CULINARY TOURISM

GLOBAL STATE OF EXPERIENCES

Stephen Joyce
CEO, Rezgo
EXPERIENCES ARE BIG

$129B

Culinary tourism accounts for $32B **

* Phocuswright - Tours & Activities Come of Age
** World Food Travel Association
EXPERIENCES ARE BIG

30%

Asia Pacific is the largest regional market for experiences.

* Phocuswright - Tours & Activities Come of Age
80%

Of customers are international or domestic travellers.

* Phocuswright - Tours & Activities Come of Age
CULINARY TRAVELLERS SPEND MORE

82%

Of culinary travellers spend more on food & drink when travelling *

* World Food Travel Association
95% of travellers start their destination planning with online search.*

* Google Traveller Report
REVIEWS ARE IMPORTANT

40%

Of travellers read reviews from other travellers

* Google Traveller Report
MOSTLY BOOKED OFFLINE

19%

Of travellers book on-line. In APAC it is only 11%.

* Phocuswright - Tours & Activities Come of Age
OTA BOOKINGS
SMALL BUT GROWING

3%

The amount of gross sales attributed to online travel agencies.

* Phocuswright - Tours & Activities Come of Age
MOBILE MATTERS

70%

Of travellers use their mobile in destination

* Google Traveller Report
TRAVELLERS LOVE TO SHARE

170M Posts on Instagram with #food *

* business.com - Food Photo Frenzy
ขอบขอบคุณ
Thank you

CONNECT WITH ME
@STEPHENJOYCE
LINKEDIN.COM/IN/STEPHENJOYCE