



EAT YOUR WAY AROUND THE WORLD – HOTELS.COM REVEALS THE BEST FOODIE DESTINATIONS

June 19, 2018



- Paris, Tokyo, Rome and New York City top the list of foodie destinations according to new Tasty Travels research from Hotels.com
- More than half of Canadian Millennial travellers (58 per cent) choose their holiday destination based on what they'll eat – not what they'll see or do
- com has collaborated with renowned food artist, Carl Warner, to create mouthwatering masterpieces of top foodie destinations

TORONTO - JUNE 19, 2018: Food is the new tourist attraction according to the [Hotels.com](#)[®] Tasty Travels* report. With more than half of Canadian millennials admitting a destination's cuisine is the biggest deciding factor when picking where to holiday, with arts and culture and beautiful beaches being less appetizing in comparison. The younger generation is now even more focused on munching delicious local delicacies on holiday (68 per cent) than visiting landmarks (61 per cent) and exploring the outdoors (34 per cent).

Globally, Paris, Tokyo and Rome were voted the best foodie cities while Canadian's were keen on tasting the foods of cities like New York and even Venice.

Top 7 Foodie Cities Global

1. Paris (27 per cent)
2. Tokyo (23 per cent)
3. Rome (22 per cent)
4. London (21 per cent)
5. New York (16 per cent)
6. Barcelona (16 per cent)
7. Madrid (14 per cent)

Top 7 Foodie Cities for Canadians

1. Paris (35 per cent)
2. Rome (32 per cent)
3. New York (24 per cent)
4. London (21 per cent)
5. Tokyo (19 per cent)
6. Barcelona (19 per cent)
7. Venice (17 per cent)

It's food over friends these days, as 68 per cent admit they prefer to snap a picture of their food than of themselves (36 per cent) or their friends' faces (31 per cent) for Instagram. Canadian millennials love to post most about indulgent desserts like doughnuts and freak shakes (32 per cent), followed by pizza (28 per cent) and burgers and beers (20 per cent). Millennial travellers don't play it safe with their food choices either, as one in five claimed they'd love to try chicken feet, crickets and garlic ice cream.

The Tasty Travels research also revealed that it's no longer about the five-star dining experience as millennials now prefer street food (21 per cent), or finding a hotspot that locals rave about (21 per cent) to Michelin star restaurants (16 per cent). These experiences are so high on their travel lists that six in ten Canadian travellers said foodie experiences stand out the most in their holiday memories, beating out sight-seeing (55 per cent) and spending time with their travel buddy (33 per cent).

Scott Ludwig, from Hotels.com comments: "The love amongst Millennial travellers for what we at Hotels.com have dubbed #TastyTravels, stems from food being one of the most connective and rewarding currencies there is. Experiences are the new wealth and food provides one of life's most pleasurable experiences, where there's always something new to try when you travel. So, it's understandable that younger generations of travellers are defining their holiday by what they can eat, how they eat it, and how good the 'Grams' will be while they're away".

Views good enough to eat

Paying tribute to Paris, Tokyo and Rome topping the list of hottest spots on earth for foodies around the world, Hotels.com has collaborated with food artist Carl Warner to bring foodies'

favourite hangouts to life. Each city scene, captured in HD photography, is deliciously constructed with famous foods from each location. Parisian markets and the Eiffel Tower are built with decadent chocolate and blue cheese; the Pantheon and a cobbled back street in Rome are brought to life with pasta, parma ham and Parmesan cheese; while a serene zen garden and tea ceremony are imagined with maki rolls, ginger and shiitake mushrooms overlooking Mount Fuji, in Warner's tribute to Tokyo. Watch them being built [here](#).

Flavour-chasing travellers in search of inspiration for their next #TastyTravels can head to the Hotels.com [Facebook](#) page to see the three delicious artworks by Carl Warner come to life. Download the Hotels.com mobile app to choose from hundreds of thousands of places to stay in these delicious destinations ... get eating! Don't forget with Hotels.com Rewards you can collect 10 hotel nights and get one free - you'll most likely spend it scoffing the world's greatest street food.

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Notes to Editors

*The Tasty Travels survey was conducted by One Poll in March 2018. 9,000 respondents across 29 countries.

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