

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.

Culinary Travel Market Facts

- 48% of NTA tour operators offer culinary travel product.
- Culinary travelers, defined as those who travel for unique and memorable eating or drinking experiences, make up roughly one-fifth of the U.S. leisure traveling population. (Source: Wine and Culinary Traveler Report)
- 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 Travel

- 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 centers

Quotes from the Industry

"Culinary or food tourism is the pursuit of unique and memorable eating and drinking experiences." —World Food Travel Association (WFTA)

"Our culinary tours are becoming increasingly popular as they offer the chance to meet food producers who have a true passion for their vocation." —Nichola Gray, special-internet tour manager, Field Farm Tours Ltd.

"Our groups get to cook traditional Polish cuisine using both my grandmother's recipes and gourmet recipes in villages and cities with professional Polish chefs." —Malgorzata Rose, president of Poland Culinary Vacations



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As Seen in Courier



[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

[The ABCs of Malaga: Art, Baths and Cuisine](#) Dec. 2014

[Exploring Beach Destinations, One Bite at a Time](#) Nov. 2014

[Great Grains on the Great Plains](#) Oct. 2014

[Connecting with Connecticut's Wine](#) Oct. 2014

[A Spirited Stroll through Philadelphia](#) Sept. 2014

[Uncorking in Islamorada](#) Sept. 2014

[Culinary Delights Await in Maine](#) Aug. 2014

[Big Flavors on the Big Island](#) Aug. 2014

[Hops, Shops and Festivals in Geneva](#) Aug. 2014

[Learning the Heidelberg Catechism on Germany's Wine Route](#) July 2014

[Microbrews and Microgreens in Lexington](#) July 2014

[Where There's Smoke, There's Barbecue](#) June 2014

[Snack and Savor in Birmingham](#) June 2014

[Delaware's Dining Scene Thriving in Wilmington](#) June 2014

[Savoring Summer in Washington County](#) June 2014

[That's the Spirit](#) June 2014

[Savoring the Flavors of South Africa's Wine Capital](#) May 2014

[Pints and Pumpkins in Wisconsin Dells](#) May 2014

[Puerto Vallarta's Gourmet Guide](#) April 2014

[Baja's Culinary Bounty](#) April 2014

[A Taste of Arkansas Wine Country](#) April 2014

[Taste Touring in the Bountiful Berkshires](#) April 2014

[D.C.: Destination Culinary](#) April 2014

[A Rhode Island Smorgasbord](#) April 2014

[Ancient and Modern Flavors of Israel](#) March 2014

[Sip Tripping Around the World](#) March 2014

[On the Trail of Spanish Cider](#) March 2014

[A Brewery for Every Bavarian – and Visitor, Too](#) March 2014

[Favorite Culinary Destination](#) Feb. 2014

[Along the Wine Trails of the Okanagan Valley](#) Feb. 2014

[Visit North Dakota Producers on Growing Beer and Wine Trail](#) Feb. 2014

Media Releases & NTA in the News

[NTA, WFTA Form 'Perfect Blend' of Professionals](#) June 2013

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.

Seminars, Forums and Webinars

[Food Travel: And the Survey Says!](#) 2015

[Culinary Travel Webinar](#) 2014

[Discover the World of Food Travel](#) 2014

[What's Cookin' in Food Travel](#) 2013

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.

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