



How Digital Media Promotes Gastronomy Tourism

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THE IMPORTANCE OF FOOD IN TRAVEL

88.2%

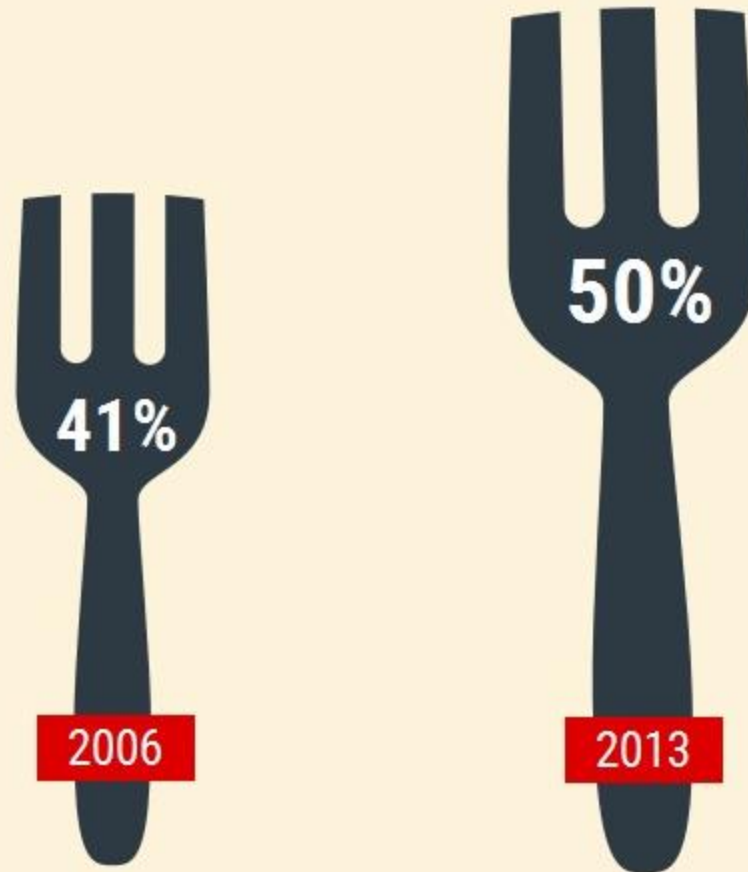
of survey respondents
consider gastronomy a
defining element of the brand
image of travel destinations.



11.8%

of respondents considered
gastronomy to play a minor role.

TRAVELLERS WHO SEEK TO LEARN ABOUT UNIQUE DINING EXPERIENCES ROSE:



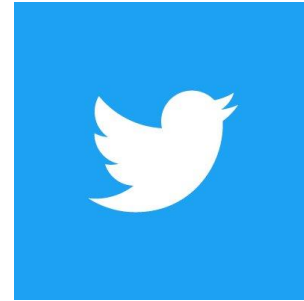
The American Culinary Traveler Report 2013: The percentage of US leisure travellers who seek to learn about unique dining experiences on their travels rose from 40% to 51% between 2006 and 2013.

SPENDING ON FOOD IN TRAVEL



OVER A THIRD OF TOURIST SPENDING IS DEVOTED TO FOOD.

Social Media and Gastronomy



Gastrodiplomacy and Food Culture



Are Restaurants the new Art Museums?



**Millennials appreciate
customised experiences**



**Seeing is believing.
So is Social Media**





**A well structured story
will be listened to.**

**Embrace technology
to drive business**

