

What It Is

- A strategic two-year initiative, led by Hospitality NL, to develop and promote a **Newfoundland & Labrador Culinary Tourism Strategy**.
- A project focused on **supporting food & beverage operators** by strengthening experiences, growing culinary events, and building a cohesive culinary brand.
- A **collaborative effort** with operators, destination management organizations (DMOs), government, and industry leaders.
- An **opportunity for long-term impact** through research, branding, training, marketing enhancement, and cross-sector support.

What It Isn't

- **A one-size-fits-all approach** – this work builds on the diversity and strengths of each region.
- **Direct financial aid** – instead, it focuses on industry-wide support for long-term growth.
- **A short-term fix** – this is part of a long-term vision for a stronger culinary tourism identity and ecosystem.

Why It Matters

- Food & beverage is **central** to the visitor experience.
- Our industry **plays a vital role** in tourism. When that's not recognized, opportunities slip by.
- **Better integration = stronger industry voice and support.**

This is a chance to grow together, tell our stories, and create meaningful change in our industry.

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Have questions or want to learn more? We'd love to hear from you! Reach out to Allison Connors at Hospitality Newfoundland & Labrador.

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