Experiences are far more important than geography. The activity comes first, location is second. This is the age of experiences . . .

One Big Opportunity

A CHEF’S LIFE
The proposed tour is a collaboration between Chef & the Farmer and A Chef’s Life

The goal of a tour would be to benefit visitors, characters, & the community
The Project

Provide recommendations on how to structure a tour

• Should it happen
• Who would run it
• Possible structures
• Look at case study examples
• Pricing
Interviews of employees and affiliates of a Chef & the Farmer and *A Chef’s Life* including farmers, chamber of commerce, county commissioner, tourism bureau, and other tourist destinations in the area that may be involved in the tour.
Survey Design

Who are our customers
What are their preferences
Have you seen A Chef's life TV show?

Yes, I follow the show and have seen most of the episodes.
I have seen a couple of the episodes.
No, I have not seen any episode of the show.

How many in your party? (Don't we need to know what kind of groups visit there more?)

one
Two
More than two

How did you come to Kinston?

With my own Car
A flight to a close airport and then with a rented car or other transportation systems
With a tour transportation system

How long did you stayed?
The Next Steps

- Finalize survey
- Distribute survey
- Analyze survey data
- Provide recommendations on how to structure a tour
Thank You

Thomas Frere
Atieh Ameri

Chef & the Farmer
Progressive Eatery

Frank Hawkins Kenan Institute of Private Enterprise

A Chef’s Life