



The American Culinary Traveler

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The American Culinary Traveler 2013



Mandala Research, LLC

Insight • Strategy • Results

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Mandala Research conducted 2,113 web interviews between May 2 and May 10, 2013. All interviews were conducted via an *online panel* and lasted approximately 23 minutes on average.

To qualify for the survey, respondents must have taken at least one trip in the past 12 months for pleasure, vacation or personal purposes within the United States that was:

- 50+ miles away from home one-way; or,
- where the traveler spent at least one overnight; and,
- where the traveler had shared or sole responsibility for planning the trip.

The sample for the survey was balanced by age, gender, geographical region, race and ethnicity to represent the demographics of the population according to figures reported by the U.S. Census Bureau.

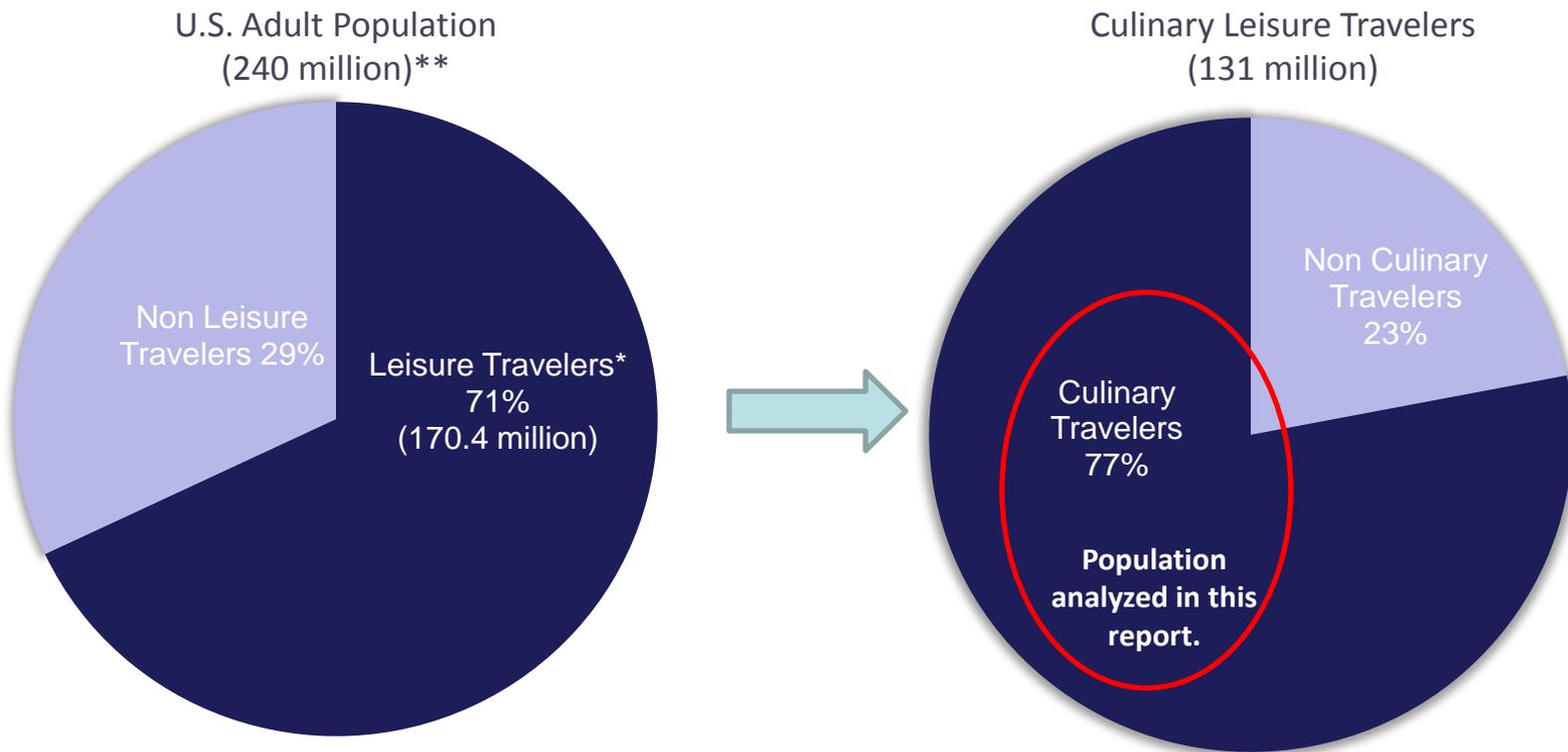
Reported results may not equal 100% due to rounding and exclusion of “Don’t Know/Rather Not Say” response options.

A full demographic profile of respondents can be found in [Appendix A](#).

Sizing the Culinary Leisure Travel Market

Leisure travelers* represent 71% of the U.S. adult population, or approximately 170.4 million Americans**.

Three-quarters of all leisure travelers (77%, representing 131 million Americans) can be classified as Culinary travelers, having participated in the specified culinary activities within the past three years.



*Leisure Travelers: Travelers who have taken at least one trip in the past 12 months for pleasure, vacation or personal purposes within the United States that was 50+ miles away from home one-way OR where the traveler spent at least one overnight and have shared or sole responsibility for travel planning.

**U.S. Census Bureau, 2013

Defining Culinary Travelers, Cont'd

Leisure travelers who are classified as Culinary travelers can be further segmented according to the drivers of the trips they have taken over the past three years. They were asked:

Thinking about all the trips you have taken over the past three years in which you participated in culinary activities (cooking classes, dining out for an unique and memorable experience, farmers markets, gourmet food shopping, etc.) or attended food festivals, which if any, of the following applies to you? (Please select all that apply)

Deliberate 30%	1. I took one or more trips where the availability of culinary activities was a <u>key reason</u> I chose to take the trip 2. I took one or more trips where the availability of culinary activities <u>helped me choose</u> between potential destinations
Opportunistic 26%	→ 3. I took one or more trips where I sought out culinary activities but they were <u>not a factor in choosing</u> between destinations
Accidental 19%	→ 4. I took one or more trips where I participated in culinary activities simply <u>because they were available</u>
Unclassified 25%	→ 5. None of the Above

Because different trips have different purposes, respondents were allowed to select multiple answers to this question. For the purposes of this report, however, culinary travelers are placed in the segment that includes the highest level of impact that culinary travel had on their destination choice. (For example, if a respondent selected both response #2 and #3 above, they were placed into the Deliberates segment.)

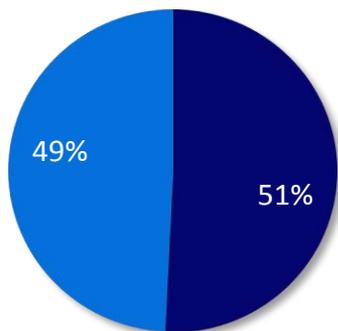
Culinary Experiences

About half of all leisure travelers travel to learn about or enjoy unique and memorable eating and drinking experiences (51%), a notable gain from 2006 (when 40% said they traveled for these reasons).

Culinary travelers overall (62%), and Deliberates (87%) and Opportunistics (77%) in particular, are especially likely to travel for unique and memorable culinary experiences.

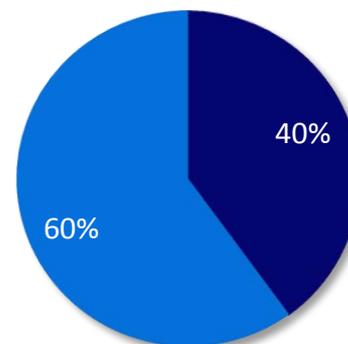
**Travels To Learn About Or Enjoy Unique And Memorable Eating And Drinking Experiences
2013**

■ Yes ■ No



**Travels To Learn About Or Enjoy Unique And Memorable Eating And Drinking Experiences
2006**

■ Yes ■ No



	Total	Culinary	Deliberate	Opportunistic	Accidentals
Sample Size	2113	1618	483	428	305
Yes	51%	62%	87%	77%	42%

Q5g. Do you consider yourself someone who travels to learn about or enjoy unique and memorable eating and drinking experiences – not necessarily just those that are exclusive or highly acclaimed, but all memorable eating and drinking experiences? [Base: All respondents: n=2113]

Statistically significant