



THE FOOD TRAVELLER



WHAT?

The Food Traveller is driven by the food experiences they come across on social media. This tribe travels to a specific destination to enjoy workshops and cooking retreats that allow them to learn from the natives how to prepare favourite cultural dishes.



WHERE?

Airbnb is a pioneer in merging adventure tourism and food tourism through their Airbnb experiences. Food tourism is a \$150 billion industry, so many agencies are now following suit by creating culinary vacation packages for their clients.



INFLUENCERS: Eat With & Feastly

KIN TRIBES: Food Traveller

INDUSTRY: Tourism and Hospitality

TAGS: #gastronomists #foodtravellers #foodexperiences #foodies #tribes2018 #newurbantribes

