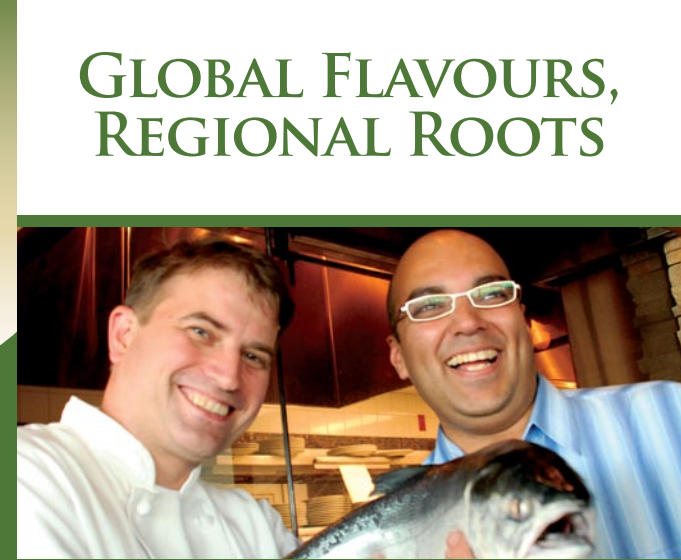




EXPERIENCE THE BEST TASTES IN BRITISH COLUMBIA



GLOBAL FLAVOURS, REGIONAL ROOTS

WHAT IS CULINARY TOURISM?

Culinary Tourism explores and celebrates local food and drink-related experiences that reflect the uniqueness of a local culture and destination.

Consistently rated one of the top three favoured tourism activities, cuisine targets the growing trend of “experiential tourism” in which travelers are increasingly interested in culture-based, interactive experiences. In fact, nearly 100% of visitors dine out while traveling. Culinary Tourism BC is helping to guide these visitors to the best tastes in British Columbia.

In British Columbia, this culinary tourism experience is rooted in regional ingredients that offer locals and visitors a unique opportunity to “taste the province.”

Indeed, more and more travelers are interested in experiencing a destination through its cuisine – blending travel with education about local food, wines and farms.

And as British Columbia prepares to welcome the world in less than two years, there has never been a greater opportunity to spotlight our province’s passionate chefs, exemplary restaurants and diverse foods and beverages to help create positive and long-lasting culinary tourism experiences... for the world.

YOUR 2010 OPPORTUNITY

Region to region, the 2010 Olympic and Paralympic Winter Games provides a phenomenal, once-in-a-lifetime opportunity for BC cuisine.

For 27 days in February and March, BC will be on centre stage – broadcast, featured and showcased in images and stories around the world, from the biggest cities to the smallest villages.

For BC cuisine, it’s time to step up to the plate – alongside BC’s spectacular scenery, award-winning wines and natural wonders – in celebrating and promoting our exceptional culinary offerings.

For more information on Culinary Tourism BC and the accreditation process, visit www.culinarytourismbc.com or call 604.575.4944.

DID YOU KNOW?

- ❖ Cuisine is a saleable tourism experience
- ❖ Cuisine is rated as one of the top three favourite activities of visitors.
- ❖ Nearly 100% of visitors dine out while traveling.
- ❖ The higher the dinner bill, the more likely the patrons are tourists.
- ❖ Visitors to BC consistently spend more than 28% of their tourist dollars on cuisine-related activities and experiences.
- ❖ Cuisine is part of the growing “experiential tourism” trend as it’s a culture-based, interactive experience.

CULINARY TOURISM BC

www.culinarytourismbc.com



CELEBRATING CULINARY TOURISM

Region to region, British Columbia presents exceptional culinary tourism experiences.

From Vancouver Island to the North and the Lower Mainland to the Kootenay Rockies, British Columbia's fertile valleys and deep oceans offer locals and visitors with positive and long-lasting impressions of all that our province has to offer.

The link between cuisine and tourism is a natural one – as dining is an integral part of any journey and the most memorable experience for travelers.

Bridging cuisine and tourism, Culinary Tourism BC is a leader in developing, maintaining and promoting a preferred culinary tourism brand and program in the province – and highlights the diverse culinary experiences across British Columbia.

Culinary Tourism BC also celebrates the province's acclaimed chefs and restaurateurs who work with local farms, vintners and artisans to create uniquely BC culinary experiences.



GET RECOGNIZED FOR YOUR CULINARY EXCELLENCE

Throughout the year, and through select criteria and an esteemed accreditation program Culinary Tourism BC actively champions, highlights and promotes the province's varied accredited restaurant and culinary experiences.

- Does your restaurant promote fresh and seasonal BC foods and beverages?
- Do you source products from local farms and producers?
- Do you understand and exceed your customers' expectations?
- Are you committed to minimizing the environmental impact of your business operations?

If you answered yes to these questions, you may be eligible to participate in the Culinary Tourism British Columbia (CTBC) accreditation program.

How? Simply go to www.culinarytourismbc.com to download your nomination form and discover the many benefits of accreditation.

Are you a BC Culinary Tourism destination? It's time to seize this opportunity – and get recognized for your culinary excellence!



BUILDING BETTER BUSINESS

As the first and only program of its kind in the world, Culinary Tourism BC's accreditation program offers restaurateurs an opportunity to grow their business by capitalizing on the ever-expanding culinary tourism sector.

TOP 5 REASONS TO BE A PART OF THIS PROGRAM:

- Link with Tourism BC, which offers a gateway to nearly 5 million visitors each year.
- Unique profile on the Culinary Tourism BC website, including information and engaging photos to help attract new patrons.
- Opportunity to participate in exclusive programs and partner promotions.
- Recognition of your establishment in providing exemplary BC cuisine experiences.
- Raise awareness of your establishment and grow your business.

Interested? Go to www.culinarytourismbc.com for more information, including:

- Full details on how to become accredited
- Special and unique profiles of other accredited establishments
- Current industry news and updates
- Upcoming industry events – and much more!

Visit www.culinarytourismbc.com today to get accredited, get recognized and grow your business!



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