



ADVENTURE TRAVEL
TRADE ASSOCIATION

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[Taste the Adventure]

Exploring Culinary Tourism
& Adventure Travel

February 2016 //

Christina Beckmann, Erica Kritikides, Jim Kane

[PRESENTERS]



Christina Beckmann
ATTA Director
Research & AdventureEDU



Erica Kritikides
Food Adventures Brand
& Product Manager, Intrepid



Jim Kane
Founder Culture Xplorers
& Off the Table



CURRENT TRENDS

1

GLOBALLY

Annual Growth Up 7-12%

2

CHINESE OUTBOUND

Overtaking Shopping

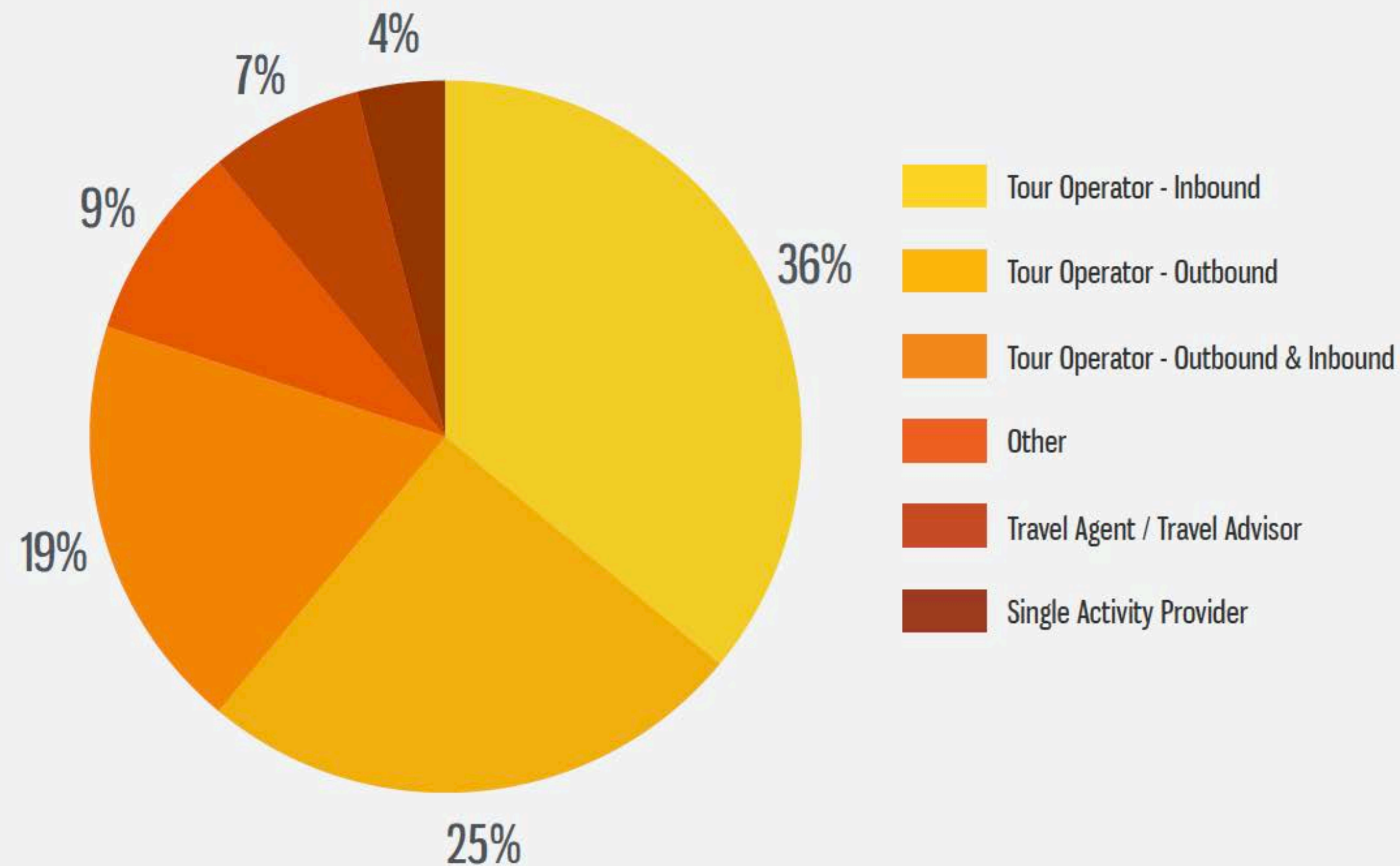
3

AMERICANS

More than 1/3 choose destinations based on food experiences

[ATTA'S SURVEY]

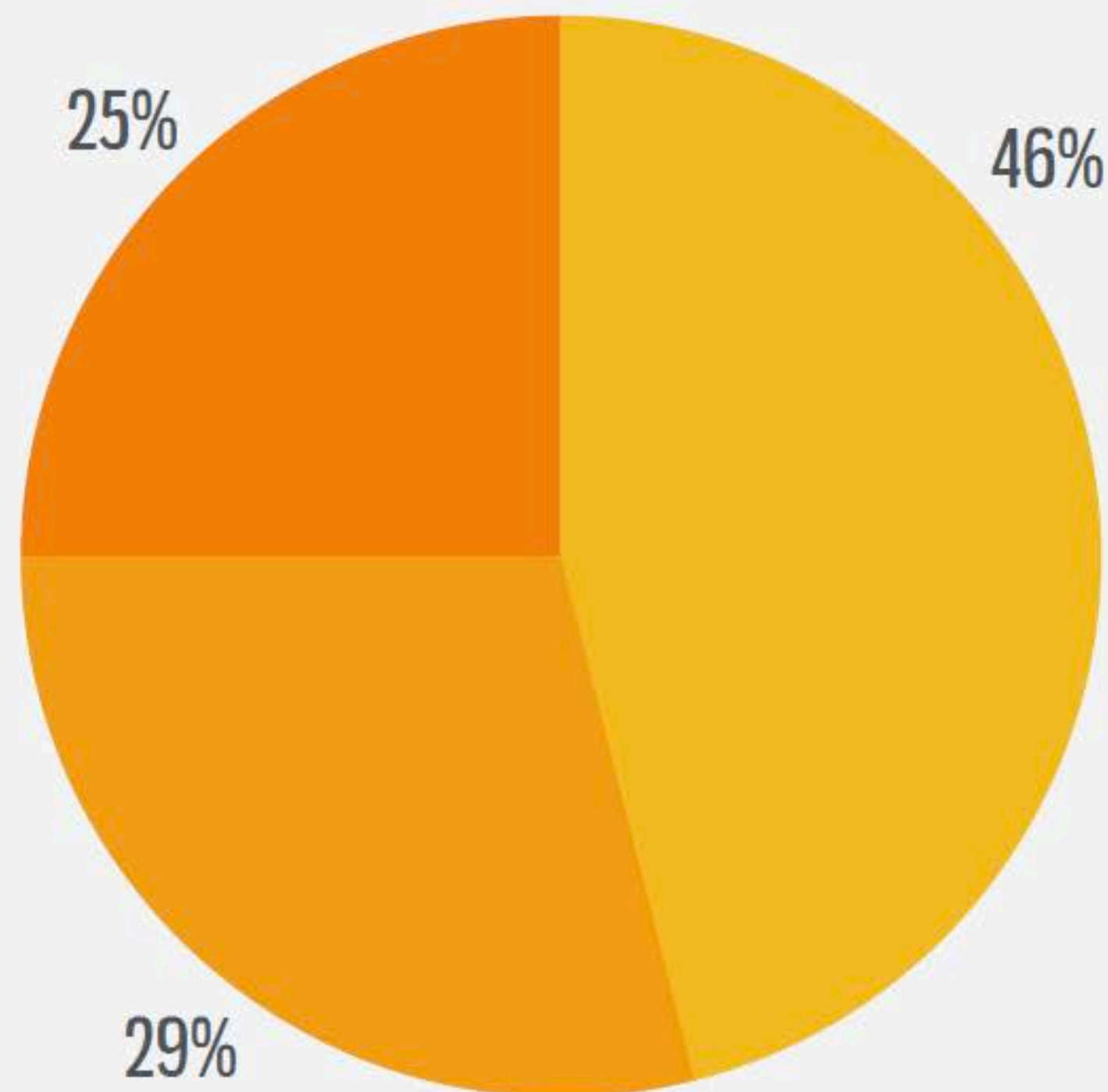
In which area of the adventure travel business do you work?



[FOOD EXPERIENCES]

& Adventure Itineraries, Prices

How would you characterize your trips in terms of their food experiences?



Moderate food focus

Our trips provide a window into how locals eat and the option of taking a farm tour, producer visit or cooking class.



Low food focus

Our trips emphasize nature and activity although we do provide local food throughout the trip.



High food focus

Our trips revolve around using food as a lens for better understanding the destination and connecting with the people, landscape and culture.

[MOST REQUESTED DESTINATIONS]

For Food & Adventure Tourism



ITALY



FRANCE



PERU/SPAIN
(tied)



THAILAND



INDIA

[MOST REQUESTED ACTIVITIES]

For Food & Adventure Tourism

1

Cooking Classes

2

**Visiting local wineries,
breweries or distilleries**

3

Sampling street food

Minority Trends:

- Observing behind the scenes food preparation or food sourcing with local people
- Foraging with a local specialist



[MARKETING TERMS]

That Resonate

Which of the following terms most resonate with your travelers when it comes to food experiences?

1. LOCAL
2. ORGANIC
3. SUSTAINABLE
4. ARTISAN
5. SEASONAL
6. KILOMETER ZERO
7. ENDEMIC
8. PERMACULTURE

For each age group which term has the most appeal?

| AGE GROUP | TERM |
|--------------|---------|
| 28 and under | Organic |
| 29 – 40 | Local |
| 41 – 50 | Local |
| 51 – 60 | Local |
| 61 – 70 | Local |
| 70+ | Local |

[FOOD & ADVENTURE PREFERENCES]

By Age

How important is trying local food to your guests?





TRENDS & ISSUES IN PROVIDING FOOD TOURISM EXPERIENCES

1

Importance of Local Foods

2

Traveler Trends

3

Eating Responsibly

[EATING CULTURE]

Putting “Real Life” Back Into Culinary Travel



[OPERATIONAL CONSIDERATIONS]

Serving up a Great Food Adventure Every Time



[CAN I EAT THIS?]

Effective Management of Dietary Restrictions



[CAREFUL CONSUMPTION]

Food Adventure Tours and Responsible Travel





FOOD EXPERIENCE

AS A CATALYST FOR:

1

**SOCIAL
ENTREPRENEURSHIP**

2

**COMMUNITY
DEVELOPMENT**

3

CONSERVATION



[Cooking Up Change]



[Coveted Cacao]



[Greenhouses, Cookstoves
& Guinea Pigs]



[Urban Oasis]



[Coastal Invaders]

WIN A TICKET TO ATTA'S ADVENTURE ELEVATE!

Hashtag your adventure travel food pics with #TasteTheAdventure during the month of March

- Picture must contain a caption of what the food is and the location
- Photo with the most 'likes' will win one complimentary ticket to ATTA AdventureELEVATE this June 6-7
- Stay tuned for more information by reading the next AdventureTravelNews or following ATTA on Facebook, Twitter, Instagram.
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[QUESTIONS?]

*Use the Questions feature of GoToWebinar
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[THANK YOU!]