



Assessing and Serving the Tourism Market

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Overview

- Understand tourist motivations and preferences
- Understand the role food plays in the tourist experience
- Compare food tourist types by food interests and activity levels
- Evaluate food and farm tourism promotional options



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Food Tourists

- Tourists seek experiences based on local identity and culture
- Studies show that tourists travel to those destinations that have established a reputation as a place to experiment with quality local products
- The Mediterranean diet was included in UNESCO's list of Intangible Cultural Heritage of Humanity

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Tourist Preferences

- Tourist food preferences can vary based on...
 - Destination
 - Seasonality
 - Tourist type
 - Visitor nationality
- Food tourists are considered cultural tourists
 - Educated consumerism
 - Open to new experiences
 - Desire for lifelong learning
 - Independent travel
 - High expectations

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Tourist Preferences

- Some tourists treat food consumption as part of the travel experience
- Some tourists use food as a basis for their activities
- Some tourists use food to select the destination itself
- Food choices can be motivated by...
 - Cultural experience
 - Interpersonal relations
 - Excitement
 - Sensory appeal
 - Health concerns

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Food Consumer Types

- Neophile
 - More likely to try something new on the menu, something that may not be available at home
- Neophobe
 - Less likely to be as adventurous in their diet

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Foodies & Food Tourism

- A foodie is a person with “a long-standing passion for eating and learning about food, but are not food professionals”
- May choose to travel specifically to experience new foods
- Well educated on food, but often just an interest and enthusiasm for learning about food
- Often have high standards for food quality, but may not require expensive or gourmet foods
- Frequent food related festivals and events
 - Motivation to visit, stay at accommodations, and eat at local restaurants






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Barr & Levy’s Foodie Types

Foodie Type	Description
Whole-Foodier Than Thou	Uses only organic methods growing their own produce and flowers, slaughters their own meat, uses simple ingredients in their cooking.
Squalor Scholar Cook	Does their research and knows the history of their favorite foods and recipes, sticks to traditional recipes, has the academic and historical knowledge of food to set them apart from others.
Made in Paris	Starts off learning basic cooking techniques in small restaurants and manages to move themselves up the ranks through their connections to make a living cooking in Paris, a foodie mecca.
Paris C’est un Dump	Ultimate upscale foodie that spends much of their time in expensive restaurants, subscribes to important food magazines, and is extremely picky.
Gorgeous East in Me	Drawn to ethnic and foreign foods, constantly wants to try new things and experience new cultures through food.
Foodies on Ice	Regards food as artistic material, aims to impress by creating ice sculptures, elaborately decorated cakes, or butter statues.
All-American	Small-town foodie that searches out local food and ingredients that deserve attention, constantly attempts to improve their crops and create new dishes.

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Understanding Food Tourists

- Attendees of a Texas Style Wine, Art, and Food Festival
 - Older respondents sought entertainment and escape from their daily routine
 - Younger respondents with bachelor degrees thought attending the festival was an important way to escape from stress
 - Female respondents rated food as a more important factor
 - Respondents with annual income over \$40,000 perceived the escape/event novelty factor as being more important
 - Respondents with incomes of less than \$20,000 rated external socialization as import
 - In general, the lower income group had a greater desire to meet new people, build new relationships and enjoy the arts




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Understanding Food Tourists

- Tourist motivations for attending a Corn Festival in South Carolina
 - Escape
 - Excitement and thrills
 - Event novelty
 - Socialization
 - Family togetherness




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Understanding Food Tourists

Visitors to Charlotte, North Carolina

- 61.7% considered themselves foodies (7-10 on the scale)
- 28.2% considered themselves moderate foodies (4-6 on the scale)
- 10% did not consider themselves foodies (0-3 on the scale).






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Understanding Food Tourists

- A study in South Carolina revealed the presence of three tourist clusters
 - Culinary tourist, experiential tourist, and general tourist
 - Culinary tourists purchased local food, consumed local beverages, dined at high-class restaurants, and rarely ate at franchisee restaurants.
 - Culinary tourists are more educated, earned higher incomes, and are characterized by variety-seeking
- A general tourist survey in Charleston, South Carolina
 - A large percentage of tourists comprised a potentially sizeable food-based market
 - Many consumers with a large amount of interest across a wide variety of food tourism activities





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Western Food Tourism

- Colorado Agritourism Study
 - 895 survey responses 2005-2006
 - Age - 46 years on average
 - Income - 37% earned incomes over \$75,000 per year
 - Marital status - 73% of travelers were married
 - Family composition -
 - 28% were young couples, no children
 - 42% were families with children
 - 90% identified themselves as White
- Grouped respondents into five “tourist types”






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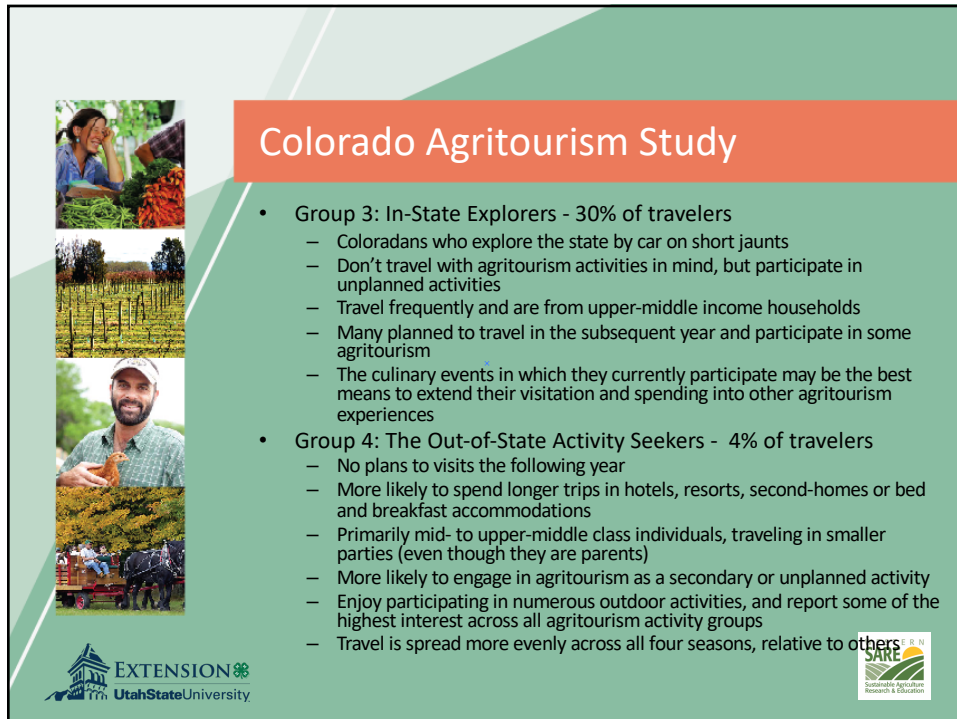


Colorado Agritourism Study

- Group 1: The Loyal Colorado Enthusiasts - 13% of travelers
 - Parents of older children and couples who return often based on their previous agritourism experiences
 - Largest share of participants in outdoor recreation on farms and ranches during the summer
 - Likely to camp and stay within a few hundred miles of home
 - Participate in a diverse set of agritourism activities
- Group 2: Family Ag Adventurers - 17% of travelers
 - Most promising agritourism visitors
 - Plans their travels around specific agritourism outings and participates in unplanned activities several times per year
 - Middle-income, often traveling with children in bigger parties
 - Willing to visit local enterprises and travel long distances to reach a variety of agritourism destinations
 - Travel primarily in summer and fall

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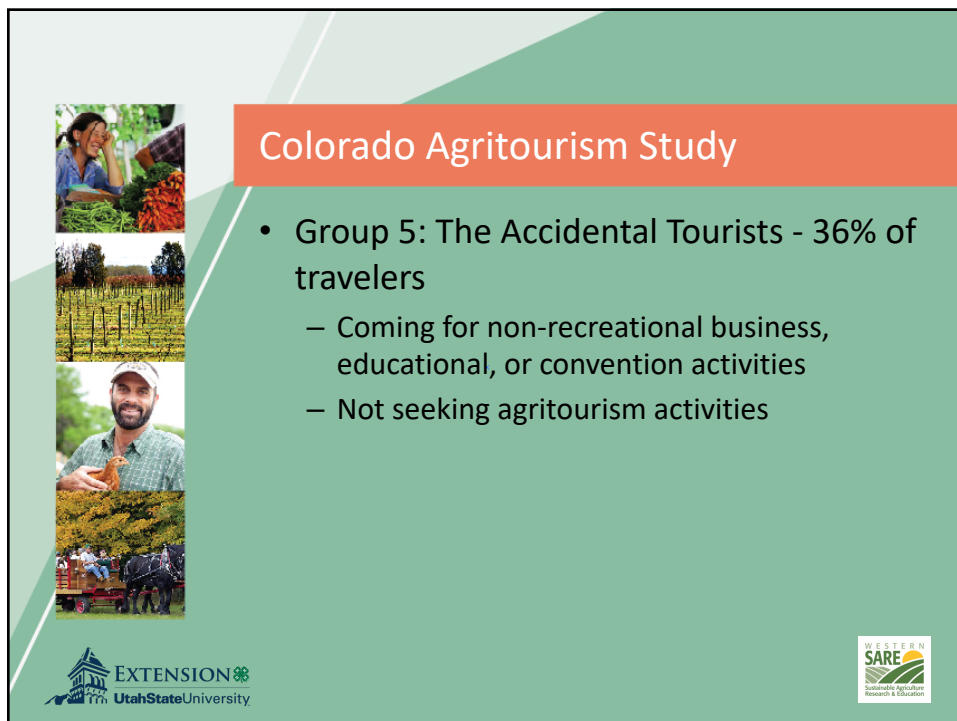
Colorado Agritourism Study

- Group 3: In-State Explorers - 30% of travelers
 - Coloradans who explore the state by car on short jaunts
 - Don't travel with agritourism activities in mind, but participate in unplanned activities
 - Travel frequently and are from upper-middle income households
 - Many planned to travel in the subsequent year and participate in some agritourism
 - The culinary events in which they currently participate may be the best means to extend their visitation and spending into other agritourism experiences
- Group 4: The Out-of-State Activity Seekers - 4% of travelers
 - No plans to visit the following year
 - More likely to spend longer trips in hotels, resorts, second-homes or bed and breakfast accommodations
 - Primarily mid- to upper-middle class individuals, traveling in smaller parties (even though they are parents)
 - More likely to engage in agritourism as a secondary or unplanned activity
 - Enjoy participating in numerous outdoor activities, and report some of the highest interest across all agritourism activity groups
 - Travel is spread more evenly across all four seasons, relative to others

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Colorado Agritourism Study

- Group 5: The Accidental Tourists - 36% of travelers
 - Coming for non-recreational business, educational, or convention activities
 - Not seeking agritourism activities

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Colorado Study Results

- Larger groups participating in agritourism are more likely to plan their trip itinerary (and include agritourism activities) prior to travel)
- Groups used local and business websites (not national websites) to plan their holiday
- Tourists attracted to an area by its natural amenities tend to participate in agritourism activities in these areas
- Need to link marketing for agritourism enterprises to natural parks, forests and recreation areas, such as representing them in park brochures and at visitor centers
- Private enterprises should describe the natural aspects of their operations in their marketing materials



 

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Western Food Tourism

- Utah Tourism Study
 - In-person survey of tourists in Utah (coming from/going to ID, NV, CO, MT), Summer 2013/Winter 2014
 - Random sampling technique, 700 surveys completed
 - 12 sites at gateways, national parks, airports, ski areas, convention and visitor centers
- Create a profile of tourist types
 - What types of people visit (demographics, attitudes, interests, etc.)
 - What is the reason for their visit and who travels with them?
 - What types of experiences and activities do they seek?
 - How important are food related experiences?
 - How do they research and plan their travel?
 - How long do they stay and where do they stay?



 

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Sample Demographics

- 68% married
- 52% male
- College degree 31%, graduate degree 40%
- 49% full time employed, 29% retired
- 84% White, 5% Asian, 4% Hispanic
- Average income in 2012 \$103,000
- Average age 50 years
- Length of stay average of 10.6 days
- Average party size of 2.9 adults and 1.6 children





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Travel Specifics

<ul style="list-style-type: none"> • Travel reason <ul style="list-style-type: none"> – Business 1% – Visiting family/friends 5% – Visiting national parks 9% – Outdoor activities 43% – Visiting cultural/heritage sites 24% – Special events/festivals 2% – Agritourism activities 9% – Passing through 6% 	<ul style="list-style-type: none"> • Research/booking resource <ul style="list-style-type: none"> – Internet/website 41% – Brochure/booklet 10% – Recommendation from family/friend 3% – Tradition 32% – Other 14%
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Food Interests

- Organization membership (18%)
 - Slow Food = 10%
 - Dining Club = 11%
 - Coop Grocer = 22%
 - Wine/Beer Club = 27%
 - Cooking Club = 8%
 - CSA = 15%
 - Other = 7%
- Dietary restrictions
 - Yes 15%




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Activities At Home & While Traveling

At Home	While Traveling
Buy locally sourced food: 3.52(1.16)	Buy locally sourced food: 2.80(1.19)
Shop at farmer's markets: 3.08(1.14)	Shop at farmer's markets: 2.46(1.16)
Participate in a CSA: 1.73(1.11)	Visit local farms: 1.77(0.95)
Buy organic certified produce: 2.79(1.19)	Spend the night at local farms: 1.28(0.65)
Visit local farms: 2.05(1.14)	Participate in agritourism: 1.60(0.88)
Cook at home: 4.29(0.80)	Cook at accommodations: 2.82(1.31)
Try new food items or recipes: 3.86(0.91)	Try new food items or recipes: 3.48(1.06)
Buy food you don't recognize: 2.93(1.19)	Try local recipes: 3.12(1.19)
Eat ethnic foods: 3.57(1.05)	Buy food items as souvenirs or gifts: 2.72(1.13)
Attend beer/wine festivals: 2.39(1.27)	Seek out local sourcing restaurants: 2.97(1.23)
Food canning: 1.80(1.11)	Attend beer/wine festivals: 2.22(1.28)
Beer/wine making: 1.35(0.88)	
Home gardening: 2.62(1.50)	
Composting: 2.14(1.49)	
Recycling: 4.35(1.07)	
Other: 3.75(1.89)	

Rating scale of 1-5 (Never to Always)




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Food Related Activities/Interests

Behavior At Home	Behavior While Traveling
Local Foods	Food Tourism
Shop at farmers' markets	Try new foods
Buy organic produce	Try local recipes
Visit farms	Buy food-related gifts
Food Experiences	Agritourism
Try new foods/recipes	Spend a night at a farm
Eat ethnic foods	Agritourism activities
Try new/unknown produce	Visit farms
Do it Yourself	Local Foods
Gardening	Buy local foods
Canning/Preserving	Cook at accommodations
Composting	Shop at farmers' markets
Food Connections	
Recycling	
Cook at home	
Buy local foods	






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Primary Tourist Groups

- Family Vacation - 50% of sample
 - Younger (mid 40s), less educated (in comparison) adults, with children, less likely married. Spend fewer days on vacation and are primarily involved in outdoor recreation on an annual trip. Use multiple sources for trip information and tend to do more cooking, but seek local foods and spend a lot on food.
- Utah Pilgrimage - 8% of sample
 - Older (mid 50s), married individuals traveling with older children, staying for a month and spending little on food, but seeking some food experiences and involved in food clubs. Visiting heritage sites and family primarily. Information from internet and past experience used in trip planning.






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Primary Tourist Groups

- **Couples Vacation - 11% of sample**
 - Married, highly educated, middle-aged couples (upper 40s), seeking food and drink experiences with high food spending. Traditional annual two week trip, use internet for secondary information, visiting heritage sites and outdoor recreation. More heavily involved in food related activities while traveling and at home.
- **Random Vacation - 25% of sample**
 - Older (mid 50s), married, more likely male on a 7 day vacation. Traveling with older child in various activities (outdoor recreation, heritage sites, agritourism). Primarily use the internet for trip information. Food spending lower and not all that involved in food related activities while traveling. They just need to eat!

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Utah Study Results

- Overall highly educated, married, seeking outdoor recreation, cultural/heritage sites, and agritourism activities
- Good potential (20% of sample)
 - Couples Vacation (Foodies with funds)
 - Utah Pilgrimage (Cultural/local foods)
 - Family Vacation – should not be overlooked
- Internet-based promotional programs most useful
- Quality experience essential – repeat visits
- Link marketing for food tourism to outdoor recreation destinations
 - Promote in park and resort brochures, visitor centers, etc.
 - Describe “proximity” to primary destinations in all materials
 - Heritage trail and food tourism linkages needed




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Identify Target Market

- Those most likely to purchase your produce/use your services
- What are their demographics?
 - Age, gender, marital background, ethnicity, income, education, etc.
- What are they into?
 - Interests, hobbies, values, attitudes, behaviors, etc.
- Where do they live?
- How will they access your information?
- Are they local or long-distance tourists?

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Tourism Promotion Options

- Brochures, flyers, etc.
 - Leave with hotels, visitor centers, parks, resorts
- Business website and social media accounts
- Memberships
 - Chambers of commerce, visitor/convention bureaus, local food organizations, etc.
- Other publications
 - Websites
 - State/regional tourism, local food, trip/vacation booking
 - Tourism publications
 - Local, national, international
 - Heritage/scenic trail maps
 - Attraction publications
 - Parks, resorts, etc.

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Tourist Information Centers (TIC)

- Tourist Information Centers (TIC) can help you to reach customers
 - Know how tourists arrive (major hubs/airports) and what activities they seek
- Salt Lake Visitor Information Center
- Park City Visitor Information Center
- Utah Welcome Centers (Brigham City, Echo, Salt Lake City, Jensen, Thompson Springs, St. George)

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Promotional Resources

- Slow Food: slowfoodutah.com
- Agritourism World: www.agritourismworld.com
- Brand USA: www.thebrandusa.com
- Discover America: <http://www.discoveramerica.com>
- Visit Utah: <https://www.visitutah.com>

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Tourism Research & Statistics

- Utah Tourism Industry Association, Research and Information
 - http://utahtourism.org/?page_id=9
- Visit Utah Travel Stats
 - <https://travel.utah.gov/research-planning/utah-tourism-industry-metrics>

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Basic Marketing Information

- Chapter 5 in “A Guide to Successful Agritourism Enterprises”
 - The 5 P’s of marketing
 - Writing a marketing plan
 - Sample marketing matrix
- Cost-benefit analysis of all marketing activities
- Annual review of marketing effectiveness

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Activity

- **Worksheet 3.1: Customer Segmentation**
 - For each food tourism enterprise or product define the target consumer (tourist)
 - List what needs and preferences they have regarding your activities/products




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Activity

- **Worksheet 3.3: Promotion Plan**
 - For each food tourism enterprise or product define a tourism focused promotional strategy




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