



CULINARY TOURISM FORUM

Wednesday 17th March 2010, Chapel Hill The Retreat
Presented by Erik Wolf, International Culinary Tourism Association

Erik Wolf is recognized internationally as the founder of the culinary tourism industry. He has more than 20 years of experience in travel marketing and has worked with many countries and regions to develop their culinary tourism strategies.

A popular speaker internationally, Erik is considered the go-to culinary tourism resource for media globally and is a member of the International Association of Culinary Professionals and Slow Food.

Erik has accepted an invitation from the Winemakers Federation of Australia and the South Australian Government to present two forums in SA. These highly informative sessions will provide SA food and wine tourism stakeholders with tangible tools to develop a culinary tourism offering that competes globally.

Presentations will include:

- Overview of the Association
- Definition of Culinary Tourism
- Culinary Tourism and Branding your destination
- Creating your Culinary Tourism Community
- Benefits of Culinary Tourism to key stakeholders
- Creating your Culinary Tourism Toolbox
- World's best (& worst) practices in Culinary Tourism
- Interactive session (mission, goals, vision, SWOT in brief)

Where: Chapel Hill The Retreat, Chapel Hill Road McLaren Vale

When: 10.00 am – 12 noon Wednesday 17th March 2010

Cost: \$22 p/person inc. morning tea



Government of South Australia
Primary Industries and Resources SA



Please complete the RSVP & Payment slip and return to Sarah Davidson, McLaren Vale Grape Wine & Tourism
PO Box 169 McLaren Vale SA 5171 or fax on (08) 8323 9332 (tax invoice provided upon request after payment)
Questions or further information call Elizabeth Tasker on (08) 8323 8999

Organisation: _____

Name: _____

Contact no: _____

Enclosed is a:

Cheque for \$22 (incl. GST)

Bank Deposit/EFT (BSB 065 169, Account 10066778)

Please charge \$22 (incl. GST) to my:

Visa

Mastercard

Cardholder: _____

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