

CULINARY TOURISM

GLOBAL STATE OF
EXPERIENCES

Stephen Joyce
CEO, Rezgo

EXPERIENCES ARE BIG

\$129B

Culinary tourism accounts
for \$32B **

* Phocuswright - Tours & Activities Come of Age

** World Food Travel Association



EXPERIENCES ARE BIG

30%

Asia Pacific is the largest regional market for experiences.

* Phocuswright - Tours & Activities Come of Age



TRAVELLERS NOT LOCALS

80%

Of customers are
international or domestic
travellers.

* Phocuswright - Tours & Activities Come of Age



CULINARY
TRAVELLERS
SPEND MORE

82%

Of culinary travellers
spend more on food &
drink when travelling *

* World Food Travel Association



RESEARCH ONLINE

95%

Of travellers start their
destination planning with
online search *

* Google Traveller Report



REVIEWS ARE IMPORTANT

40%

Of travellers read reviews
from other travellers

* Google Traveller Report



MOSTLY BOOKED OFFLINE

19%

Of travellers book on-line.
In APAC it is only 11%.

* Phocuswright - Tours & Activities Come of Age



OTA BOOKINGS
SMALL BUT
GROWING

3%

The amount of gross sales
attributed to online travel
agencies.

* Phocuswright - Tours & Activities Come of Age



MOBILE MATTERS

70%

Of travellers use their
mobile in destination

* Google Traveller Report



TRAVELLERS
LOVE TO SHARE

170M

Posts on Instagram with
#food *

* business.com - Food Photo Frenzy



ขอขอบคุณ
Thank you

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