

## REGISTER NOW!

Register at <http://www.culinarytourism.org/newengland>.

### INFORMATION AT A GLANCE

DATE & TIME 8:00AM—6:00PM  
APRIL 18, 2007

### VENUE



Publick House & Historic Inn  
On the Common, Route 131  
Sturbridge, MA 01566-0187  
Phone: 1-508-347-7323  
Fax: 1-508-347-5073  
[www.publickhouse.com](http://www.publickhouse.com)

### AUDIENCE

The target audience for the symposium is food, beverage and tourism professionals, primarily from all states in New England, although those outside of New England are certainly welcome as well. Professionals from any industry, as well as consumers, students and the media, are also welcome to attend. There are no entry restrictions.

### PRICES

<b>ICTA Main Course Members/Strategic Partners (Levels 2/3)</b>	<b>US\$ 249</b>
<b>ICTA Members—Tasting Menu (Level 1)</b>	<b>US\$ 299</b>
<b>Non-Members</b>	<b>US\$ 299</b>
<b>Students (full-time, accredited only, ID required)</b>	<b>US\$ 129</b>

### MEDIA

Accredited journalists may apply for discounted registration on a limited basis—please contact us at +1(503)750-7200 or [media@culinarytourism.org](mailto:media@culinarytourism.org).

### LODGING

In an effort to keep our registrations as low as possible, we have not prearranged any special lodging rates. We might recommend the Publick House as the most convenient lodging option or one of the many local B&Bs.

### QUESTIONS?

If you have questions about the Symposium or registration, please contact Teri Joly at +1(503)750-7060 or [teri@culinarytourism.org](mailto:teri@culinarytourism.org).



**RHODE  
ISLAND**

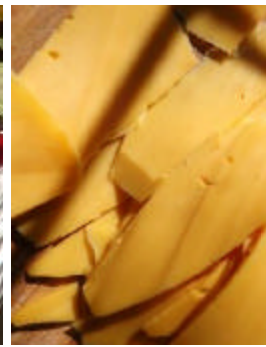
Photos © HAAP Media Ltd, courtesy of SXC hu

# New England Culinary Tourism Symposium

Presented by the International Culinary Tourism Association  
& the Rhode Island Tourism Division

**April 18, 2007**  
**Publick House & Historic Inn**  
**Sturbridge, Massachusetts**





## DEVELOPING NEW ENGLAND'S CULINARY PRODUCT: CAPTURING NEW REGIONAL VISITORS

[8:00-9:15AM]  
CULINARY TOURISM: THE HIDDEN HARVEST  
**Erik Wolf, President & CEO,**  
**International Culinary Tourism**  
**Association, Portland, Oregon**

Bam! Culinary Tourism is hot! Food is an attraction - just like a museum, and food and drink are the most overlooked components of the visitor experience. Every traveler eats and drinks, and consequently, the ubiquity of that behavior is something that travel industry marketers usually overlook, largely because we all take eating for granted. Culinary Tourism is an important new industry that weds two related but distant hospitality cousins — foodservice and tourism. Hospitality businesses have an underexplored opportunity to make a significant impression on visitors with unique and memorable dining experiences. Attend this session to find out what to do to get your slice of the pie!

[9:15-10:15AM]  
THE ROLE OF CUISINE BRANDING IN TOURISM:  
HOW DO IT AND WHY EVEN BOTHER?  
**Terry Gallagher, Executive Vice President, Lou**  
**Hammond & Associates, New York, New York**  
**Casey Riley, Corporate Executive Chef, Newport**  
**Harbor Corporation/Inn at Castle Hill, Newport, RI**

What does it mean to use place name or product name and *elevate it to brand status*? In other words, what is the difference between clam chowder and New England clam chowder? Maple syrup and Vermont maple syrup? Etc. We will hear from two experts what they do to create a brand cachet for their products and/or clients, and why they even bother in the first place.

[10:15-11:15AM]  
PERFECT PARTNERS—LODGING & CUISINE: HOW  
THE PARTNERSHIP WORKS AND WHY  
**Rick Litchfield, Owner, Captain Lord Mansion,**  
**Kennebunkport, Maine**

Centuries ago, weary travelers would end their day's journey at an inn, where both food and accommodation would be provided. That tradition still lives on in the bed and breakfast/inn (B&B) concept. Today, many B&B's/Inns are much more than a charming place to overnight, and the Captain Lord Mansion is a prime example with its recent distinction of being named one of the top 100 hotels by Conde Nast Traveler. Today's B&Bs are often known for huge gourmet breakfast extravaganzas, gourmet picnic lunches and sometimes even dinner. Some offer special cuisine related tours, such as "Fun for Foodies" and cuisine related partnership packages. We'll hear from one of New England's most respected B&Bs how and why the partnership of lodging and cuisine works.

[11:30AM-1:00PM] LUNCH SESSION  
CONTEMPORARY COLONIAL CUISINE—LOOKING  
BACK, LOOKING FORWARD  
**Annie Copps, Senior Editor, Food, Yankee**  
**Magazine, Dublin, New Hampshire**

What is the foundation of "New England Cuisine"? In this entertaining and fascinating luncheon session, Yankee Magazine senior food editor Annie Copps will share her views of New England regional culinary trends past and present, and the promise she sees for the new "Colonial Cuisine" and the next evolution in the region's culinary tourism marketing.

[1:15-2:15PM]  
PACKAGING CULINARY PRODUCTS FOR THE  
TOUR OPERATOR  
**Jeanne McGurn CTP, The Maine Tour**  
**Connection, Portland, ME**  
**Chris Donnelly, Owner, Sugar Tours/Creative**  
**Culinary Tours, West Dover, VT**

Like them or not, packaged tours have the potential to make a profound impact on the bottom line of your business. When you look at data from wine associations that prove visitors spend much more at a cellar door than in a retail shop, and those sales are pure profit for the winemaker (no middleman needed), you can begin to see that once in a while, a tour bus parked outside is not such a bad thing. Extrapolate what we've learned from the wine industry to your business: cheese, maple products, seafood, local sauces and syrups, and you start to get the idea. Visitors crave what is new and different and everyone eats. Find out how to package your culinary products - whatever they are - so more tour operators will partner with you to include your business and products in their tours.

[2:15-3:15]  
CULINARY TOURISM, DMOS & RESTAURANT  
ASSOCIATIONS: MAKING THE RELATIONSHIP  
WORK FOR YOU  
**Bruce Potter, Director of Member Services,**  
**Massachusetts Restaurant Assn, Boston, MA**  
**Larry Meehan, Vice President-Media Relations &**  
**Tourism Sales, Greater Boston CVB, Boston, MA**

Food is something every visitor does so it stands to reason that food is the most important visitor attraction. Yet, restaurants often don't recognize their role in tourism, and rarely do the chef or manager have the time to think about marketing. Enter the role of the destination marketing organizations (DMOs) and restaurant associations. We'll hear what one DMO and one restaurant association are doing to drive more business from visitors.

[3:30-3:45PM]  
SPEAKERS PANEL  
The day's presentations will undoubtedly have made you think. All speakers who are able to stay will participate in this final panel to answer any last questions you may have.

### [4:00-6:00PM] JOIN US FOR A CULINARY TOURISM MARKETPLACE!

Each registered business/association is eligible for complimentary display table space (approx. 2 feet), for an informal display during the 2 hour marketplace. This is valuable networking time where you can market your business to other attendees. Bring brochures and business cards or small table top displays. We regret that large trade show displays cannot be accommodated. Businesses interested in exhibiting but who have not registered for the Symposium may purchase space as available, please contact the ICTA office for more information +1(503)750-7200.