



CULINARY TOURISM FORUM

Tuesday March 16th 2010, Seppeltsfield

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: Seppeltsfield Winery Dining Hall, Seppeltsfield Rd
When: 10:00am - 12noon
Cost: \$22 p/person inc. morning tea



Please complete the RSVP & Payment slip and return to Ashleigh Fox, Regional Development Australia Barossa
PO Box 767 TANUNDA SA 5352 or fax on (08) 8563 3584 (tax invoice provided upon request/receipt of registration)
Questions or further information call Ashleigh Fox on 85 633603 or email ashleigh.fox@bld.org.au

Organisation: _____

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Enclosed is a:

Cheque for \$22 (incl. GST)

Money order for \$22 (incl. GST)

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