



2023

May 30th

# Food tourism

Decoding tourism trends and practices

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Journée Rencontre des  
Grands Sites du Goût



## Definition

“Food tourism is the act of traveling for a taste of place in order to get a sense of place.”

World Food Travel Association, 2023

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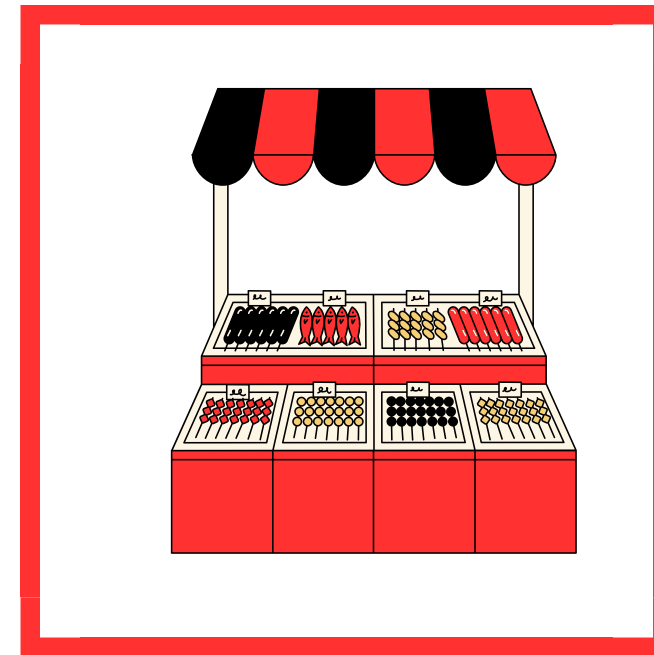
# Culinary activities.



Restaurant Experience



Producer Visit



Market Experience



Cooking Class



Guided Tours



Wine Tasting

...  
Brewery Tours  
Discovery of distilleries  
Museum  
Events



Which elements of travel do people prioritize financially ?

**34 %**  
**Restaurants / dining experience**



**Booking.com**

# Food tourism in figures.

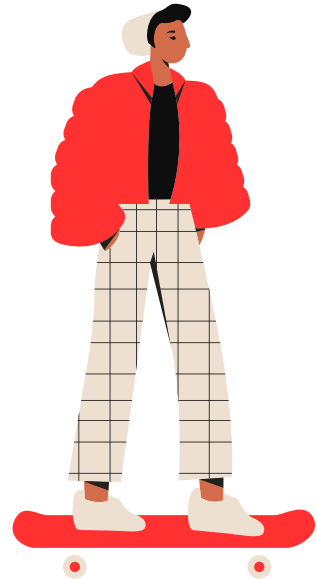
Food is still the #1 driver among travelers



**80%** of travelers ask about food and drink.



**53%** of leisure travelers are food travelers.



**77%** of millennials travel for memorable dining experiences and **63%** seek socially responsible restaurants.



**25% added  
economic  
benefit for a  
destination**

# **Beneficits of food tourism.**

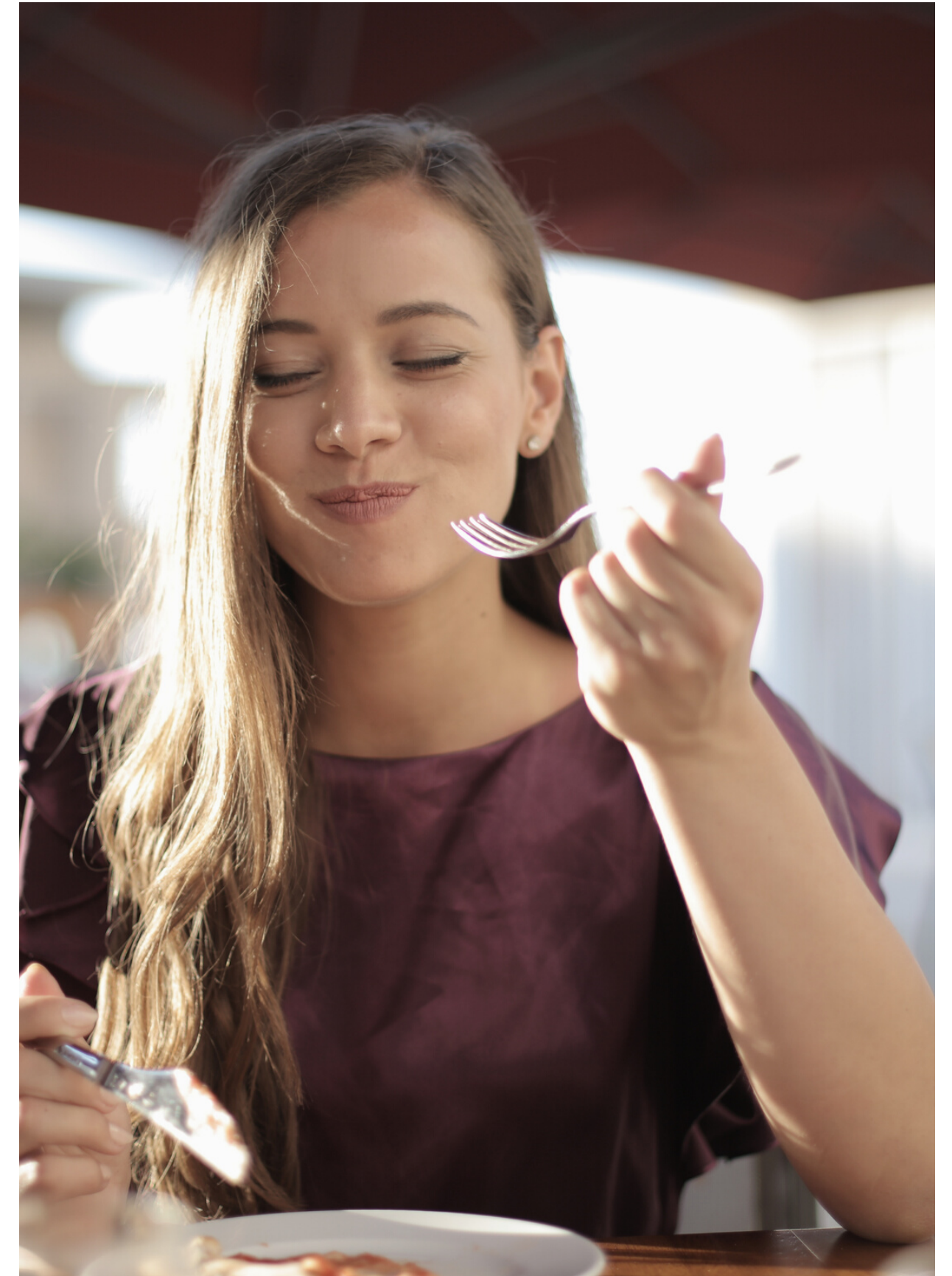
- Increases arrivals
- Increases awareness
- Leads to increased exports of food and drink

# The Tourists

profile / characteristics

**3** types of behaviour can be observed in the gastronomic habits of guests in a tourist destination:

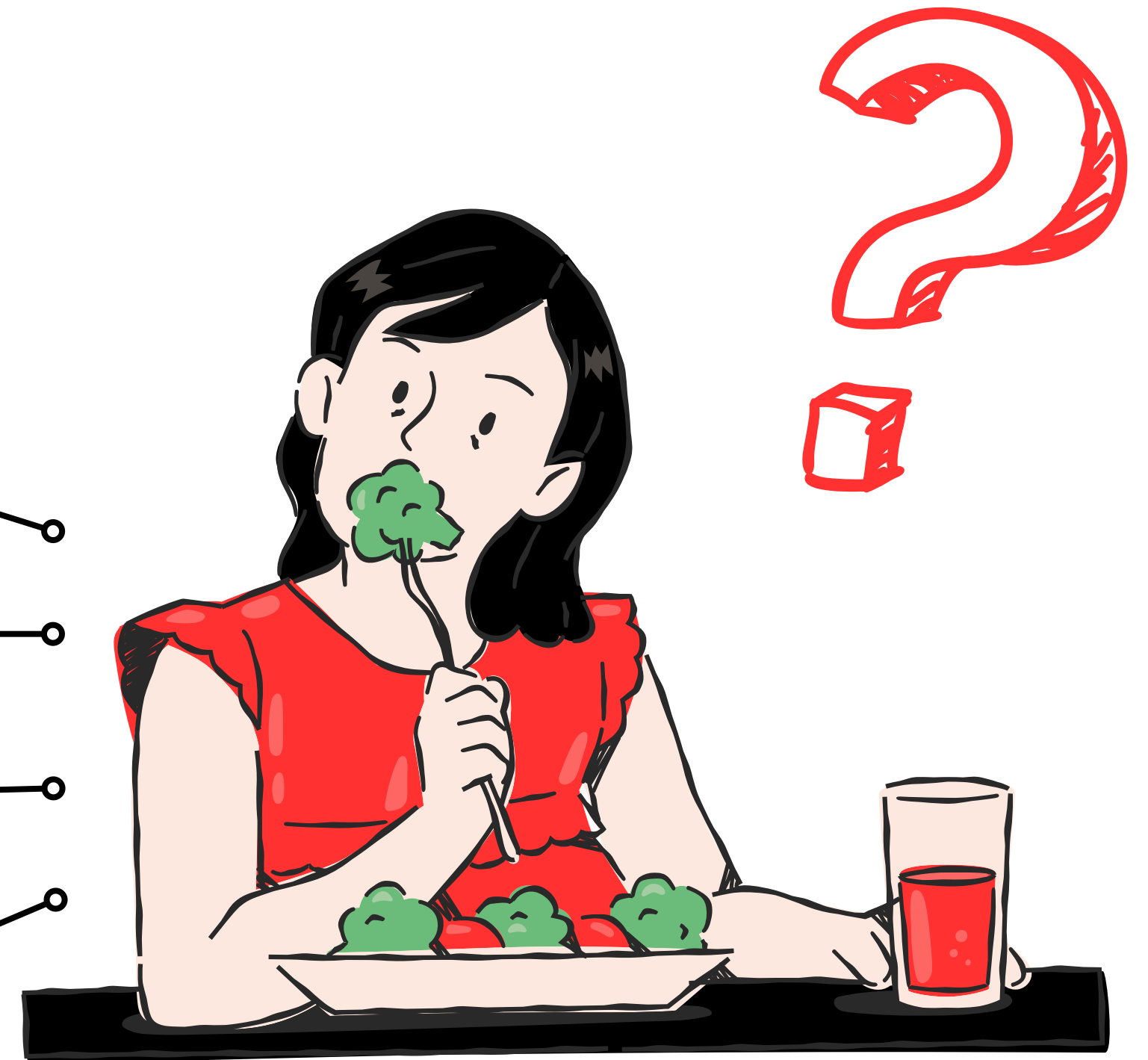
- 1) Those who deliberately plan their trip around the theme of gastronomy.
- 2) Those who incorporate gastronomic experiences into their itinerary without it being their primary motivation.
- 3) Those who decide where they will eat when the time comes.



# The Tourists

profile / characteristics

- Seek **memorable culinary experiences** while travelling.
- Aged between **26 and 55**.
- **Spend more money** on holidays than other types of travelers.
- Motivated by the desire to learn about food, to **understand cultures and heritages**, to **have fun** and to have new experiences.



Terroir et Saveurs du Québec, 2022



# Trends in food tourism.

1/4

**Local and authentic cuisine:** Travelers are increasingly seeking an authentic experience by sampling local cuisine, visiting local food markets and learning traditional recipes.

**Cooking workshops and demonstrations:** There is a growing demand for interactive experiences, such as cooking classes with local chefs, cooking demonstrations and wine tastings. These experiences allow travelers not only to sample local cuisine, but also to learn how to prepare it themselves.





# Trends in food tourism.

2/4

**Sustainability:** In line with the general trend towards more sustainable tourism, travelers are increasingly interested in sustainable food practices. This may include visiting organic farms, eating seasonal and local foods, or supporting restaurants that use ethical and sustainable ingredients.

**Themed trips:** Trips organised around specific culinary themes, such as wine, cheese, seafood, or a specific cuisine are becoming increasingly popular. These trips can include visits to vineyards, cheese factories, breweries or specialist food markets.



# Trends in food tourism.

3/4

**Street food:** Street food, with its accessibility, variety and ability to reflect local flavours, continues to attract culinary tourists.

**Food Tech:** The use of technology is also increasing in culinary tourism. Mobile apps allow travelers to find the best local restaurants, book tables, read reviews, and even identify local dishes.



# Trends in food tourism.

4/4

**Special diets:** With the rise of specific dietary preferences such as vegetarianism, veganism, gluten-free, etc., sober vacations, there is a growing demand for culinary experiences that cater to these needs.

**Gastronomy and well-being:** Food is increasingly associated with wellness, with a growing interest in experiences that are not only delicious, but also nutritious and beneficial to health (ex: Forest pharmacies and Medicinal Plant Trails).



## Analysis

# Surroundings.

This may impact negatively and positively on food tourism in the next 1-2 years.

## Opportunities

- Travelers are more informed about local food and drink before they travel before they travel.
- Millennials and young people are increasingly seeking out food and drink experiences.
- Food and travel programming (including TV and YouTube/internet) leads to more food travel.

## Threats

- Globally standardised experiences (once 'local' experiences are now 'generic').
- Difficulty in maintaining small businesses as viable enterprises.
- Economic downturn / threat of recession.

- ✓ Culinary diversity
- ✓ High-quality products
- ✓ Quality of infrastructure
- ✓ Safety
- ✓ Commitment to Sustainability

**Switzerland's  
strengths.**



**Lack of awareness.** Diversity of specialities that need to be made known ( Certification, events, integration in an international network or programme (e.g. Culinary Capitals of the World Food Travel Association), recognition by UNESCO.)

**High cost:** Switzerland is often perceived as an expensive destination, which may deter some culinary tourists, especially those looking to explore a variety of restaurants and dining experiences.

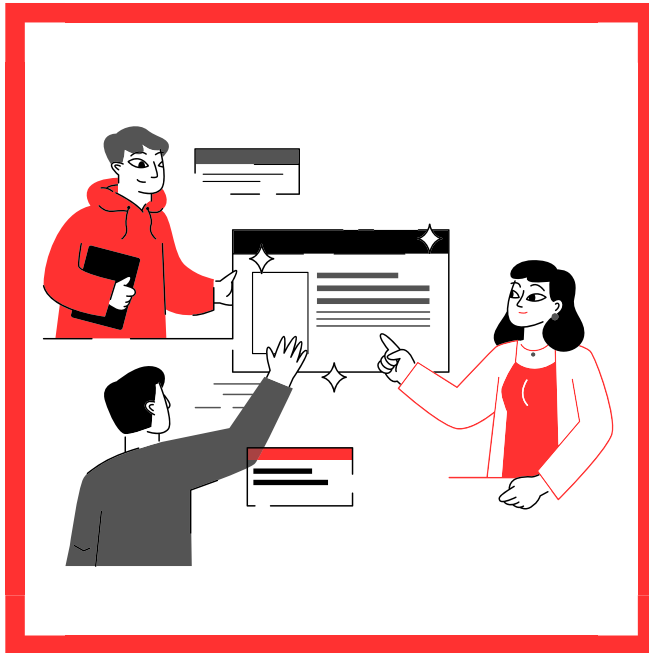
# Switzerland's challenges.



# What to focus on.

Exploiting local specialities	Local	Authentic	
Promotion of regional cuisine	Local	Ethic	Sustainable
Sustainable tourism	Nature	Ecological	Social
Interactive culinary experiences	Immersive	Slow	Share
Luxury gastronomy	Personalised	Sustainable	Glamorous
Themed trips	Authentic	Package	Package
Technology	Connected	Reactive	Mix- Hybrid

# Conditions for success.



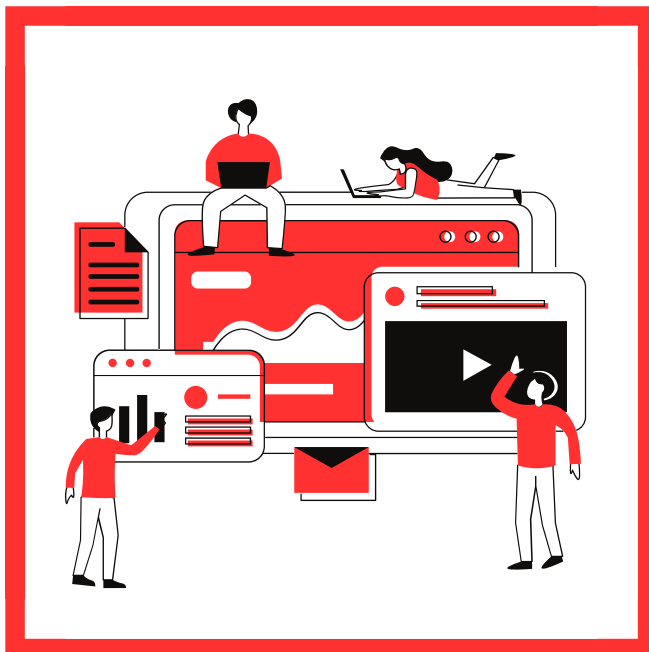
Training & Education



Partnerships & collaborations



Financial incentive



Promotion & Marketing



Recognition & rewards



Participation in decision-making



# Merci !

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