




Hello!

Bonjour, Aniiin.

A clear blue plastic container filled with fresh blueberries, sitting on a forest floor surrounded by green foliage and pine needles.

Join me in acknowledging
the significant contributions
of Indigenous communities
to tourism, where ever
you are and come from.

A CASE STUDY FROM SOUTH EASTERN ONTARIO

Storytelling, done deliciously.



Hi, I'm Gabby.

I travel across the country telling Canada's delicious food stories from coast to coast to coast for the Culinary Tourism Alliance.

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**You can also try carrier pigeon but this has mixed results*



OUR 2022 TRIP TO SOUTH EASTERN ONTARIO

In 2022, The Culinary Tourism Alliance went on a 4-day content trip to collect delicious stories and media from South Eastern Ontario.

- 22 stops
- >5 photos per stop
- In-market stories and feed posts
- 7 blogs
- Social media ads
- Market-ready video



THE HIGH-LEVEL RESULTS

- 204,117 Impressions
- 9889 interactions + engagements
- 2498 link clicks + ad taps
- 57,588 video plays

So - why did this work and what can we learn?



WHO IS THE FOOD-FOCUSED TOURIST?

In short, everyone. There's one thing people do three times a day when they travel no matter what and that's **eat**.

- Foodies
- Food-Connected Consumers
- Agritourists
- Wine/Beer Tourists
- All other travellers



A collage of Mediterranean dishes. In the top left, a wooden board holds several triangular pita breads topped with a green herb mixture. Next to it is a white bowl of hummus with a silver spoon. To the right, a white plate features several golden-brown falafel balls resting on a bed of green lettuce. In the bottom center, a white plate with a scalloped edge contains a fresh salad of sliced cucumbers, tomatoes, red onions, and crumbled feta cheese, garnished with fresh basil leaves. A silver spoon is placed in the salad. The background is a dark, textured surface.

TOP CONTENT TIPS

SHOW DON'T TELL.

This applies to writing, videography and photography.



The cookie was delicious.



The cookie was crunchy on the outside
but when you bit in, the melted
chocolate chips made it ultra-gooey.

ENGAGE THE SENSES.

Our mind goes to flavour
but what does it look,
smell and even sound like?
Does it evoke a particular
memory?



PEOPLE MAKE PLACE.

People are key to the story! Taking the time to get to know your local storytellers is key to creating meaningful and engaging content because they are 100% unique to where you are. In short, they make the magic happen.



September 29, 2022 by [Gabrielle Mueller](#)

3 WOMEN DRIVING THE FOOD SCENE IN SOUTH EASTERN ONTARIO

South Eastern Ontario's food scene is growing. From Alexandria all the way down to Gananoque you'll find craft ciders, farm [...]

[Continue Reading >](#)

AN ITINERARY SHOULD HAVE FOUR STOPS MAX PER DAY.

Don't overdo it.

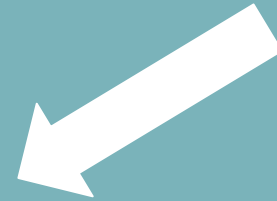


DON'T OVER PROMISE. OVER DELIVER.

Phrases like, “the best ever” and “amazing” set unrealistic expectations.



To some, this raisin butter tart might be the best ever. To others, raisins in butter tarts are an abomination.





**BEE MARKET-
READY FOR BUZZ-
WORTHY CONTENT**

CELEBRATE PARTNERSHIP.

There's nothing travellers (especially food-conscious ones) like more than a local partnership.



BE TRANSPARENT.

Where are your ingredients from?
What do you do that's different?



TELL YOUR STORY (ONLINE + IRL)

Some easy prompts:

- How, when, why did you start?
- What are you passionate about?
- What are your brand values?

Weave these into a nice story and if you need help, give me a shout!



MAKE IT EASY FOR THE TRAVELLER

Is the following info easy and up-to-date?

- Your hours and location
- Your Google listing
- Your website
- Social media handles
- DMO + RTO web page listing



DON'T OVER-DELIVER TO CREATORS.

Content creators can be really great and we know it's tempting to provide them with exclusive experiences at your business.



BE WELCOMING AND WORK ON YOUR SUSTAINABILITY JOURNEY.

- Work hard to create a safer space for all.
- Reduce waste.
- Talk about and actively participate in better work environments for your employees.

Don't just talk the talk. Walk the walk.





QUESTIONS?