



## International Culinary Tourism Association (ICTA) Key Findings from TIA Online Culinary Survey of Leisure Travelers (Oct 2006)

In January 2007, the Travel Industry Association of America (TIA) released the results of the first study on culinary and wine tourism in the United States. Sponsored by the International Culinary Tourism Association (ICTA), Gourmet Magazine and Edge Research, the study reveals some highly-anticipated new research that helps justify this growing niche market.

According to the survey:

- **27 million leisure travelers** have participated in culinary-related travel in the last 3 years in the US.
- They spend approximately **\$51 billion annually** on travel-related expenses including **\$12 billion** directly on culinary activities while traveling.
- In the US, culinary tourists include both men and women as well as most age groups almost equally (less among mature travelers over 65 years of age). They are more likely to have **higher incomes and education** levels.
- Culinary travelers are highly motivated to experience **unique and memorable** dining experiences including foods and flavors not available in their region. They are also significantly more likely to research and plan their trips using both **print and online materials**.
- Culinary tourists are **active travelers** who participate more than average leisure tourists in cultural and outdoor activities, visiting national parks and historic sites, enjoying spas, etc.
- The top food-travel destinations in the US are **California, Florida, New York, and Texas** respectively.

A few conclusions from the ICTA:

- Culinary tourists represent an ideal target market as they enjoy higher disposable incomes and tend to spend more money indulging in all aspects of visiting their chosen destination, not just culinary-related activities.
- Cuisine and culinary tourism are particularly important to secondary and tertiary destinations as a viable marketing tool that can help “level the playing field” with larger destinations and gain a competitive advantage.

For more information or to discuss these findings, please contact Teri Joly with the ICTA at (503) 750-7060 or [teri@culinarytourism.org](mailto:teri@culinarytourism.org). ICTA Professional Members and Strategic Partners receive copies of the final executive summary from the Travel Industry Association of America (TIA). To join the ICTA, visit [www.culinarytourism.org/join](http://www.culinarytourism.org/join).

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