



Food Tourism: A Piece Of Cake?

International food tourism workshop

SEPTEMBER 27, 2018
RAMADA PLAZA THRAKI HOTEL & SPA
ALEXANDROUPOLIS, THRACE, GREECE

The workshop is organized by:

Respond On Demand Ltd, provides marketing and promotion services to tourism destinations and tourism companies since 2009.

Top Tourism, an urban non-profitable company aiming to materialize and handle activities that will promote Greek Tourism and Greek Culture.

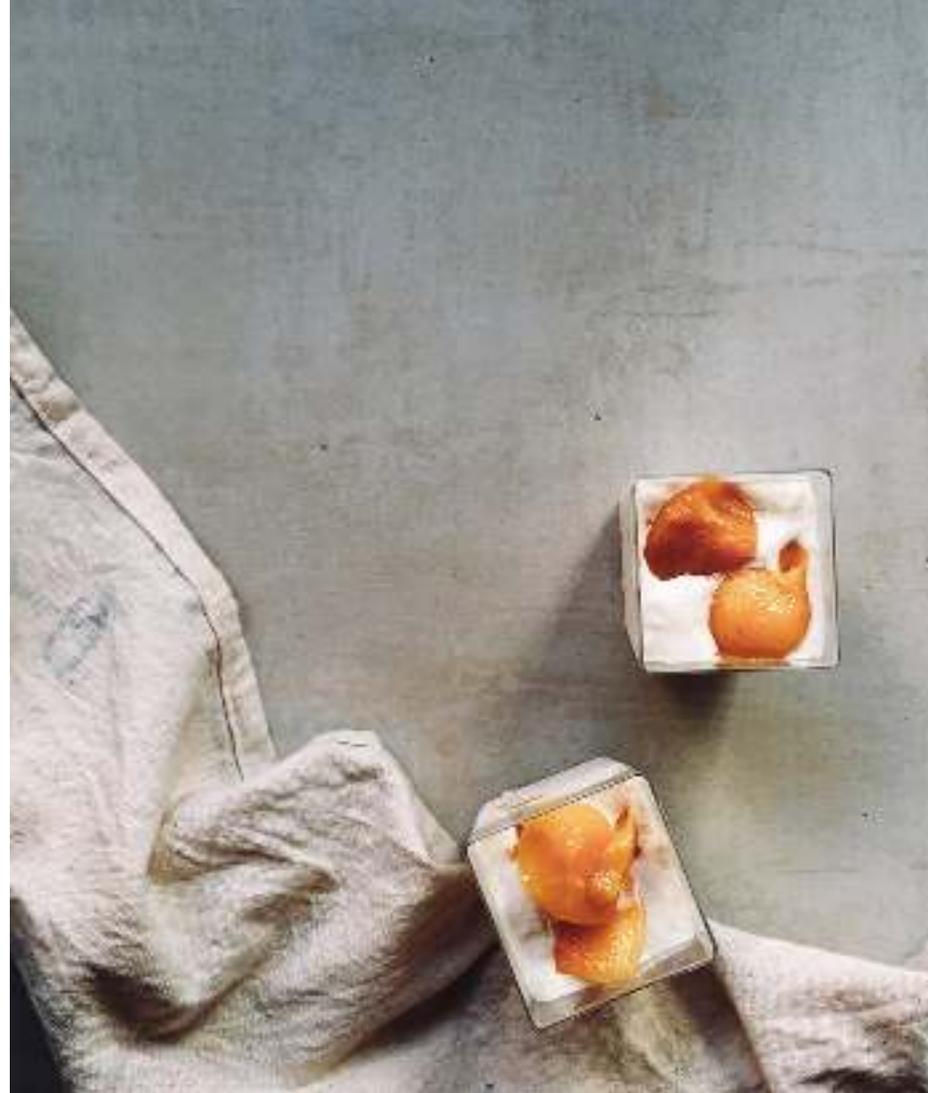
Ramada Plaza Thraki Hotle & Spa



The workshop is organized under the auspices of the World Food Travel Association and its founder will be the key note speaker.



Speakers from Greece and other countries are also invited to share their knowledge and experience.





The main aim of the workshop is to show how the local gastronomy can be combined to the tourism potential of a destination or a private company and lead to a successful tourism product.

The topics of the speeches:

- Connecting gastronomy and tourism
 - Gastronomy tourism: What is it?
 - Definition, implementation and history of Gastronomy tourism in Europe and other continents
 - Success stories in gastronomy tourism in Greece and neighboring East Mediterranean countries – case studies
 - Greek gastronomy tourism
- Particularities, history, implementation, new trends of Greek Gastronomy Tourism



Speakers:

- Professors
Representatives from Food /beverages
production companies
Tourism Companies owners
Chefs
Gastronomy Associations representatives





Attendants:

- Gastronomy opinion leaders from Greece and other countries
- Tourism Companies / hoteliers / tourist guides
- Members of relevant Associations/ Chambers
- State bodies representatives
- Travel Agents involved to food tourism
- Journalists - Food bloggers
- Chefs
- Students in public or private tourism schools





SPONSORSHIPS:



The sponsors will be promoted::

1. To the local community of Thrace
2. To all Greek tourism media - food bloggers
3. To international tourism media
4. To the tourism sector all around Greece (see relative section)
5. To the speakers who are opinion leaders
6. To travel agents in Greece and abroad who are involved to food tourism
7. To a vast international audience through WFTA and Travel Massive (see relative section)



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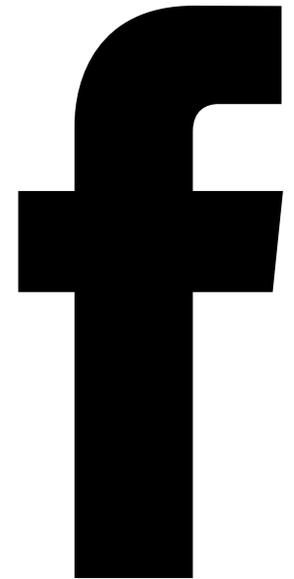
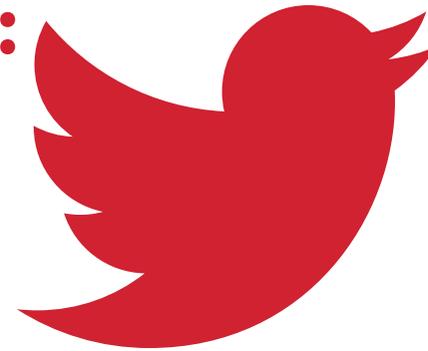
SPONSOR BENEFITS:

- Logo to the official website of the event, to all press releases, to the invitations, to the posters.
- Video (max. 5 minutes) will be presented at the opening ceremony of the workshop
- Info desk at the main entrance of the workshop
- Printed material will be distributed to all attendants
- Five complimentary invitations for the dinner/gala



SOCIAL MEDIA PROMOTION:

One post twice a month to the following:



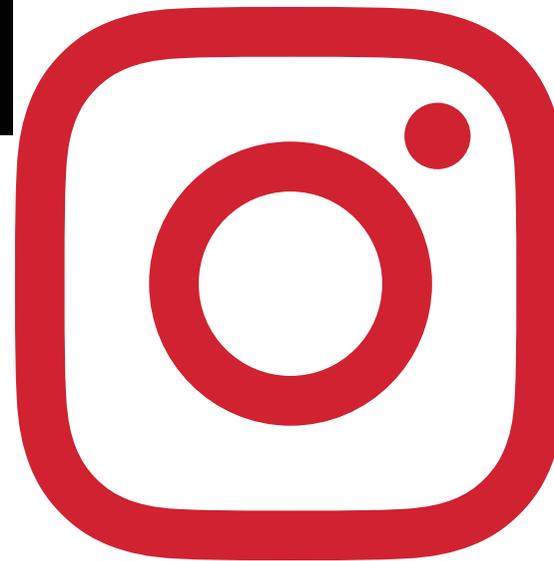
Eat & Drink

Twitter
Greek e-magazines

Sneak Peak Tours

Top Tourism

Mediterranean Food Tourism
Workshop



SPEAKERS TO THE SECTION “SUCCESS STORIES”

Selected entrepreneurs from the
gastronomy tourism present their
successful activity

BENEFITS:

The website of their company will be
presented to the official site of the
workshop

Their name and photo will be uploaded
to the official site of the workshop

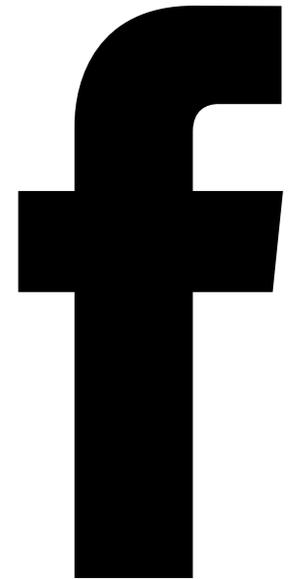
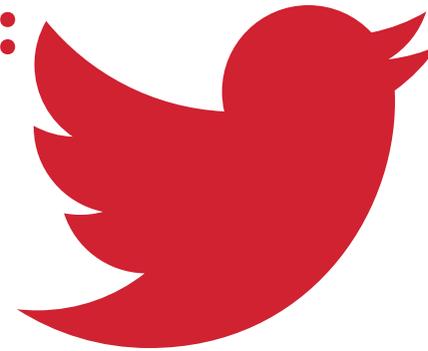
The banner of their company will be
uploaded to the official site of the
workshop

Printed promotional material will be
distributed to all attendants



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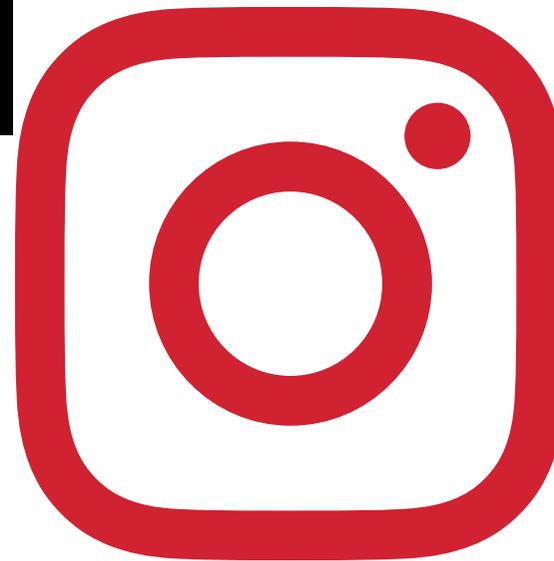
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GASTRONOMY WORKSHOPS

Case studies - Product presentation- Best practices

BENEFITS:

The name of the company will be mentioned to the program of the workshop

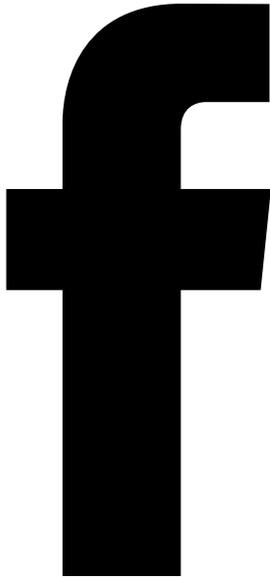
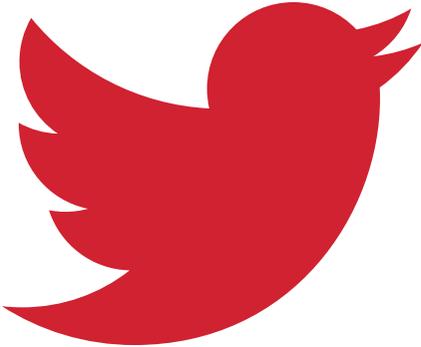
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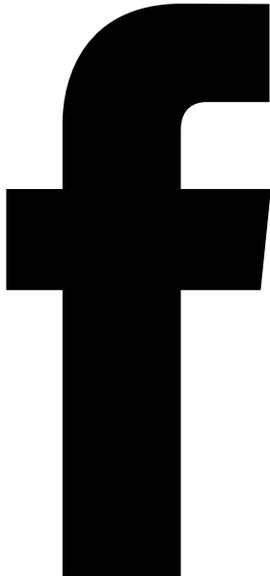
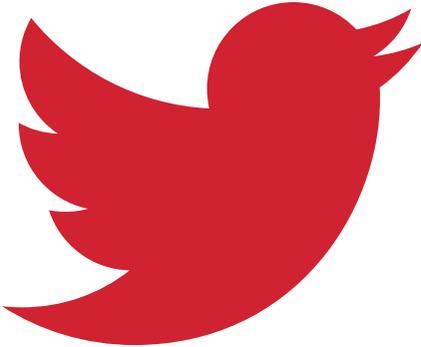
PRODUCTS' PRESENTATION

Stand at the main entrance of the workshop to present products/
offer samples



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INTERNATIONAL PROMOTION OF THE WORKSHOP



TRAVEL MASSiVE

Travel Massive

- Travel Massive Platform reaching more than 37.000 travel insiders members
- www.travelmassive.com

World
foodtravel
association

© EAT WELL, TRAVEL BETTER

World Food Travel Association

- World Food Travel Association: More than 30.000 members involved to food and tourism will be informed
- www.worldfoodtravel.org

PROFIL

World Food Travel Association:

PEOPLE WHO HAVE HEARD US SPEAK: 100,000+

COMMUNITY SIZE: 50,000+

COUNTRIES REPRESENTED: 139

NEWSLETTER READERS: 23,000+

LINKEDIN GROUP MEMBERS: 11,000+

FACEBOOK FOLLOWERS: 4,000+

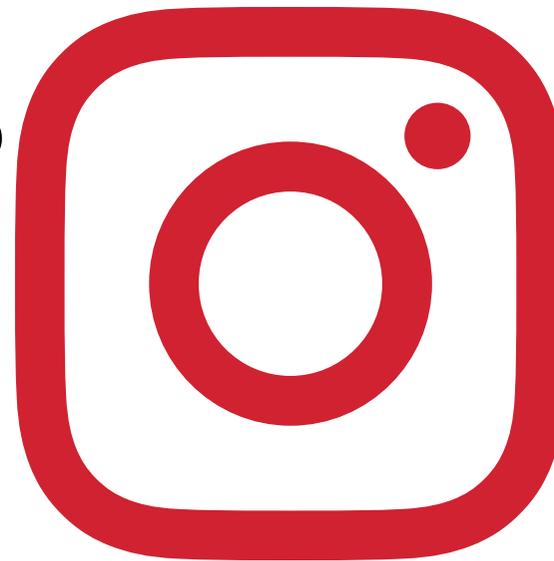
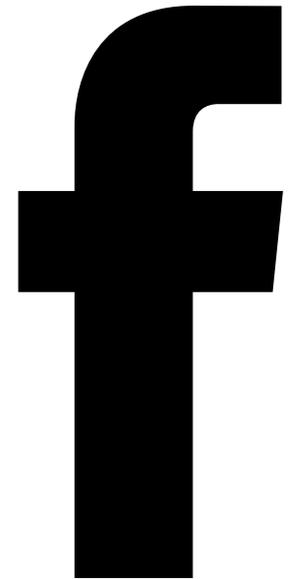
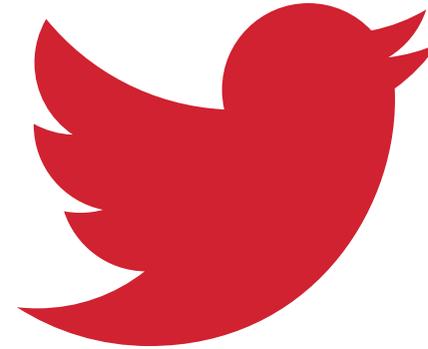
TWITTER FOLLOWERS: ≈ 2000

CLIENTS SERVED: ≈ 350

WORLD CONFERENCES PRODUCED: 5

REGIONAL CONFERENCES PRODUCED: 10

BOOKS PUBLISHED: 2





Thank you for your attention! Contact

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