



Food Tourism 2025: What You Need to Know Now

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Food and beverage continue to be the number one motivator among travellers, with 95% of travellers intentionally participating in a unique food or beverage activity while on holiday, and 81% of travellers conducting research on food and drink before they leave for a new destination. While interest in food and beverage is soaring, critical issues are also coming to light, namely overtourism, food and beverage packaging waste, preserving culinary culture and authenticity. What can your business or destination do to prepare for success in the coming decade? A panel of experts will address these issues and show you how to meet consumer demands, stay competitive and do some good at the same time.

[Erik Wolf](#)

Moderator



Founder

World Food Travel Association

Erik Wolf is recognized as the visionary founder of the world's food tourism industry and the World Food Travel Association. He is a highly-sought...

[Roberta Garibaldi](#)

Speaker



Professor of Marketing and Tourism Management

University of Bergamo, Italy

By travelling to over 65 countries across the globe, discovering new cultures and channeling her experience into the development of tourism growth...

[Patrick Torrent](#)

Speaker



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Executive Director

Catalan Tourist Board

Patrick Torrent graduated with a degree in Organizational Industrial Psychology from the University of Barcelona, and Bachelor in Law from the UNED....



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