Gastronomy:
A key factor for the development of tourism

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Iñaki Gaztelumendi
UNWTO Consultant on Food Tourism
A Snapshot of Food Tourism in 2015
In recent years gastronomy has become an indispensable element in order to get to know the culture and lifestyle of a territory.
Gastronomy embodies all the traditional values associated with the new trends in tourism: respect for culture and tradition, a healthy lifestyle, authenticity, sustainability, experience...
Likewise, gastronomy represents an opportunity to revitalize and diversify tourism, promotes local economic development, involves different professional sectors (producers, chefs, food markets, etc.), and brings new uses to the primary sector.
This leading role of gastronomy in the choice of destination and tourism consumption has resulted in the growth of gastronomic offerings based on high-quality local products and the consolidation of a separate market for food tourism.
A Snapshot of Food Tourism in 2015

“Food Tourism is a 150 billion dollar global industry”
--World Food Travel Association

...That’s about twice the Spanish tourism market in 2013 (3rd largest in the world)!

The majority of these destination agencies report at least 10% food tourism business:

[Flags of Spain, France, Italy, and the UK]
WHO IS THE "FOOD TRAVELER"?
Travelers in search of unique food and drink experiences. They tend to be...

- 36-55 years old
- 50%-50% female-male
- Higher education
- $100-$250 daily on food
- Couples

WHAT DO FOOD TRAVELERS DO?

- Winery visits
- Cooking classes
- Food tours
- Special dining
- Events & Festivals
- Markets & Farms
FOOD TOURISM TRENDS

55% Are motivated by the search for authenticity

63% of travelers take and share pictures of food

QUALITY > PRICE Not just about Michelin Star restaurants

Rise of Slow Food Movement

22% food tourism promotion done online

35-50% Travel budget spent on food

Want to participate and learn something new

 Prefer to combine culinary & cultural or natural activities

Foodie&Tours
www.foodieandtours.com

Sources: World Food Travel Association, UNWTO, The Blue Room Project, Skift, Ontario Culinary Tourism Alliance, Free Flag Icons, Spanish Tourism Ministry
*The Food Tourism destinations mapped are indicative, from qualitative research on the fame of their cuisine & having gastronomy in their tourism strategy
Thank you!
inaki@igaztelumendi.es