

# 8 FOOD TRAVEL TRENDS to do something about





# FOOD TRAVEL TRENDS



## 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.**

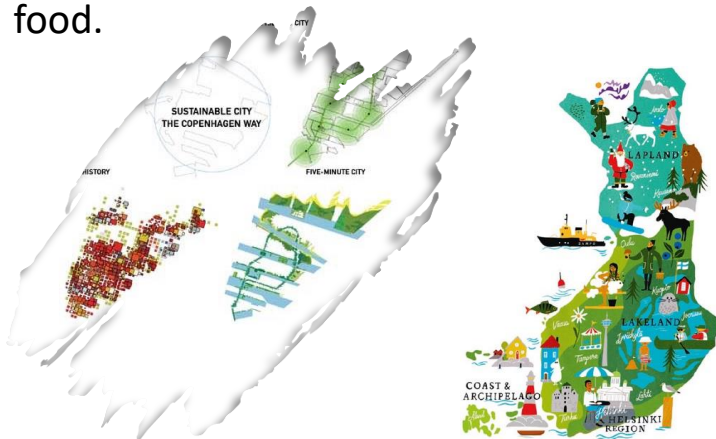




# CONCIOUS FOOD TRAVEL

**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](#)



## 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'.

## 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**.



## 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 has sky-rocked, with many becoming must-see attractions. E.g. 'Camden Market' in London, the 'Alberij Cuijpmarkt' 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 meet 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 is 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’.

\* sweetlife festival



## 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.

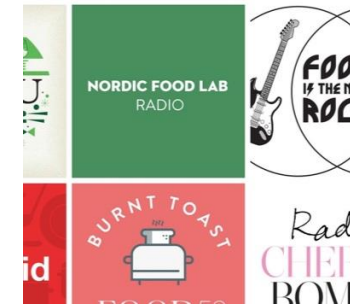


*"Food is a powerful vehicle for storytelling."\**

## 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](#)



## 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.

## 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](#)



# GROWTH IN 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.**



# GROWTH IN 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](http://www.withlocals.com) or [www.eatwith.com](http://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 fisherman cast from atop the cliffs. And, 'Discover Your Italy' offer private hiking and skiing itineraries in the Dolomites.



# MULTIGENERATIONAL FOOD TRAVEL

An overhead photograph of a family of six (three adults and three children) sitting around a dark wooden table outdoors. The table is set with white plates, yellow napkins, and various dishes including grilled fish, vegetables, and a large salad. The family members are actively engaged in eating and serving each other. The background shows a stone-paved patio.

**“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.

A collage of various food dishes arranged in a hexagonal grid pattern, with a hand pointing at one of the images. The background is a blurred kitchen or restaurant setting.

**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.**

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# TECHNOLOGY-FUELED FOOD SPACES

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



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

## Phygital Food Spaces

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



## 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'.



## 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 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.



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# TULE MUKAAN

**Me etsimme ammattilaisia mukaan LAB8 – The Service Experience Labin trendipaneeliin.**



**MITKÄ TRENDEISTÄ OVAT TÄRKEIMPIÄ JUURI SINUN TONTILLASI 2019?**

- Trendiraportti + sähköinen kysely. Toisinaan focusryhmä.
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**TULE MUKAAN! Jätä käyntikortti kulhoon poistuessasi.**

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