

Good times



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Methodology

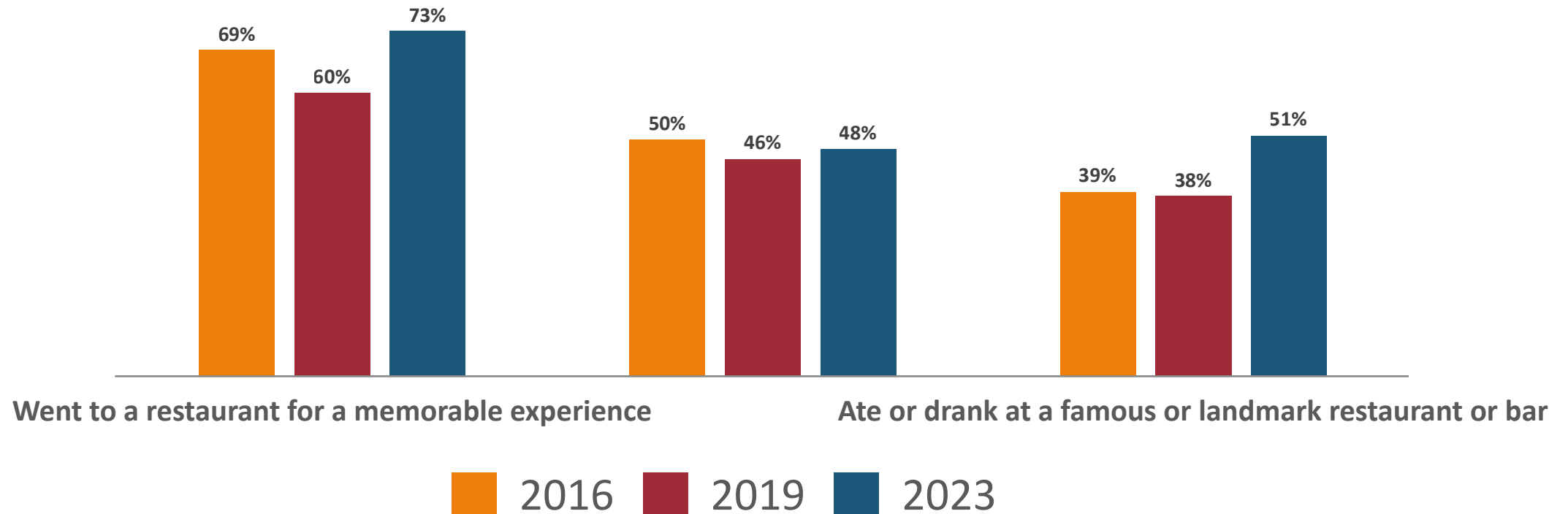
- Survey of American Leisure Travelers
 - Taken a trip 80 miles (50km) from home
 - Considers all travel activities in past 2 years
-
- 2016: N= 570
 - 2019: N= 1542
 - 2023: N= 467

Photo credits (from Flickr Creative Commons): Felipe Tofani, Wojtek Szkutnik, Divya Thakur, Andy Rogers, Teo Romera; Hakee Chang, Nickodoherty

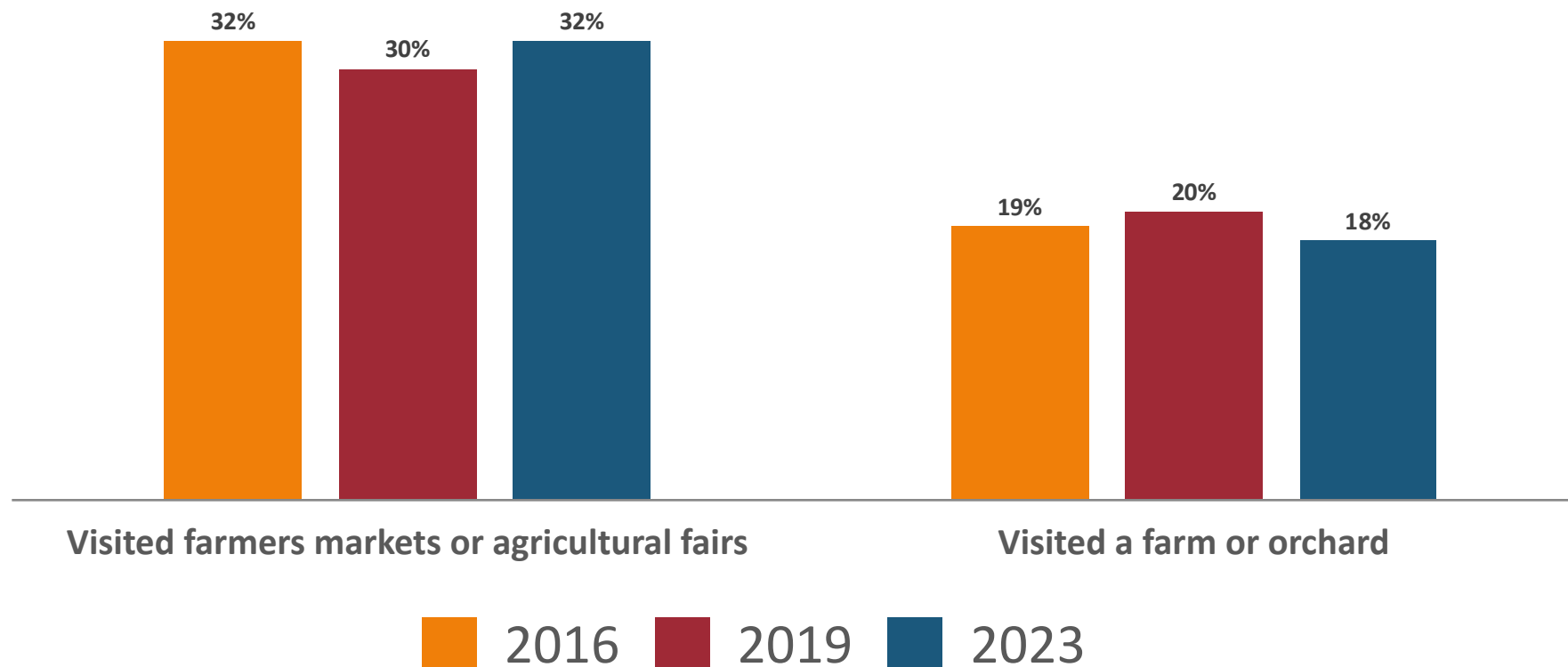
Longitudinal data



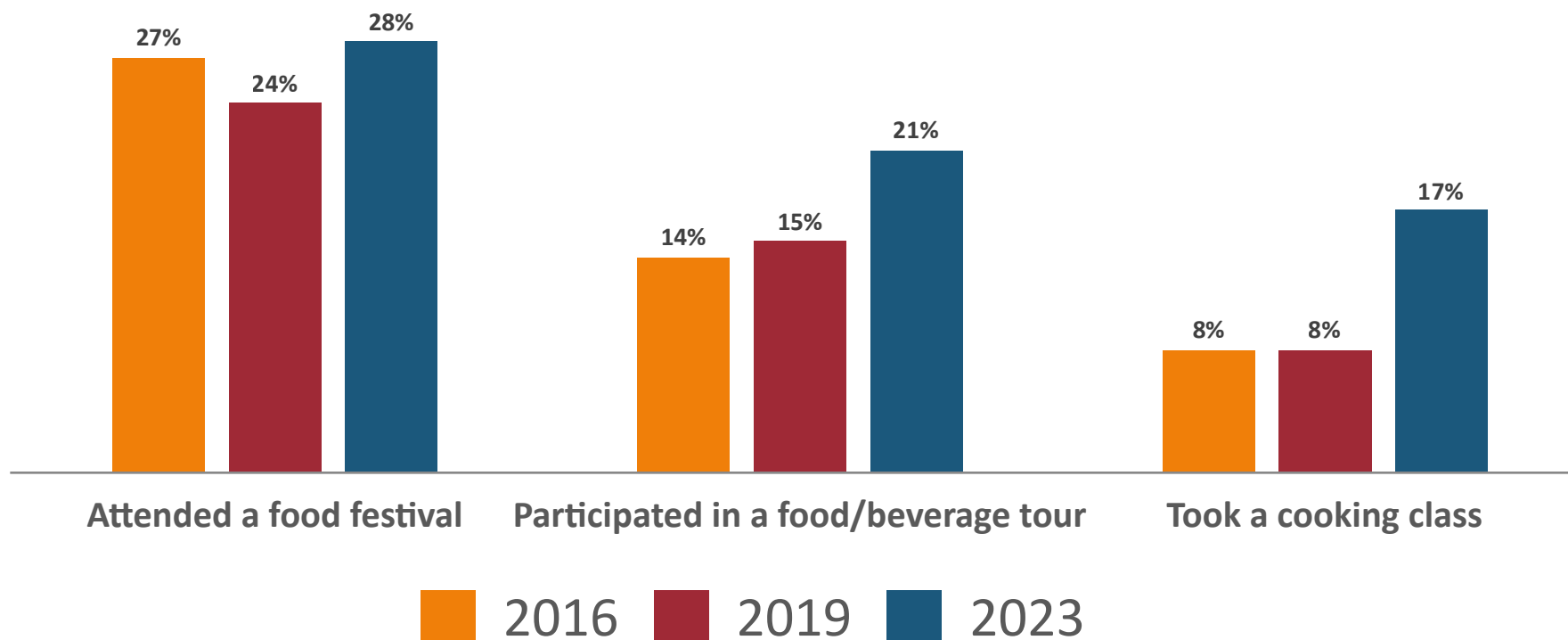
Restaurant Dining



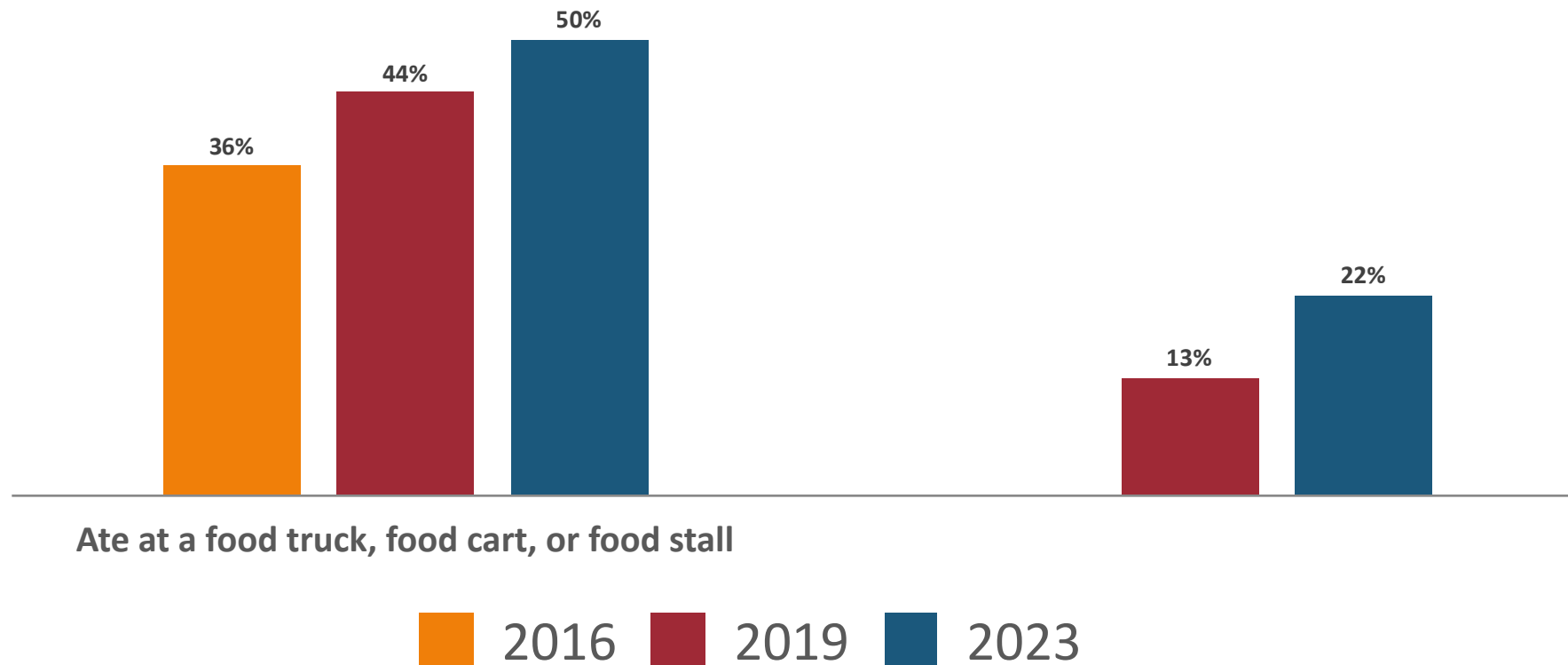
Agri-food tourism



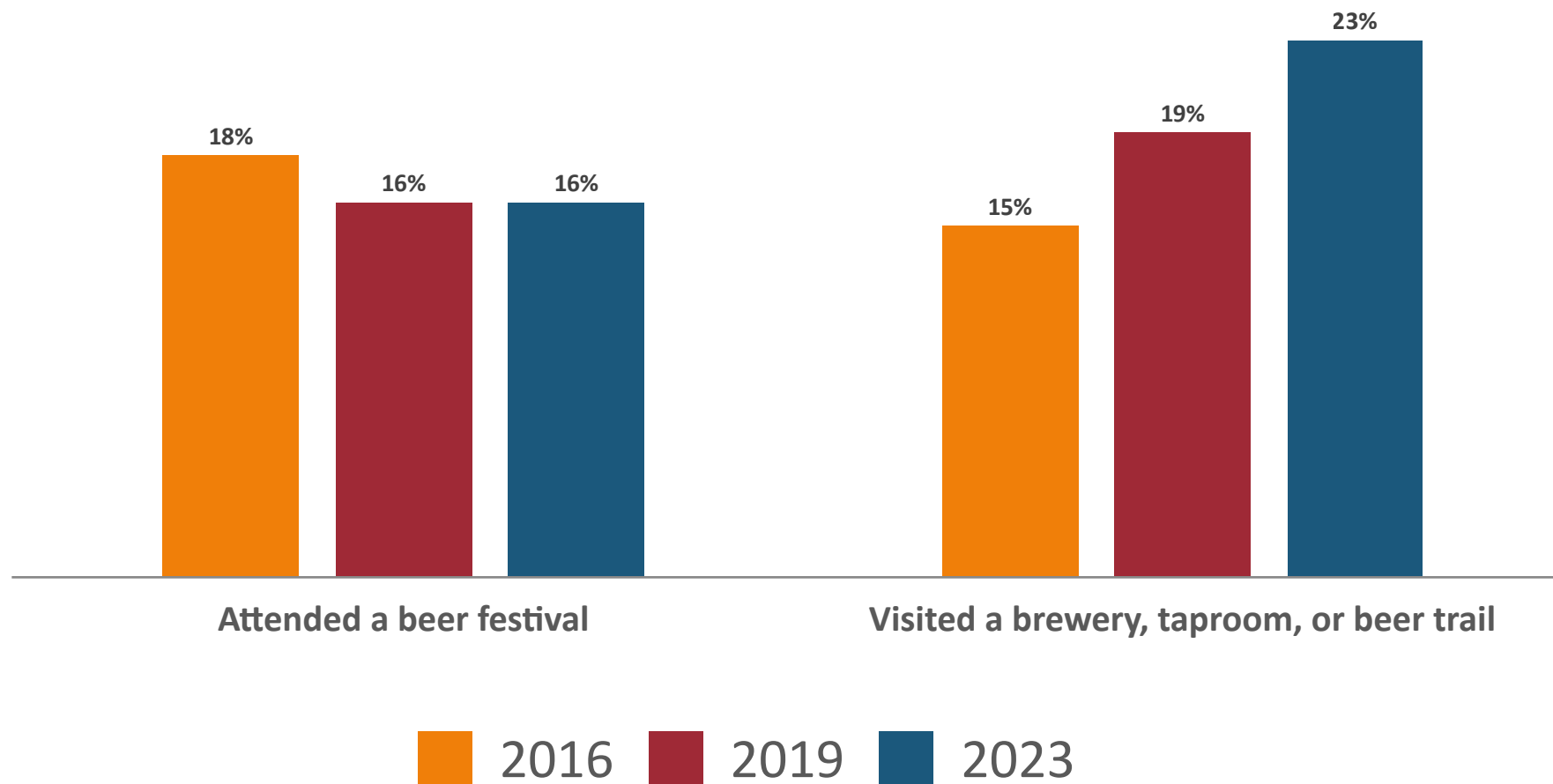
Hands-On activities



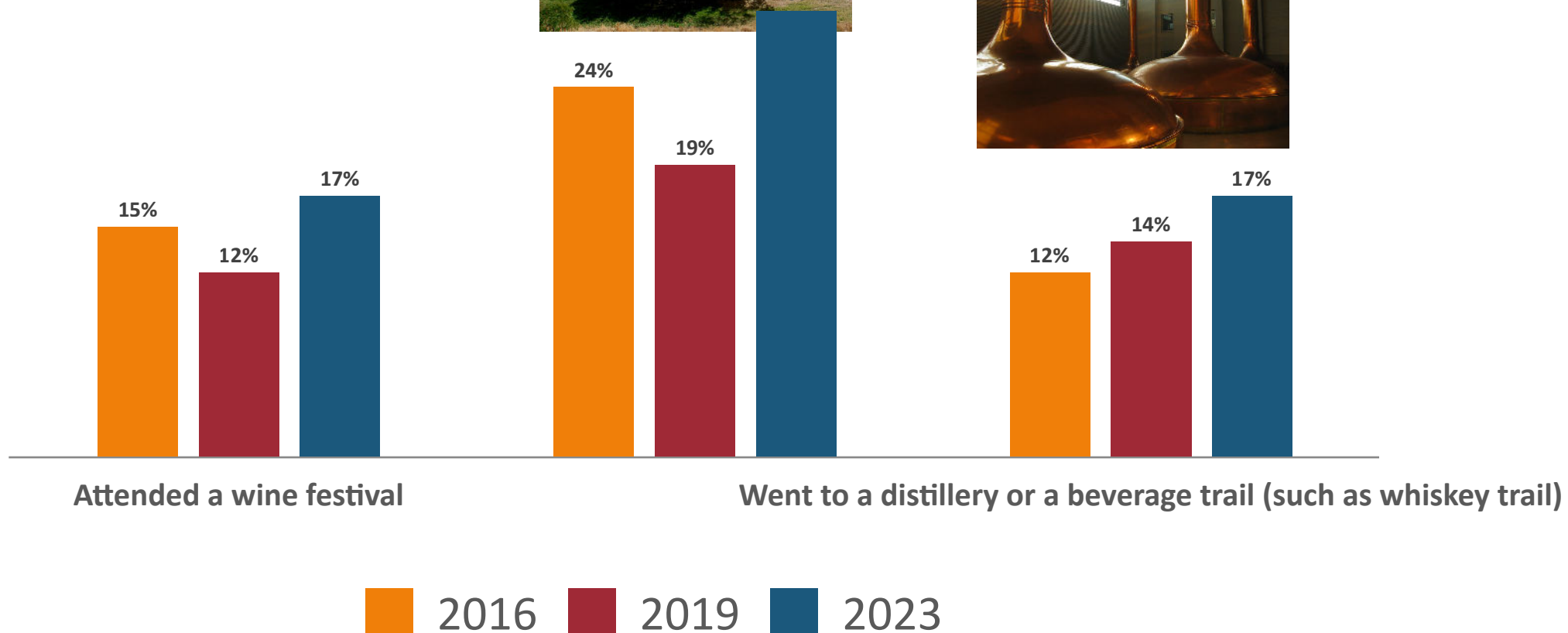
Other growing segments



Beer & breweries



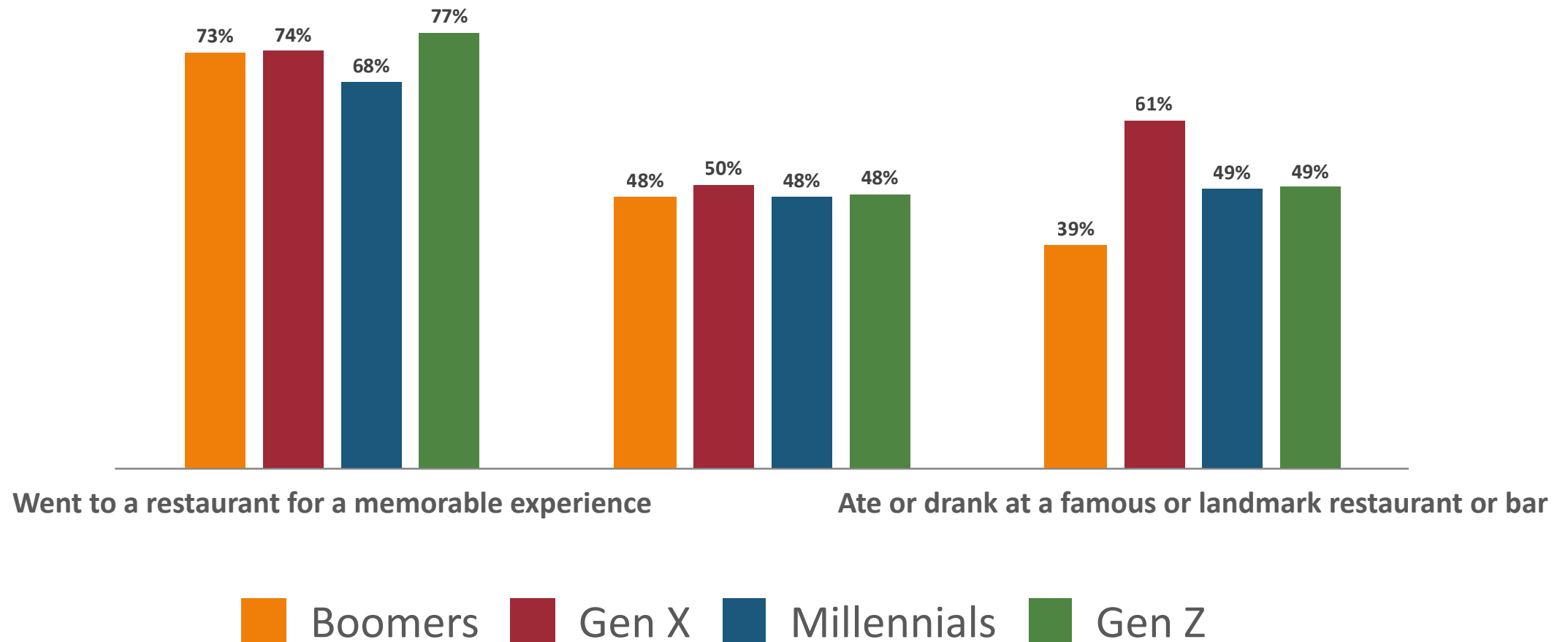
Wine & distilleries



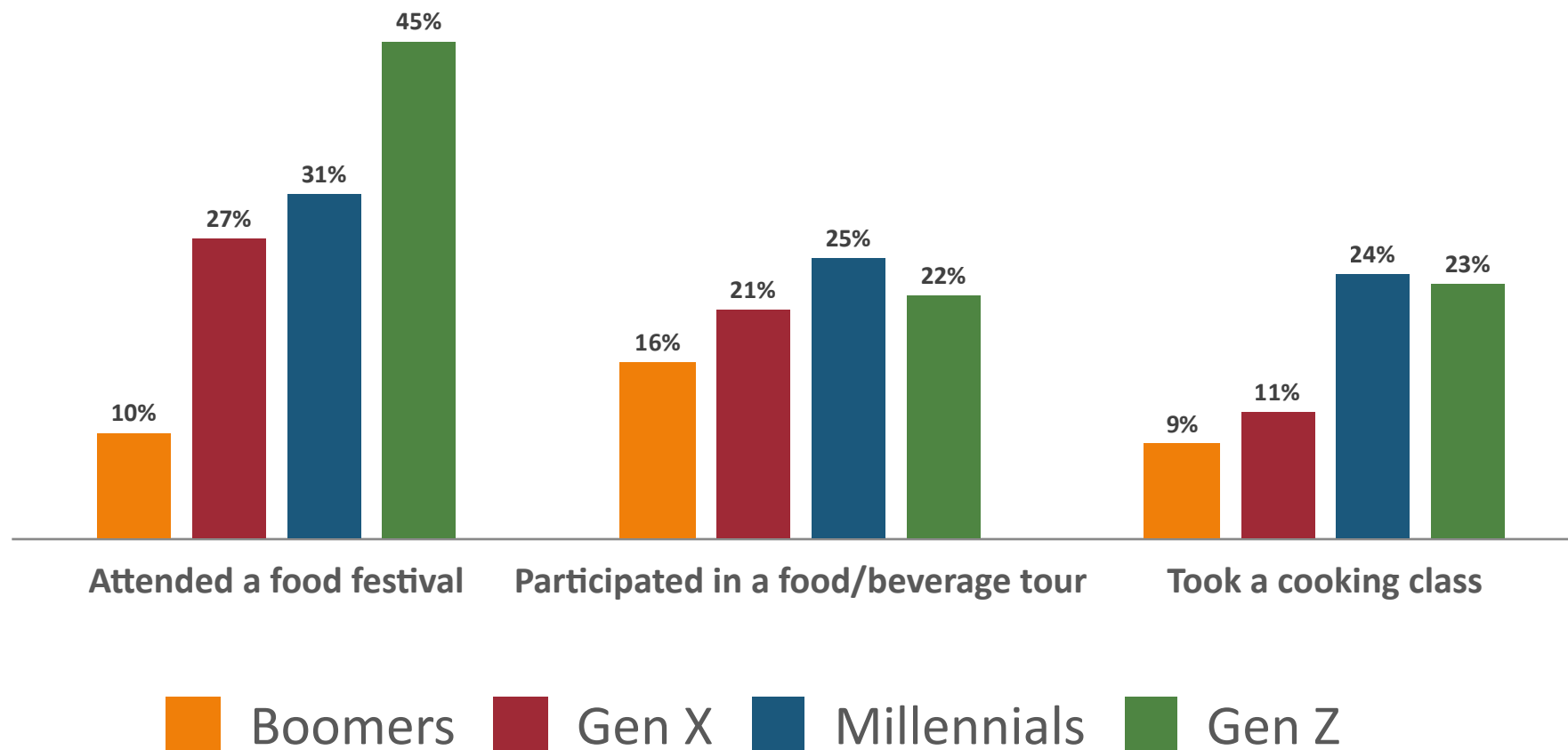
Generational data



Restaurant dining



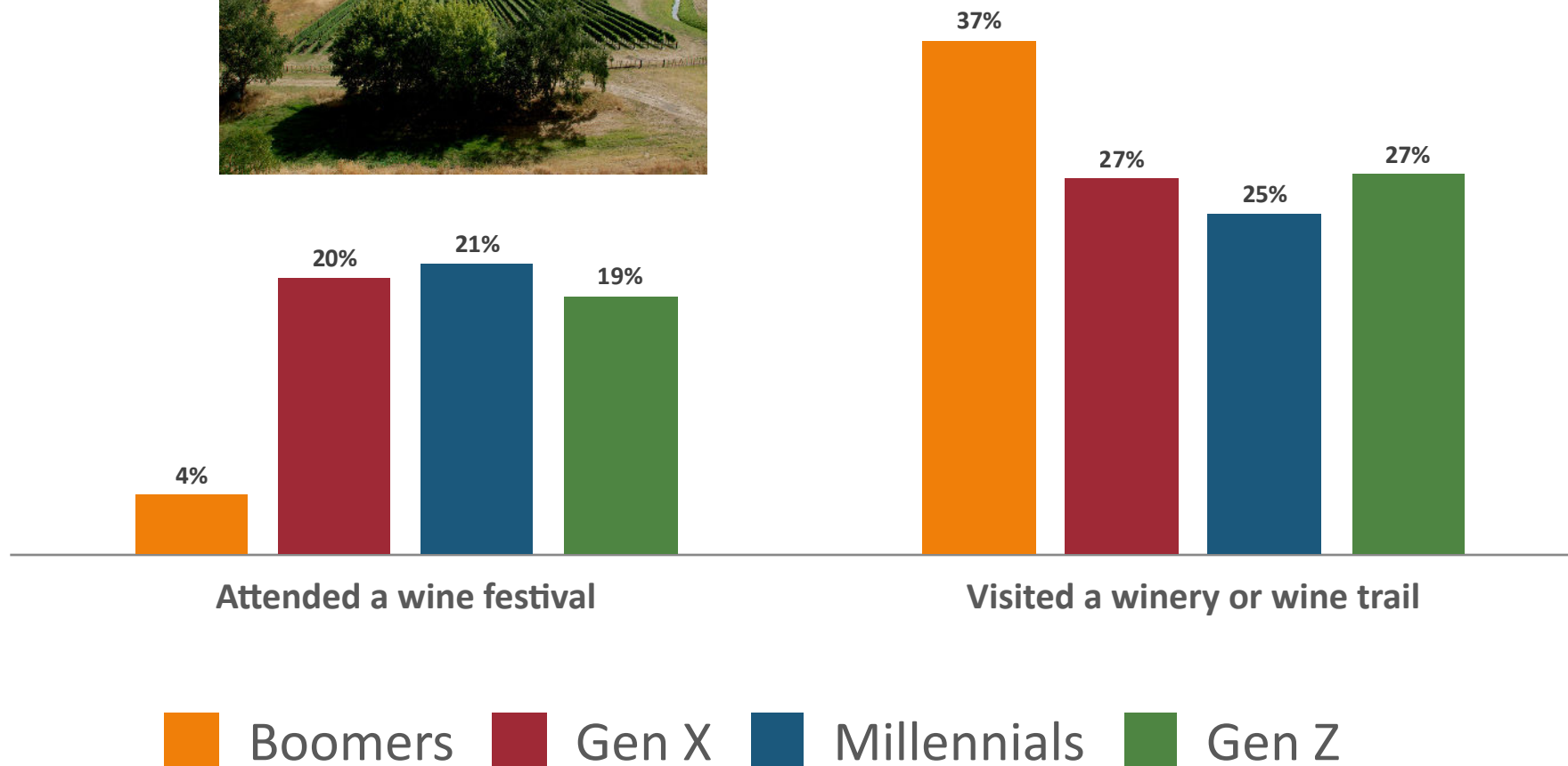
Hands-on activities



Wine & wineries



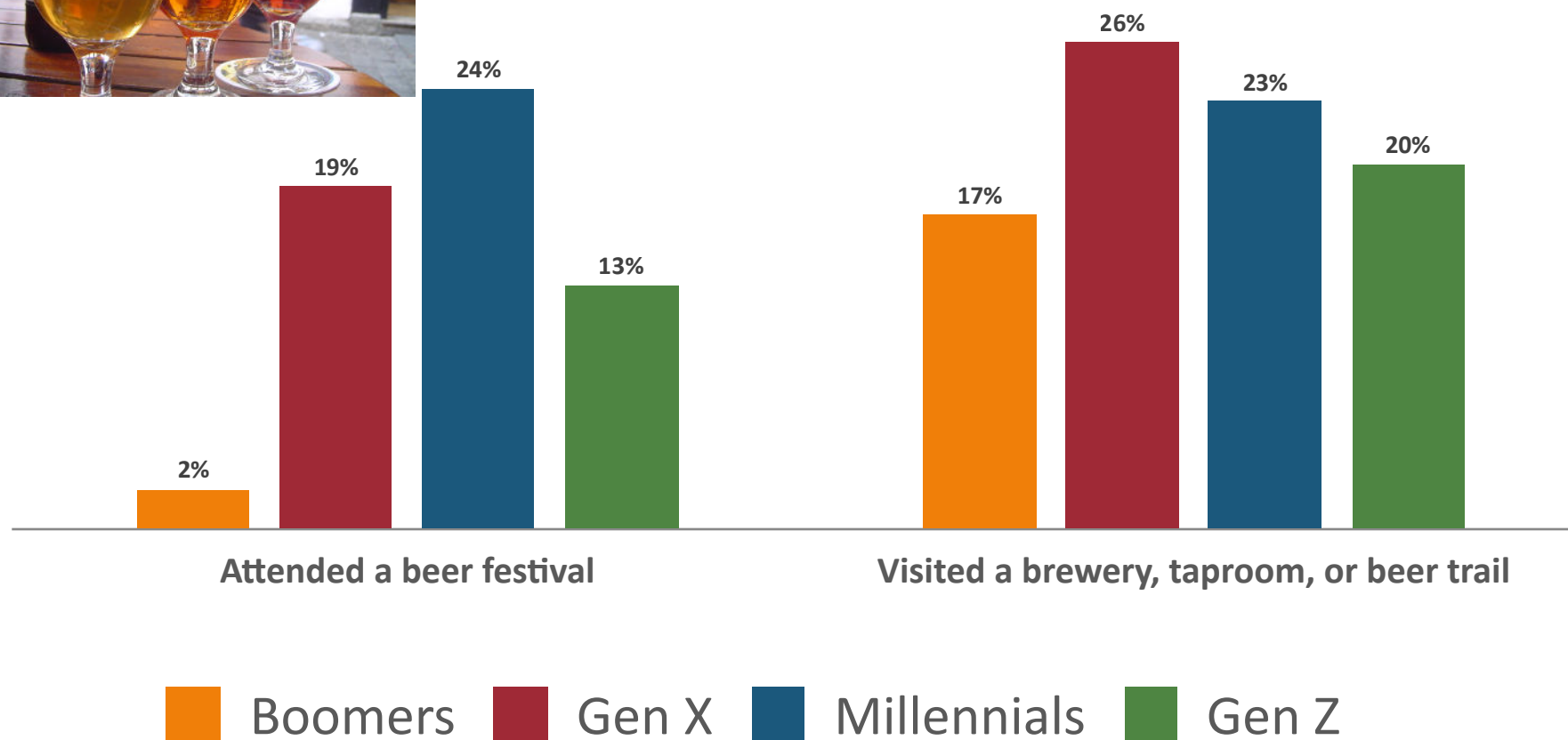
Gen Z includes some under 21.



Beer & brewing

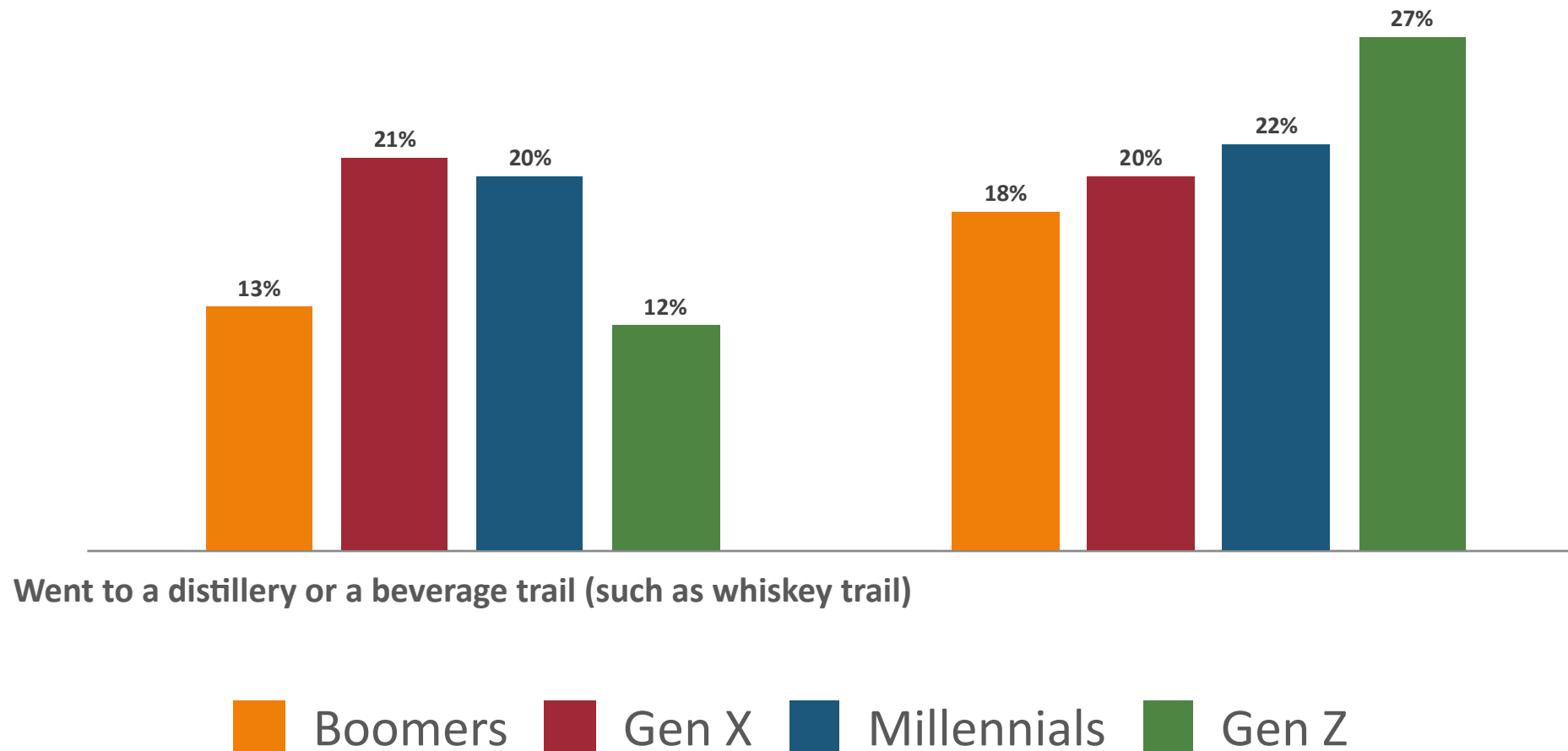


Gen Z includes some under 21.



Distilleries & food producers

Gen Z includes some under 21.



Wine & Beer Travelers



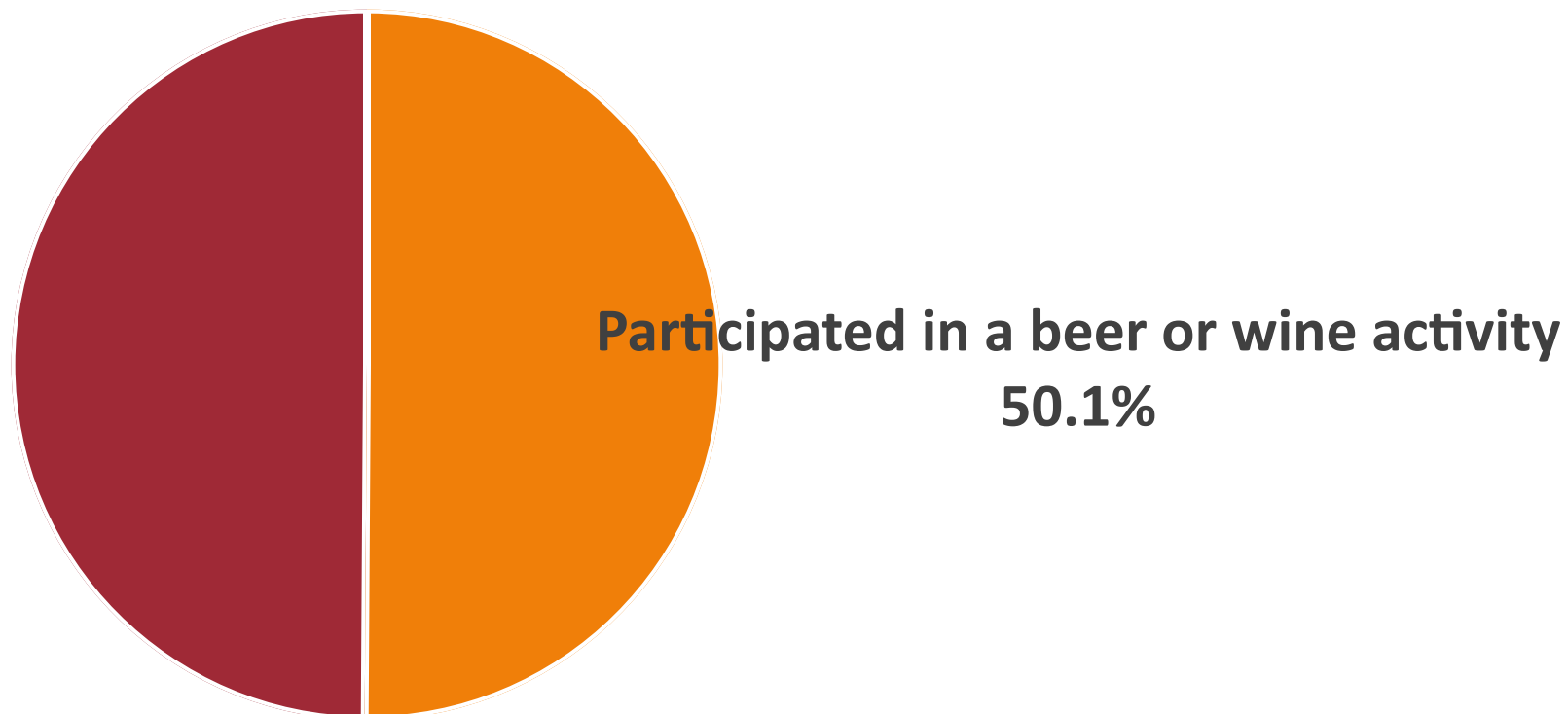


Think more holistically

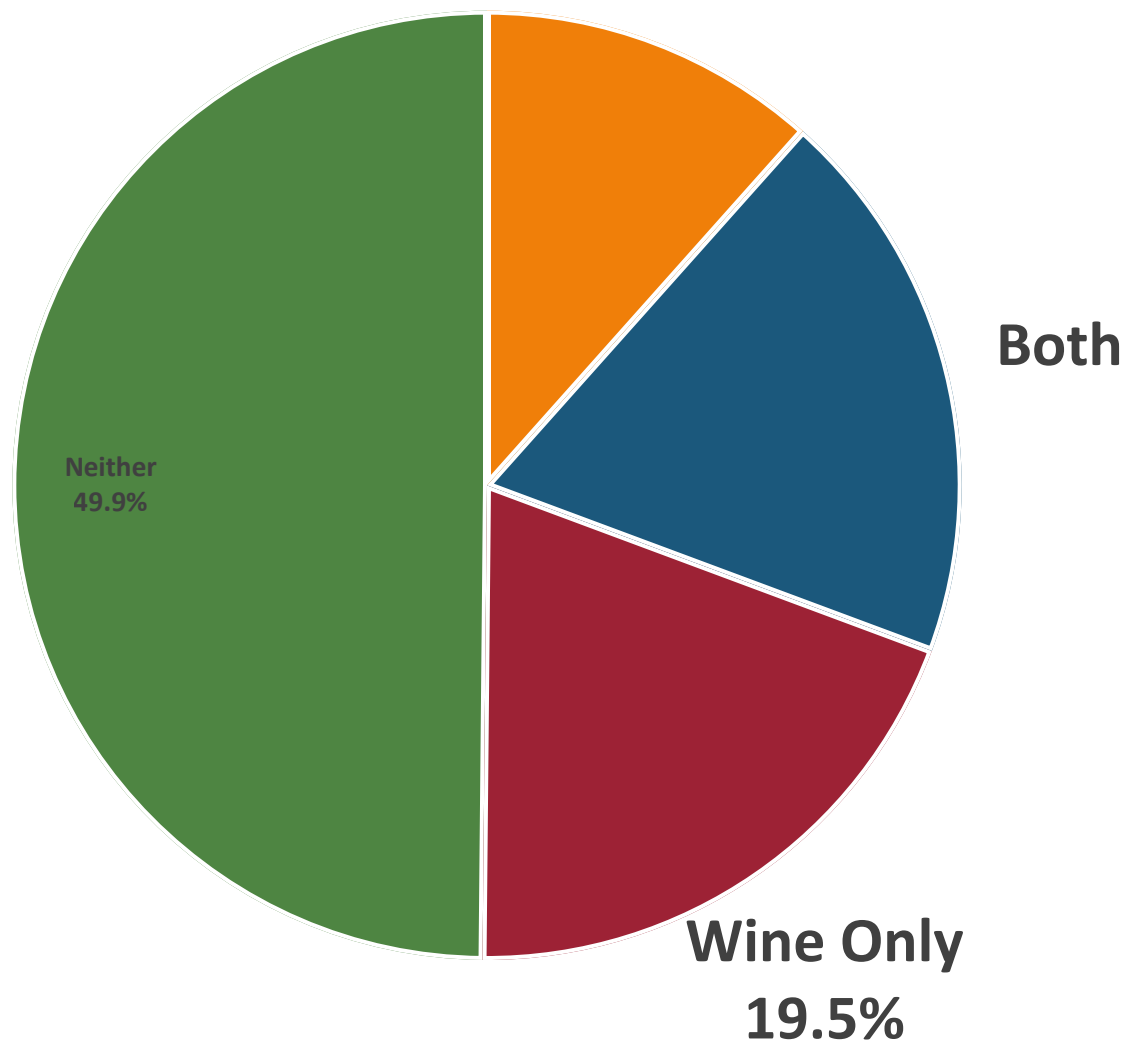
- About half of those who participated in a **beer activity** also participated in a **wine activity**.
- About half of those who participated in a **wine activity** also participated in a **beer activity**.



Beer & wine travelers



Overlapping segments



Beer travelers & Wine travelers

- Availability of food experiences helps them to choose between different destinations
- Prior to traveling to a destination, they seek out information about where to eat & drink
- Food & drink experience contribute more to trip satisfaction

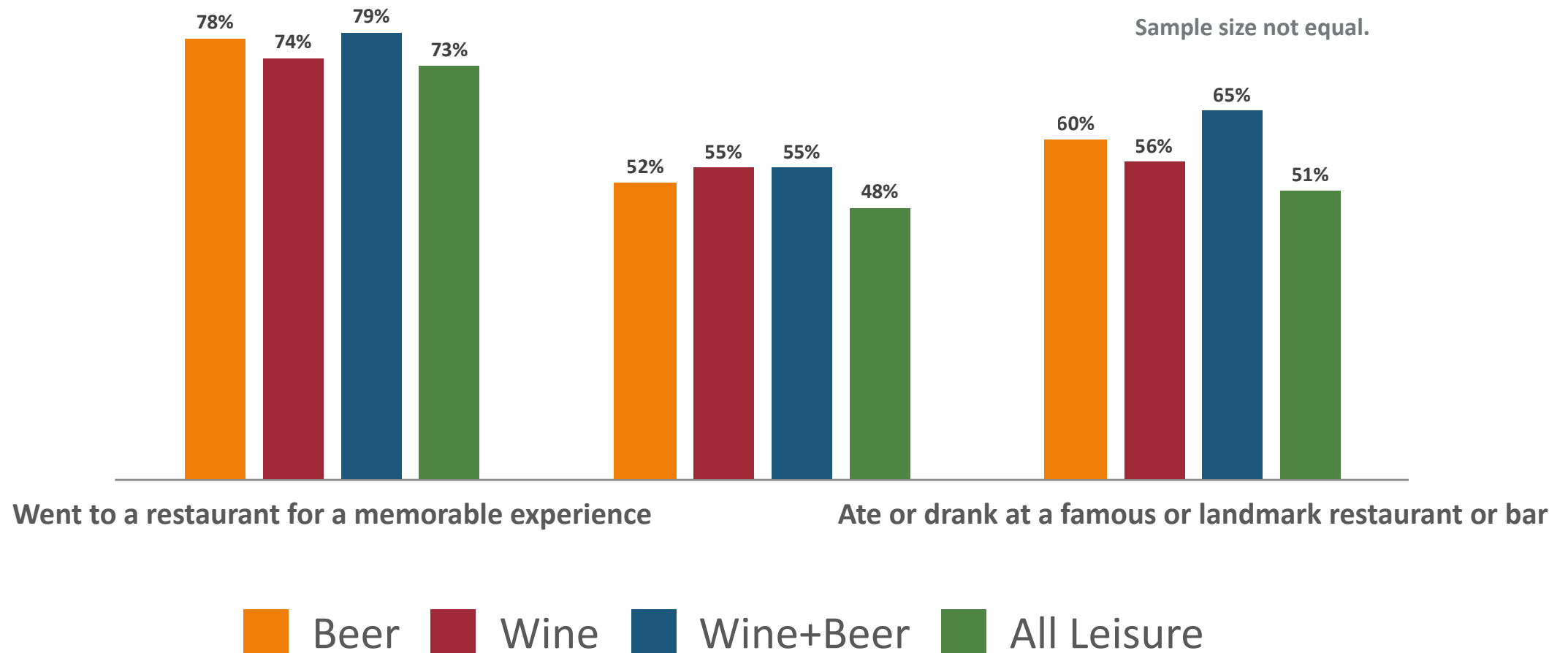


Restaurant dining

Wine+Beer is not exclusive from Wine or Beer.

All leisure travelers includes travelers from other columns.

Sample size not equal.

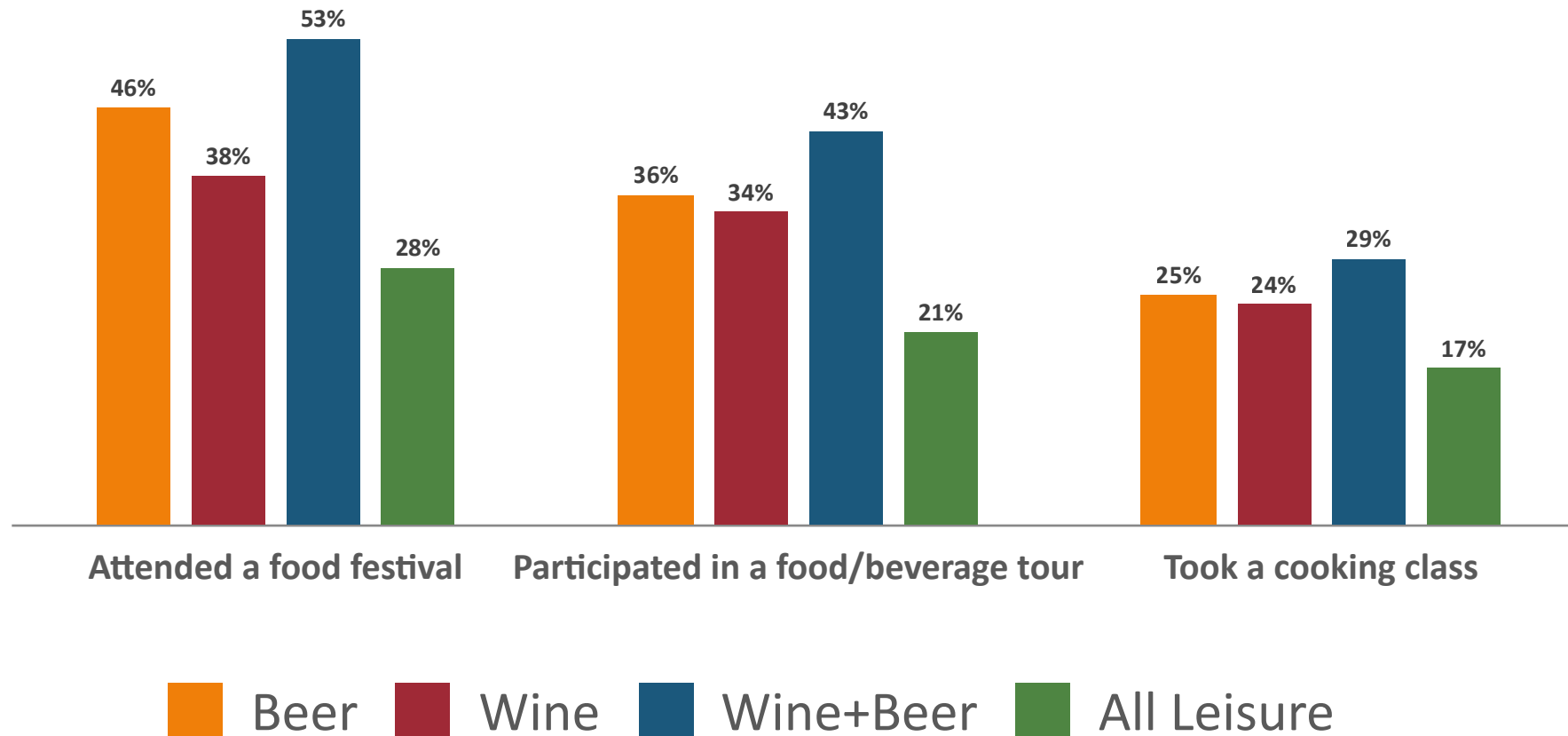


Hands-on activities

Wine+Beer is not exclusive from Wine or Beer.

All leisure travelers includes travelers from other columns.

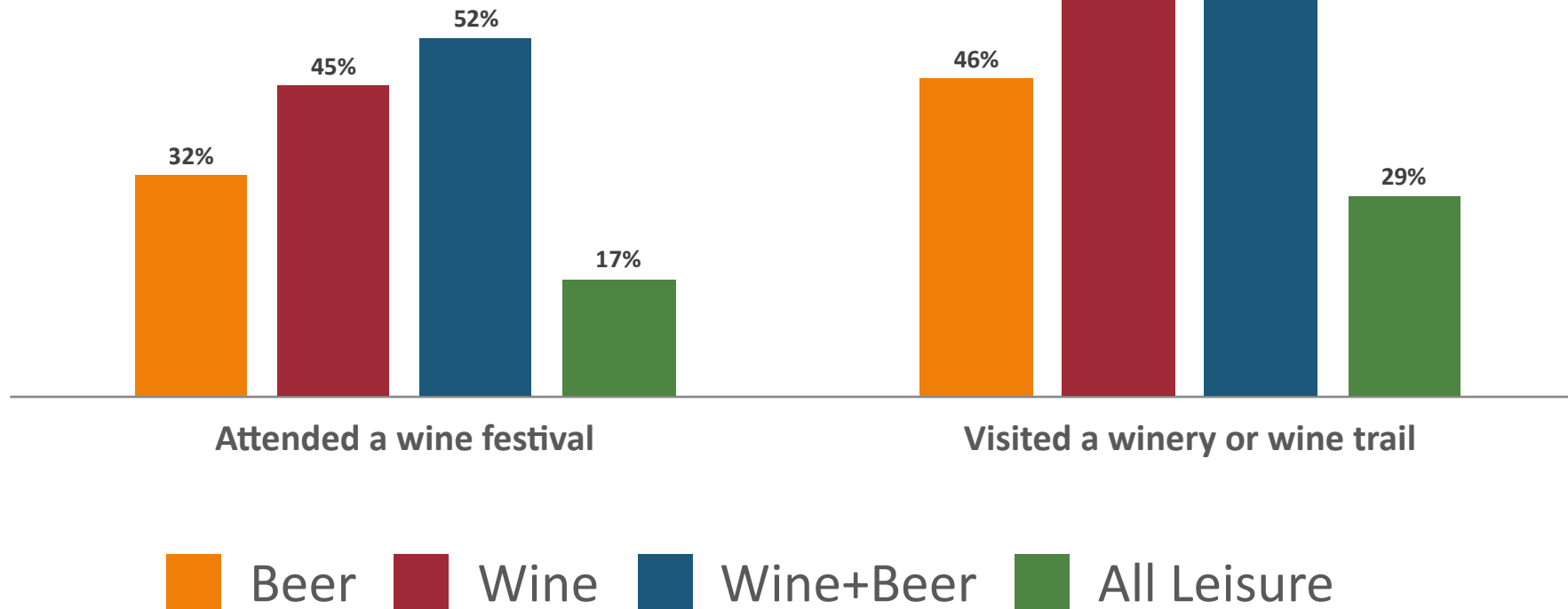
Sample size not equal.



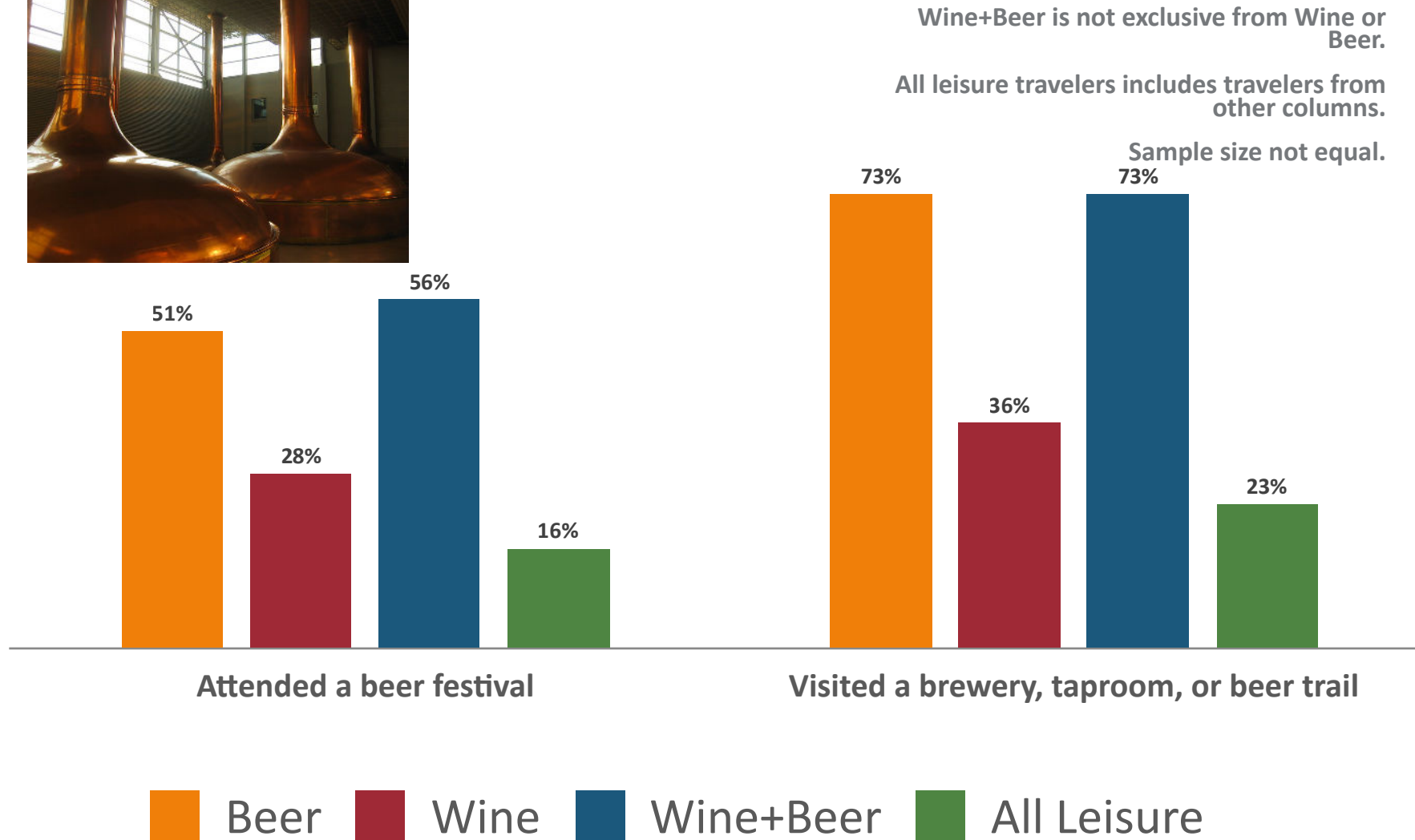
Win & wineries



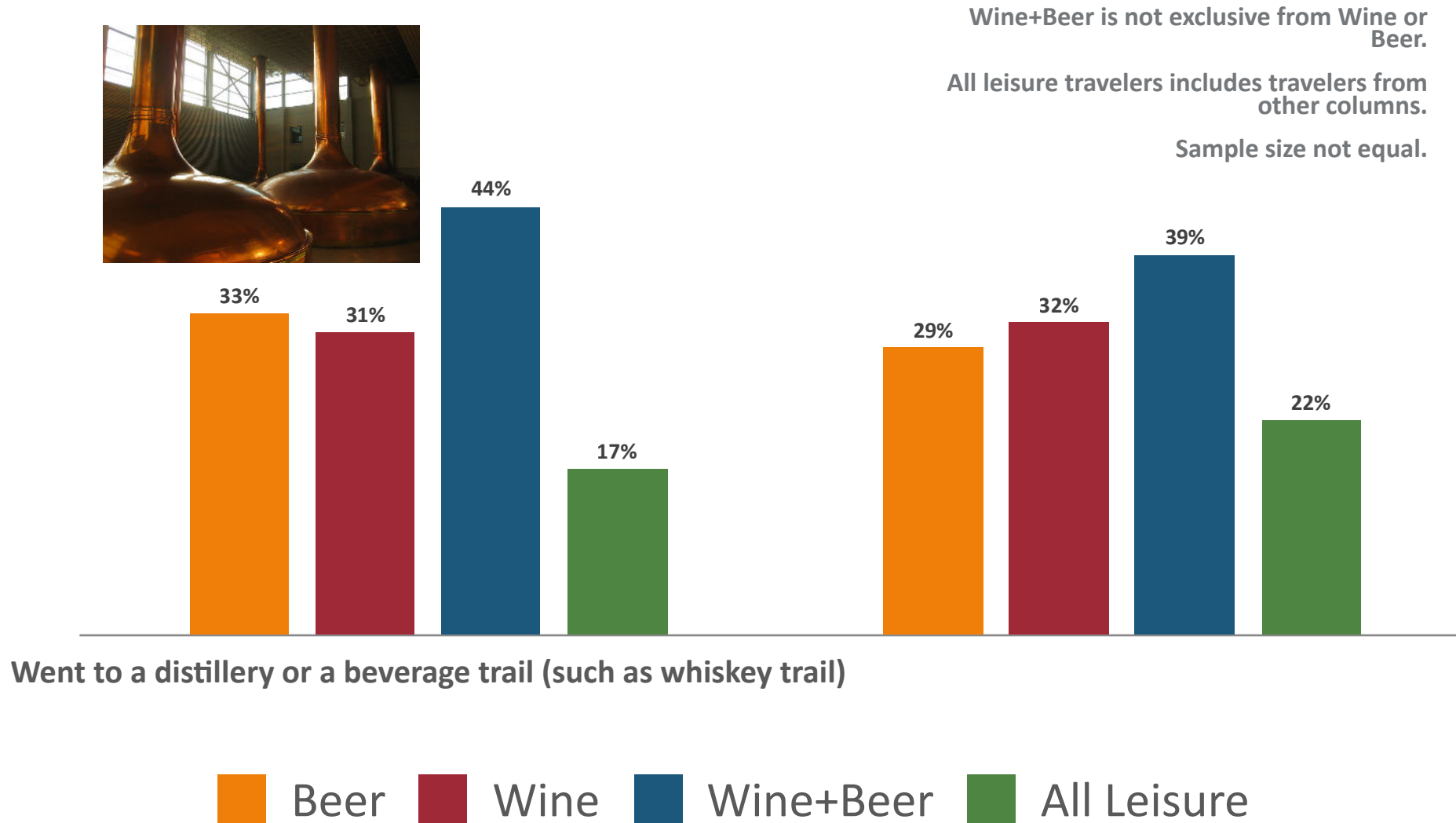
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Sample size not equal.



Beer & brewing



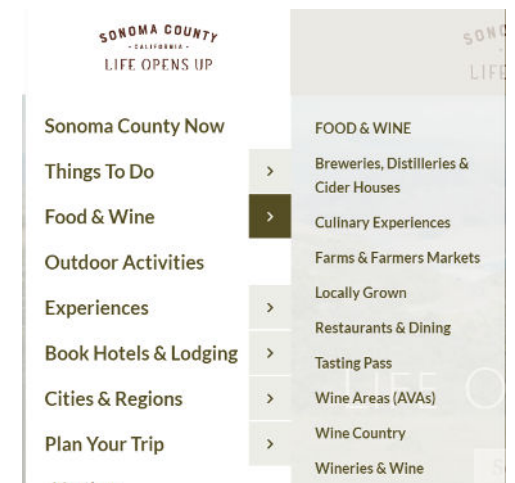
Distilleries & food producers





A few takeaways

- Traditional food tourism is stable
- It's not a boomer thing
- Showcase your landmarks
- Active & hands-on are growing
- Craft!
- Uncover your beer & wine attractions
- Find the beer travelers & wine travelers
- Cross-promote
- Casual vibes
- Focus on beer & wine (& food) at festivals





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