

# Bon APPÉTIT! APPALACHIA!

discover local food farms & flavor



## What is “Bon Appetit Appalachia”?

This exciting promotion will increase tourism to Appalachia by showcasing its local food and agritourism offerings. A specially-created map-guide and companion Web site features hundreds of sites—local farms, farmers markets, farm-to-table restaurants, wineries, craft breweries and distilleries, and other distinctive culinary destinations and events.

## How is this being developed?

To create the map-guide, the people of Appalachia nominated local food sites and experiences that should be on every traveler’s “must” list. Ultimately, close to 300 will be featured on the map-guide, with an additional 300 on the companion site [www.visitappalachia.com](http://www.visitappalachia.com). The Appalachian Regional Commission (ARC) supported this effort in partnership with *Food Traveler* magazine and the thirteen Appalachian state tourism offices.

## When will tourism promotion begin?

*Bon Appetit Appalachia* will launch in July 2014 with a national media announcement and a series of press “rollout” events throughout Appalachia. The effort will continue for a period of 12–18 months.

## Who will see this promotion?

The map-guide will be available as a free insert in the Summer 2014 issue of *Food Traveler* magazine. The map-guide will also be distributed to targeted travelers and travel industry professionals. Thousands of travelers will visit the companion Web site to facilitate trip planning. Educational workshops throughout the summer will help featured sites and local communities leverage this promotion for greater impact.

## Why local food destinations?

The fast-growing demand from consumers for distinctive local food provides an opportunity to showcase the abundance and diversity of Appalachia’s food heritage as part of a broader tourism program that attracts visitors and supports rural economic development.

## How will you measure the economic impact?

The ARC will work with featured sites to measure return on investment and impact on the local economy.

## Where can I get more information?

See [www.visitappalachia.com](http://www.visitappalachia.com) for details.

## How can I get involved?

ARC is seeking additional partners and sponsors to expand the audience and reach of this promotion! Contact Kostas Skordas [kskordas@arc.gov](mailto:kskordas@arc.gov) for additional partnership opportunities.