



Presented to
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Organization
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Food Routes & Trails

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My Background

Hotel Management
Teaching
Research & Branding





FOODTRAVEL MONITOR 2020

WORLD FOOD TRAVEL ASSOCIATION

**The world's largest & most comprehensive
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GLOBAL EDITION

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What is a food trail or food route?

- A collection of producers?
- An itinerary for visitors?



Examples

- **North Carolina Oyster Trail**
 - <https://ncoysters.org/oyster-trail/>
- **North Georgia Farm Trail**
 - <https://www.gafarmtrail.com/>
- **Downtown Phoenix Urban Ale Trail**
 - <https://dtphx.org/aletrail/>
- **North Coast Food Trail**
 - <https://northcoastfoodtrail.com/>
- **Texas Whiskey Trail**
 - <https://texaswhiskeytrail.com/>

Types of Trails

- Trail Map or Guide → do it yourself
- Routes → suggested itineraries
- Guided Trail → an escorted tour
- One-time Events

Independent

Trail Map
/Guide



Itineraries



Fully Guided

Guided
Trail (Tour)



Trail Map or Guide



Itineraries



Guided Trails / Tours



One-time Events



Can you do all of them?



Establishing a Trail

- Get stakeholders together
- Identify a common theme
- Identify common outcomes
/ goals



Themes

- Relevant to visitors
- Representative of the area
- Enticing



Be honest with yourself

- Why do visitors come to your destination?
- Set realistic expectations

Participants/Members

- Farms
- Farmers Markets
- Breweries, Wineries, Distilleries
- Producers (Chocolate, Coffee)
- Retail
- Landmark Restaurants/Bars
- Tours/Experiences
- Fisheries
- Cooking Classes



Possible outcomes / goals

- Get visitors to a particular region (not an individual producer)
- Establish your destination as a culinary (or beverage destination)
- Teach visitors about local culture & heritage
- Encourage positive interactions between visitors & producers
- Provide an enjoyable and memorable experience
- Increase sales of local products
- Encourage future sales of local products



Member commitments

- Pay dues
- Maintain a safe & sanitary environment for visitors
- Maintain customer service standards
- Produce and promote local products
- Join in public events

Commit to consistency

- Display consistent signage
- Maintain consistent hours
- Promote other trail businesses
- Display brochures / logos
- Collect data





Branding: Be Clear



What if multiple producers / growers / suppliers make the same product?

Examples

Kentucky Bourbon Trail:

<https://kybourbontrail.com/>

Placer County Wine Trail:

<https://placerwine.com/>

California Cheese Trail:

<https://cheesetrail.org/>

Suggested Itineraries

Example: Driving tour options from California Cheese Trail:

<https://cheesetrail.org/tours/>

Malt Whisky Trail itineraries:

<https://www.visitscotland.com/see-do/food-drink/whisky/speyside-malt-whisky-trail-itinerary/>

Don't limit the experiences

<http://midcoastcheesetrail.com/>

Combines cheese tours with breweries & other food/drink attractions

Practical considerations

- Signage
- Interpretive panels
- Languages





Expand your offerings

- **Multi-day itineraries**
- **Private tours**
- **Advanced tours**

Alternate Transportation

- Walking tours
- Biking tours



Guided Tours

- Bologna Italy





Distribution / Direct Sales

- **Tour Companies**
- **Hotels**
- **Vouchers**



Events

- **Special events**
- **Off-season events**
- **Local events**
- **Smaller producers**





Gamification

- Passports
- Competitions
- Rewards
- 3 examples:
 - Concord Taco Trail: <https://www.visitconcordca.com/eat-drink/taco-trail/>
 - Sacramento Beer Frontier: <https://sacbeerfrontier.com/>
 - Tri-Valley Beer Trail: <https://visittrivalley.com/beer-trail/>

A row of Skyline Ranch pomegranate juice bottles is displayed on a black table. The bottles are arranged in a line, with some in the foreground and others receding into the background. The labels are colorful, featuring the brand name 'SKYLINE RANCH' and 'POMEGRANATE JUICE' along with various flavors like 'POMEGRANATE', 'WHITE BALANCE', and 'POMEGRANATE & VANILLA'. The background shows a blurred outdoor setting with people sitting on a bench.

Food & drink souvenirs

- For here or to go?
- Is it packaged for travel?
- Can you merchandise at other tourist sites?
- Can you find it again when you get home?



Food & drink souvenirs

- Leverage known products to sell lesser-known products
- Use this food & drink to differentiate yourself from other destinations

A glass of Estrella beer and a cheese board on a wooden table. The glass is filled with a dark beer and has a white head of foam. The cheese board is on a dark slate and features several types of cheese, including a wedge of white cheese, a wedge of blue cheese, and several sticks of yellow cheese. There are also some bread slices and nuts on the board. The background is a wooden table.

Onsite Experiences

- Create a unique guest experience
- Estimate the visit time
- Promote other sites
- Showcase & merchandise local products
- Collect data
- **Create a memory (“talk trigger”)**
 - See the book *Talk Triggers* or <https://www.talktriggers.com/>

Tasting is not enough

- Some may not even care about food
- **Social motives:** Spending time with friends & family
- **Cultural motives:** Generating cultural capital
- **Educational motives**
- **Entertainment motives**





Let your guests
indulge



**Make it
instagrammable**



**Create a social
environment**



**Combine food with
other culture**



Key ideas

- Create a strong theme
- Have clear branding
- Make it easy for businesses
- Make it easy for visitors
- Make it fun for visitors
- Track your progress



Thank you!

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