

# Marketing and Promotion of Common Regional Culinary Tourism Products

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September 2024

**Interreg**  
Baltic Sea Region



Co-funded by  
the European Union



RESILIENT ECONOMIES AND COMMUNITIES

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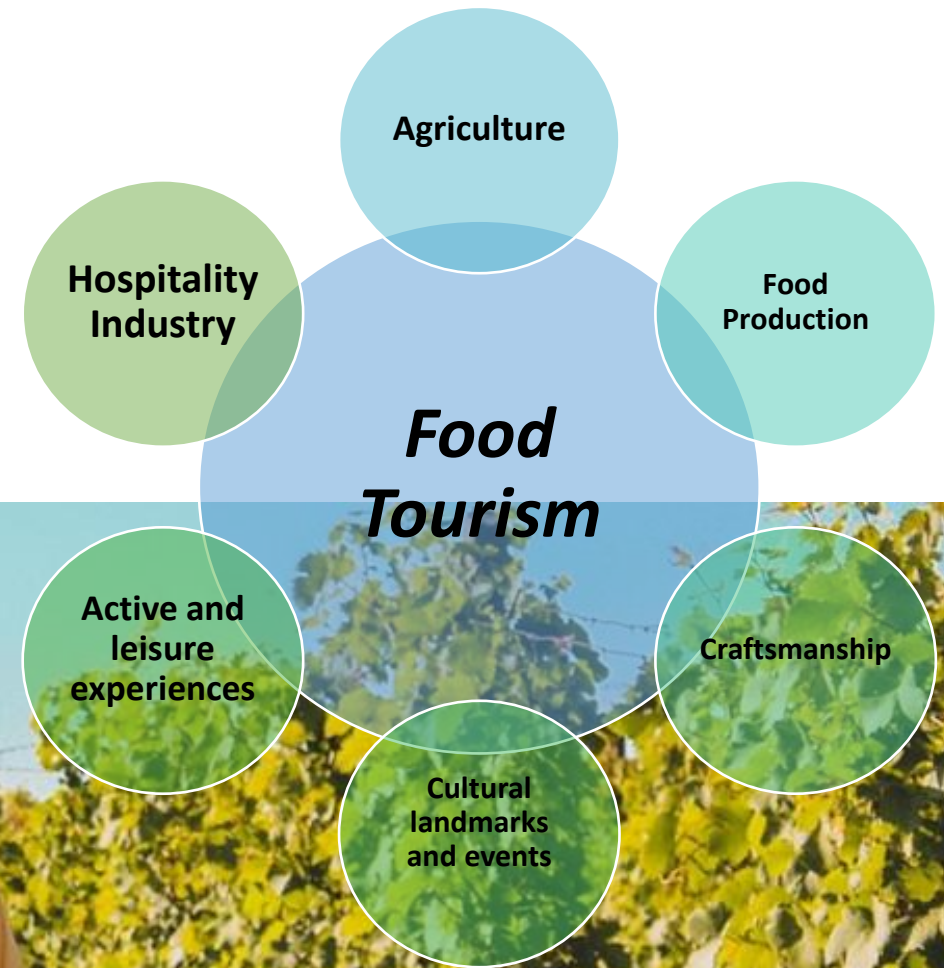
# Marketing and Promotion of Common Regional Culinary Tourism Products

1. **How To Create a Common Food Travel Ecosystem**
2. **Development of Food Travel Destination**
3. **Culinary Tourism Offers:**
  - Complex Culinary Tourism Offers on Online Platforms
  - Food Tourism Offers Sold by Travel Agencies
  - Culinary Tourism Itineraries for Independent Travellers
4. **Setting Up and Managing Food Trails**
5. **Examples Of The Complex Culinary Tourism Offer**
6. **Common Pitfalls in Group Tours**



1.

## How To Create a Common Food Travel Ecosystem



WHY?

- Food experiences are no longer just an add-on to sightseeing or cultural visits; they are central to travellers' decisions when selecting destinations. This shift has led to the rise of food-focused platforms and media, which in turn influence travel behaviours.

HOW?

- The success of culinary tourism initiatives depends on the collaboration of diverse stakeholders, including local governments, restaurateurs, food producers, and tourism agencies. This document emphasises that a unified approach is critical in building a strong, recognisable food tourism identity that can effectively attract tourists.

2.

## Development of Food Travel Destination



### Recognized & Leading

Food experiences may constitute the leading part of package activities.  
Food travel inbound agencies are active in the market.



### Developing

Food experiences may constitute up to half of package activities.  
Food travel agencies from remote emitting markets are active in the market.



### Unknown

Food experiences may constitute limited part of package activities  
No food travel agencies are active in the market

- As culinary tourism grows, regions should aim to first combine food with cultural and active tourism before evolving into a destination where food itself is the primary attraction.
- Establishing a destination as a culinary hotspot takes time and strategic planning. Regions like the Basque Country, Tuscany, and Provence have successfully become leading food destinations
- the journey starts by integrating food experiences as complementary elements of broader travel packages.

Step  
by  
step

# 3. Culinary Tourism Offers

KEY  
QUESTIONS  
...

- Diversified offerings is the key!
- Starting from guided food tours and self-guided itineraries to experiences sold through online platforms.
- The growth of digital platforms has democratised access to culinary experiences, allowing local providers to market their offers to a global audience.
- Travel agencies and tour operators play a significant role in promoting these experiences, especially for multi-day packages and group tours.
- Successful food travel packages often blend food activities with visits to cultural landmarks or active tourism elements.



Who we address our offer to?



What will be the total duration?



Will the experience of culinary tourism be conducted?



How we will sell and promote the offer on the marketplace?

## 4. Setting Up and Managing Food Trails

- Food trails can be developed around specific themes like wines, ciders, traditional dishes, or locally sourced ingredients. The success of such trails lies in selecting authentic and distinctive features that resonate with both locals and tourists.
- Collaboration is vital in managing food trails. From pooling resources to establishing marketing strategies, local entities must work together to create a cohesive experience that enhances the region's appeal.

Prepare an marketing toolkit  
Elect a coordinator and establish a team

Is there a local or regional culinary specialty?

can it be categorised?

Step  
by  
step

Assemble a group  
Select a convenient meeting location  
Establish and collect a membership fee

Are there at least five entities willing to collaborate within the trail?

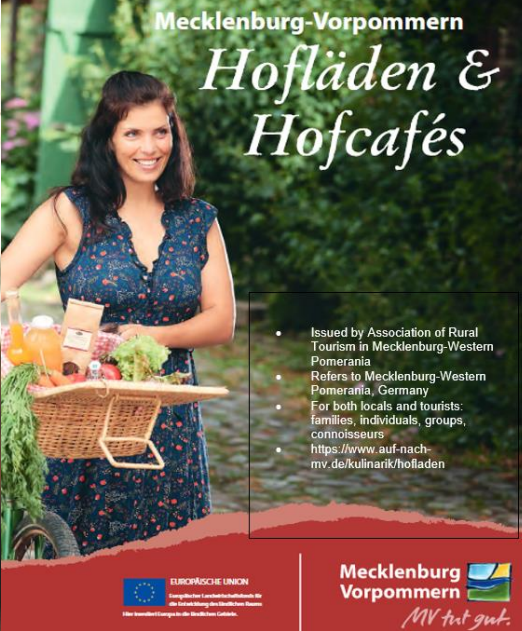
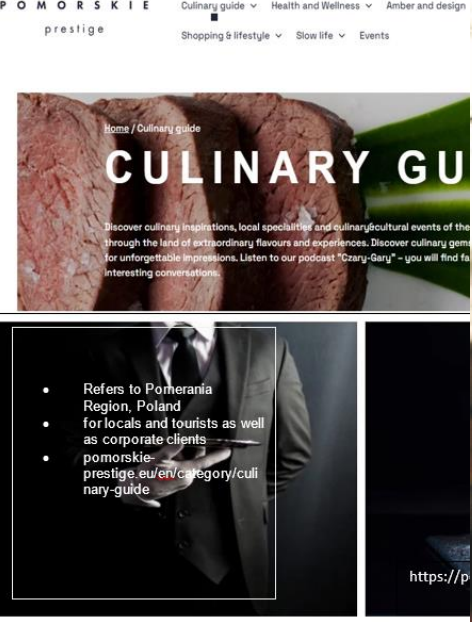
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# Examples Of The Complex Culinary Tourism Offer

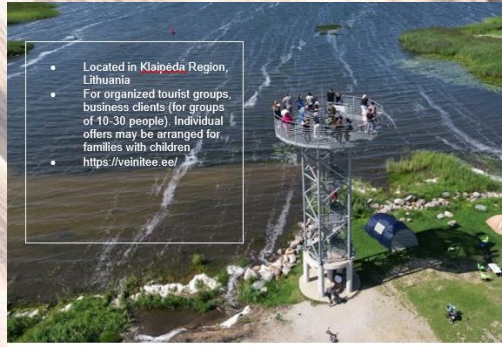
TO INSPIRE

TO SHARE

- Cheese Village – Ostebygda, Norway
- Estonian Wine Trail (Eesti Veinitee)
- Fish Road - Educational Program And Culinary Cruises
- Hofladen- und Hofcafébroschüre farm shop and farm café brochure
- Pomorskie Culinary Prestige



Located Norway, right in the middle, between Oslo and Bergen in Hol  
 Individuals and group tourists can drop by to see how cheese is made and buy a cheese platter with the cheeses from Ostebygda  
 In season open every day (Winter break, Easter, Summer, Spring break and Christmas). Out of season open Friday and Saturday  
[www.ostebygda.no/en/cheese-village/](http://www.ostebygda.no/en/cheese-village/)



# 6.

## Common Pitfalls in Group Tours

To avoid common mistakes when planning group culinary tours one should:

- include minimising travel time between sites,
- avoiding overly rigid schedules,
- ensuring authentic, safe, and engaging experiences for participants

Key points

Arrival

Duration

Schedule

Authentic experiences

Safety

Visits

Food

End of day



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Thank you! BASCIL