

Global Gastronomy Tourism Trends

South Africa

SOUTH AFRICAN TOURISM

Methodology

Research approach and source of information

Research Approach

Desktop research was used to identify current gastronomy trends. The process followed a three-fold matrix to identify recent trends. The matrix assesses the popularity, activity, and freshness of each trend. Freshness relates to the relative newness of an article; Activity – the number of people interacting with an article, including social media postings; and Popularity – the scoring of appeal based on how many people choose an article when given other options in the same category or cluster.

The selection of key trends was based on a relative score of 4 and above, with a high relative freshness.

Source of Information

Trend Hunter trends platform



Report Summary | Gastronomy Trends



Key Focus: Exploring the emerging trends within the hospitality category for experiences that consumers seek while traveling, with a focus on culinary tourism and food experiences.

Main themes outlined:

- Wellness and Experiential Hospitality – Hotels and restaurants are incorporating elements of wellness, indulgence, and technology to enhance the overall guest experience.
- Sustainable and Ethical Practices – There is a growing focus on sustainability in the hospitality industry, with the development of lab-grown meat and seafood and the adoption of eco-friendly practices.
- Immersive and Interactive Dining Experiences – Dining experiences are becoming more immersive and interactive, incorporating elements such as AI-generated concepts and NFTs.

Potential importance and implications for the Industry:

- Culinary Tourism Opportunities - South Africa can capitalize on these trends by promoting its unique culinary offerings and experiences, such as farm-to-table dining experiences, cannabis-infused cuisine, and sustainable food options.
- Wellness Tourism Development - Given the focus on wellness and relaxation, South Africa can promote its wellness retreats, spa resorts, and natural wellness therapies to attract travelers seeking rejuvenation and self-care experiences.
- Innovative and Experiential Offerings - South African hotels and restaurants can differentiate themselves by creating immersive and interactive dining experiences incorporating technology and unique concepts, attracting travelers looking for novel and memorable experiences. Additionally, embracing eco-friendly practices and offering sustainable dining options can position South Africa as a responsible and conscious travel destination.

Summary: Key Insights



Indulgent Hotel

Hotels are creating extravagant food and beverage experiences for guests.



Cannabis Hotel

Hotels are allowing cannabis and incorporating CBD into their services.



Restaurant Shops

Restaurant-store hybrids merge dining and retail industries.



NFT Dining

Restaurant brands incorporate NFTs into their dining experiences.



Cultivated Restaurant

More restaurants are experimenting with cultivated meat-based dishes.

Detailed Key Insights

Potential Opportunities

Indulgent Hotel

Hotels are creating extravagant food and beverage experiences for guests

Trend - The hospitality industry sees the introduction of extravagant experiences surrounding food and beverages to provide hotel guests with over-the-top interactions. These offerings encourage visitors to indulge, combining luxury with playfulness.

Insight - The pandemic has made North Americans have to adhere to a calmer and more sedentary lifestyle. Now that travel has become more accessible due to the lift of travel restrictions, consumers are looking for exuberance and excitement during their vacations to make up for lost time. Hotels are responding to this resurgence by introducing highly indulgent and interactive experiences to satisfy these cravings.



Toronto Holiday Pop-Ups
Moët & Chandon Brings the Effervescence Lounge to Hotel X



Luxury Vegan Hotel Rooms

Mandarin Oriental Opens Two Vegan Guest Rooms in Its Abu Dhabi Location



Martini-Themed Spa Experiences

This New Spa Experience Lets Guests Bathe in Cocktails



Poolside Pasta Pop-Ups

The Barilla Pasta Bar Pop-Up Treats SLS South Beach Hotel Guests



Extra-Large Gin Spirits

Jawbox Created a 32-Liter Bottle of Gin

Cannabis Hotel

Hotels are allowing cannabis and incorporating CBD into their services

Trend - Hotels are infusing drinks and dishes with CBD, incorporating CBD oils into massages, and selling products infused with high-quality CBD for health purposes. These businesses focus on the health benefits of CBD as it pertains to rest, relaxation, stress relief--all fundamental aspects of the hospitality industry.

Insight - Travellers prioritize rest and relaxation while staying at a hotel or resort. This is especially true now, as the wellness industry grows and enters even the most unlikely categories. Now, more customers are seeking out hotels that prioritize mental and physical wellness in the modern ways that they're accustomed to. Hotels are responding to this pressure by implementing experimental practices across spa services, restaurants and amenities.



Relaxing CBD-Positive Hotels

The Ritz-Carlton Added New CBD-Based Services to its Spa and Kitchen



Cannabis-Friendly Hotels

The Lexi is a New Las Vegas Hotel with Cannabis-Friendly Hospitality



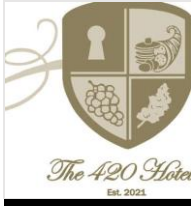
Cannabis-Accepting Hotels

Sir Sam's Inn & Spa is an Adult-Only, Cannabis-Positive Hotel



CBD-Infused Hotel Services

The Remede Spa in San Francisco Offers a Number of CBD Massages



Cannabis Consumption Lounges

The 420 Hotels Launches Crowdfunding Round for Boutique Hotel

Restaurant Shops

Restaurant-store hybrids merge dining and retail industries

Trend - While it's not uncommon for retail stores to contain restaurants, the reverse--dining establishments that also operate as stores--are becoming more popular. These intimate spaces create more modern versions of the one-stop experiences that large retailers have made so popular.

Insight - With the ongoing pandemic changing how people shop and engage with brands, and the growing popularity of of ecommerce, consumers now need more to be drawn to in-person shopping experiences. Factors like convenience and enhanced experience, often associated with online shopping, now need to be replicated in brick and mortar spaces in order for consumers to prioritize going.



Hybrid Retail Cafes

Greggs Opens its Tasty by Greggs Cafe Concept in Primark's Flagship Location



Boutique Flagship Restaurants

Breitling Unveiled its Flagship Shop with a Cafe and Restaurant



Playful In-Store Cafes

Primark Collaborated on a Greggs Cafe and a Fashion Capsule Collection



Allergy-Friendly Hybrid Grocers

The Rundle General Store Offers Curated Produce and a Cafe Space

NFT Dining

Restaurant brands incorporate NFTs into their dining experiences

Trend - The current popularity of NFTs has resulted in food brands getting in on the craze and incorporating them into campaigns and/or dining experiences. These include restaurants that require an NFT purchase for membership, and NFT-funded cafes.

Insight - As consumers learn more about NFTs, and NFTs are increasingly used as both long-term investments and short-term novelty purchases, brands in a wide range of industries are having to adapt to see how they can meet niche consumer demands in this space. The wide range of implications NFTs have in everything from purchasing to marketing, coupled with the lack of general consumer knowledge about them, makes brands that utilize them appear more exclusive.



Beachside NFT Restaurants

Vinyl Fish Club is the First NFT Restaurant in Palm Beach



Members-Only NFT Restaurants

Private Dining at Flyfish Club Can Be Accessed with an NFT Purchase



Non-Fungible Token Malls

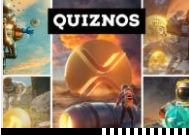
LifeStyles In 360 is the World's First Luxury NFT Mall



NFT Restaurant Loyalty Programs



NFT-Funded Cafes



Virtual Sandwich Collectibles

Cultivated Restaurant

More restaurants are experimenting with cultivated meat-based dishes

Trend - Lab-grown meat and seafood are being developed as sustainable alternatives to traditional farming. Now that there have been significant innovations in this space, some restaurants are already developing dishes or entire business models around cultivated meats and/or seafoods.

Insight - Sustainability will become more important to consumers as climate change worsens, and it won't just be their day-to-day lifestyles they'll want adjusted in order to reduce their environmental impact. Even recreational activities like eating out at restaurants will be reconsidered in light of climate change, and brands that adapt to sustainable practices will stand out.



Cultivated Sushi Bars

Wildtype is Opening a First-of-Its-Kind Sushi Bar in the Fall



Lab-Grown Chicken Satays

GOOD Meat is Set to Debut Its First Chicken Satay Product at KEK Pop-Up



Cultivated Salmon Bowls

Wildtype's Cultivated Seafood is Coming to Grocery Stores & Restaurants



Cultivated Chicken Meals

GOOD Meat is Working with Acclaimed Restaurateur José Andrés

20 Real Life Examples

Relevant Ideas and Case Studies

Expert-Paired Prague Food Tours

Prague Foodie's Team of Experts Spotlight Local Food & Attractions

If you've wanted to visit Prague, Czech Republic and wish to sample the best cuisine, the newly launched Prague Foodie public transportation tour will hit the spot. Lasting approximately 4 hours, the tour includes tastings across several restaurants with famous attractions nearby. Foods range from standard Czech fare like brazed beef with dumplings to specialty desserts like honey cakes. You can learn about Prague's culture while sampling the diverse food selection. The tour is unique with specialized guides who will share their knowledge of Prague food and wine pairings along with coffee roasts that are exclusively available in the city.

The tour also accommodates dietary needs including allergies, and bottled water is distributed to participants on hot days. During the tour, participants will pass by several famous sites they may want to visit later, including Charles Bridge, Forum Karlin, and Wenceslas Square.



Non-Alcoholic Tasting Rooms

Wilderton is Opening a Non-Alcoholic Distillery and Tasting Room

As a producer of craft non-alcoholic spirits, Wilderton is setting itself apart in an increasingly competitive market with plans to open the country's first exclusively non-alcoholic distillery and tasting room. According to Wilderton, this new destination will serve as "a hub for brand and category education, community engagement, and the exploration of non-alcoholic craft spirits."

The growing popularity of low-alcohol and no-alcohol beverages is evident in the increasing availability of options in retail stores, bars, and restaurant menus, reflecting a shift towards more inclusive drinking experiences. This dedicated distillery and tasting room focused on non-alcoholic beverages has the potential to further foster inclusivity by creating spaces for discovery, innovation and community, allowing adults to explore a wide range of flavorful and sophisticated non-alcoholic drinks in an immersive and social setting.



Elevated In-Flight Menus

Delta Airlines Enhances its Onboard Experiences with Upgraded Menus

Delta Airlines is unveiling a variety of new onboard service enhancements to help consumers feel comfortable and cared for while on the company's flights. The addition of oat milk creamer, an assortment of seasonal beers, and a carefully curated selection of tequilas has been offered up as a way to elevate the travel experience for Delta customers. Moreover, the introduction of pre-selected meal options allows for seamless and personalized dining.

Menu highlights include the Fox Bros. Bar-B-Q beef short ribs, updated snacks, and enticing beverages.

“We want every dining experience on a Delta flight to feel exciting for our first-time flyers, our million milers and every customer in between,” said Kristen Manion Taylor, S.V.P of In-Flight Service at Delta. “Our customers and the diverse communities we serve are the heart of everything we do at Delta, especially as we continue to develop inclusive menus and bring new partners and products on board.”



Premium Alcohol Dining Rooms

Le Bristol Paris to Offer First-Ever Dom Pérignon Dining Room

This winter, Le Bristol Paris introduces an exclusive culinary experience with the first-ever Dom Pérignon dining room, a collaboration between Executive Chef Eric Frechon and Dom Pérignon's Chef de Cave Vincent Chaperon. This unique event, set in the hotel's elegant courtyard garden, caters to groups of 2-6 guests, offering a sublime journey through expertly paired Dom Pérignon vintages and French gastronomy.

The experience takes place in a specially designed 'bulle' or bubble, featuring two sections for an immersive dining adventure. The setting, with one-way mirrors, ensures privacy while maintaining an alluring exterior view.

The evening begins in a unique bar, where rare Dom Pérignon cuvées are served alongside a selection of gourmet bites. This prelude sets the stage for a dinner that showcases the harmonious blend of exquisite cuisine and fine Champagne.

Each course, from caviar de Sologne with Dom Pérignon Vintage 2013 to wild turbot with white truffle and Dom Pérignon Vintage 2004 Plénitude 2 cuvée, is a testament to the mastery of both chef and cellar master. The experience concludes with a black truffle [continued online]



Farm-To-Terminal Dining Concepts

Sunset Loop Bar & Grill Brings Elevated Dining to Denver

Sunset Loop Bar & Grill is a new concept that was created specifically for the Denver International Airport and it will introduce a new farm-to-terminal dining experience. The Sunset Loop Bar & Grill will offer an expansive, 67-foot-long market so that travelers can pick up locally sourced products and prepared food on their journeys. With a comfortable communal seating area, guests will have the chance to meet and mingle with other travelers, all the while appreciating the sense of connection that the design provides.

The Sunset Loop Bar & Grill is one of two newly announced food and beverage concepts that will transform Denver International Airport's United Airlines Concourse B-East. This new concept celebrating Denver's culinary scene is set to open alongside a signature Starbucks with a sculptural build inspired by the natural beauty of the Colorado mountains.



Virtual Craft Beer Tastings

NCBC & Spyglass Created an Exclusive Beer Tasting Experience with VR

North Coast Brewing Company (NCBC) partnered with Spyglass to develop and distribute an innovative virtual craft beer tasting experience featuring four beloved brews: Scrimshaw Pilsner, PranQster Belgian Style Golden Ale, Old Rasputin Russian Imperial Stout and the all-new Pacific Magic IPA. The virtual experience led by Brewmaster Chuck Martins involves access to the Spyglass Meta Quest app, plus a tasting kit of four 12-ounce beers and four custom-designed coasters.

As part of the experience, beer lovers will get to have a tasting like never before as they appreciate views of the coastline of Fort Bragg, California captured via a drone. The virtual tour also includes a stop at Fortunate Farm, NCBC's partner in a Carbon Farming project.

Due to the nature of this virtual beer tasting experience, a Meta Quest 2 system is required to enjoy it to the fullest.



Hot Air Balloon Restaurants

CuliAir Skydining Offers Three-Course Meals in the Sky

CuliAir Skydining is a hot air balloon experience for adventurers in the Netherlands to try out as a way to enjoy an elevated dinner unlike anything they've had before. The experience sees up to 10 passengers taking to a reception in a meadow before being brought up in the hot air balloon for an exceptional dining experience. The various dishes are created by Angélique Schmeinck and culminates with dessert alongside champagne when landing.

The CuliAir Skydining hot air balloon experience is priced at around 475 euros per person, which includes the balloon ride itself and dining. The experience is best booked during June, August and September to ensure optimal weather, and is sure to entice adventurous diners alike.



AI-Generated Dining Experiences

Luminary by Rafi was An Immersive Pop-Up Restaurant Powered by AI

Hosted inside North Sydney restaurant Rafi earlier this year, Luminary is an AI-powered pop-up dining experience. With its doors open from July 29th to August 5th, 2023, the pop up was Australia's first-ever AI-generated restaurant concept, designed to revolutionize the way fine dining is experienced.

The creative force behind Luminary is Stefanie Wee, "a hospitality professional who used OpenAI's ChatGPT and Canva's AI image generator to create the concept behind a new pop-up restaurant." Wee won a competition led by Applejack Hospitality, Rafi's restaurant group, who invited creators to come up with Australia's first AI-generated restaurant concept.

The Luminary pop-up invited patrons on an immersive journey inspired by the elements of earth, water, air, and fire. The event brought together gastronomy and craft cocktails, drawing inspiration from natural illumination and the interplay of light with culinary creations.



Student-Focused Foodie Tours

Deliveroo The Grub Crawl Offers Free Foodie Tours to Freshers

Deliveroo The Grub Crawl is a new take on the classic pub crawl being launched by the food delivery brand in the UK to provide freshers with a way to explore some of the best foods in different metropolitan regions.

The experiential marketing initiative celebrated the launch of Deliveroo Students and is taking place during Freshers Week as a way to help students bond with one another, while also discovering the food scene of the city. The experience will include an Amsterdam-style pedal bike tour free of charge, which will whisk students to four of the best spots in their respective city including Edinburgh, Leeds, Bristol and Manchester.

Global Head of Consumer Communications Aisha Jefferson spoke on the Deliveroo The Grub Crawl saying, "We're so excited to be launching our new student club, Deliveroo Students, and what better way to announce it than with the Grub Crawl. It's designed to give students the ultimate free foodie tour and help freshers discover local restaurants and meet new mates at a really exciting but equally scary time, as many first-year students move to new cities, try to make new friends, and cook for themselves for the first time."



Immersive Ice Wine Experiences

Inniskillin's Obsession Wins Dinners Explores Award-winning Wines

As the autumnal hues begin to paint the landscape, Canada's pioneering estate winery, Inniskillin, is gearing up for its much-anticipated "Obsession Wins Dinners" events on September 24 and November 25, 2023. These dinners are not just meals but immersive experiences into the world of award-winning Canadian wines.

Inniskillin's legacy is deeply rooted in innovation and excellence. Established on July 31, 1975, it holds the distinction of being the first licensed winery in Canada post-Prohibition. Its global acclaim was solidified in 1991 when its Vidal Icewine received the prestigious Grand Prix d'Honneur at the Vinexpo in Bordeaux, France, forever altering the global perspective on Canadian wines.

Central to Inniskillin's ethos are two themes: an unwavering obsession and a relentless pursuit of greatness. Their dedication to crafting exceptional Canadian wines is a testament to their passion for perfection. This commitment is not just internal [continued online]



Insect Whisky Pairings

'A Pairing With Legs' Matched Whisky and Insects

In recent years, there has been a noticeable shift in consumers' attitudes towards incorporating insects into their diets and recently, The Scotch Malt Whisky Society hosted A Pairing With Legs to explore an unexpected combination of food and drink. This unusual tasting experience hosted in Edinburgh paired different varieties of Scotch with everything from crickets and mealworms to locusts and scorpions.

At the event, mealworms were matched with Disco Diva, a 12-year-old whisky from Speyside, and smoked crickets were paired with the sweet, rich and intensely smoky Smokus Fruticosus.

This tasting, hosted as part of The Scotch Malt Whisky Society's 40th anniversary celebrations, as described by Helen Stewart, head of brand marketing and membership, "personifies what the Society is all about." Going forward, consumers can expect even more unconventional and adventurous tasting experiences from The Scotch Malt Whisky Society.



Educational Cheese Experiences

The Parmigiano Reggiano Consortium Offers Immersive Experiences

From its rich history to culinary versatility, the Parmigiano Reggiano Consortium provides an unforgettable experience for cheese lovers. The organization offers a range of immersive cheese experiences that will captivate the senses while educating visitors about the rich heritage of the iconic cheese.

From tastings to tours, this organization is dedicated to promoting and preserving the iconic Italian cheese and is located in the heart of Reggio Emilia, Italy. The Consortium lets foodies experience the world of Parmigiano Reggiano first-hand through guided tastings, where they'll learn about complex flavors, and immerses them in the cheese production process with farm tours that spotlight local craftsmanship.

Visitors can also participate in hands-on workshops, as well as cooking and food pairing classes that spotlight Parmigiano Reggiano in innovative ways.



Multisensorial Dining Concepts

Feeladelphia by Philadelphia is for Ordering Feelings, Not Food

Feeladelphia by Philadelphia is a multisensorial dining concept from the Kraft Heinz Company brand where people don't order food but feelings instead. The one-of-a-kind experience is being made possible in partnership with Jeremiah Stone and Fabián Von Hauske Valtierra, head chefs and owners of Michelin-starred Contra and Wildair. With curated, cream cheese-infused dishes, guests will explore their feelings with not only food but also sounds and other sensorial delights.

The multi-course tasting menu evokes allure, curiosity and spontaneity through contrasting textures and details that offer up a visual feast for the eyes. The three-hour experience unfolds in NYC for a limited time based on availability.

The unconventional dining concept is launching alongside The Feeladelphia Experience: An Immersive Cookbook that offers a journey through the senses at home.



Mexican Culinary Adventure Giveaways

Celebrate Cinco de Mayo with Topo Chico Hard Seltzer

Topo Chico Hard Seltzer is offering fans a unique way to celebrate Cinco de Mayo and travel differently with a chance to win an all-expenses-paid, six-night immersive Mexican culinary adventure (\$15,000 value) to Puebla, Mexico, and Mexico City, where Cinco de Mayo first began.

You and your favorite companion could enjoy cooking classes, curated dinners, pyramid visits, hot air ballooning, and more to celebrate the holiday's spirit in its birthplace. Enter for a chance to win between May 2nd and May 9th via TopoChicoHardSeltzerUSA.com/Cinco.

Additionally, a portion of the total program costs will be donated to Arca Tierra, an organization that provides training in regenerative agricultural practices for locals to produce food in their communities and supply local restaurants.

Topo Chico Hard Seltzer has also partnered with chef and "Mi Cocina" author Rick Martínez to showcase two incredible, party-friendly recipe pairings: Pollo al Pastor with Topo Chico Margarita Hard Seltzer and Esquites Fritos with Topo Chico Hard Seltzer Strawberry Guava.



Champagne-Paired Burger Tours

14 NYC Restaurants are Exploring Burger & Veuve Clicquot Pairings

More than a dozen New York City restaurants have teamed up with Veuve Clicquot to pair unique burgers with the brand's iconic expressions. Through the reservations platform Resy, people can book their spot to experience burgers and Champagne like never before.

Peak in Hudson Yards, will serve a wagyu burger with Veuve Clicquot Yellow Label during its lunch service, and beverage director Zachary Kameron says, "The richness of the bacon and sharp creaminess of the Tumbleweed cheddar are a dream with the Pinot driven notes of the champagne."

As part of the experience, there will also be burgers made with grilled pineapple and guava barbecue sauce, and the unconventional burger pairings will include some vegetarian-friendly options at select locations.



Luxury Experience Clubs

Taste Club Treats Members to Unforgettable Dining & Travel Experiences

Taste Club is a first-of-its-kind national dining and global luxury travel club, and it's launching soon with the support of an expert concierge team. A membership grants access to exclusive dining experiences curated by celebrated chefs and restaurant partners, as well as bespoke luxury travel experiences.

Members can rest assured that they're getting the best of the best from Taste Club's travel tastemakers and the hand-picked founding chef partners, which include those celebrated by the Michelin Guide and the James Beard Foundation.

Memberships are priced at \$7,500 for a one-time initiation fee, with monthly dues of \$300, and Taste Club offers transferable memberships so that members can share their membership benefits with friends, family and colleagues.



Multicultural Pop-Up Restaurants

OpenTable's Dine London Shares the Taste of Global Destinations

OpenTable's Dine London pop-up restaurant invites people in London to one location in order to experience the tastes of British, Italian, Greek and Mexican cuisine. The pop-up experience encourages diners back into London with themed areas that match a small complimentary tasting menu, plus a glass of wine or a soft drink.

While the essence of Mexican cuisine is captured by pulled chicken tacos (or the gluten-free and vegan-friendly adobo pulled jackfruit tacos,) the Greek menu items include options like chicken souvlaki and stuffed vine leaves. Brits will also find themselves right at home with options like traditional fruit scones and fruit tarts, while diners will feel as if they've been instantly transported to Italy with dishes like Aperol compressed melon and truffle mushroom arancini.



Immersive Culinary Experiences

Eatwith is an App that is Ideal for Travelers

When we are going abroad—to a country we've never visited—it is normal to crave and seek out immersive culinary experiences and other opportunities to learn more about the country and its culture. Eatwith is an app that guarantees the unforgettable in this category.

Unlike other services that pair you with locals who show you the terrain, Eatwith enables those traveling not only to sample the local cuisine but cook it, as well. There are a number of categories that allow users to customize their immersive culinary experiences. One can browse Intimate Dining Experiences, Hands-On and Interactive Foodie Activities, and Exclusive and Personalized Private Event opportunities. From an African Vegan Dinner Parties to Friendly Parisian Dinners, the Eatwith app is ideal for those who are culinary adventurous.



Urban Communal Dining Events

Toronto's Weekly Communal Table Program is Hosted Under a Highway

This summer in Toronto, there will be Communal Table experiences hosted under a highway to bring people together as part of The Bentway's Beyond Concrete series. This weekly communal dining program appeals to foodies, as well as those who want to make new friends, since guests are invited to take a seat at one, long shared table. Guests will get to savor the experience, as well as meals from Toronto's culinary talents.

The loneliness epidemic in cities is a growing concern as more people feel disconnected from their communities. However, communal dining events with family-style seating are being embraced to help to create a sense of belonging and foster community. By sharing a table and meal with others, people have the potential to connect, share stories and form new relationships with other locals.



Transforming Robot Restaurants

Transformers: The Ark Provides Immersive Dining Experiences

Transformers: The Ark is a new dining destination for fans of Transformers and the world's first Transformers-themed restaurant. This restaurant was created by A La Carte Hong Kong Limited in collaboration with Hasbro and it shares an immersive experience based on The Ark, the large spaceship used by the Autobots in the Transformers series.

Transformers: The Ark is not just the world's first Transformers-themed restaurant, it's also the first restaurant in Hong Kong to integrate 3D media content that can be seen with the naked eye into physical architecture. This restaurant welcomes diners with a 3D spaceship engine and large-scale LED screens at its entrance.

Some of the menu items include the Black Truffle Angus Burger, Fried Chicken and the Blue Space energy drink.

