
FOOD TOURISM

A Practical Marketing Guide

John Stanley and Linda Stanley

Contents

About the Authors	ix
Contributors	xi
Foreword	xiii
Preface	xvii
PART I: FOOD TOURISM AND THE TOURIST	
1 Introduction	3
What is Food Tourism?	3
Consumer Awareness of Food Tourism	5
Key Drivers of Culinary Tourism – A Consumer Perspective	5
Key Drivers for Food Tourism – A Farmer Perspective	8
Food Tourism Development	10
Food Tourism Challenges	16
Perception is Truth	16
Should a Business be in Food Tourism?	17
Should the Public be Allowed on Your Farm?	19
Developing a Culinary Tourism Strategy and Action Plan	20
References	21
2 The Changing Tourist	24
Introduction	24
Understanding Today’s Consumer	26
What is Local?	27
What are Food Tourists Doing?	28
Engage with Children – They Are Your Future	30
Getting To and Around a Region and its Culinary Facilities	32
References	36

PART II: FARM PRODUCE AND AGRITOURISM

3	On-Farm Marketing and Activities	41
	Introduction	41
	Farm Gate Sales/Roadside Stands	41
	Pick Your Own/U Pick	42
	Farm Shops or Farm Markets	45
	Grow the Unusual	61
	Rare Breeds	63
	Fish Farms	66
	The Farm as a Classroom	67
	Cooking or Culinary Schools on the Farm	67
	Long Table Dining on the Farm	70
	Vineyards	70
	Bakeries	71
	Butchers	71
	Farm Delis	73
	Cheese	74
	The Labour Challenge – it Could be WWOOFers	75
	References	75
4	Off-Farm Marketing and Retailing	77
	Introduction	77
	Pop Up Everywhere and Anywhere	77
	Box Schemes	79
	Consumer Cooperatives	80
	Farmers' Markets/Farm Markets	81
	Night Markets	99
	General Food Markets	100
	Christmas Markets	100
	Community Gardens	101
	Open Kitchen Gardens	103
	Victorian Walled Gardens and Potagers	103
	Urban Orchards/Community Orchards	104
	Foraging	105
	Providores/Specialist Food Retailers	106
	References	108
5	Agri-Entertainment or Agri-Tourism	110
	Introduction	110
	Agri-Entertainment Activities	113
	On-Farm Entertainment Activities	115
	Off-Farm Entertainment	121
	Icon Food Tourism – The Giant Pineapple to Gillie Racing	129
	Traditional Crafts, Foods and Cooking Techniques	130
	Food Factories and Museums	133
	Old-Fashioned Candy Stores	133
	Further Information for Agri-Tourism	134
	References	136

6 Accommodation	138
Introduction	138
Hotel Accommodation	139
Bed and Breakfast	140
Farm Stay	142
Glamping	142
Country Houses	144
References	145

PART III: FOOD TOURISM – THE WIDER PICTURE

7 Independent Garden Centres and Nurseries	149
Introduction	149
The Value of Independent Garden Centres to Food Tourism	151
Nurseries	152
References	153
8 The Food Offer	154
Introduction	154
Where do Food Tourists Start?	154
Present-Day Food Tourism	156
Restaurants	157
Culinary Tourists Want To Eat Local	160
Coffee – Make it Easy	164
On-Farm Restaurants	165
Pop Up Food Offers	165
Food Trucks	166
Street Food	166
Field Kitchens	167
Food Tourism Cluster Food Offers	168
Chinatown	168
‘Comedy of Errors’ Restaurants	169
Picnics and Food Hampers	170
Food Trails	171
References	176

PART IV: MARKETING AND THE FUTURE

9 Marketing	181
Introduction	181
Developing a Tourism Product	183
Your Marketing Strategy	185
Interruption versus Permission Marketing	188
Market Your region	190
Market to Your Community	191
Developing Marketing Tools	193
Interruption Marketing	194

Distribution Points for Information	202
Permission Marketing	203
Social Media Marketing Tools to Help Grow Your Business	206
Where to Start	218
References	218
10 The Future of Food Tourism	220
The Golden Opportunity	220
Food Tourism Accreditation	221
The Future Will Include the Past	224
References	225
Appendix 1: Culinary, Retail and Tourism Terms	227
Appendix 2: 51 Ways to Promote Your Culinary Business to the Local Community	229
Further Reading	231
Index	233

About the Authors



John and Linda have been involved in the food industry sector for many years. Apart from owning a consultancy and conference speaking company they also own a sweet chestnut farm in Nannup in the south of Western Australia. This means that when they are not on the road working with clients they are managing 1100 sweet chestnut trees.

Linda has been involved in setting up Kalamunda Farmers Market and the Kalamunda Community Garden, which are located on the outskirts of Perth in Western Australia.

John has often worked with the farm associations around the world and is a regular speaker at farm-related conferences, especially where farmers are developing tourist operations.

Both John and Linda have written a number of books relating to retailing and especially perishable retailing.

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