



FOOD TOURISM MARKET READY CHECK LIST

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1 ATTRACTING & WELCOMING VISITORS

- ☐ Do we have an attractive mobile friendly website, with maps, directions and high quality photos?
- ☐ Do we post our hours of operation and adhere to them?
- ☐ Do we have visible signage and route markers to direct visitors?
- ☐ Do we have a dedicated retail space for customers to purchase our product? Is it inviting?

Play tourist: Step into your business as if it is your first visit. Record your impressions.

NOTES + IDEAS

2 EMPOWERING YOUR STAFF

- ☐ Is there staff present to greet the visitor within seconds?
- ☐ Is our staff knowledgeable and passionate about our products? Do we communicate our story and heritage with pride?
- ☐ Do we offer tastings, field trips and/or service training to educate our staff? Do we invite our suppliers to lead tastings?
- ☐ Do we encourage our staff to promote other "Must Visit" businesses in the region?

Start a friendly competition between your staff to see who can sell the most of a special item. Winner gets dinner at a local restaurant or tour of a local craft brewery.

NOTES + IDEAS

THE FOOD TOURISM CHECKLIST

3 TELLING YOUR STORY

- ☐ Do we offer a unique "taste of place" that is an authentic expression of the region?
- ☐ Is our unique story and "taste of place" evident to the visitor, online and in person?
- ☐ Do we serve local food and/or beverages?

Chalk it up! Use a blackboard to share your seasonal specials and promotions.

- ☐ Does our retail space offer products from the region? From Saskatchewan?
- ☐ Do we promote where our ingredients/products are sourced from?
- ☐ Do we call out the specific growers and producers we work with?

Providing more information about a supplier, ingredient or product will build your credibility in the eyes of your customer.

- ☐ Are we making the most of the food/drink available to us locally?
- ☐ Do we promote our partnerships within the local food community?

NOTES + IDEAS

THE FOOD TOURISM CHECKLIST

4 ENRICHING THE VISITOR EXPERIENCE

Become a triple threat — offer your customers chances to taste, tour and take away.

- ☐ Do we offer tastings and samplings on our property?
- ☐ Do we have educational signage?
- ☐ Do we offer any classes or educational opportunities?

Ask for help. Partner with other businesses to provide these experiences. overcome capacity issues and leverage their unique skills. Bonus — the consumer loves collaborations.

- ☐ Do we offer entertainment?
- ☐ Do we host any tours? Do we participate as a stop on a tour?
- ☐ Do we host any events on-site?

POTENTIAL PARTNERS

NOTES + IDEAS



THE FOOD TOURISM CHECKLIST

- ☐ Are we active on social media? (Facebook, Twitter, Instagram...)
- ☐ Are we active on social review sites? (TripAdvisor, Yelp, Booking.com...)
- ☐ Do we display our social media handles on-site and encourage customers to tag/share their experience?
- ☐ Do we offer incentives, run contests or promotions?
- ☐ Do we ask our customers for feedback and suggestions for what they would like to see at our business?
- ☐ Do we participate in off-site events? Do we promote this involvement?

Go content crazy! Enlist your staff to write for your business' blog. Share customers' photos on your website. User-generated content lets you do more story-telling and increases consumer engagement.

