



LE PASSEPORT CULINAIRE

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Our Identity!



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Experience innovative itineraries in France & Europe!



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Why? Food & Travel are the main motivators

Because

- We are passionate about Food & People
- Love to Travel and Discover New Cultures- *Food is Cultural*
- We believe Food is the bridge between the Land and the Culture
- Food experiences are Experiential & Interactive evolving around the 5 SENSES



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Why? Emotions and 5 Senses



Senses

“Because food and drink involve all of the human senses, we’ll remember a meal much longer than we will a museum or stained glass windows.” *International Culinary Tourism Association*



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Why? Passion for People



Le Passeport Culinaire



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What? Culinary, Food & Drink Tours

The 1st Culinary Travel Club in Lebanon

- Gourmet journeys to France & Europe
- Food & Drink memorable experiences in Lebanon, France & Europe
- Educational and informative culinary platform



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What? Culinary, Food Tourism

Food Tourism

- ✓ “The pursuit and enjoyment of unique and memorable food and drink experiences, both near and far” - *World Food Travel Association*
- ✓ “Just as Love is a universal language, so is Food” - *Le Passeport Culinaire*
- ✓ “There is no better way to understand another culture than indulging in the food”



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What? Culinary Travel Ingredients





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Who? Exploring good company





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Who? Members of the Club

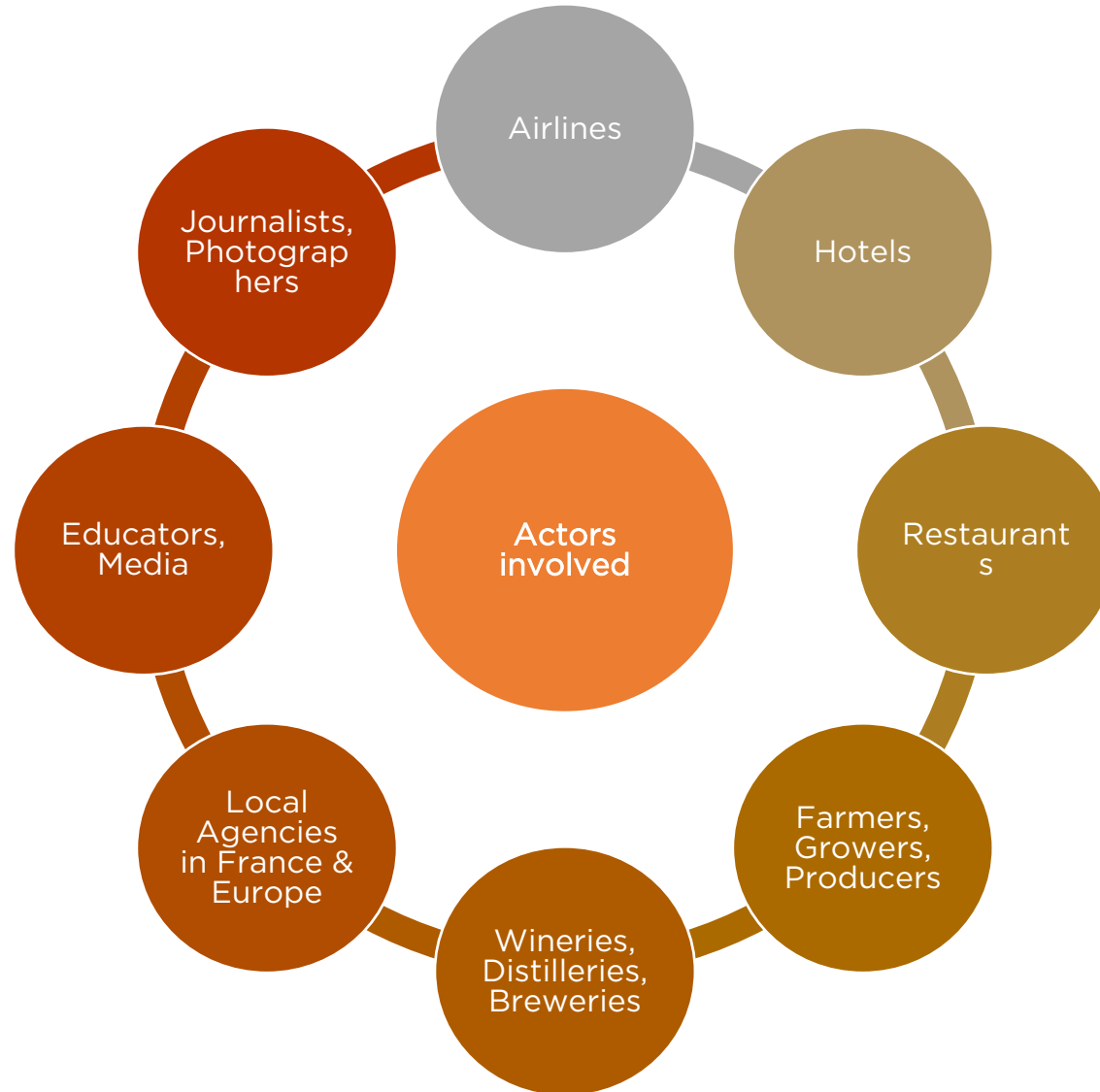
Club Members and Customers Profiles

- Explorers and adventures
- Gourmet travelers
- Foodies; Food obsessed
- Food & Drinks Connoisseurs
- University Students
- Corporate / Team Building



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Actors in the Culinary Travel





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Economic Impact !



Culinary/ Food Tourism is a recipe for economic development success.



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The Culinary Tourists

Who are they?

- Seeking the authenticity of the places they visit through food
- Concerned about the origin of products
- Keen on socializing & exchanging experiences with others
- Demanding and appreciative of good food and the people behind
- Demonstrating a high level of loyalty
- Revisiting destinations due to gastronomy



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Buzzzz - Digital and Social media



The growing food scene where consumers research and share their food loving experiences.



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Buzzzz - Food Apps and TV Shows



A hunger for food apps. Eating and tweeting. Instagram, Pinterest, Facebook.
TV shows building on travel motivated by culinary experiences



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The Future of Food Tourism

A worldwide growing taste for Culinary/ Food Travel

- The growth of food tourism worldwide is an obvious fact.
- It is one of the most dynamic segments within the tourism market

Every tourist has....

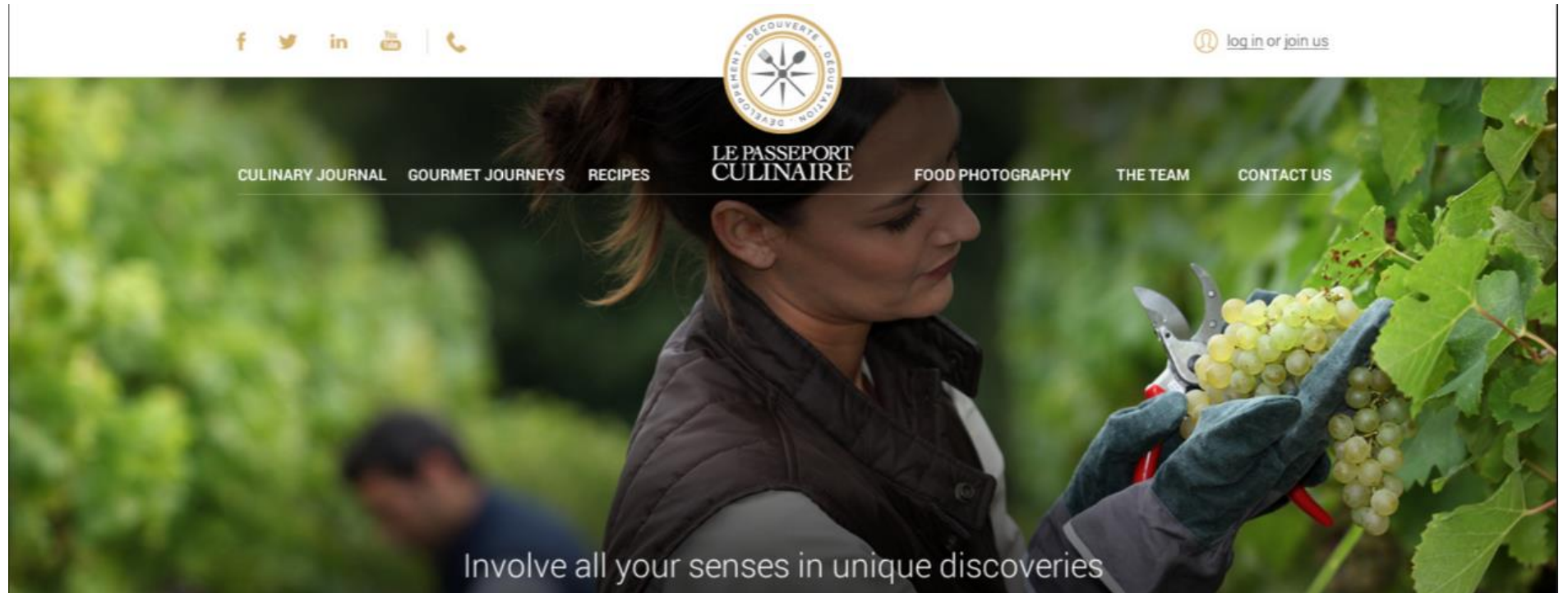


One thing in common



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The Future of Food Tourism



Food + People + Land = Endless possibilities



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Communication & Exposure



The growing food scene where consumers research and share their food loving experiences.



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TASTEFULLY REGARDS



THANK YOU