



BOOKING HOLDINGS

Booking.com Reveals That Going Local is the Essential Ingredient for an Unforgettable Foodie Adventure

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[Booking.com](#) data from over 50,000 global travelers, reveals six in ten travelers (61%) pick a destination for great food or drink. There's no denying the significance of culinary travel, with more than a third (34%) of travelers, rising to 40% of millennials, planning to take a food trip in 2018.

Almost half (49%) of travelers hope to be more adventurous with the type of cuisine they eat, rising to 60% of millennials. One way to achieve this is to sample local delicacies whilst traveling. Almost two thirds (64%) of travelers will try to eat more local food in 2018.

Top destinations for local food

- Ipoh, Malaysia
- Kaohsiung, Taiwan
- Nagoya, Japan
- Johor Bahru, Malaysia
- João Pessoa, Brazil
- Ho Chi Minh City, Vietnam
- Sarajevo, Bosnia and Herzegovina
- Colmar, France
- Lima, Peru
- Catania, Italy

More than half of travelers (54%) want to experience unique dining experiences when traveling and food trucks are the perfect way to do this.

Top destinations for food trucks

- Portland, USA
- Sao Paulo, Brazil
- Seoul, South Korea
- Bangkok, Thailand
- Istanbul, Turkey

Read the full release here: <https://globalnews.booking.com/going-local-is-the-essential-ingredient-for-an-unforgettable-foodie-adventure/>

About [Booking.com](#):

At Booking.com, we connect travelers with the world's largest selection of incredible places to stay. The Booking.com website and mobile apps are available in 43 languages, offer over 28 million total reported listings and cover more than 130,000 destinations in 227 countries and territories worldwide. Each day, more than 1.5 million room nights are reserved on our platform. So whether traveling for business or leisure, customers can instantly book their ideal place to stay quickly and easily with Booking.com, without booking fees and backed up by our promise to price match. Via our customer experience team, customers can reach Booking.com 24/7 for assistance and support in 43 languages, any time of the day or night.

Established in 1996 in Amsterdam, Booking.com B.V. has grown from a small Dutch start-up to one of the largest travel e-commerce companies in the world. Part of Booking Holdings Inc. (NASDAQ: BKNG), Booking.com now employs more than 17,000 employees in 198 offices in 70 countries worldwide. Follow us on [Twitter](#) and [Instagram](#), like us on [Facebook](#), and visit our [global media room](#)

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