

CULINARY TOURISM EXPERIENCE DEVELOPMENT STORYTELLING GUIDE

PRE-EXPERIENCE PREPARATIONS:

Are you sending out an email around how participants should dress or prepare for the experience? (e.g. if there is walking involved, mention that they need appropriate footwear, etc.) Are there any safety guidelines or risks that participants need to be aware of? If so, mention these in an email beforehand.

Is there any prep work to do with suppliers/partners beforehand? Are there any contracts or deliveries that need to be set up? (e.g. experiences may require supplies, products, spaces, equipment, etc.)

- List actions
-

Flow of Activities during Experience	Description <i>the customer's movement through the experience and space</i>	Multisensory Elements <i>what participants will see, touch, do, smell and taste during the experience</i>	Key Storytelling Points <i>Stories told both orally and visually. Which medium are you using? Who is telling the stories?</i>	Marketing Opportunities <i>Purchase options; referrals to trails/tours, other businesses, products, experiences in the region, etc.</i>
Arrival <i>Where and who will they connect with to start the experience?</i>				
Greeting <i>How are you making the visitor feel welcomed?</i>				
Orientation <i>Are you explaining the flow of the experience? Do they need to move to another space, and if yes, how? Are there things they need to know in advance?</i>				
Experience Step 1 <i>Outline each step of the participant journey through the experience (e.g.</i>				

CULINARY TOURISM EXPERIENCE DEVELOPMENT STORYTELLING GUIDE

<p><i>tasting, moving to a new space, a learning opportunity about an ingredient or process, a story about local heritage, etc.)</i></p>				
<p>Experience Step 2</p>				
<p>Experience Step 3</p>				
<p>Experience Step 4</p>				
<p>Opportunity to Purchase <i>Are visitors presented with products to take away or encouraged to leave with a souvenir of their experience? Are they provided with details about how to purchase products online once they return home? Do you sell products from other local businesses?</i></p>				
<p>Referrals <i>Last-minute stories or referrals to other experiences that visitors can have in the region? Any channels you'd like participants to leave a review on?</i></p>				
<p>Departure <i>Final words. How are you communicating the options that</i></p>				

CULINARY TOURISM EXPERIENCE DEVELOPMENT STORYTELLING GUIDE

<i>visitors have to stay connected to your business (e.g. social, online, etc.)</i>				
<p>POST-EXPERIENCE FOLLOW-UP <i>(e.g. newsletter or social media messages on how to order online, invitation to return, exclusive discounts, surveys, etc.)</i></p> <ul style="list-style-type: none"> • List follow-up actions • ... 				