

Food is the destination



As many as 67 per cent of Indian travellers pick their travel destination based on the cuisine and food choices it offers, says Booking.com's latest finding from its global research 'Taste of Travel'. Booking.com, a global leader in connecting travellers with the widest choice of incredible places to stay, has released the findings which also says that If there's one thing most people agree on when traveling, it's that food is a major consideration when picking a destination. The study also highlights that around 49 per cent of Indian travellers are planning to take a dedicated food tourism trip in 2018, a statement said. The 'Taste of Travel' research was commissioned by Booking.com and independently conducted among a sample of adults of 56,727 respondents across 30 different markets. The results mentioned focus on Indian travellers only, which consisted of 2023 respondents. To participate in this survey, respondents had to be 18 years of age or older, had to have travelled at least once in 2017, be planning at least one trip for 2018.

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