



# Gastronomy: A key factor for the development of tourism

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Iñaki Gaztelumendi

UNWTO Consultant on Food Tourism





# The Mediterranean Diet & The World Heritage List

Presentation

A Snapshot of Food Tourism in 2015





In recent years gastronomy has become an indispensable element in order to get to know the culture and lifestyle of a territory



Gastronomy embodies all the traditional values associated with the new trends in tourism: respect for culture and tradition, a healthy lifestyle, authenticity, sustainability, experience...





Likewise, gastronomy represents an opportunity to revitalize and diversify tourism, promotes local economic development, involves different professional sectors (producers, chefs, food markets, etc.), and brings new uses to the primary sector.



This leading role of gastronomy in the choice of destination and tourism consumption has resulted in the growth of gastronomic offerings based on high-quality local products and the consolidation of a separate market for food tourism.





# A SNAPSHOT OF FOOD TOURISM IN 2015

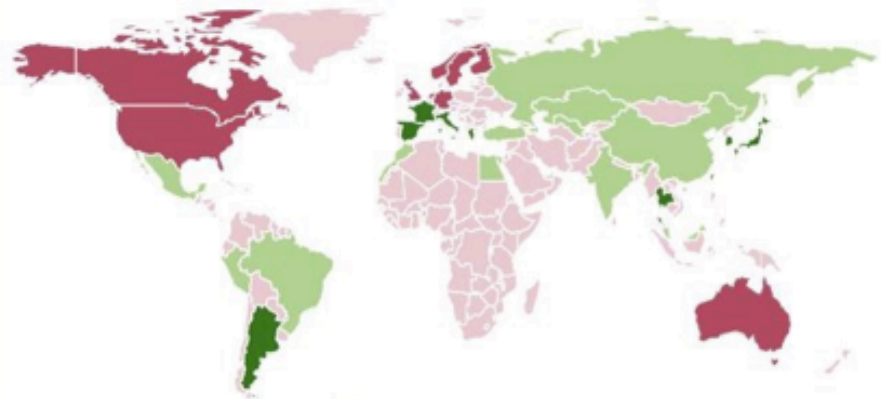
*"Food Tourism is a  
150 billion dollar  
global industry"*

--World Food Travel Association



...That's about  
twice the Spanish  
tourism market in  
2013 (3rd largest  
in the world)!

## OUTBOUND & INBOUND FOOD TRAVEL



Outbound  
tourism



Traditional  
destinations



Emerging  
destinations

The majority of these destination agencies  
report at least 10% food tourism business:





## WHO IS THE "FOOD TRAVELER"?

*Travelers in search of unique food and drink experiences. They tend to be...*



36-55  
years old



50%-50%  
female-male



Higher  
education



€ 100-€250  
daily on food



Couples

## WHAT DO FOOD TRAVELERS DO?



Winery visits



Cooking  
classes



Food tours



Special  
dining



Events &  
Festivals



Markets &  
Farms

## FOOD TOURISM TRENDS

**55%**

Are motivated by the search for authenticity



63% of travelers take and share pictures of food

**QUALITY >  
PRICE**

Not just about Michelin Star restaurants



Rise of Slow Food Movement



22% food tourism promotion done online

**35-50%**

Travel budget spent on food



Want to participate and learn something new



Prefer to combine culinary & cultural or natural activities

*Foodie & tours*

[www.foodieandtours.com](http://www.foodieandtours.com)

Sources: World Food Travel Association, UNWTO, The Blue Room Project, Skift, Ontario Culinary Tourism Alliance, Free Flag Icons, Spanish Tourism Ministry

\*The Food Tourism destinations mapped are indicative, from qualitative research on the fame of their cuisine & having gastronomy in their tourism strategy









# Thank you!

[inaki@gaztelumendi.es](mailto:inaki@gaztelumendi.es)

