

TOURISM PASSION COMMUNITIES

Gastronomy lovers



GASTRONOMY LOVERS SEEK CULTURAL EXPERIENCES TOGETHER WITH RELAXATION AND ENJOY DISCOVERING LOCAL FLAVOURS



Gastronomy lovers are more often **female** tourists and are slightly **older** than the average tourist (48% are 35 years or older)



Discovering local food and drinks while travelling is particularly interesting for **couples with children (56%)**



79% of respondents in this group have a **bachelor or higher degree of education** (i.e. master, doctorate)



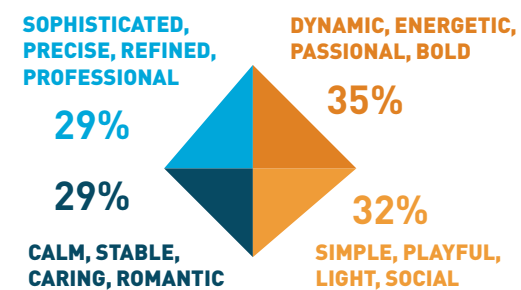
Gastronomy as a reason to travel is particularly relevant for tourists from **China, the United States and Brazil**

Specific areas of interest



- 71% Discovering local food and drink
- 47% Attending food events & festivals
- 46% Eating healthy food (e.g. organic)
- 44% Wine and vineyard trips
- 43% Fine dining experiences
- 39% Coffee shop or coffee farm visits
- 22% Taking cooking classes
- 1% Other

Psychographic profiling



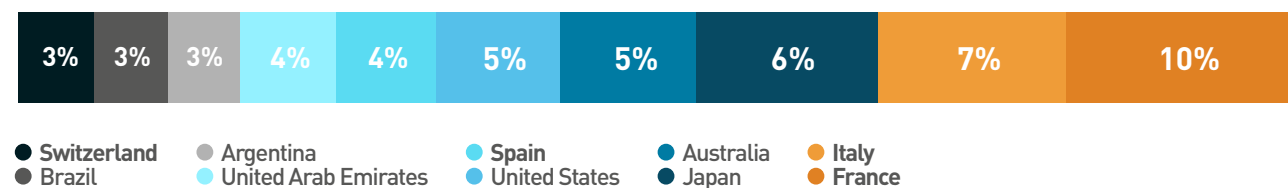
Motivation to travel

- 56% Experiencing/learning about new cultures
- 45% Relaxing
- 41% Experiencing new adventures
- 40% Expanding your perspectives and opening your mind
- 23% Building and strengthening your relationships with family and friends

Multiple-answer questions

4 OUT OF THE TOP 10 MOST ATTRACTIVE DESTINATIONS FOR GASTRONOMY LOVERS ARE IN EUROPE

Most attractive destinations for gastronomy lovers (share of total preference)



Gastronomy lovers are delighted with the variety and quality of gastronomy-related experiences offered in Europe. The local people's hospitality and diversity of cultural and leisure activities add on further to the overall satisfaction.



There is room for improvement on Europe's value for money of the experiences related to gastronomy.



Europe is classified as number one region by travellers interested in exploring gastronomic flavours of destinations, followed by Asia. Although the latter is still lacking in some respects (e.g. infrastructure), Asian countries offer a good value for experiences and activities related to culinary tourism.

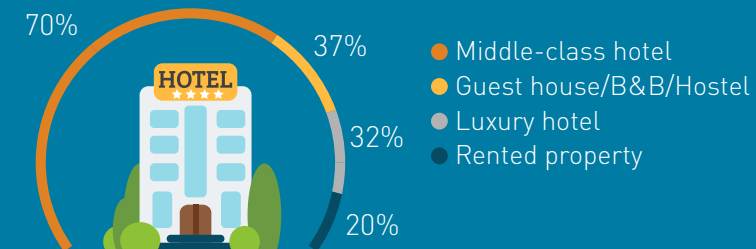
Gastronomy lovers share interests linked with **food, wine and other beverages** while travelling. They perceive destinations in terms of their **gastronomic flavours and offerings**.

GASTRONOMY LOVERS ENJOY TRAVELLING WITH THEIR PARTNER OR FAMILY AND VALUE COMFORT WHEN IT COMES TO CHOOSING ACCOMMODATION

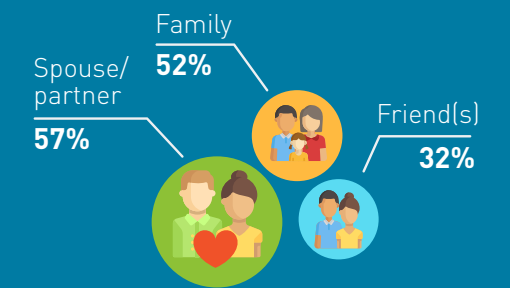
PREFERRED MONTHS TO TRAVEL



CHOICE OF ACCOMMODATION



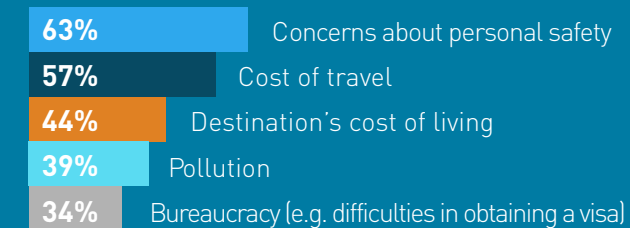
PREFERRED TRAVEL PARTNER



AVERAGE LENGTH OF STAY



FACTORS INFLUENCING THE CHOICE OF DESTINATION



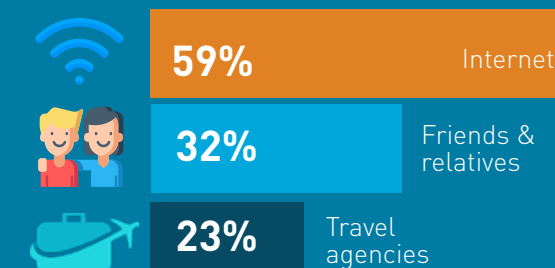
THE AVERAGE DAILY BUDGET per person is €124



Multiple-answer questions

GOURMANDS LIKE TO USE GUIDEBOOKS AND BROCHURES AND RELY ON THE OPINIONS OF FRIENDS AND RELATIVES WHEN PLANNING A GASTRONOMIC TRIP

SOURCES USED FOR TRAVEL PLANNING



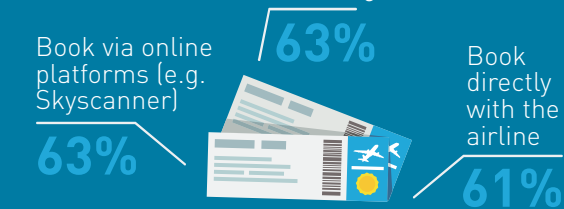
The most popular online sources are **travel review websites** (e.g. Trip Advisor), **travel booking websites** and **social media**.

THE TOP SOCIAL-MEDIA CHANNELS ARE

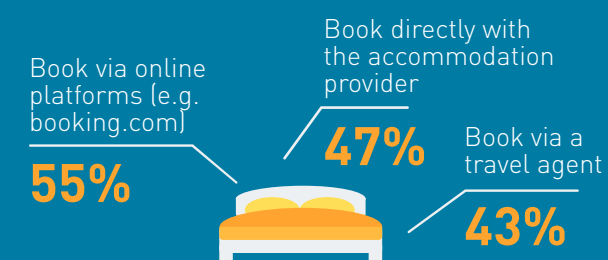


MOST POPULAR CHANNELS FOR BOOKING

FLIGHTS



ACCOMMODATION



Sample size: 943