

University of Massachusetts Amherst
ScholarWorks@UMass Amherst

Travel and Tourism Research Association: Advancing Tourism Research Globally

2016 Industry Outlook: Top 5 Food & Drink Tourism Expectations

World Food Travel Association

Follow this and additional works at: <https://scholarworks.umass.edu/ttra>

Association, World Food Travel, "2016 Industry Outlook: Top 5 Food & Drink Tourism Expectations" (2016). *Travel and Tourism Research Association: Advancing Tourism Research Globally*. 12. https://scholarworks.umass.edu/ttra/2015marketing/White_Papers/12

This Event is brought to you for free and open access by ScholarWorks@UMass Amherst. It has been accepted for inclusion in Travel and Tourism Research Association: Advancing Tourism Research Globally by an authorized administrator of ScholarWorks@UMass Amherst. For more information, please contact scholarworks@library.umass.edu.

2016 INDUSTRY OUTLOOK: TOP 5 FOOD & DRINK TOURISM EXPECTATIONS

Published October 2015




help@worldfoodtravel.org
(+1) 503-213-3700





GENERAL CHARACTERISTICS OF FOOD & DRINK TRAVELERS

- Biggest market opportunity: Millennials & GenX
 - Age: Younger (22+) to middle age (<50)
- Gender: Slightly (but not significantly) more female
 - Education: More years of education
 - Income: Not significantly wealthier
- Food/drink remain in the top 3 of visitor experiences
 - 100% of travelers eat and drink



FOOD & DRINK TOURISM EXPECTATION #1 FOR 2016

Interest in authenticity & food culture will remain high.

This means people seeking hands-on experiences, asking lots of questions, searching answers to questions during the experience (using smartphones), and documenting food and drink experiences in social media. This is also leading to the phenomenon where not just bloggers, but now consumers, are emerging as credible food-/photo- journalists.

Smart destination marketers are enabling consumers to become foodie journalists with innovative use of technology tools.

FOOD & DRINK TOURISM EXPECTATION #2 FOR 2016

Interest in gourmet experiences should remain modest.

A common misunderstanding about food and drink tourism is that it is synonymous with gourmet tourism. From past research, we learned that people whose primary interest in gourmet experiences is only 8.1% of the market. We continue to see more consumer interest in simply great food and drink experiences, especially authentic and top 10/must do experiences.

New research for 2016 is expected to show that interest in higher-end gourmet experiences is stagnant or falling.

A collage of various food dishes including bread, salads, and seafood.

FOOD & DRINK TOURISM EXPECTATION #3 FOR 2016

Consumers will seek increased diversity of food/drink experiences.

While interest in restaurants, wineries and breweries remains high, consumers are increasingly broadening the food and drink experiences they seek.

Examples include distilled spirits tastings and tours, urban walking food tours, tea/coffee tastings and plantation tours, cooking classes and visits to stores selling specialty food and drink.

Smart destinations are focusing on a wide variety of food/drink experiences. Case in point is Asheville, North Carolina's Foodtopia.com website.

The background of the slide is a photograph of a dining table. In the center is a dark, textured plate with a piece of food, possibly a dumpling or a slice of meat, and a small yellow garnish. A pair of wooden chopsticks rests on the plate. To the left, a portion of a white plate with a blue floral pattern is visible. To the right, a clear glass of water is partially seen. The overall lighting is soft and natural.

FOOD & DRINK TOURISM EXPECTATION #4 FOR 2016

Costs of food/drink will continue to increase.

The prices of food, drink, water, labor and transportation continue to rise. This adds to the overall cost of the food or drink experience for visitors. Because of increased costs, more and more consumers seek affordable experiences like food carts/trucks, meals from grocery stores, tasting/sampling menus and small plates, happy hour dining, and lodging with kitchenettes where they can do their own cooking.

Smart destinations are enabling discovery of more affordable and alternative food and drink experiences.



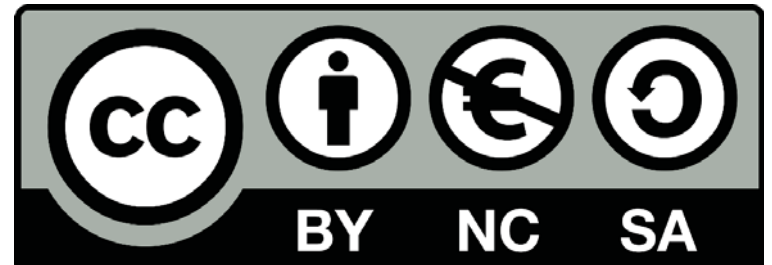
FOOD & DRINK TOURISM EXPECTATION #5 FOR 2016

Consumers taking behaviors – and expectations on the road with them.

Questions about local sourcing, ingredient allergies and food preferences and excessive product packaging are becoming more commonplace further from home.

In turn, servers and restaurant owners are becoming more aware and knowledgeable and chefs are becoming more accommodating.

© 2015 by World Food Travel Association
4110 SE Hawthorne Boulevard Suite 440
Portland, Oregon 97214 USA
(+1) 503-213-3700
help@worldfoodtravel.org



All rights reserved. Our information usage policy is as follows:

Attribution-Non Commercial-Share Alike

CC BY-NC-SA

This license lets you remix, tweak, and build upon this work **non**-commercially, as long as you credit the World Food Travel Association and license your new creation(s) under these identical terms.

Information herein is presented “as is” without actual or implied warrant of suitability or accuracy. Readers are responsible for their own actions based on content herein.