

A workshop designed for those interested in developing culinary tourism in Alberta

Culinary Tourism: The Hidden Harvest

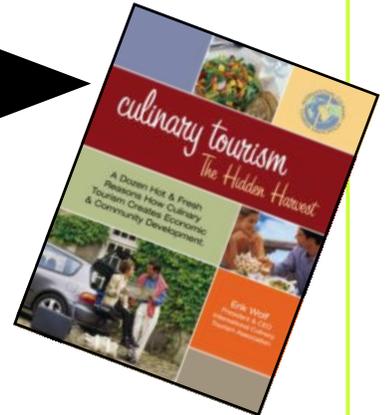
Join us on **February 12** as Erik Wolf, President of the **International Culinary Tourism Association**, takes us on a tantalizing journey to develop culinary tourism in Alberta! **Erik Wolf** is regarded as the founder of the culinary tourism industry.

Take this **one-day workshop** and learn:

- The required ingredients of culinary tourism.
- Culinary tourist demographics.
- Examples of businesses and destinations that successfully use food/beverage to increase visitor numbers and/or sales.
- Local food products and destination branding.
- Benefits to key stakeholders.
- Why restaurants cannot develop culinary tourism alone.
- Importance of "big" and "small" business partnerships.
- How to develop culinary tourism where few resources exist.

You'll also have the chance to start building a **sustainable culinary tourism strategy** for your area and/or business.

Check this out!



> Registration includes the book
Culinary Tourism: The Hidden Harvest

Date: February 12, 2008

Time: 8:30 AM - 4:30 PM

Location: Infusion Catering,
Bragg Creek, 23 Balsam Ave.
(30 minutes west of Calgary on Highway 1, south on highway 22, take main entrance into town).

Registration: Deadline is February 1. Turn over for more information.

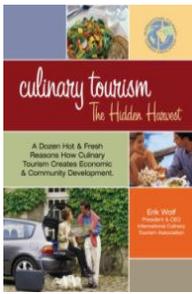
www.culinarytourism.org



Did You Know?

- Nearly 100% of tourists dine out when traveling.
- Culinary tourists are "explorers".
- Culinary Tourism is a tool for economic and community development.
- Culinary Tourism is inclusive and represents any type of food, beverage and travel experience that is unique and memorable, no matter where it takes place.

Aussi disponible en français



Culinary Tourism: The Hidden Harvest Registration Form

First Name: _____ Last Name: _____

Company Name: _____

Product/Service: _____

Address: _____

Town/City: _____ Province: _____ Postal Code: _____

Phone: _____ Fax: _____

Email Address: _____

Space is limited. Book early to avoid disappointment.
All fees are per/person. All Fees include GST.

BRAGG CREEK Tuesday, February 12th, 2008
Infusion Restaurant 23 Balsam Ave Bragg Creek

\$55.00 x _____ = \$ _____

Final registration deadline is February 1st, 2008

TOTAL PAID \$ _____

METHOD OF PAYMENT

Cheque Visa Master Card

Make Cheques payable to: Camrose Regional Exhibition

Cheque Number: _____

Credit Card Number: _____

Expiry Date: _____

Card Holders Signature: _____

COPY & MAIL TO: Jennifer Filip, Camrose Regional Exhibition, Box 1418, 4250 Exhibition Drive, Camrose AB T4V 1X3
Phone : 1-800-296-8112 / Fax: 1-780-672-8140

For more information visit www.exploredirect.ca



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