CULINARY TRAVEL MARKET

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
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
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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