

FOR IMMEDIATE RELEASE

REGISTRATION IS OPEN FOR CULINARY-TOURISM SYMPOSIUM

TORONTO, FEBRUARY 1st, 2005– The Canadian Institute of Advanced Culinary Arts at George Brown, the Toronto City College is proud to announce that registration is now available for the first annual Culinary-Tourism Symposium taking place on March 6th – 8th 2005 in Toronto.

“We are very excited about the upcoming symposium and have an impressive line-up of speakers and panelists to share their expertise and knowledge with the participants” Says J. Charles Grieco, Organizing Chair of the upcoming symposium. “This is a three year ‘learning journey’ to better understand and define culinary tourism through on-going research and discussion; we encourage all industry stakeholders to join the discovery.”

The CIACA, formed by the Centre for Hospitality and Tourism and the George Brown Chef School in Toronto, has designed this intensive learning package targeting a variety of industry sectors including tourism, hospitality, agriculture, government, academia, media, recreation/leisure, arts and culture.

Culinary tourism is being defined as the next initiative to revive the unsettled tourism economy in Canada. There is a growing demographic of travelers who design their trips, excursions and vacations with food and drink as their primary focus and satisfy their appetite for regional experiences and culinary knowledge. The Culinary-Tourism Symposium will address the socio-economic potential of this demographic with panel and group discussions. Industry experts will be on hand to contribute to the Symposium and network with fellow industry members.

The symposium will be held at the George Brown Chef School in downtown Toronto, which will be the perfect backdrop for the Opening Night Showcase - ‘Taste Ontario!’ held on the evening of November the 10th. Exhibitors will present their regional showcase of culinary treats and tourism delicacies; foods and beverages that are promising to tantalize the palate.

Ontario’s resident Culinary Activist Anita Stewart will be the symposium facilitator and will open the program proceedings on Monday, March 7th. Anita will introduce the different programs and head up the ‘Looking for Answers- Finding Solutions’ brainstorming sessions for participants to bring their business questions to the experts.

Those who register will be exposed to programs that are designed to encourage and stimulate ideas with the hope of generating new opportunities to build a vibrant culinary-tourism economy. Leading industry authorities will explore the long and short term benefits and impacts of culinary tourism for their business and their region.

“The Hospitality and Tourism industry, which is inclusive of Foodservice and Tourism-Related industries, is one of the fastest growing industries in Canada and in Ontario,” says John Walker, Dean of the Faculty of Hospitality and Tourism and the CIACA. “Over the past 3 years this industry has suffered dramatic shifts in its economic performance based on global intercepts such as September 11, 2001, SARS and BSE. However the picture is not bleak but hopeful that we can work together to contribute in the provincial and industry tourism recovery strategies such as the Culinary-Tourism Symposium.”

Designed to build momentum and excitement about this vibrant component of the economy, this enticing new initiative is offering early registrants a discount if they sign up before February 11th, 2005.

For further information and registration forms for the Culinary-Tourism Symposium '04 visit www.culinarytourism.ca.

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