

CULINARY TRAVEL MARKET

REFERENCE GUIDE

What is Culinary Travel?

Culinary travel or food tourism is the packaging of travel product and services with food- and/or drink-specific destinations, sites, attractions or events. One of the primary purposes of culinary travel is to experience the unique food and drink of a particular region, area or culture.

Facts about the Culinary Travel Market

- 48% of NTA tour operators offer culinary travel product.
- 88% of travelers consider gastronomy a defining element of the brand image of travel destinations (Source: [Venngage](#))
- 95% of American travelers are interested in some kind of unique food experience when they travel. (Source: [Travel Weekly and WFTA](#))
- 69% of millennials are “food & cuisine driven travelers”, although baby boomers also made a strong showing at 63%. (Source: [Travel Weekly and WFTA](#))
- Travelers are most interested in local and authentic foods and culinary experiences that are different from those they can get at home. (Sources: Culinary Traveler Study-Mandala Research and WFTA)
- 30% of travelers deliberately choose destinations based on the availability of activities related to local food and drink, whether it’s a beer or wine festival, a farmers market or a farm-to-table experience. (Sources: Culinary Traveler Study-Mandala Research and WFTA)
- 51% of respondents said they travel to learn about or enjoy unique and memorable eating and drinking experiences. (Sources: Culinary Traveler Study-Mandala Research and WFTA)
- Festivals motivate culinary travelers, so destination marketing organizations should consider hosting a beer, wine or culinary festival to feature local fare, products and unique food activities such as chef demonstrations and samplings. (Sources: Culinary Traveler Study-Mandala Research and WFTA)

Types of Culinary Trips

- Participating in cooking classes
- Visiting food and farm markets
- Walking through orchards and vineyards
- Retracing historical culinary routes
- Embarking on city and regional food tours
- Watching chef demonstrations
- Exploring wine, beer and spirits trails
- Attending food fairs and festivals
- Dining at gourmet restaurants and shops
- Touring food plants and processing center



cr. Donald Nausbaum



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As Seen in Courier

[Courier's Restaurants Guide](#) April/May 2017

[Atlantic Coast... Learn Miami's neighborhoods through tasty tours](#) February 2017

[Compass: Gulf Coast... Seafood, eat food and enjoy the coast](#) December 2016

[South Pacific... New cuisine and ancient culture in Australia](#) November 2016

[Eastern Europe... A culinary cornucopia in the Czech Republic](#) August/September 2016

[Experience Columbus through its flavors](#) August/September 2016

[City Spotlight: San Antonio... Culinary](#) July 2016

[Courier's 2016 Guide to NTA-Member Restaurants](#) April/May 2016

[A Sampling of Savory Destinations](#) April/May 2016

[Taking a Bite Out of Ottawa](#) March 2016

[Cheers!](#) February 2016

[Chocoholics Unite](#) February 2016

[Gather 'Round the Barrel](#) Aug. 2015

[Greece for Oenophiles; Turkey's Reborn Wine Industry](#) Aug. 2015

[Paso Robles' Thriving Wine Scene](#) Aug. 2015

[Latin America: Fine Argentine Wine; Nicaragua Culinary Treats; Brazil's Coffee Culture](#) June 2015

[Hagerstown Uncorked](#) June 2015

[Off to Market We Go: Food Tours at Seattle's Pike Place Market](#) May 2015

[Served with Soul: Harlem's Culinary Renaissance](#) April 2015

[Celebrating Cuisine in Mexico City](#) April 2015

[Flavors of History and Innovation in Mexico](#) April 2015

[Following the Indiana Wine Trail](#) March 2015

[Fabulous Fermentation: Travel Experiences at Micro-distilleries, Cider Houses, Breweries and Wineries](#) Feb. 2015

[A True Taste of Wyoming](#) Feb. 2015

[The Distillery Boom in England and Ireland](#) Jan. 2015

[Scotland's Taste Trails](#) Jan. 2015



Media Releases

TBD

Strategic Partner and Board Leadership

NTA and the World Food Travel Association have a partnership that brings together the WFTA's global food tourism community with NTA's packaged travel resources and membership. NTA Senior Vice President Catherine Prather represents NTA on the WFTA Board of Advisors.

Why Join NTA?

With members in more than 40 countries, NTA is the leading business-building association for travel professionals interested in the North American market—inbound, outbound and within the continent.

[Membership rates and requirements](#)

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