



# FOOD TOURISM



ABSTRACT

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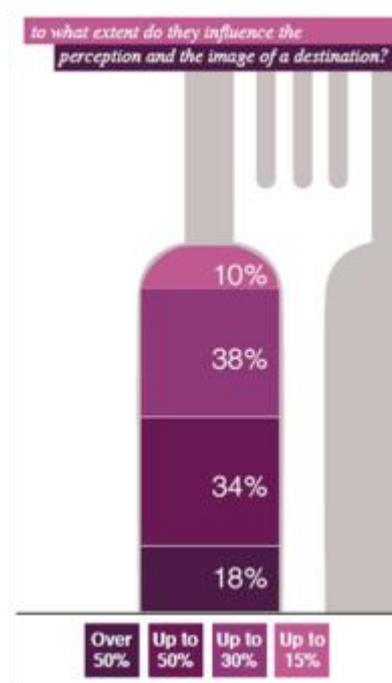
### Culinary experience as a means of travelling and discovering countries

**AIGO**, marketing and communication consultancy agency specialized in tourism, hospitality and transports, presents the results of the research “Food Tourism – Culinary experience as a means of travelling and discovering countries” conducted with **Pangea network**’s partners, international association of independent agencies specialized in consulting and communication in the tourism industry.

The research questioned 389 travel professionals operating in five European countries: France, Germany, Italy, Spain and the United Kingdom. The aim was to analyze the segment which has seen significant growth in recent years.

**In details:**

**66% of respondents believe that culinary experiences are one of the key elements in the travel choices made by their clientele.** Countries where the food factor is particularly appreciated are Spain (82%), United Kingdom (73%), Italy (61%) and France (60%).



**Food and wine experiences affects the perception of a destination by up to 50% according to 38% of those interviewed.**

40% of the travel industry has noticed a small amount of growth in the last three years, 38% has registered a considerable increase, while 8% believe that there has been no increase. 42% of the Italian travel trade believes that food tourism has grown a little, whilst 40% thinks it has increased considerably. 52% of Germans and 44% of Spanish operators agree with this data. French (56%) and English (46%) travel trade workers noticed a considerable amount.

The majority of Spanish (60%), French (44%), Italian (40%) and British (26%) respondents stated that food tourism makes up 10% of their overall travel turnover. It is worth highlighting that in the United Kingdom another 25% claimed that turnover reached 30%.

41% of people interviewed sell **travel packages dedicated to food and wine tours**, while 29% do not yet offer this product, but are planning to develop it. The remaining 30% do not sell culinary packages and have no interest in doing so.



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The most successful sales channel is face-to-face selling to customers (26%). Only 22% of the travel trade promotes packages through the Internet and social networks and blogs. 16% use brochures and industry magazines, 13% use display stands, another 13% organize B2C events, during which travel itineraries are advertised. Radio and TV account for a 6% share.



The most appealing activities are mainly visits to farms and markets of local producers with occasions to purchase. Also events, food festivals and cooking workshops catch the interest of travellers.

As far as **Expo Milan 2015** is concerned, 41% of European experts will not offer their customers a trip to Italy to mark Expo 2015. A high percentage has not yet decided whether to promote the event (34%), while only 25% of people interviewed will offer a travel package related to Expo 2015.

In the Italian travel industry, the percentage of those who will promote the event rises to 58%.

## Food traveller

Food travelers prefer to buy their journeys after a direct consultation with travel agents, are mainly women and usual travel in pairs. The favourite duration of the journey is 2-3 days. They like to combine culinary delights with cultural itineraries, with visits to the destination and its surroundings and are most attracted to visiting markets and farms of local producers; followed by the opportunity to buy local products. They have an average daily budget per person of about 250 Euro.

55% of professionals describe "food travelers" as travellers looking for authentic aspects of the country they visit, including culinary experiences. 28% believe it is more appropriate to define them as people who are looking for time to socialize and spend time together through a culinary trip. Only 8% think they are tourists motivated by social and cultural trends.

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## AIGO

*AIGO is a marketing and communications agency that has specialised in tourism, travel and hospitality. Since 1990 AIGO successfully positioning itself on the market destinations, travel products and services by defining an analytical and innovative processes required to position and promote brand, enable the multi-*



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*channel distribution and develop with the consumer an interaction aimed at the sale. The services offered by a team of about 30 professionals, cover: strategic consulting, representation, consumer marketing and trade marketing, public relations & digital PR, engagement, communication & advertising, events.*

*AIGO is a founding member of Pangaea network, made up of 12 independent agencies specialising in tourism that provide its customers with a global vision and local resources that can support them in their communication activities and development of new markets. Pangaea network currently covers over 20 markets : Latin America, Asia, Austria, Australia, Belgium, Brazil, Canada, France, Germany, Ireland, Italy, Netherlands, Portugal, United Kingdom, Czech Republic and Eastern Europe, Scandinavia, Spain, South Africa, Switzerland, UAE and Oman, USA.*

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