



Mandala | Research, LLC

Market Research, Management Consulting



The Culinary Traveler Study: Ingredients for Success

NEW FOR 2012



About Mandala Research and the World Food Travel Association (WFTA)

Mandala Research, in partnership with WFTA, is conducting this study.

Mandala Research offers a diverse range of research products and services - along with expert analysis - to Fortune 500 companies, non-profit organizations, and government agencies. Clients include: California (CTTC), Visit Florida, Las Vegas CVA, Chicago, Philadelphia, Sarasota, Virginia, Cleveland, Louisiana, Baltimore. Marriott International, the U.S. Department of Commerce, National Trust for Historic Preservation, Carlson Hotels, Macy's, Shop America Alliance.

www.MandalaResearch.com

The WFTA (formerly International Culinary Tourism Association) is the world's leading authority on food travel, with robust programs in food tourism education and research, food tourism development, and food tourism promotion. Their expertise and insights will be instrumental as this study is developed and executed.

www.culinarytourism.org



About the Culinary Travel Market

Culinary Travelers are a large, active, lucrative market for destinations and other travel marketers

Why?

- ✓ They are always in search of unique and memorable eating or drinking experiences
- ✓ They make up one-fifth of the U.S. leisure traveling population
- ✓ They are affluent, better educated travelers who take part in more activities while traveling than the average leisure traveler



Goals of the Culinary Traveler Study

- ✓ Uncover specific characteristics of the trips U.S. culinary travelers take, including the amount of money they spend, the other activities they engage in while traveling
- ✓ Identify the most popular destinations for wine and culinary travel
- ✓ Identify new trends in culinary tourism to help destinations and travel companies understand this market and refine their marketing strategies
- ✓ Identify which online and social media channels are most used by culinary travelers to get recommendations and to find information



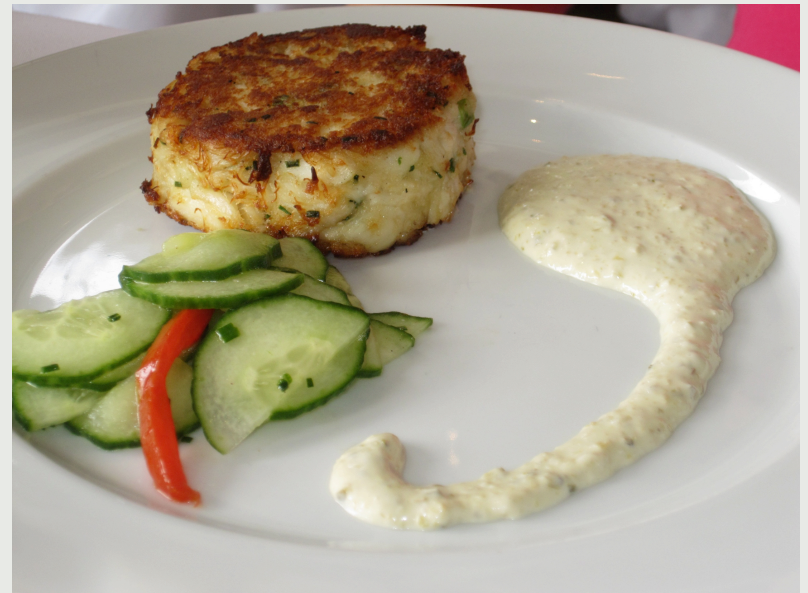


How Can Sponsors Use this Research?

- ✓ **Restaurants, wineries and other food and beverage establishments** can use insights about what attracts culinary travelers to a business (price, ambiance, events, location, trends, etc.) to ensure they stay relevant.
- ✓ Armed with knowledge about culinary traveler behaviors, attitudes, preferences, and motivators, **destinations** can more strategically target this market.
- ✓ **Domestic and international travel companies** can better understand popular culinary destinations and the range of offerings to create a perfect match for their clients.
- ✓ With information about online and offline marketing channels most used by culinary travelers, **all sponsors** can optimize marketing budgets to capture this audience.

Sponsorship Benefits

- ✓ Input into study development
- ✓ Inclusion of proprietary questions related to sponsor's destination or business
- ✓ Sponsor promotion through press communication, events, social media, and other key outlets





Study Objectives/Methodology

- ✓ Mandala Research will conduct an online survey of consumers who have taken one or more leisure trips 50+ miles from home OR that required an overnight stay in the past 12 months.
- ✓ The survey will be conducted among a nationally representative sampling of adults 18 years or older, and will take approximately 25 minutes to complete.

Study Timeline

November
Survey
Development

December
Data
Collection

January
Preliminary
Results
Release

**January/
February**
Final Report
and Press
Release issued



For More Information and Pricing

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