

KIM BUTIGAN

Tastes, Trends & Travel



Today's Menu

A look at data, desires, and the actual do of it all.

01

To start: Research and statistics on consumer attitudes and spending

02

The main event: Gastronomy in our programs and trends & predictions

03

The final act: Selling the sizzle, how we market the magic

**“...LIES, DAMNED
LIES, AND
STATISTICS.”**

DRIVERS

56%

of UK consumers would describe themselves as a Foodie.



*CGA BY NIELSONIQ BIDFOOD 2025 TRENDS SURVEY, SAMPLE SIZE:
2000

DRIVERS

42%

are influenced by
reviews from friends &
family



*CGA BY NIELSONIQ BIDFOOD 2025 TRENDS SURVEY, SAMPLE SIZE:
2000

DRIVERS

28%

are influenced by TV
cooking programmes



**“EVERY SINGLE THING IN THIS
LITTLE PLACE WAS SO BEAUTIFUL,
AND IF YOU DON’T GO I DON’T KNOW
WHAT TO TELL YOU ANYMORE.”**

Somebody Feed Phil
Season 6, Episode 2
Croatia
Netflix

*CGA BY NIELSONIQ BIDFOOD 2025 TRENDS SURVEY, SAMPLE SIZE:
2000

FOOD FOR THOUGHT

26%

A taste of
tradition

*CGA by NielsonIQ Bidfood 2025 Trends Survey, sample size: 2000



FOOD FOR THOUGHT

21%

A great sharing
experience



*CGA by NielsonIQ Bidfood 2025 Trends Survey, sample size: 2000

FOOD FOR THOUGHT

35%

A feeling of comfort



*CGA by NielsonIQ Bidfood 2025 Trends Survey, sample size: 2000

**GREEN
&
GOOD**

GREEN & GOOD

7 IN 10

say sustainability is an important factor when deciding which venue to visit



. *CGA by NielsonIQ Bidfood 2025 Trends Survey, sample size: 2000

GREEN & GOOD

50%

Prefer to choose seasonal
produce only on a menu

. *CGA by NielsonIQ Bidfood 2025 Trends Survey, sample size: 2000



GREEN & GOOD

45%

Are willing to pay more for food &
drink if from sustainable sources



. *CGA by NielsonIQ Bidfood 2025 Trends Survey, sample size: 2000

CROATIAN SENSATIONS



**Over half of all our
shore excursions
include a food & drink
element.**



**54 of these are
exclusively focused on
Croatian gastronomy.**



**We work with 30+
agrotourisms across
Croatia.**



**20+ wineries across
Croatia provide tours
and tastings to our
groups.**

PREDICTIONS

TREND

01

Tradition



TREND

02

Sustainability



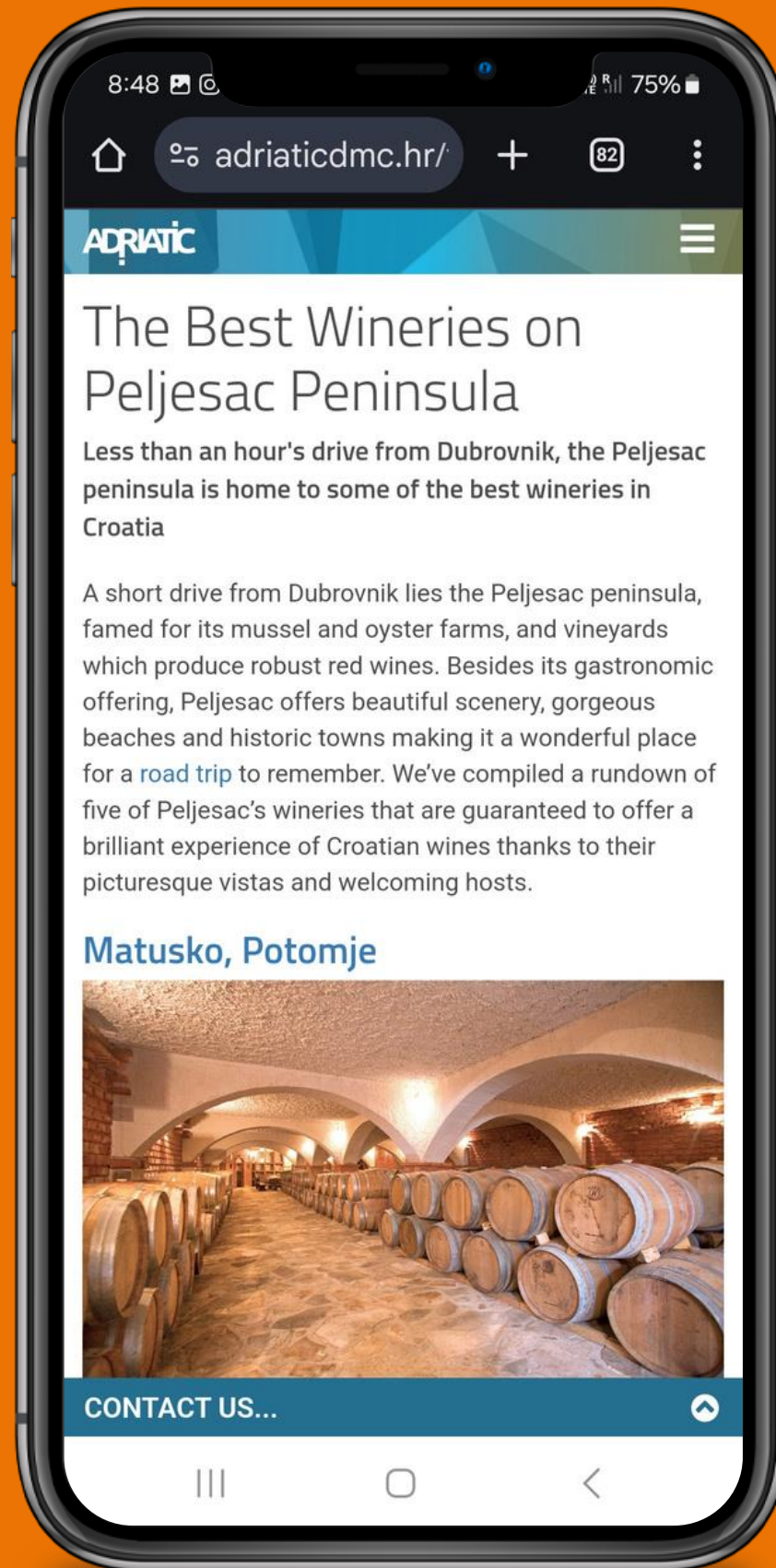
TREND

03

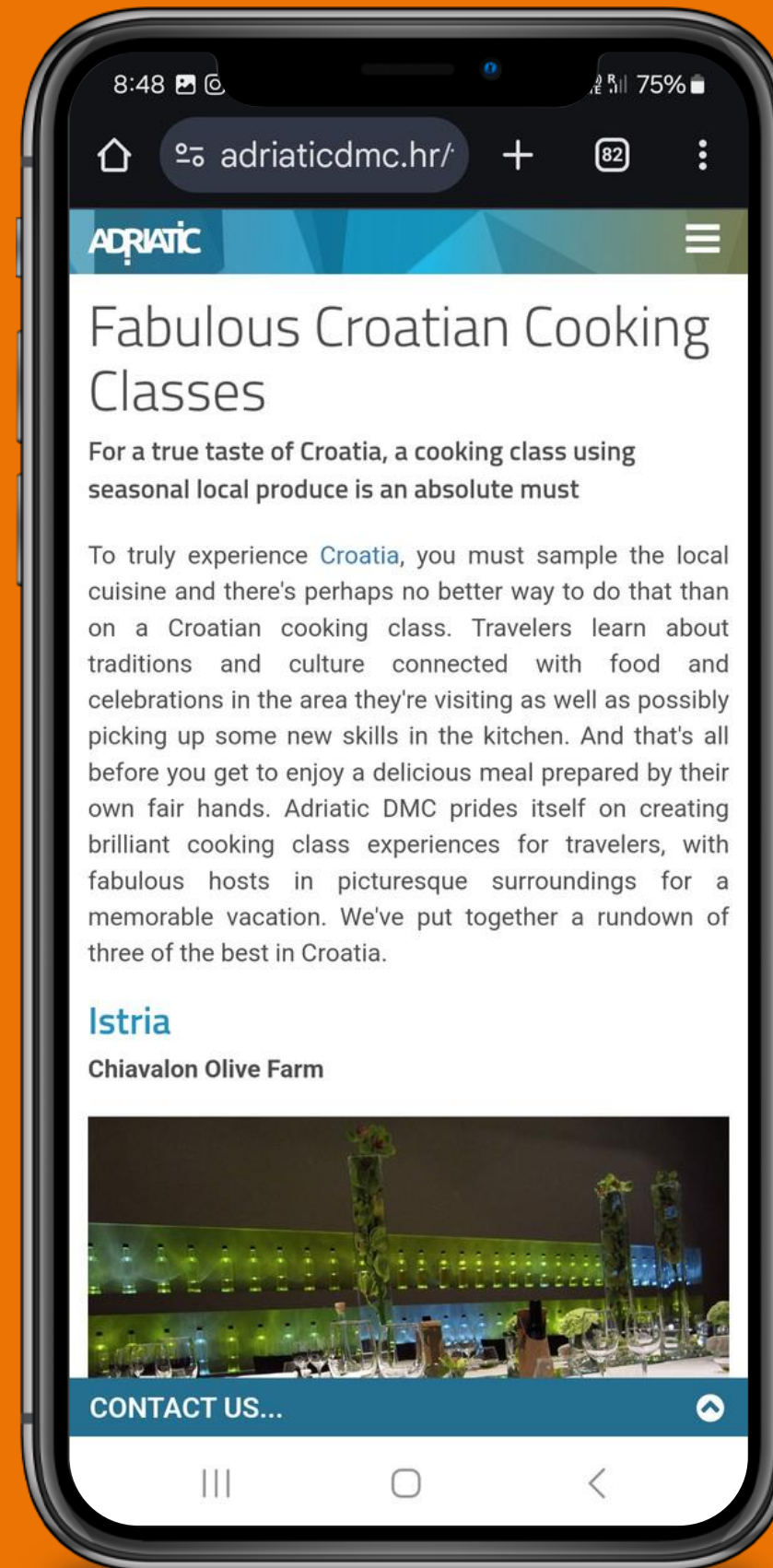
Elevated Experiences



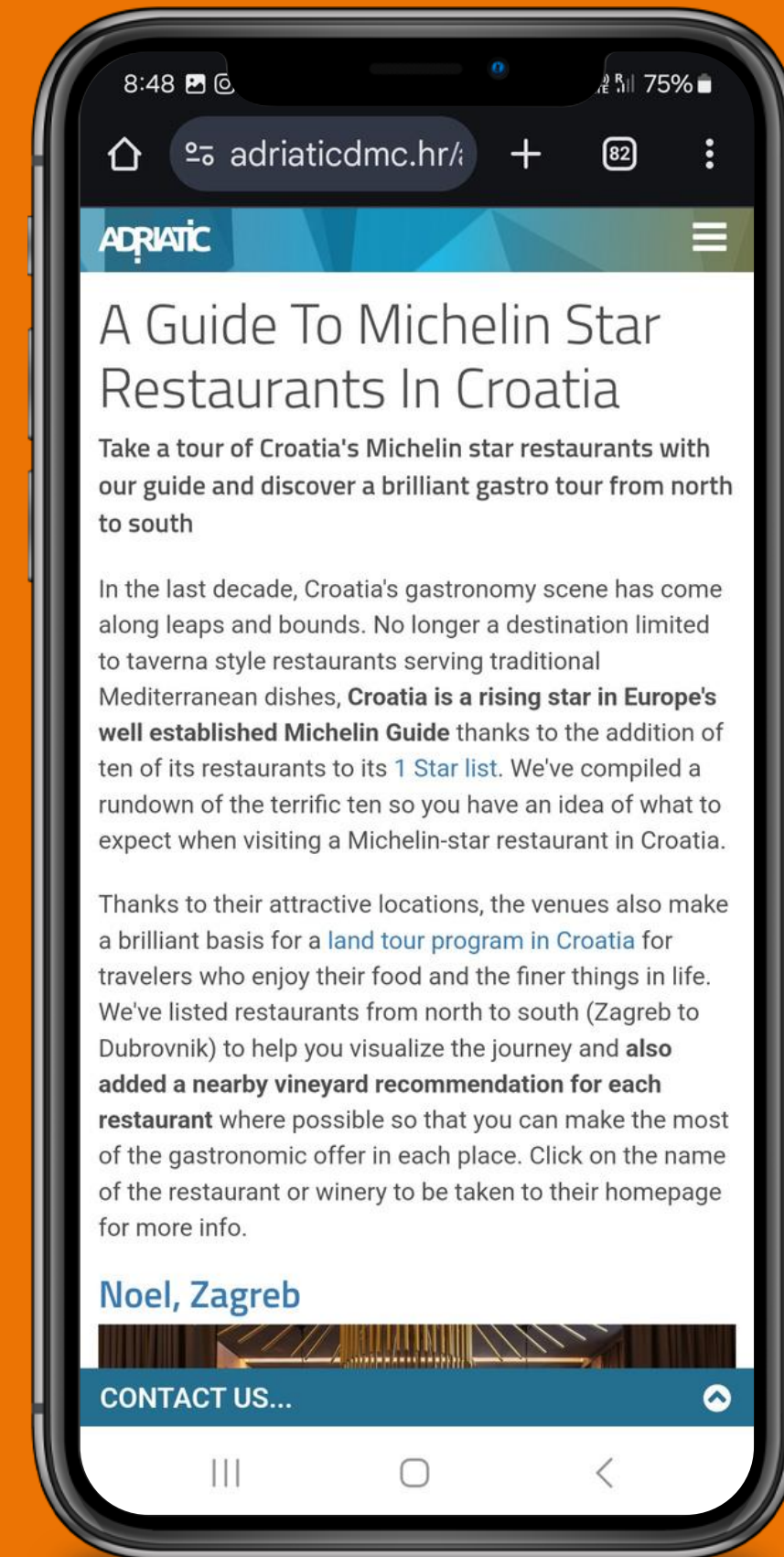
**WHET THEIR
APPETITES**



BLOGS



BLOGS



GOLDFISH GET A BAD RAP



9
seconds



8.25
seconds

**FROM FIELD TO FORK
...TO FILM**

Challenges or Opportunities?

HOW DO WE PROTECT, PROMOTE, AND PRESERVE TRADITIONAL FOOD PRODUCTION METHODS?

DOES CROATIA NEED ITS OWN SUSTAINABLE LABEL SCHEME AS AN EASY-TO-RECOGNISE BRAND FOR TRAVELLERS?

HOW DO WE ENGAGE YOUNG PEOPLE TO LEARN AND LOVE CROATIA'S RICH CULTURAL HERITAGE AROUND GASTRONOMY?



Thank you!

kim@adriaticdmc.hr

ADRIATIC
YOUR REGIONAL
DESTINATION SPECIALIST