

# Unlocking the Potential of Year- Round Gastronomy Tourism



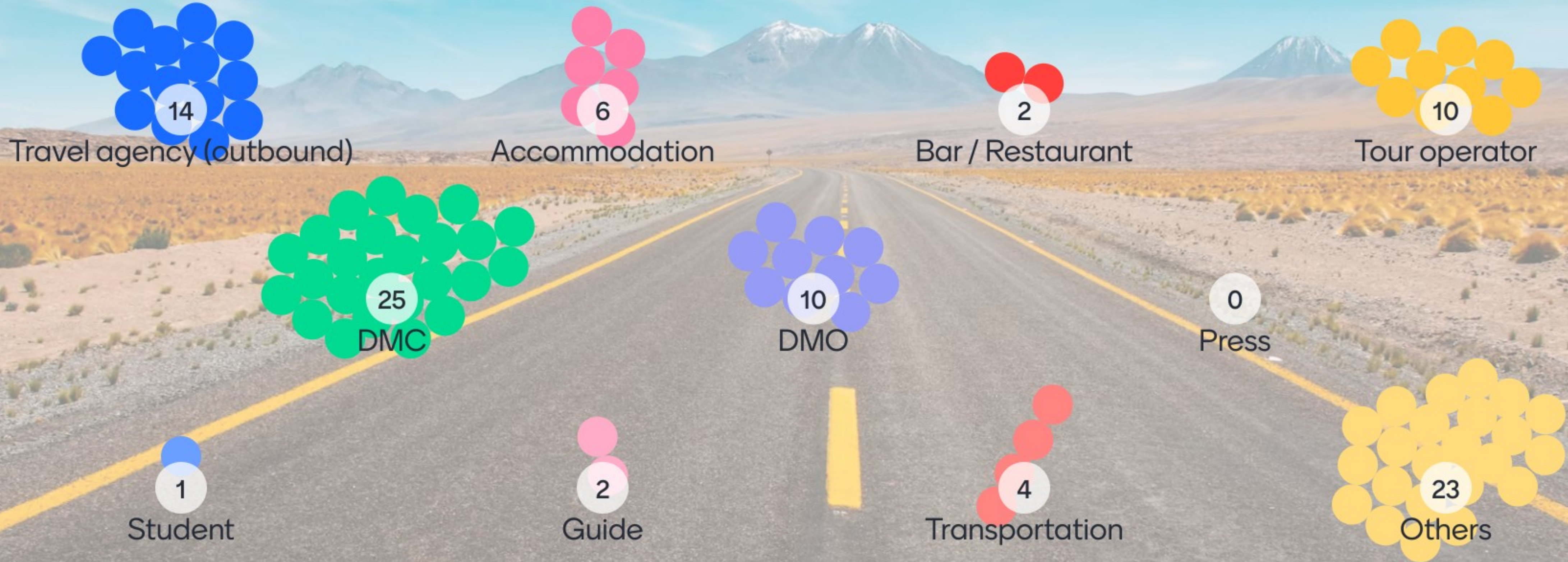
David Mora.  
Emoturismo / Basque Culinary  
Center  
November 25th, 2024



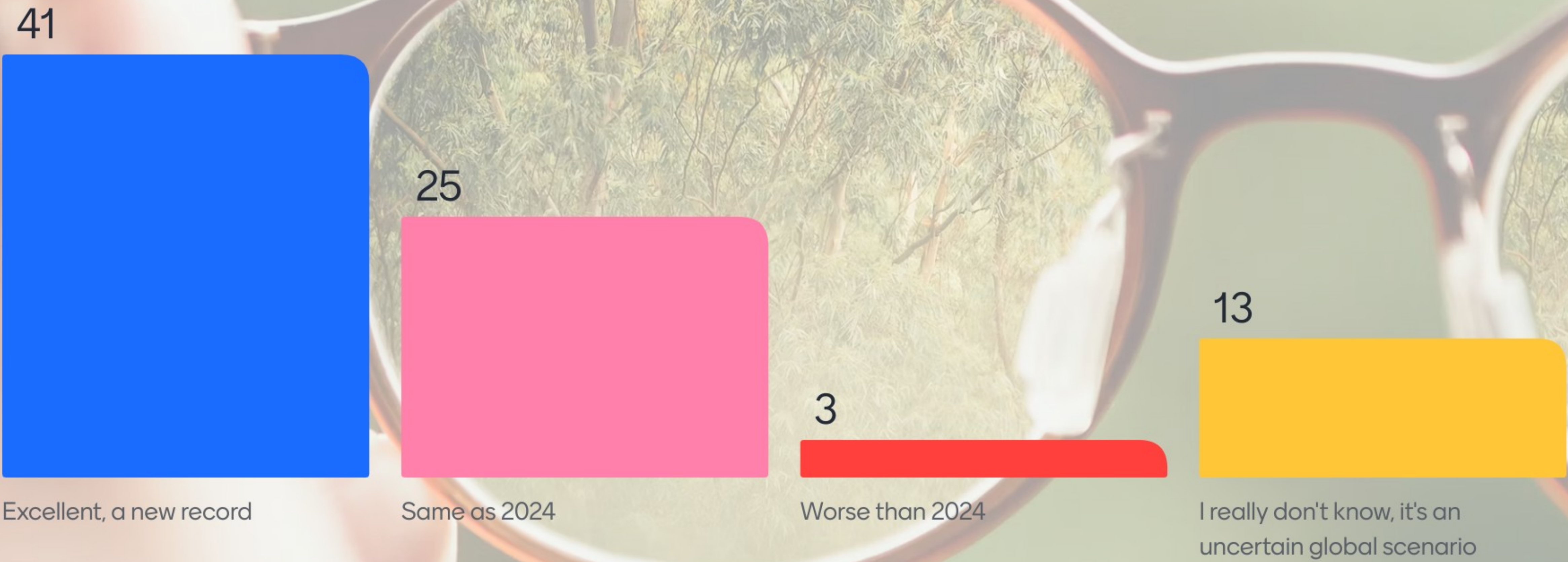
# Instructions



# Which type of company / institution do you represent?



# Which is your perspective for the 2025 season?



Excellent, a new record

Same as 2024

Worse than 2024

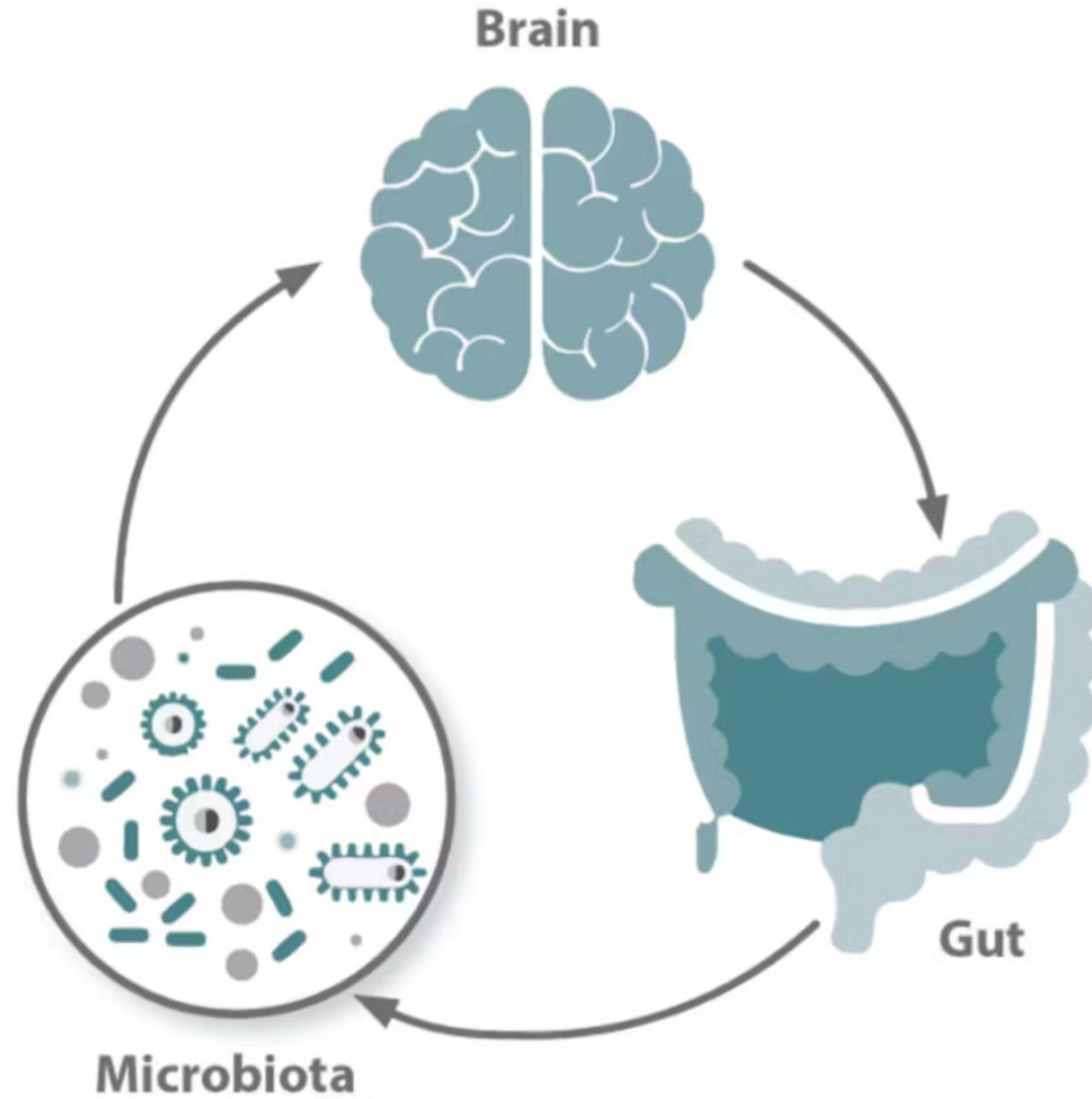
I really don't know, it's an uncertain global scenario



## HOW IMPORTANT IS FOOD FOR US?



# FOOD IS HEALTH



# FOOD IS HAPPINESS

Food is not just fuel. Food is about family, food is about community, food is about identity. And we nourish all those things when we eat well.

Michael Pollan

# FOOD IS TRADITION AND HERITAGE



# 3500<sup>th</sup>

*Geographical Indication*





# FOOD IS A GLOBAL TREND



32% of Brits are keen to undergo a trip centred around foodie experiences, coinciding with a 250% surge in “cooking tourism” searches and a 143% increase in searches for “best cities for food in the world.”


ACCOR: The 2025 travel trend report

<https://all.accor.com/a/en/limitless/thematics/lifestyle-trends/travel-trends-2025.html>



## Hotel Restaurants

Hotel restaurants are becoming a significant factor in hotel revenues, with travellers increasingly considering dining options when choosing a hotel. Positive reviews about hotel restaurants, chefs, and bars have increased on Hotels.com.




Gastronomy is a growing economic sector with great potential for diversifying economies.

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Food Service Market to Grow by  
USD 1.07 Trillion (2024-2028),  
Driven by Rising Demand for  
Dining Out, with AI Impacting  
Market Trends - Technavio



Also...

**Different dimensions:**

1. Gastronomy as brand equity and place branding
2. Gastronomy as driver for Innovation
3. Gastronomy as investment attractor
4. Gastronomy, a sustainable tourist resource
5. Gastronomy boosts exportation of goods and services
6. Gastronomy, source of pride



*What is gastronomy tourism?*

*"Food tourism is the act of traveling for a taste of place in order to get a sense of place."*

World Food Travel Association

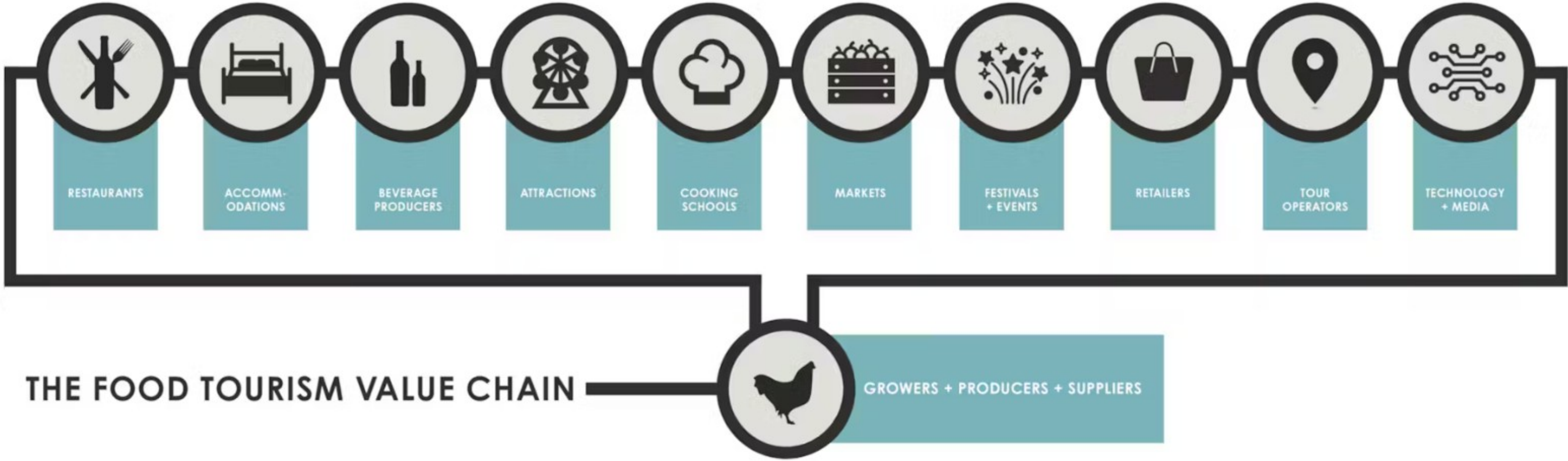
**WHAT CAN COUNTRIES DO TO ENHANCE CULINARY  
TOURISM?**

# HAVE A PLAN



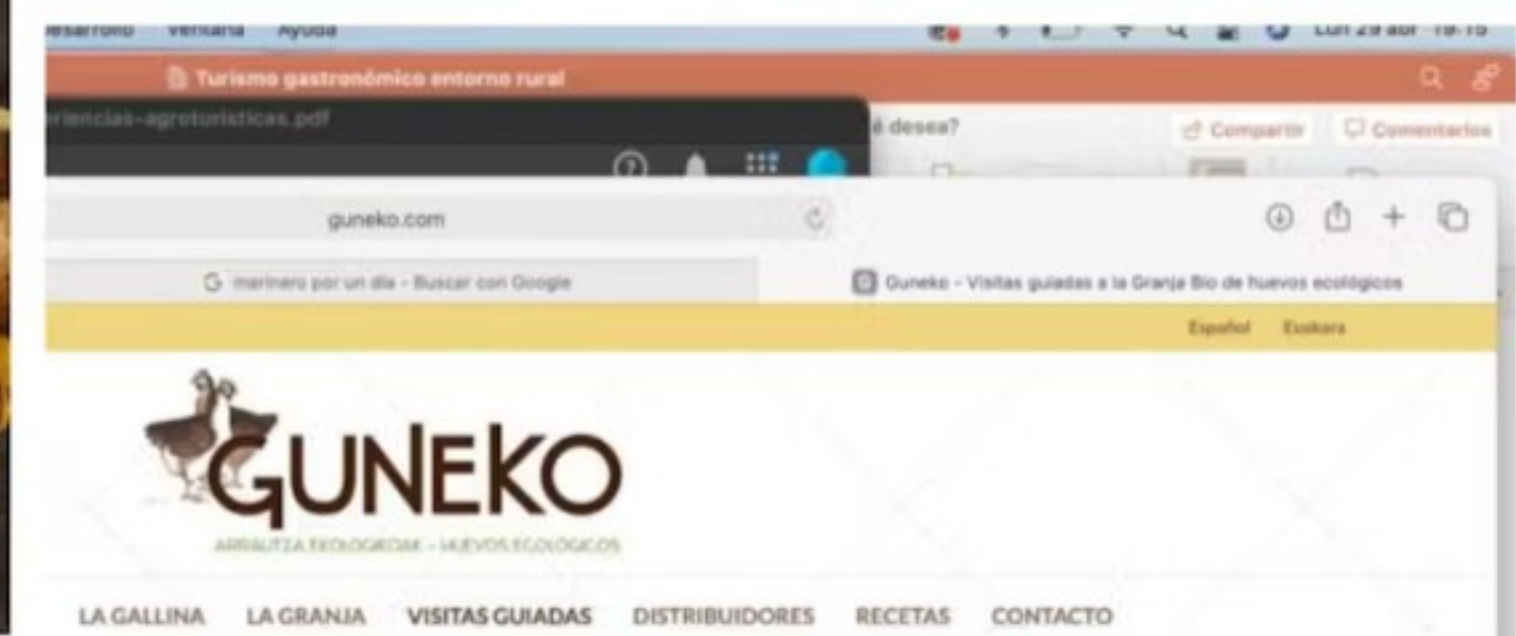
Source: <https://www.unwto.org/global/publication/guidelines-development-gastronomy-tourism>

# GASTRONOMY TOURISM, EXPANDED



Source: <https://www.culinarytourismalliance.com/terms-definitions>





# Current trends and possible actions



## PUBLIC-PRIVATE PARTNERSHIP

- There is an urgent need of creating alliances between various stakeholders, including producers, restaurants, educators, schools, and institutions
- Bringing together producers and chefs
- Many destinations now have working groups/task forces in gastronomy and gastronomy tourism.



**PANAMÁ:**  
**NUEVO HOGAR DE LA PRIMERA**  
**CÁMARA DE TURISMO GASTRONÓMICO**

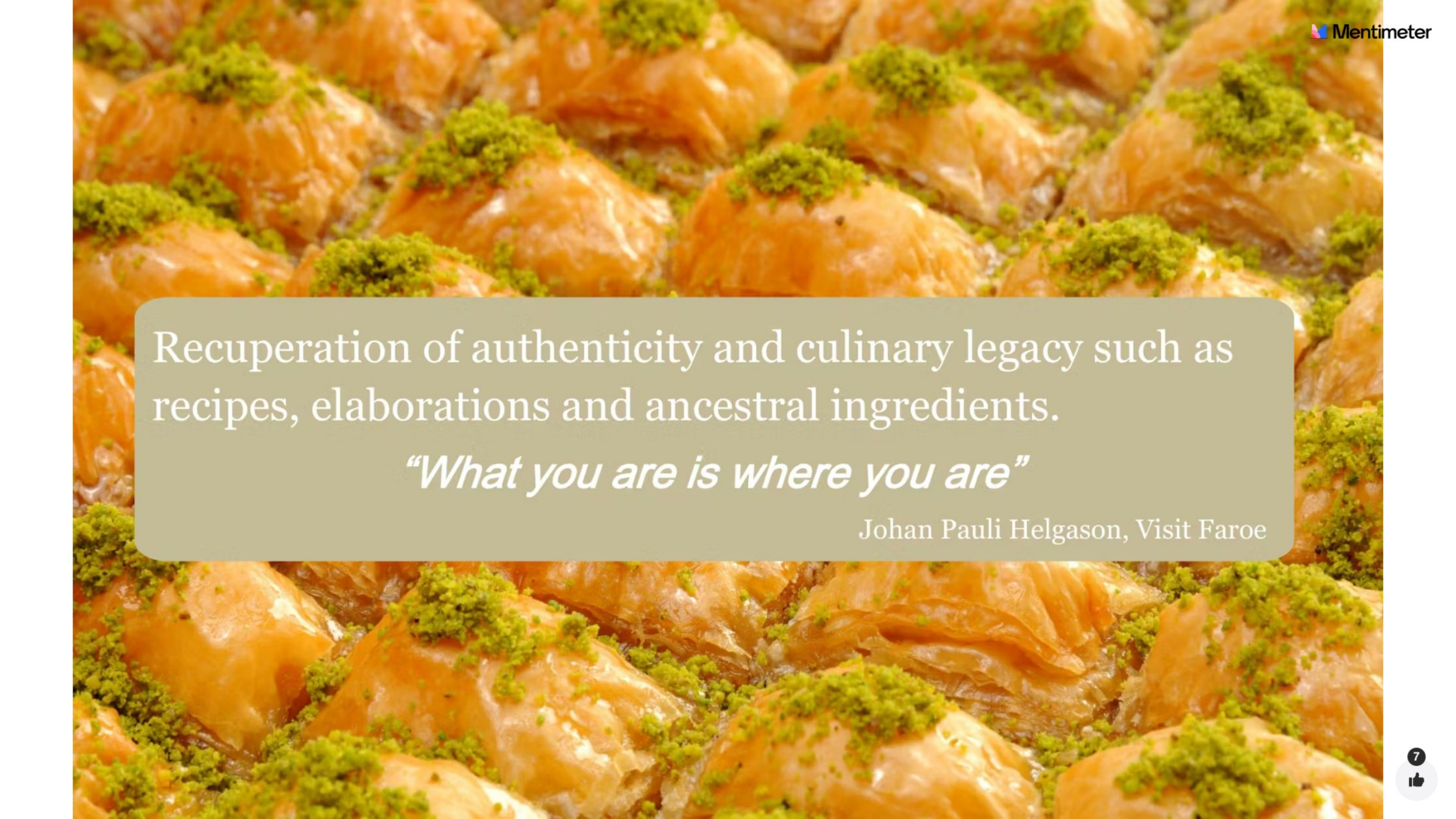


**EUSKADI**  
**BASQUE COUNTRY**  
**Gastronomika**

**Awards and recognitions**  
Awards create essential visibility for destinations, restaurants and chefs.



The key role of chefs to promote dishes and cuisines



Recuperation of authenticity and culinary legacy such as recipes, elaborations and ancestral ingredients.

*“What you are is where you are”*

Johan Pauli Helgason, Visit Faroe




www.barcelona.cat

Search on barcelona.cat... English

**Sustainable Food**  
Area of Economy, Employment, Competitiveness and Tax

URBAN FOOD POLICIES ▾ STRATEGY FOR 2030 WHAT WE DO? ▾ WHAT IS SUSTAINABLE FOOD? ▾ WHAT CAN YOU DO? ▾ 2021 CAPITAL OF SUSTAINABLE FOOD ▾ NEWS ▾

Home / Sustainable Food Citizen Week / Programme



TALK

### The medieval roots of Catalan gastronomic heritage


🕒 October 16th - 11.30 H

📍 Plaça del Rei

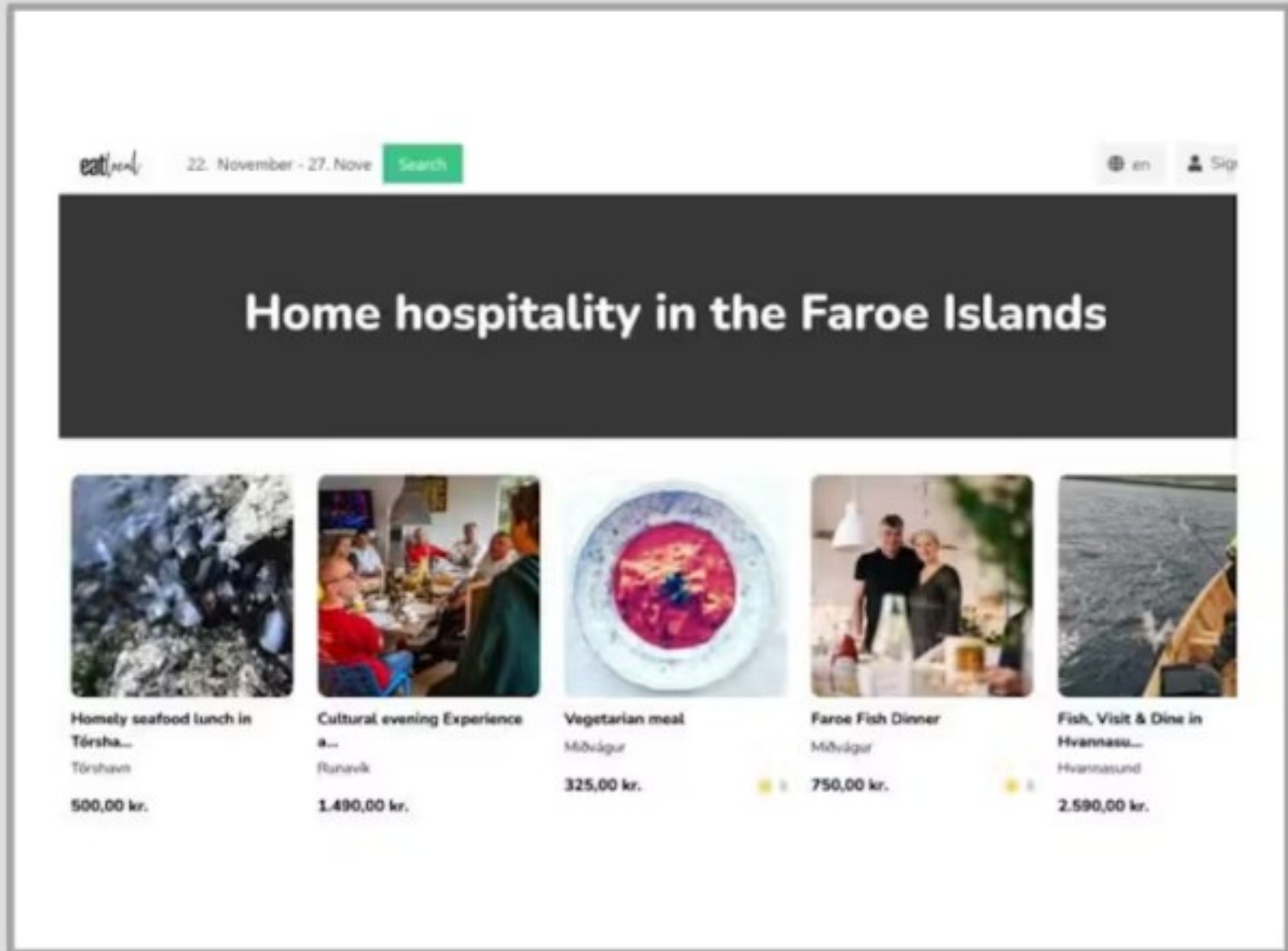
🚫 On-site with limited capacity

[WATCH VIDEO](#)





There is a narrative and a strategy behind the stories and brands.



A photograph of a meal featuring skewers of grilled meat, a bowl of white sauce, and flatbread on a wooden table. The skewers are the central focus, showing several pieces of dark, charred meat on wooden sticks. To the left, a blue and white patterned bowl contains a thick, white, creamy sauce. In the background, several round, golden-brown flatbreads are stacked. The entire scene is set on a rustic wooden table with some fresh herbs and a small burlap bag visible.

Events! But try to keep them as sustainable as possible

## WORK ON EXPERIENCES

“The experience IS  
the marketing.”

Pine, B. J., & Gilmore, J. H. (2013). The experience economy: past, present and future.  
In *Handbook on the experience economy* (pp. 21-44). Edward Elgar Publishing.



## Raíces en cada destino

Colaboramos con proveedores locales y artesanos para que descubras el sabor genuino del carácter de cada lugar.

To which type of company do you think this webpage belongs to?

## **Pockets of strong growth in luxury experiences and experiential goods**

Luxury experiences continue to maintain traction as consumers shift spend toward travel experiences and social events, favoring personal treatment and wellness over tangible goods. Simultaneously, experiential goods, especially those geared toward high-net-worth individuals, such as yachts, cars, and jets, are garnering strong interest.

Experience >

Emotion =

Memorability >

Loyalty



“With individuals at the heart of each and every experience, **customization is critical**”

“**All experiences are co-created**, as we’ve always believed, because once again they happen inside the individual person in reaction to what is staged outside that person.”



**Customization**



## LIVING AL FRESCO

- After the pandemic we all became more outdoorsy
- This is a great opportunity to bring visitors to the countryside and offer more experiential services

conclusions

# Possible actions

- National Plan for Gastronomy
- Differentiate gastronomy
- Support talented cooks
- Content on gastronomy
- Preserve current positioning as destination
- Wine and then, the rest
- Stay authentic, despite trends and new markets