

Global Food Tourism - August 2014

Report Price: £295.00 | \$477.74 | €374.74

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“By whetting viewers’ appetites for foreign cuisine and exotic locations, cooking shows have certainly done their bit to shine the spotlight on food tourism. So too have food blogs and the many websites dedicated to all things culinary.”

This report looks at the following areas:

- Why are spas considered to be part of the food tourism industry?
- How have multicultural populations fuelled an interest in foreign food?
- What are the most effective ways of marketing food tourism?
- Why are older foodies dominating the food tourism market?
- Why have Singapore’s restaurants gone upmarket?

Food is essential fuel for the body, but for many millions of holidaymakers who travel around the world, it is also an expression of a country’s history, culture and culinary traditions. The destinations analysed in this report – a mixture of cities and countries to reflect the diversity of the global food movement, namely Barcelona, New Orleans, Norway, Peru, Singapore and Turkey – illustrate these aspects of foreign food, as well as the number of international visitors those destinations attract every year.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Global Food Tourism - August 2014

Report Price: £295.00 | \$477.74 | €374.74

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Introduction

Terminology
Contemporary cuisine
New Nordic cuisine
Nose-to-tail cooking
Regional cuisine
Slow food
Terroir

Data Sources

Defining Food Tourism

Food Tourism and its Offshoots

Agritourism/rural tourism
Beer tourism
Figure 1: Top 10 countries for beer consumption, 2010-12
Figure 2: Top 10 countries for per-person beer consumption, 2012
The growing popularity of craft beers in North America
Culinary tourism
Wine tourism
Spa tourism

The Role of Food in Popular Culture

Learning about the world
Multicultural populations fuel an interest in foreign food
Emerging food trends

The Celebrity Chef Syndrome

The world's cuisine in our living rooms
Cooking shows

Marketing Food Tourism

Social media tailor-made for foodies
Themed tourist routes

Who are the Food Tourists?

The world's most popular tourist destinations
Figure 3: Top 10 most visited tourist destinations in the world, 2009, 2011 and 2013
Older foodies dominate the market

Emerging Food Destinations

Barcelona

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com

Global Food Tourism - August 2014

Report Price: £295.00 | \$477.74 | €374.74

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Food and architecture

Figure 4: Tourists staying in Barcelona hotels, by source country, 2012-13

Barcelona makes its debut on the culinary scene

Food festivals, trade shows and events

New Orleans

Its soul sings again

Hot and spicy

Reasons for visiting New Orleans

Figure 5: The primary purpose of trip to Louisiana, (%), 15 May 2013

Food festivals, trade shows and events

Norway

Nourished by Mother Nature

Figure 6: International tourist arrivals in Scandinavia, 2011-13

Media coverage puts Norway in the spotlight

Traditional fare comes back into fashion

Food festivals, trade shows and events

Peru

Fusion food from way back

Figure 7: International tourist arrivals in Peru, 2009-13

Food festivals, trade shows and events

Singapore

A trip around the culinary world

A tourism success story

Figure 8: International visitor arrivals to Singapore, 2009-13

Food tourism goes upmarket

Food festivals, trade shows and events

Turkey

Echoes of the Ottoman Empire

Figure 9: International tourist arrivals to Turkey, 2009-13

Culinary traditions dating back centuries

Food festivals, trade shows and events

Food-themed Tours

CroisiEurope

Delectable destinations

Eating London Food Tours

Genuine Italian Food Tours

Intrepid Travel

Whole Journeys

What Next?

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com