

DESTINATION FOOD

21 MAY 2018

MUSEUM OF SYDNEY



TFE hotels



**TOURISM
UPGRADE**
with *Holly G*



PROGRAM

2018 CONFERENCE
8.30AM - 5.00PM

WELCOME

Holly Galbraith
Tourism Upgrade

GROWING THE GLOBAL APPETITE FOR CULINARY TOURISM

Lisa Ronson
Tourism Australia

ATTRACTING FOODIES WITH USER GENERATED CONTENT

Lucas Luxton
CrowdRiff

HOW A COOKBOOK BOOSTED TOURISM IN REGIONAL QLD

Brenda Fawdon & Chris Sharp
Chef + Author + Photographer

BOOKING TRENDS & OPPORTUNITIES FOR TOURISM OPERATORS

Simon Lenoir
Rezdy

THE POWER OF DESTINATION DINING

Jeanine Bribosia
The Cru

ENGAGING TRAVELLERS BY ELEVATING YOUR CULINARY PROGRAM

Eric Pateman
Edible Canada

PITCHING FOOD TOURISM STORIES TO MEDIA

Joanna Savill, Sarah Oakes and
Michael Rodrigues

CREATING A GRASSROOTS FARM TO PLATE MOVEMENT IN REGIONAL

Rose Wright
Regionality

AUSTRALIAN WINE TOURISM - A CASE STUDY

Sally Cope
Ultimate Winery Experiences

WHAT DOES THE FUTURE OF FOOD TOURISM LOOK LIKE?

Dan Lacaze, James Sweetapple and
Eric Pateman

FOOD + TOURISM + FESTIVALS = SATISFIED VISITORS

Krista Hauritz
Krista Hauritz

THE SECRETS OF BRILLIANT BRANDS

Stuart Gregor
Four Pillars Gin