

8 FOOD TRAVEL TRENDS to do something about



TRENDS





FOOD TRAVEL TRENDS



Higher Conscious Food Travel

Travel and Eating by Making a Positive Impact



Increase in Authenticity and Locality

Food Travel Trinity - Food, Authentic and Local



Diverse Food Events and Festivals

Food-fests – Experimenting with Food



Focus on Food Stories & Storytelling

Demand for Food Fables, Folktales, Myths & Legends



Growth in Micro Food Trips

Time–Space Compression with Food



Going it Alone but Eating Together

Solo Travel Continues to Rise



More Multigenerational Food Travel

Connecting with family through food travel



Technology-fueled Food Travel

Tech-fueled Food Wonderlands



CONCIOUS FOOD TRAVEL

Hosts and travelers are mindful of the impact and opportunities within food travel. Conscious Food Travel takes a holistic and integral approach by designing food-based experiences that ensure travelers, locals, businesses, employees, and places flourish.





CONCIOUS FOOD TRAVEL

Destinations are advancing the economic, environmental and socio-cultural sustainability through food, gastronomy and culinary. As Food travel continues to grow and travelers take their sustainable lifestyle to their holidays, organic and sustainable culinary are taking central stage.

According to Booking.com, today's global travelers would rather skip a destination altogether if they feel their visit there would impact the locals negatively. 30% of global travelers motives for choosing an eco-friendly accommodation was that they tend to provide more locally-sourced/organic food.



Becoming Sustainable Societies

Countries, cities and destinations put focus on locally- produced and ethically-made food and products, whilst being respectful of local communities and traditions. [E.g. Sustainable Finland...](#) [Sustainable Copenhagen](#)



Search for Pure/Natural Foods

Pure food obsession is leading to more 'clean', fresh and natural food offer such as berries, seeds, whole-grain foods and minimally processed foods.

Organic Food Destinations

Endorsements and recommendations from Booking.com customers show Stockholm, Montezillon, Ubud, Copenhagen and Berlin as some of the global destinations for 'organic food'.



Creative and Slow Tourism Destinations

Creative and Slow travel market continues to grow. Travelers new lifestyle is happing their holidays - sustainable and organic culinary tourism is expected to thrive. [E.g. 'The UNESCO's Creative Cities of Gastronomy' includes 26 cities.](#)



AUTHENTICITY AND LOCALITY

Greater appreciation that Food Travel can act as a way for protecting local food traditions, ingredients, and culture. Increasing focus on promoting the uniqueness of the regional cuisine instead of trying to incorporate or follow foreign ideas.

* in Key trends in culinary tourism. By GlobalData Plc





AUTHENTICITY AND LOCALITY

Immersion on authentic and local food experiences. Many destinations are gradually embracing localism rather than globalization when it comes to gastronomy — they are turning to local products that represent their traditions instead of following blindly global ideas.

A growing number of travelers are seeking to replace global, mass produced and 'cheap' offers with the locally-sourced, and thereby the authentic experiences.



Food Markets and Halls

Food markets and halls are synonymous with traveling and exploring local culture. The popularity of food markets as sky-rocked, with many becoming must-see attractions. E.g. 'Camden Market' in London, the 'Albery Cuyptmarkt' in Amsterdam, the 'Grand Bazaar' in Istanbul, and 'Chatuchak Weekend Market' in Bangkok.



Street Food

The calm and noisy street-food stalls all over the world provide travelers with authentic local experiences. E.g. roads of Ho Chi Minh in Vietnam

Authentic Food Experiences

Unique and authentic food experiences are being developed and promoted by food tourism companies and destinations. E.g. 'Cambodia Khmer cookery'.



Gastronomy Tours by Locals

Aiming to meeting the expectations of food travelers, we are witnessing the rise in the number of culinary and beverage tours that last from a day to a week. E.g. 'Loire Valley Food & Drink Tours' (7 days) or 'The Helsinki Distilling Company' tours & tastings (a few hours).



FOOD EVENTS AND FESTIVALS

“Millennials are looking for more than just a general good time when they choose to attend a festival”* or event.

Multi-faceted experiences with food offers that something more specific. Food in Events and Festivals are now an exciting field of innovation and experimentation.

* in The 2019 Event Trends You Need on Your Radar. By Eventbrite.

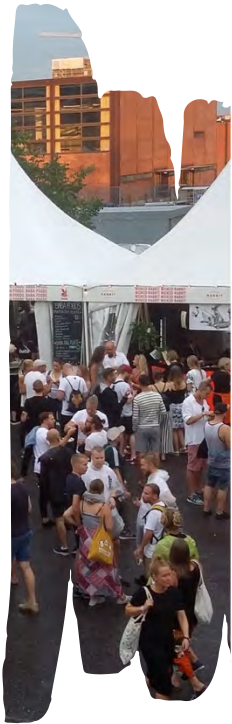




FOOD EVENTS AND FESTIVALS

Local food and culinary programming are being included at festivals and events. According to Eventbrite, “the more food and drink options your attendees have, the happier they’ll be.... 84% of food festival-goers are likely to post pictures of food while at an event.”

*"Food makes music better and music makes food better."**



Food is the Star of Festivals

Cities and destinations around are using food events as magnets to attract travelers, foodies and food lovers. Festivals now are putting food and Chefs at the center of their programs. E.g. Helsinki ‘Flow’s Festival’ Eat & Drink or ‘New Orleans Jazz & Heritage Festival’.



Diwali - Festival-of-Lights

India celebrates its biggest festival each fall with thousands of glowing lamps, feasts, fireworks, and mithai, or sweet treats.

Festival do Marisco - Algarve

Festival do Marisco (Seafood Festival) is a festival where you can try all kinds of seafood, with live music and a friendly atmosphere.



Pop-up Underground Events

Underground and often secret food events offering food experiences are showing up in cities. E.g. in Helsinki, dinner & show by ‘Recover Laboratory’ or ‘Diner en Blanc’.



FOOD STORIES AND STORYTELLING

Travel and tourism brands have been embracing storytelling as a key component of their communications efforts. Destinations, after developing food tourism strategies, are now using stories and storytelling to design new food experiences as well as striking an emotion with travelers.





FOOD STORIES AND STORYTELLING

Every meal is a story and the connections between the people in the food travel system can only flourish through stories. Stories give travelers meaning, and now, technology helps food tourism destinations to design for their guests a more interactive and engaging experience journey.



Search for Pure/Natural Foods

Pure food obsession is leading to more 'clean', fresh and natural food offer such as berries, seeds, whole-grain foods and minimally processed foods.



*"Food is a powerful vehicle for storytelling."**

Storytelling Travel Food Experiences

Many food travel businesses are morphing into media companies as they produce or curate a great number of food and culinary-themed stories celebrating the local destination. Now food travel businesses are starting to use storytelling to weave the different functions of their business together into one coherent story. E.g. [‘Tarinallistaminen ruokamatkailussa’ project](#)

Theatrical Food Experiences

The whole destination, attraction or business is a stage in the world of immersive and theatrical food experiences.. E.g. [‘Story Course NYC’](#), Bristol's [‘Food and Theatre Company’](#), or [Wild & Root in Berlin](#).




Chefs Tell Their Own Hyperlocal Story

Travelers want to meet or hear from the chefs growing their own supplies, experience their novel concepts, and hear their stories. E.g. visit [Zero-waste restaurants such as Nolla in Helsinki or Ijen in Indonesia](#), and listen to [Kovaksi keitettyt](#).podcast



MICRO FOOD TRIPS



Advancements in transportation systems and other technologies is leading to a stronger time-space compression. Nowadays, people are prisoners in the present-day work time-space structure, and therefore, travelers use the free-time they have in the evenings, in the morning or at weekends to travel.



MICRO FOOD TRIPS

Micro trips are tipped to increase in popularity around the world. According to Booking.com, which released data suggesting that 53 per cent of global travelers plan to take more weekend breaks in 2019. “It’s a year that’s predicted to be all about made-to-measure, bite-sized travel with more curated itineraries squeezed into shorter time frames”.



24-hour holidays - the future of travel.

Off-the-beaten-track Food Trips

Exploring new foods and unknown to travelers destinations are important trip motivators, and travelers are embracing the opportunity to push beyond their comfort zone by exploring new flavors in underappreciated culinary destinations. E.g. [Portugal](#), [Slovenia](#), [Albania](#), [Armenia](#), [Finland](#).



Unique Restaurants

Novel and one of a kind restaurant, menu or dish function as honeypots for food lovers. E.g. Under Restaurant, which is semi-submerged beneath the icy waters of the North Atlantic in Lindesnes, invites guests to dine five and a half meters below the surface.

Weekend Trips

City breaks abroad or at home (stay-cation) remain the holiday type of choice among travelers., and food is the best partner of a escape to watch a match, attend a music concert, etc.



Stopovers and Food

More airlines are launching stopover programs, which offer free or discounted hotel rooms, meals and museum admission to travelers, and this gives greater opportunities for micro food trips. E.g. [Finnair](#), and [TAP Air Portugal](#).



GOING IT ALONE BUT EATING TOGETHER

“The numbers around eating alone are nothing short of revelatory. And now, more people are opting to go it alone than ever before – but not simply as a result of having no one to go with. “It would seem that choosing to travel solo is an increasingly an endeavour of self-preservation.”*

* in Solo travel is on the rise, and it's no longer defined by relationship status. By Penny Walker.





GOING IT ALONE BUT EATING TOGETHER

According to Abta's latest annual Holiday Habits survey, one in nine holidaymakers reported that they took a holiday on their own in the previous 12 months - double the number compared to six years previous. And, Hotelscan.com has noticed a 170 per cent increase in the last 12 months for those looking to book a room by themselves.



Solo by Choice, or by Circumstance.

Cooking Holidays for Singles

Travelers are taking solo cooking holidays to prepare and savor local culinary wonders around the world. Cooking holidays offer educational and immersive gastronomic experiences. Turin, Italy's chocolate capital and the birthplace of the Slow Food movement is a favourite, but the range of offers go from bush barbecues in the Australian outback to prepare breakfast in Kenya's Maasai Mara or empanada-making at an Argentine dinner party.

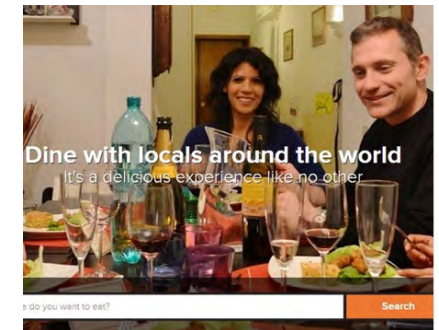


GottaGoSOLO travelers

GottaGoSOLO travelers - married with children, but vacation alone to reclaim their independence - is a micro-segment to keep watching.

Meal-Sharing Platforms

Solo food travelers rely on on-demand supply of food and drink through online platforms that connect local homes, restaurants or professionals with travelers. E.g. www.withlocals.com or www.eatwith.com




Eat and Exercise Trips

In addition to burning off calories, active food trips offer a more engaging experience. E.g. the 'Rota Vicentina' in southern Portugal organizes a long-distance hiking trail along the coast where fishermen cast from atop the cliffs. And, 'Discover Your Italy' offer private hiking and skiing itineraries in the Dolomites.



MULTIGENERATIONAL FOOD TRAVEL



“Traveling around the world with parents, siblings, kids, grandkids, and assorted family members can be an enriching assortment of shared experiences.”* Multigenerational food travel is a goal for families who seek togetherness via food experiences.

* in Exploring the multigenerational travel experience. By Susan Burnell



MULTIGENERATIONAL FOOD TRAVEL

Multigenerational family travelers are a challenging market as the needs and interests of each members of the family are likely to be different. Food is the common denominator. As multigenerational families continue to travel in search of experiences that create closer bonds and lasting memories, the food travel industry needs to adapt to rise of multigenerational needs.

Recent technological advances in DNA testing should lead to more multigenerational heritage/ancestry travel.



All-In-One-Place

A family's multigenerational needs mean that Food travel businesses must cater to the needs of every generation and have a good balance of amenities and activities to keep the whole family happy. All-in-one-place offers everyone the possibility to set their own pace and choose food travel plans that work best for them.



Family Heritage/Ancestry Travel

Multigenerational family travelers looking to connect on a trip that traces the family tree to its ancestral roots. This may include DNA tourism, which is now possible.



Multigenerational Volunteering

Multigenerational family travelers who want to help make a lasting positive change in the world. Parents and kids influencing each other.



Culture and Thrill Seekers

Multigenerational family travelers keen on thrilling and culturally engaging activities around the world.



TECHNOLOGY-FUELED FOOD SPACES



Technology is now the driving force behind much of food travel. Through technology-mediated communications, food businesses can be personal to travelers. Slowly, mobile, wearables, AR/VR, IoT, robotics and AI will enter the mainstream food travel industry.



TECHNOLOGY-FUELED FOOD SPACES

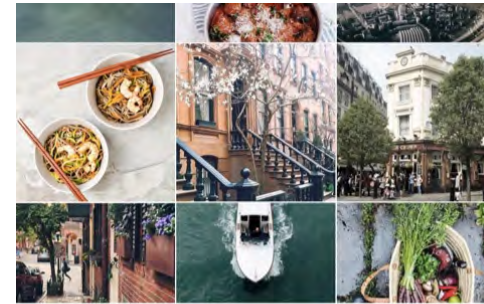
Food travel experiences continue to incorporate today's technology advancements to generate superior experiential dining moments.



"Phyigital experiences bring the digital experience to life in the physical world."

Phyigital Food Spaces

Physical travel food businesses will continue to morph into phyigital venues by incorporating digital into a physical, brick-and-mortar entity, to create an ecosystem across the two worlds. Phyigital food experiences bring the digital experience to life in the physical world, via Augmented Reality, or vice-versa, via Virtual Reality.



Instagram-Worthy Food Travel

A photograph of a local dish from street vendor or a meal from a swanky local restaurant is the most precious reward of influential globetrotters and food-travel lovers. Visual content platform will continue to shape food travel.

3D Projections and Multi-Sensory Installations

3D projections are used to bring food to life and immerse diners in a culinary adventure. E.g. 'Le Petit Chef' from 'Dinner Time Story' or 'MoonFlower Sagaya Ginza, Art by teamLab'.



3D Printing Food

3D printing food is now becoming more of a reality, and more initiatives that mix 3D technologies and food are expected. E.g. 'Food Ink' is gourmet experience in which all the food, all the utensils and all the furniture are completely produced through 3D-printing.

LAB8
Service Experience Laboratory