

KIM BUTIGAN

# Tastes, Trends & Travel



# Today's Menu

A look at data, desires, and the actual do of it all.

**01**

**To start: Research and statistics on consumer attitudes and spending**

**02**

**The main event: Gastronomy in our programs and trends & predictions**

**03**

**The final act: Selling the sizzle, how we market the magic**

**“...LIES, DAMNED  
LIES, AND  
STATISTICS.”**

# DRIVERS

# 56%

of UK consumers would describe themselves as a Foodie.



\*CGA BY NIELSONIQ BIDFOOD 2025 TRENDS SURVEY, SAMPLE SIZE:  
2000

# DRIVERS

# 42%

are influenced by  
reviews from friends &  
family



# DRIVERS

# 28%

are influenced by TV  
cookery programmes



**“EVERY SINGLE THING IN THIS  
LITTLE PLACE WAS SO BEAUTIFUL,  
AND IF YOU DON’T GO I DON’T KNOW  
WHAT TO TELL YOU ANYMORE.”**

Somebody Feed Phil  
Season 6, Episode 2  
Croatia  
Netflix

\*CGA BY NIELSONIQ BIDFOOD 2025 TRENDS SURVEY, SAMPLE SIZE:  
2000

# FOOD FOR THOUGHT

# 26%

A taste of  
tradition



\*CGA by NielsonIQ Bidfood 2025 Trends Survey, sample size: 2000

# FOOD FOR THOUGHT

# 21%

A great sharing  
experience





# FOOD FOR THOUGHT

# 35%

A feeling of comfort



\*CGA by NielsonIQ Bidfood 2025 Trends Survey, sample size: 2000

**GREEN**  
**&**  
**GOOD**

# GREEN & GOOD

# 7 IN 10

say sustainability is an important factor when deciding which venue to visit



.\*CGA by NielsonIQ Bidfood 2025 Trends Survey, sample size: 2000

**GREEN & GOOD**

**50%**

Prefer to choose seasonal  
produce only on a menu



. \*CGA by NielsonIQ Bidfood 2025 Trends Survey, sample size: 2000

# GREEN & GOOD

# 45%

Are willing to pay more for food & drink if from sustainable sources



.\*CGA by NielsonIQ Bidfood 2025 Trends Survey, sample size: 2000

# CROATIAN SENSATIONS



**Over half of all our shore excursions include a food & drink element.**



**54 of these are  
exclusively focused on  
Croatian gastronomy.**





**We work with 30+  
agrotourisms across  
Croatia.**



**20+ wineries across  
Croatia provide tours  
and tastings to our  
groups.**

# PREDICTIONS

**TREND**

**01**

**Tradition**



**TREND**

**02**

**Sustainability**



**TREND**

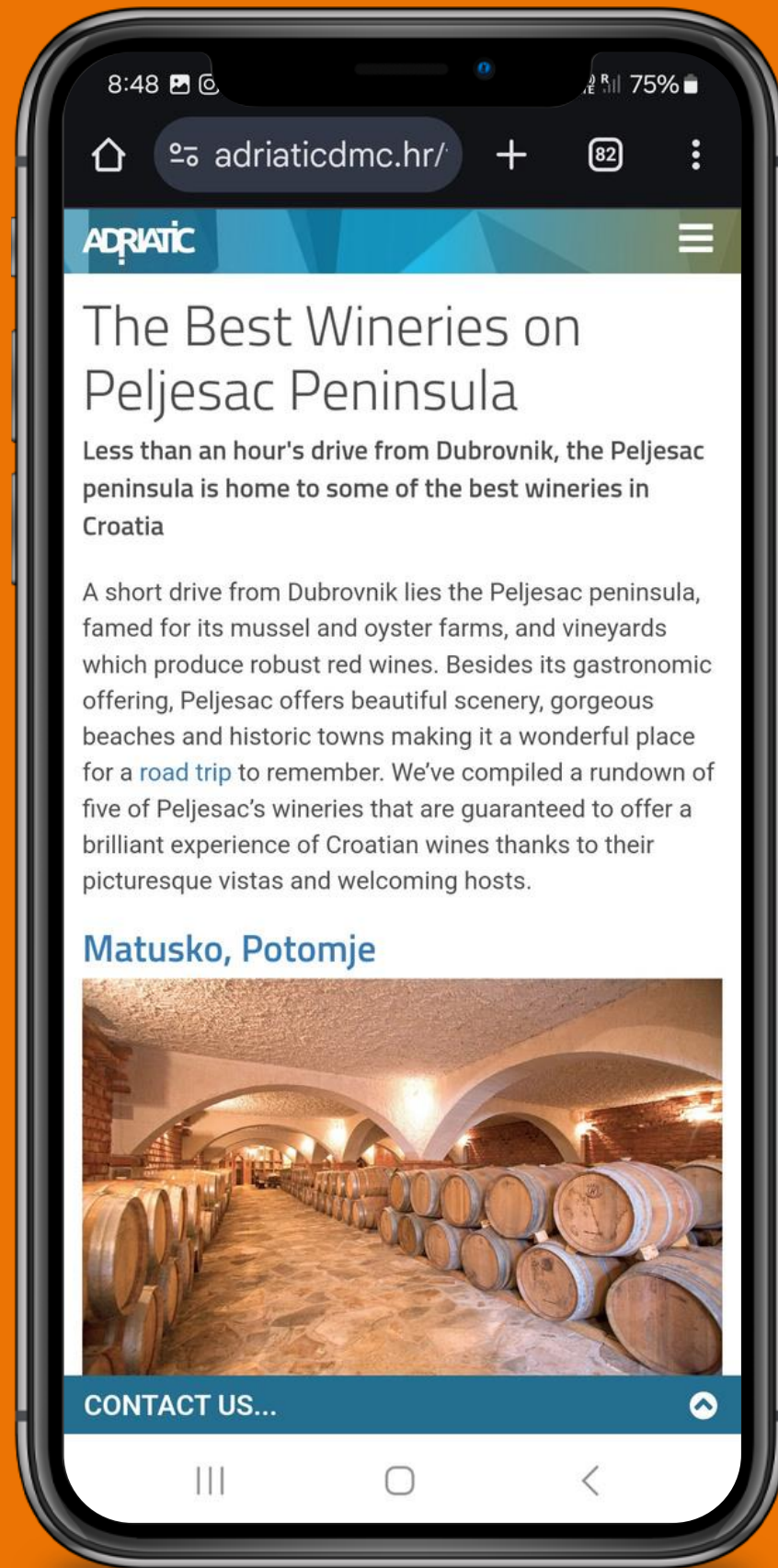
**03**

**Elevated Experiences**

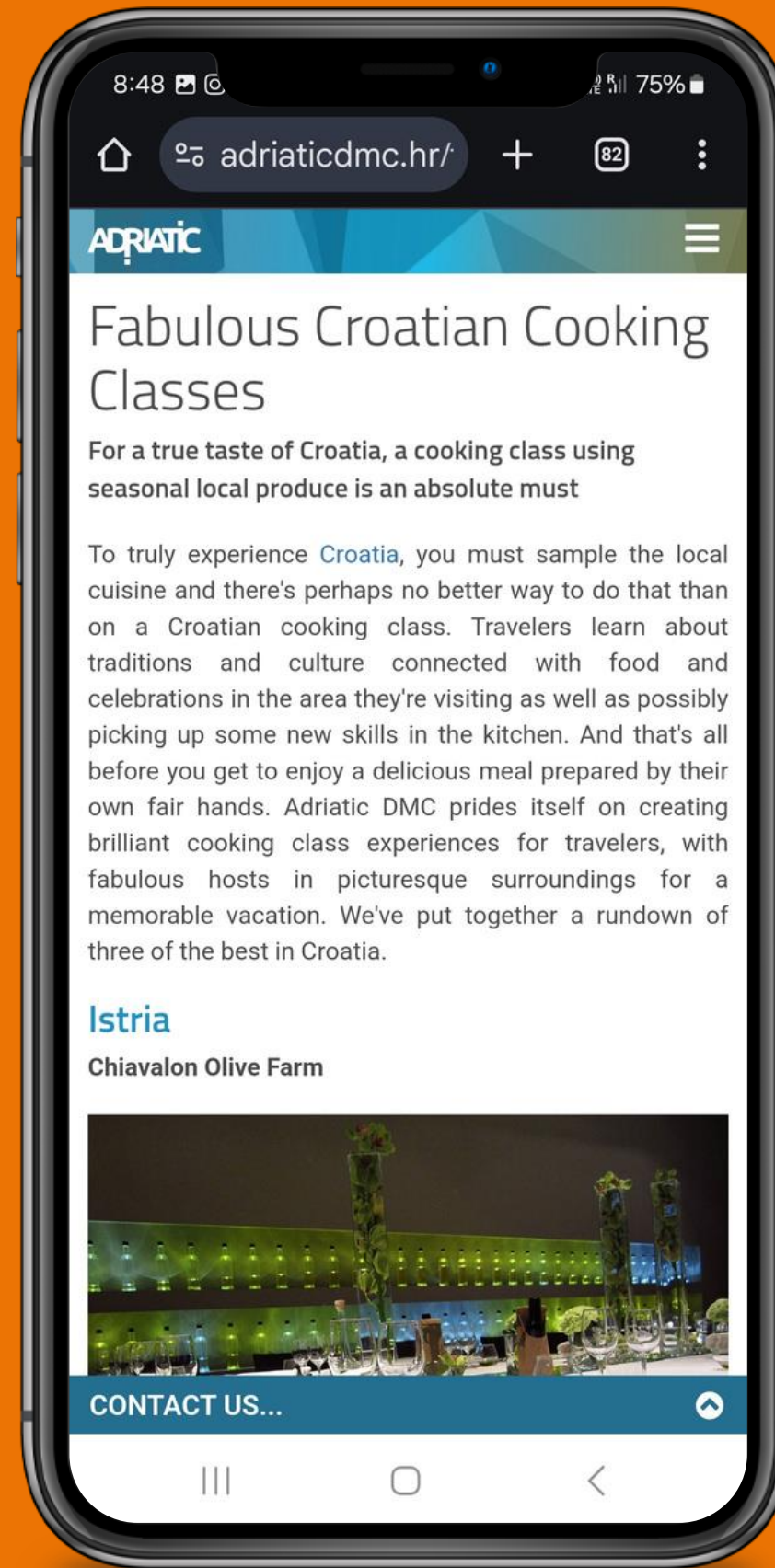




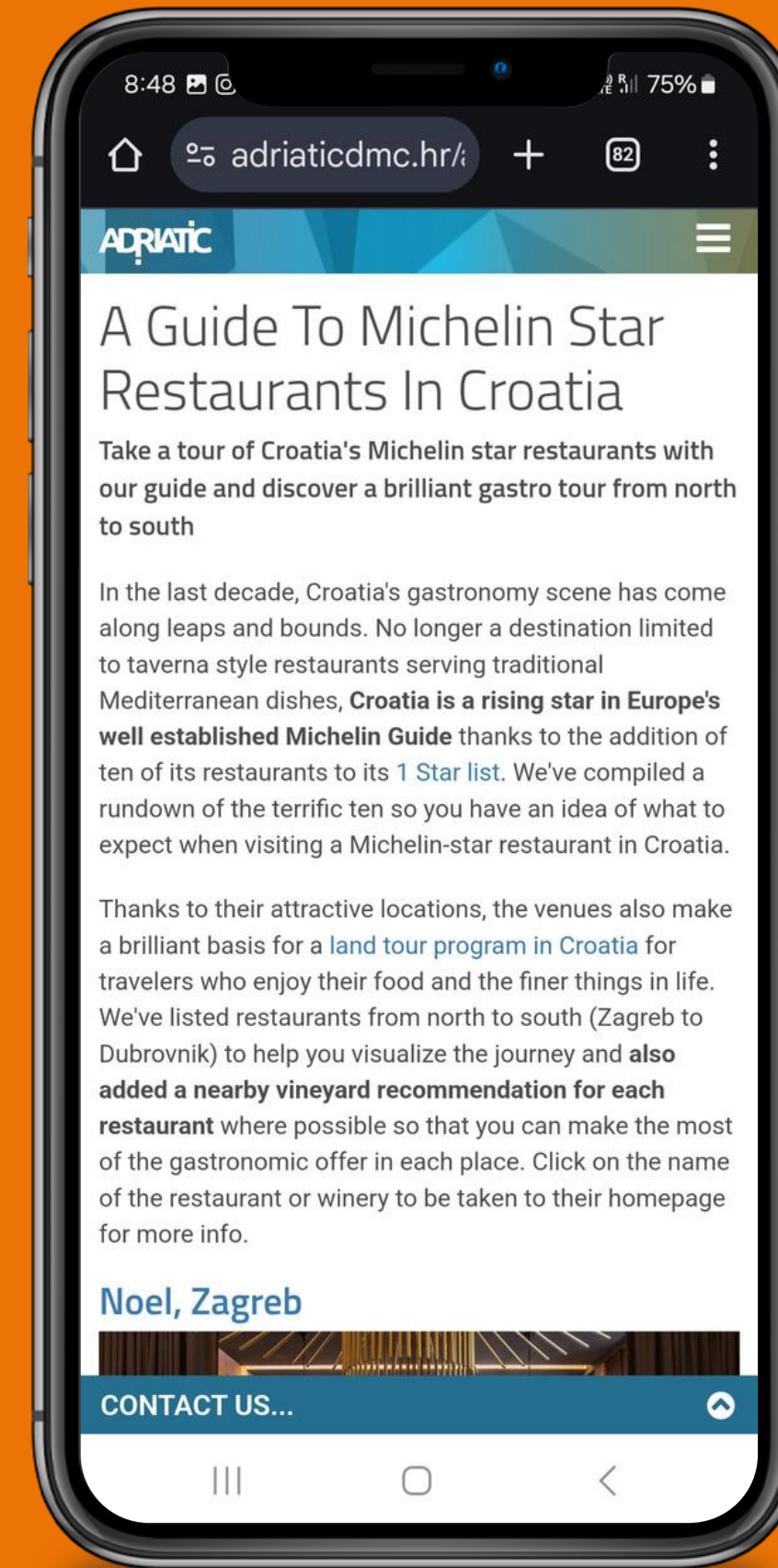
# WHET THEIR APPETITES



BLOGGS



BLOGGS



# GOLDFISH GET A BAD RAP



**9**  
**seconds**



**8.25**  
**seconds**

**FROM FIELD TO FORK  
...TO FILM**



# Challenges or Opportunities?

**HOW DO WE PROTECT, PROMOTE, AND PRESERVE TRADITIONAL FOOD PRODUCTION METHODS?**

**DOES CROATIA NEED ITS OWN SUSTAINABLE LABEL SCHEME AS AN EASY-TO-RECOGNISE BRAND FOR TRAVELLERS?**

**HOW DO WE ENGAGE YOUNG PEOPLE TO LEARN AND LOVE CROATIA'S RICH CULTURAL HERITAGE AROUND GASTRONOMY?**



# Thank you!

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**ADRIATIC**  
YOUR REGIONAL  
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