

## Simple Ideas to Get Involved in Culinary Tourism Provided by Finger Lakes Visitors Connection

1. Serve or sell Finger Lakes Wine or increase the choices of Finger Lakes Wines to serve and sell. Train your staff to promote these wines.
2. Purchase and use locally grown products in recipes and promote that you do so on your menus!
3. Partner with our local accommodations to create an overnight package with a culinary theme.
4. Add a culinary twist to an existing event or better yet have a culinary event. As an example: pick a period in time in our area and highlight “how the Granger’s would have eaten”. What Dr. Foster would have promoted as healthy foods?
5. Add a “featured” recipe from a local chef or celebrity to your newsletter. If you have a chef – get him/her some publicity. Get him/her out in the public – people love “knowing” the artist behind food.
6. Submit your favorite recipe and wine pairing to the Canandaigua Wine Trail’s Sips and Savors cookbook. [pat@visitfingerlakes.com](mailto:pat@visitfingerlakes.com)
7. Retailers: Highlight the locally grown/made products that you sell, feature a locally grown section on the shelf and promote that you do!
8. Get involved with Culinary Bounty and highlight “culinary bounty” entrees and choices on your menus. [www.fingerlakesculinarybounty.org](http://www.fingerlakesculinarybounty.org).
9. Attend the Finger Lakes Institute, April 6, 2006 to hear guest speaker, Eric Wolf, president of the International Culinary Association. Info at [www.fingerlakes.org](http://www.fingerlakes.org).
10. Work in partnership with others to develop culinary trails or themed itineraries and activities for groups to participate in and or individuals to follow. [www.fingerlakestrails.com](http://www.fingerlakestrails.com)
11. Develop your own “Signature” item. What do you “cook” that you are the only place that you can get it. It is your signature! Are you the only place that you get plaintain chips, instead of regular chips. Do you have a special cookie or dessert item? Stick with the item and promote it as your signature!!!! The word will spread!
12. Name your foods for local “things”. What about a Granger Burger or a Phelps salad? Reinforce our Finger Lakes “sense of place.”
13. Incorporate or consider an educational component to what you do. People love “edutainment!” Make your presentation “a show!”
14. Invite the frontline tourism staff in the area in for a “showing” of your products. These folks are your best ambassadors.

## **Culinary Tourism - White Paper provided by Finger Lakes Visitors Connection February 6, 2006**

Culinary Tourism: **It's not** just about eating fancy foods or drinking fine wine. Culinary tourism is a reflection of a sense of place for a region. When you have this "sense" people will travel miles to experience it.

Culinary tourism **is about** creating a memorable experience for the customer/visitor with all types of food, venues, and people!

### **Why do Culinary Tourism?**

- It's weatherproof
- It's year-round
- It's hands-on and personal choice and they are what today's visitors want
- Anyone (who is creative) can incorporate it into their "positioning"
- Customers want to buy "it" at least three times a day!
- You don't need extra infrastructure to develop it!

### **Why do Culinary Tourism Now?**

- A focus on our area due to the NY Wine and Culinary Center opening
- National Trends say that this is "hot!" – just watch T.V. for a while
- NYS is using culinary tourism as their focus this year in PR – you feed us information, we pass this information along to the appropriate parties
- We're featuring it on our website this year and when we are dealing with Travel Writers
- Canandaigua Wine Trail's publication of Sips and Savors will bring attention to this area again in May and throughout the year.

### **Informational resources for Culinary Tourism**

Finger Lakes Visitors Connection, 25 Gorham Street, Canandaigua, NY 14424

[www.visitfingerlakes.com](http://www.visitfingerlakes.com); [pat@visitfingerlakes.com](mailto:pat@visitfingerlakes.com) or [meg@visitfingerlakes.com](mailto:meg@visitfingerlakes.com)

New York Wine and Culinary Center, 800 South Main Street, Canandaigua, NY 14424

[www.nywcc.com](http://www.nywcc.com); 585-394-7070; [alex.gifford@nywcc.com](mailto:alex.gifford@nywcc.com)

Finger Lakes Culinary Bounty

[www.fingerlakesculinarybounty.com](http://www.fingerlakesculinarybounty.com)

International Culinary Tourism Association, Portland, Oregon

Erik Wolf, Director; [www.culinarytourism.org](http://www.culinarytourism.org)