**MEDIA RELEASE**

**FOR IMMEDIATE RELEASE**

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**LAKE TEMISKAMING PRODUCT DEVELOPMENT POSES REGION AS A**

**CULINARY TOURISM DESTINATION**

(Sault Ste. Marie) – Destination Northern Ontario, the City of Temiskaming Shores and the Culinary Tourism Alliance are excited to announce the launch of an enhanced culinary and touring product. Lake Temiskaming Tour du lac Témiscamingue is a unique cross-border tourism route that connects North Bay, Mattawa, and communities around Lake Temiskaming (on the Ontario and Québec sides of the lake). One lake, Two Provinces and Three Cultures.

In 2018, with support from Destination Northern Ontario, the City of Temiskaming Shores engaged the Culinary Tourism Alliance to explore what culinary tourism development could look like in the region, and it was decided that the best path forward was to enhance the Lake Temiskaming Tour du lac Témiscamingue with food and drink. Food and drink can elevate the visitor experience through meaningful and memorable connections to place. In October 2019, partners worked to support local businesses in the development of multisensory culinary tourism experiences along the Lake Temiskaming Tour du lac Témiscamingue. A call for participants went out to businesses associated with the Lake Temiskaming Tour du lac Témiscamingue.

Also known as “food tourism” or “gastronomy tourism”, culinary tourism involves any interaction a visitor has with the cuisine of a place, especially food and drink that is linked to local histories, heritages, and cultures. Culinary tourism experiences are wide ranging- anything from visiting a farmers’ market to participating in a cooking class to enjoying a wine tasting- is culinary tourism. Culinary tourism is also a great way to offer today’s visitors the immersive and multisensory experiences that they are looking for.

"From kimchi-topped poutine to Devil's Rock cheese and haskap bison burgers, visitors on the tour will discover the innovative flavors found here around Lake Temiskaming Plus you’ll enjoy chatting with the friendliest tour guides in Ontario!" --Jennifer McCartney, New York Times Bestselling author, content strategist, and freelance writer.

"Strolling through strawberry fields and tasting the history of the Hudson Bay Trading Company–this tour gives travelers a chance to experience and taste all that Timiskaming has to offer. Every stop showcases the region's rich culinary offerings literally from Farm to table." --Alex Palmer, New York Times bestselling author and freelancer writer for Slate, Smithsonian Magazine, and Esquire.

A refresh of the Lake Temiskaming Tour du lac Témiscamingue, including the development of new and enhanced culinary tourism experiences by local businesses was completed. Projects include, tours of a bison farm, tasting farm products and produce, curated picnics, farm to table dining experiences, guided foraging tours, beer and food pairings, and more. A full list of participating establishments and experiences will be available in the spring 2021. Please visit Facebook: Lake Temiskaming Tour du lac Témiscamingue, @LakeTemiskTourduLacTems, Instagram: @lake\_temis\_tour, #laketemiskamingtour or on the website at laketemiskamingtour.com / tourdulactemiscamingue.com in the upcoming months.

Through this culinary tourism project, new branding of the Lake Temiskaming Tour du Lac Témiscamingue was also developed for the businesses and partners.

The project benefited from a Government of Canada investment through Fed Nor of $193 000.

*The Culinary Tourism Alliance is a not-for-profit dedicated to bridging the gap between the food & drink and tourism industries, with a mission to ensure that food tourism is a sustainable contributor to local economies worldwide. The Culinary Tourism Alliance works with communities near and far to grow food tourism by leveraging the history, heritage, and culture behind the food and drink that makes each destination unique.*

*Destination Northern Ontario is one of 13 not-for-profit regional tourism organizations funded by the Ontario Ministry of Heritage, Sport, Tourism and Culture Industries. We are the largest tourism region in geography, the second largest in expenditure and the only region that includes sub-regions.*

*Northern Ontario will be a unique and distinctive tourism destination wherein high-quality products and experiences resonate with consumers, entrepreneurship is valued, and tourism provides local, regional and global connections for the entire region. Destination Northern Ontario will take a leadership role to strategically guide and champion growth in Northern Ontario’s tourism industry, through strong communication, collaboration and partnerships with industry.*

*For more information on Destination Northern Ontario, please visit* [www.destinationnorthernontario.ca](http://www.destinationnorthernontario.ca). *Follow us on Twitter at* [*www.twitter.com/DestNorthernOnt*](http://www.twitter.com/DestNorthernOnt) *or on Facebook at* [*www.facebook.com/DestinationNorthernOntario*](http://www.facebook.com/DestinationNorthernOntario) *for the most up to date news and information.*

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