What do tourists know about Canadian food and wine?



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- Destination Canada research from 2017 on understanding perceptions of US and UK travellers on food/drink tourism show that Canada is not typically top of mind as a food/wine tourism destination due to lack of exposure, lack of a national cuisine
- Those familiar with Canada give it top marks for delivering fresh food and great dining experiences
- Interest in wine and craft beer tours though Canadian wine and beer and available experiences are still relatively unknown
- Influence of social media is important with posts by friends/family influencing/inspiring travel plans

Positioning Canadian food and wine tourism



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- “traditional” foods you can only find in Canada
- Regional dishes and ingredients
- Fresh, local ingredients prepared by local chefs
- Unique food/drink products/experiences that harness/highlight the expected nature and scenery with unique food/wine based experiences (outdoor dining, winery tours)
- You need to trust what you eat - food quality and safety

Inspiration and Ideas

