



The French and Gastronomy Tourism

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01

Methodology

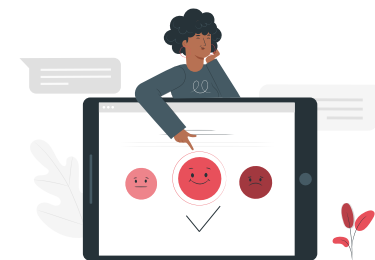
Methodology



The survey was conducted among a sample of **1001 people**, representative of the French population aged 18 and over.



The representativeness of the sample was ensured by the quota method (sex, age, occupation of the respondent) after stratification by region and category of agglomeration.



The interviews were conducted by self-administered online questionnaire **from August 8 to 12, 2025.**

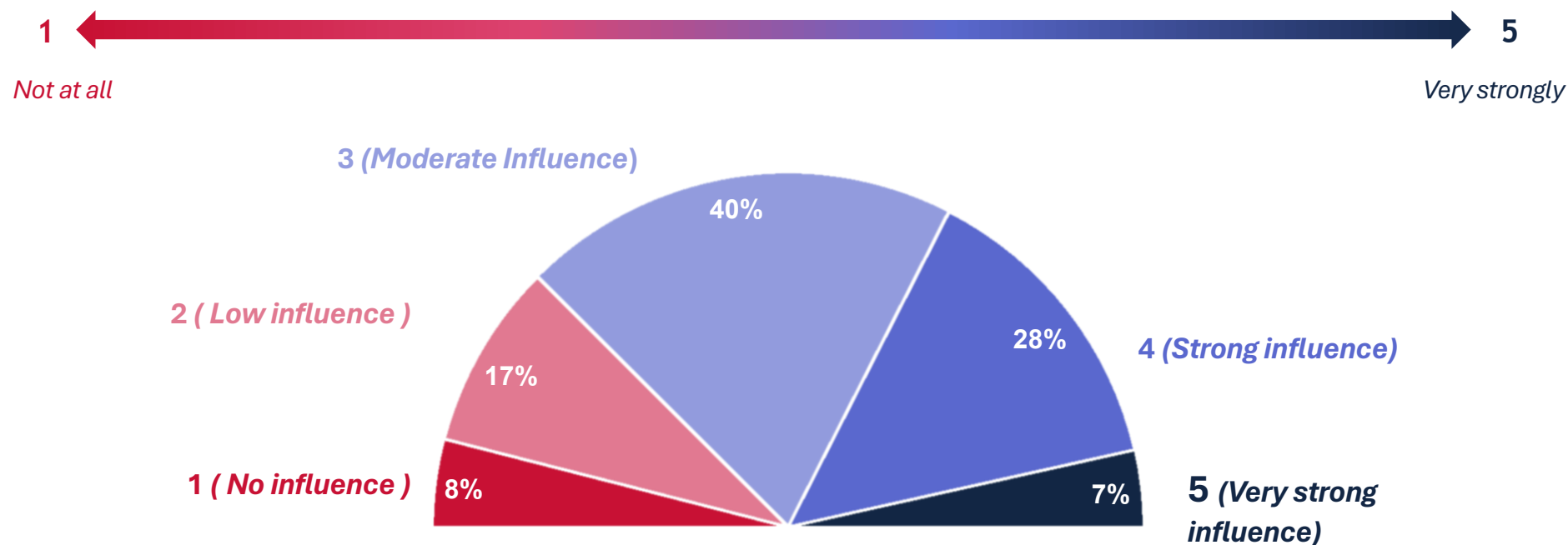
02

Results of the study

The importance of local gastronomy in the choice of destination

Question: On a scale of 1 (not at all) to 5 (very strongly), to what extent does the local gastronomy influence your choice of destination for a trip, a holiday or a short stay in France?

Base: those who go on holiday or short stays in France, i.e. 85% of the sample

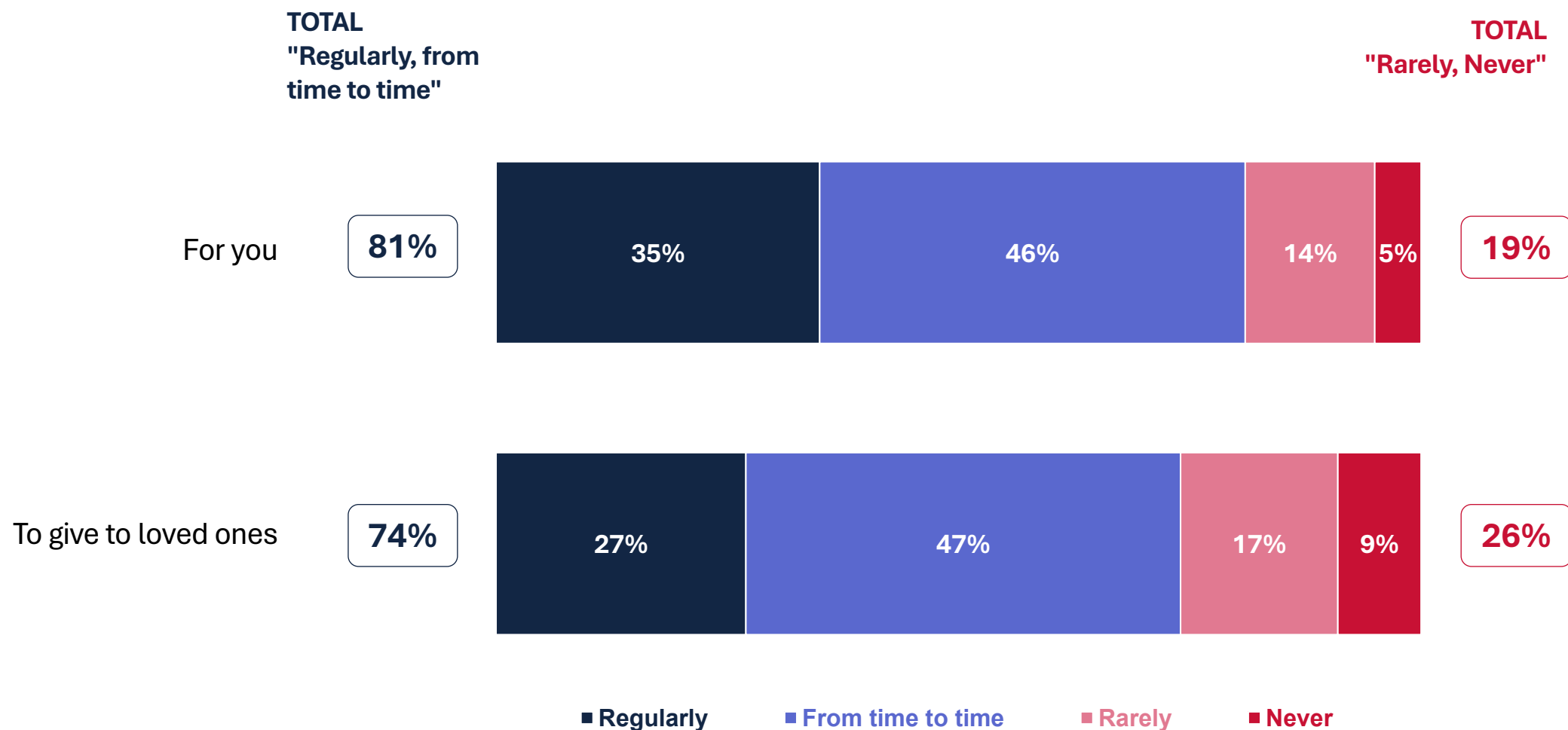


75% of French people who go on holiday or short stay in France are influenced by the local gastronomy in their choice of destination

Buying regional specialities as souvenirs

Question: When you go on holiday or for a short stay in a region other than the one in which you live, do you regularly, from time to time, rarely or never, bring back regional specialities, local food products, or wine from that region?

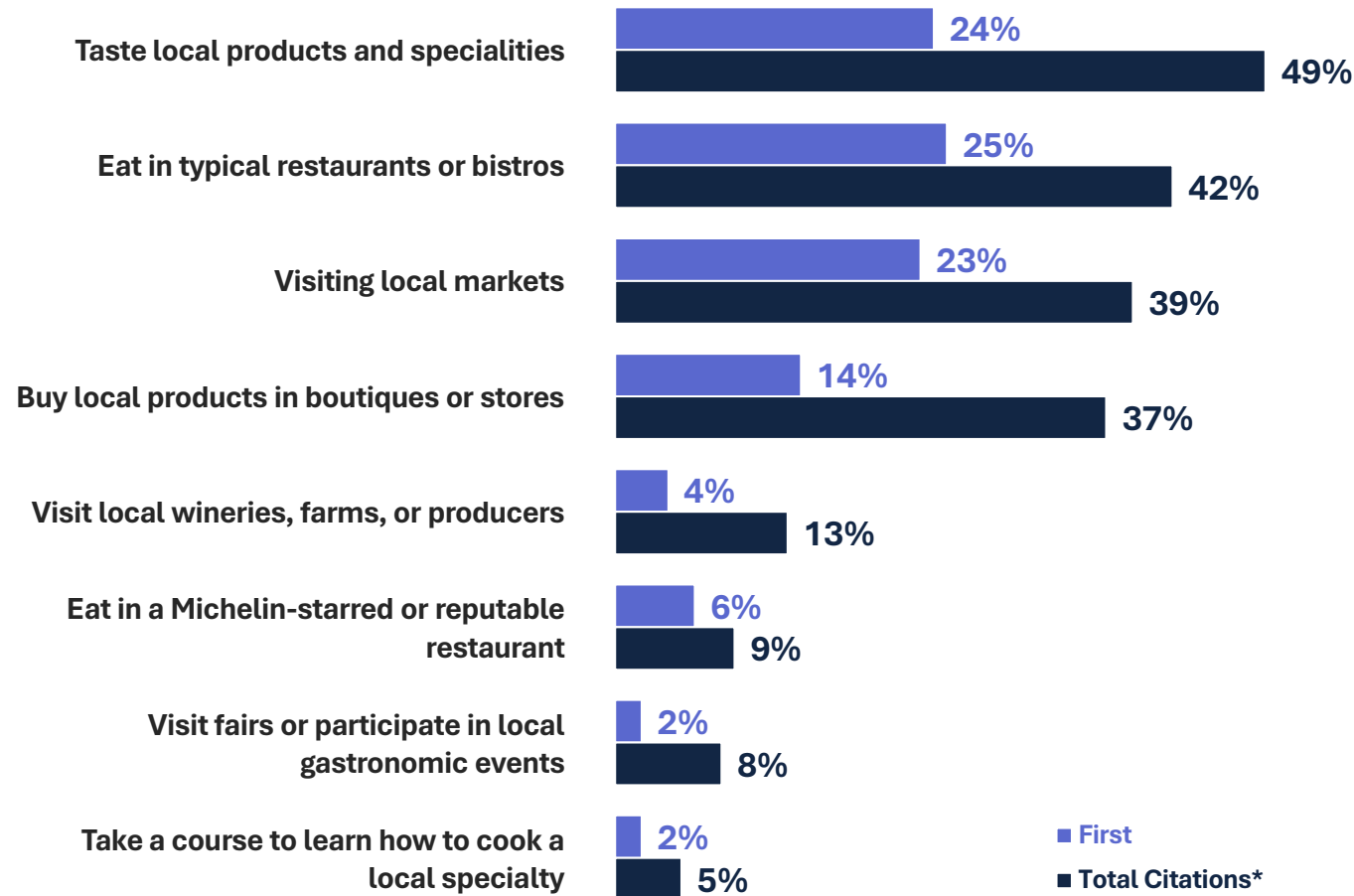
Base: those who go on holiday or short stays in France, i.e. 85% of the sample



Gastronomic activity preferences

Question: Which of the following gastronomic activities do you like to do best when you travel or are on holiday in France? First? Second?

Base: those who are influenced by local gastronomy in their choice of destination, i.e. 65% of the sample

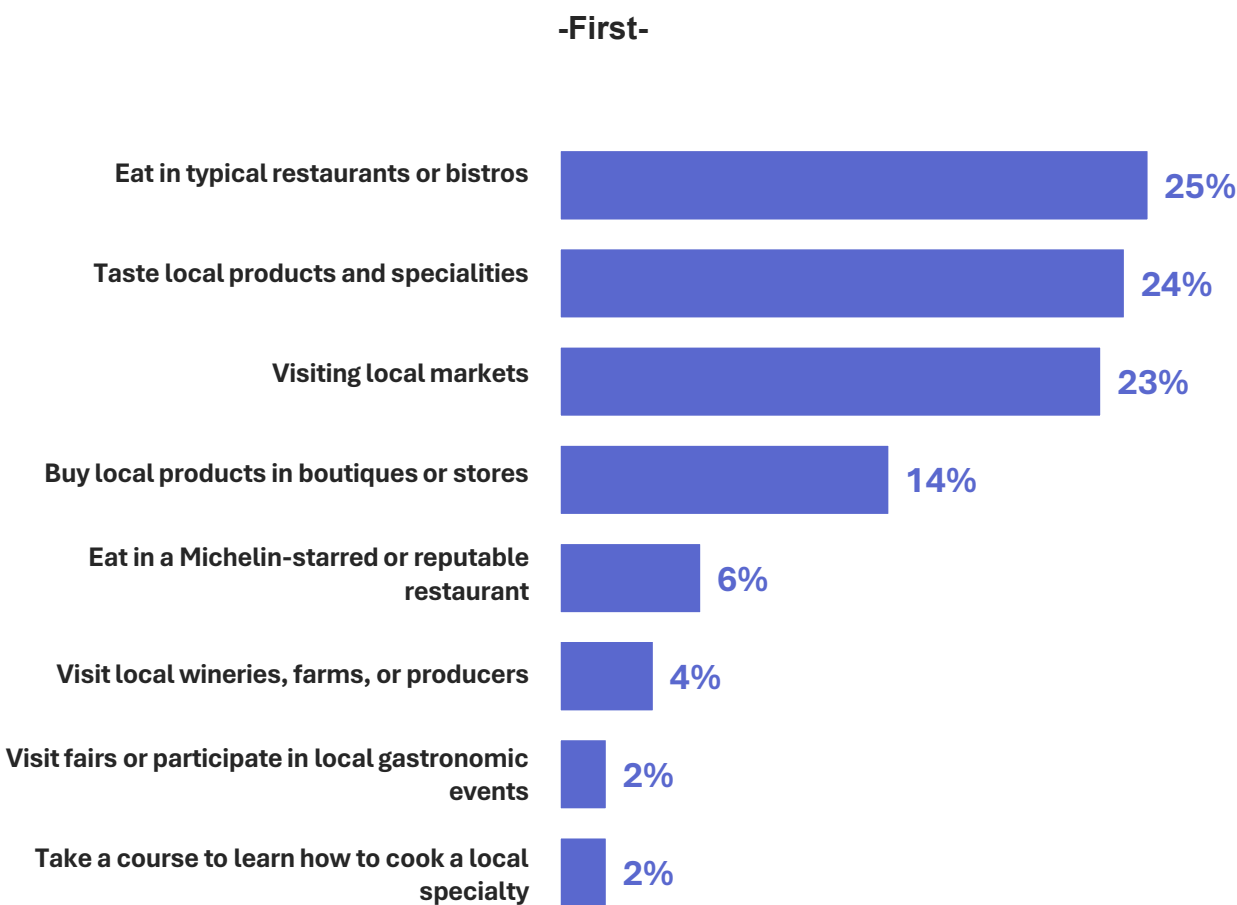


(*) Total exceeds 100 since the respondents were able to give several answers.

Gastronomic activity preferences

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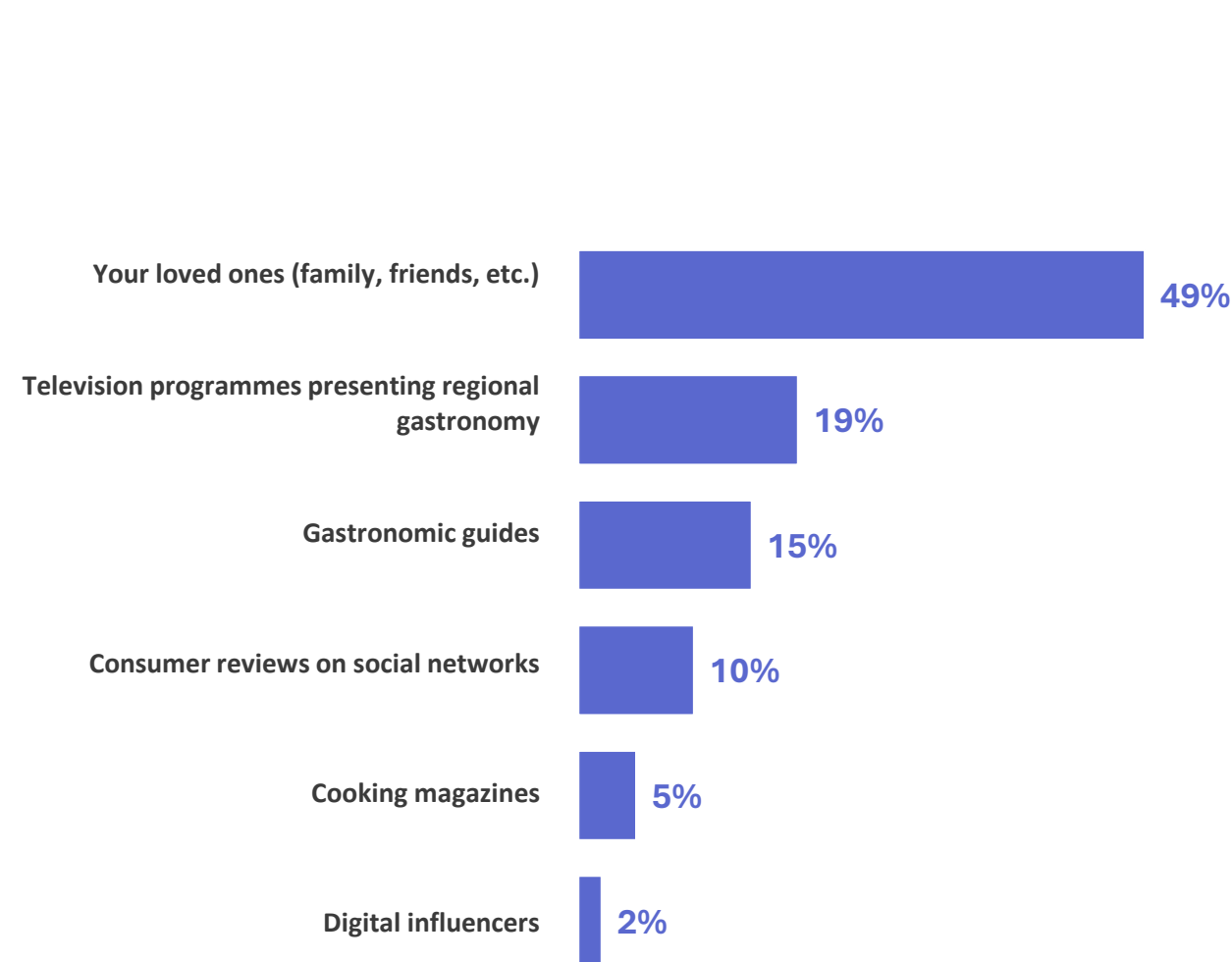
- Depending on the level of influence of local gastronomy on the choice of destination -

Very strong influence	Strong influence	Moderate Influence
<u>28</u>	<u>26</u>	<u>24</u>
11	<u>28</u>	<u>23</u>
<u>19</u>	<u>19</u>	<u>26</u>
14	13	15
<u>16</u>	5	4
5	4	5
5	4	1
2	1	2

Sources of inspiration for a gastronomic stay

Question: Who inspires and influences you the most when it comes to choosing a destination for its local gastronomy?

Base: those who are influenced by local gastronomy in their choice of destination, i.e. 65% of the sample



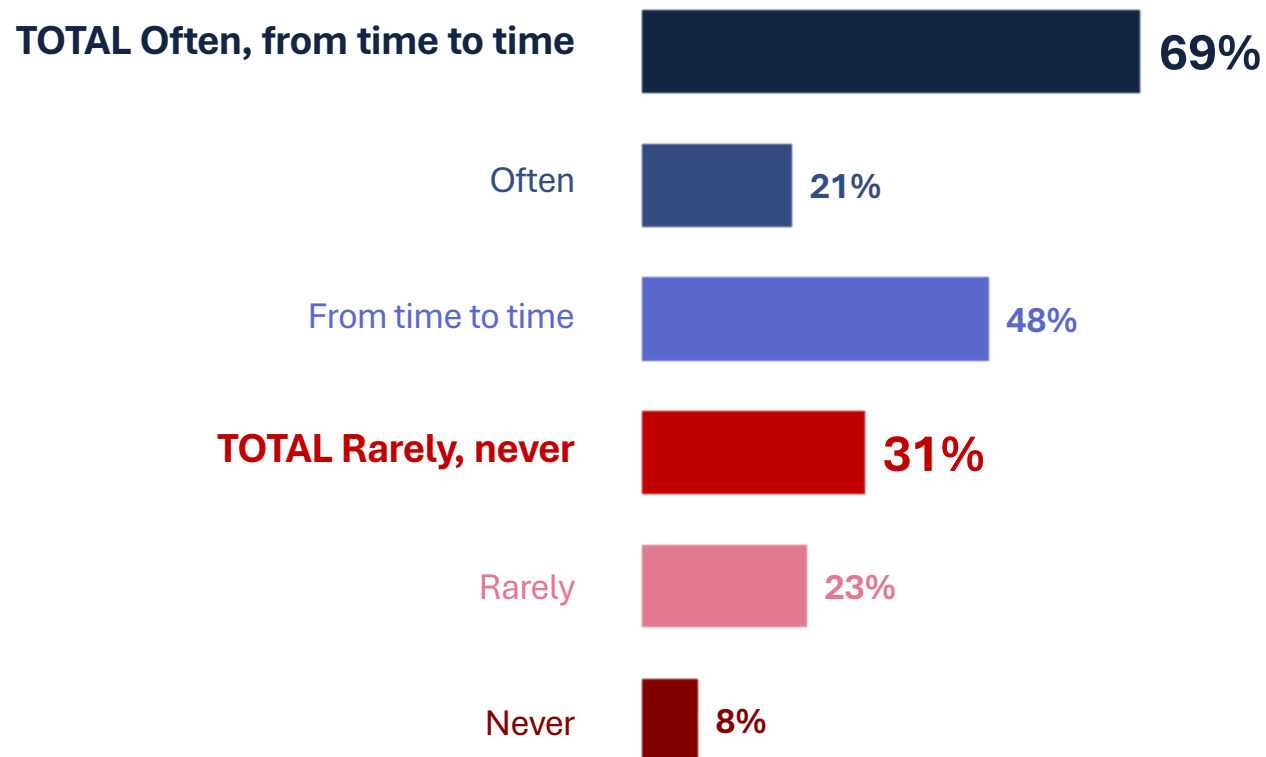
- Depending on the level of influence of local gastronomy on the choice of destination -

Very strong Influence	Strong Influence	Moderate Influence
<u>34</u>	<u>40</u>	<u>57</u>
12	<u>23</u>	<u>17</u>
<u>28</u>	<u>20</u>	<u>10</u>
<u>13</u>	10	<u>10</u>
10	4	5
3	3	1

Researching local addresses and specialities before departure

Question: Before your holidays or short stays (weekend, trip of a few days) in France, do you search restaurant locations or local producers, as well as local culinary specialities?

Base: those who are influenced by local gastronomy in their choice of destination, i.e. 65% of the sample



The main motivations for choosing a gastronomic destination

Question: Why do you choose a destination based on its local gastronomy?

Base: those who are influenced by local gastronomy in their choice of destination, i.e. 65% of the sample

To discover the terroir and local expertise

58%

To explore new flavours

27%

To meet locals

10%

To taste specialities seen on social networks

5%

- By generation -

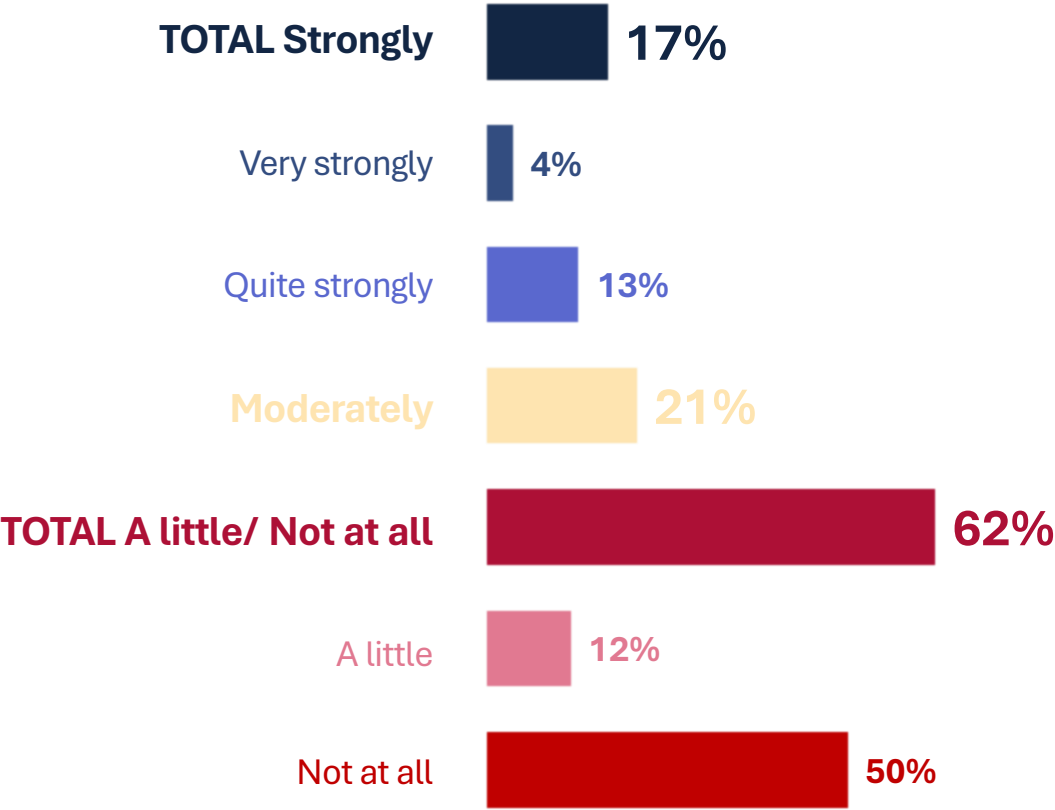
	GenZ	Millennials	GenX	Boomers	The Silent Generation*
To discover the terroir and local expertise	39	52	62	69	61
To explore new flavours	36	31	28	19	15
To meet locals	13	9	5	11	24
To taste specialities seen on social networks	12	8	5	1	-

(*) This subpopulation is present in small numbers.

The influence of social networks

Question: To what extent does the content seen on social media (Instagram, TikTok, food blogs...) make you want to try a local specialty?

Base: those who go on holiday or short stays in France, i.e. 85% of the sample



- By generation -

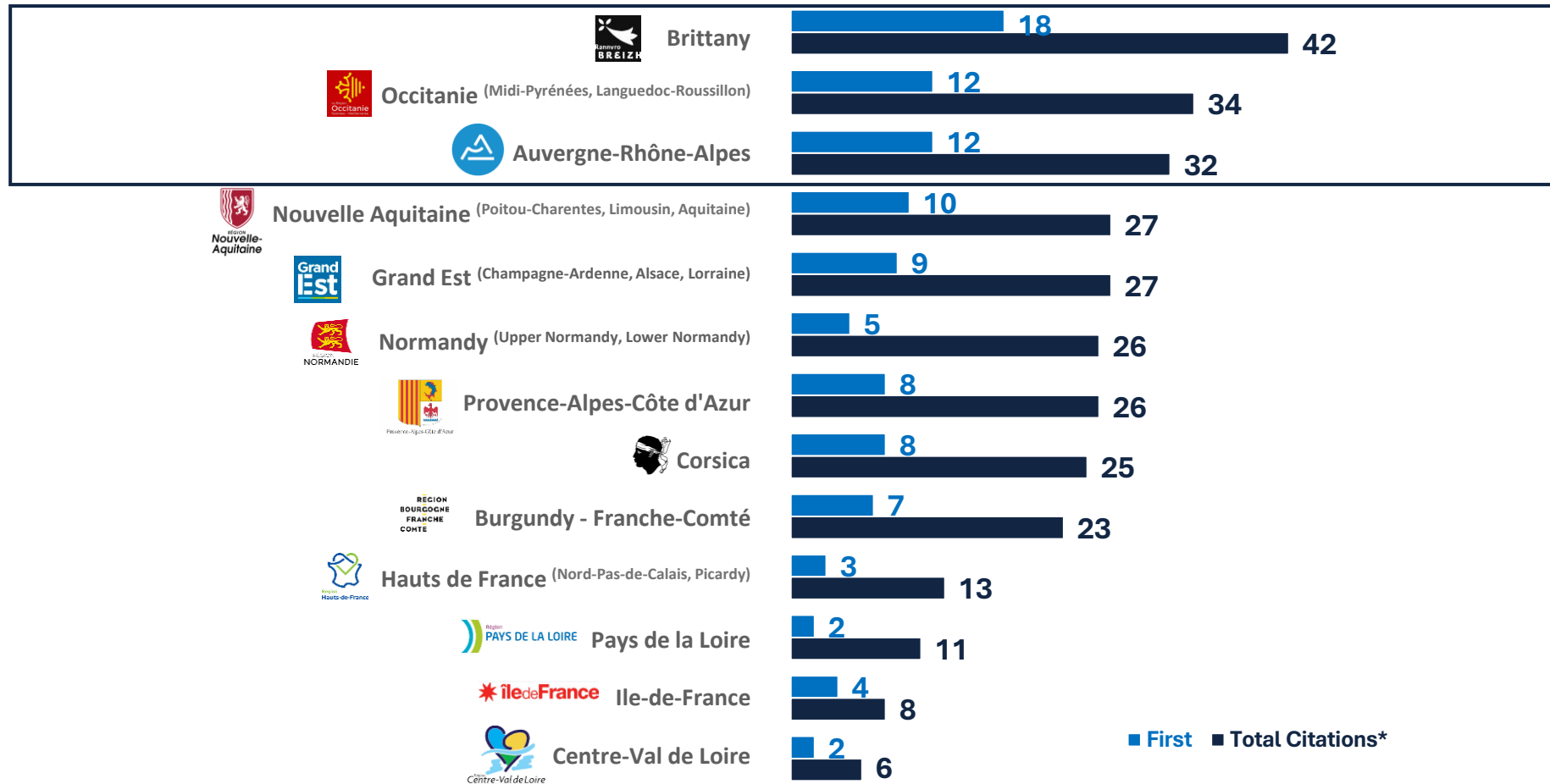
	GenZ	Millennials	GenX	Boomers	The Silent Generation*
Strongly	35	25	14	5	-
Very strongly	9	4	2	2	-
Quite strongly	26	21	12	3	-
Moderately	44	20	19	13	14
A little/ Not at all	21	55	67	82	86
A little	13	15	13	8	1
Not at all	8	40	54	74	85

(*) This subpopulation is present in small numbers.

Favourite regions for their gastronomy

Question: Which of the following are the three French regions that attract you the most for their gastronomy? First? Second? Third?

Base: those who go on holiday or short stays in France, i.e. 85% of the sample



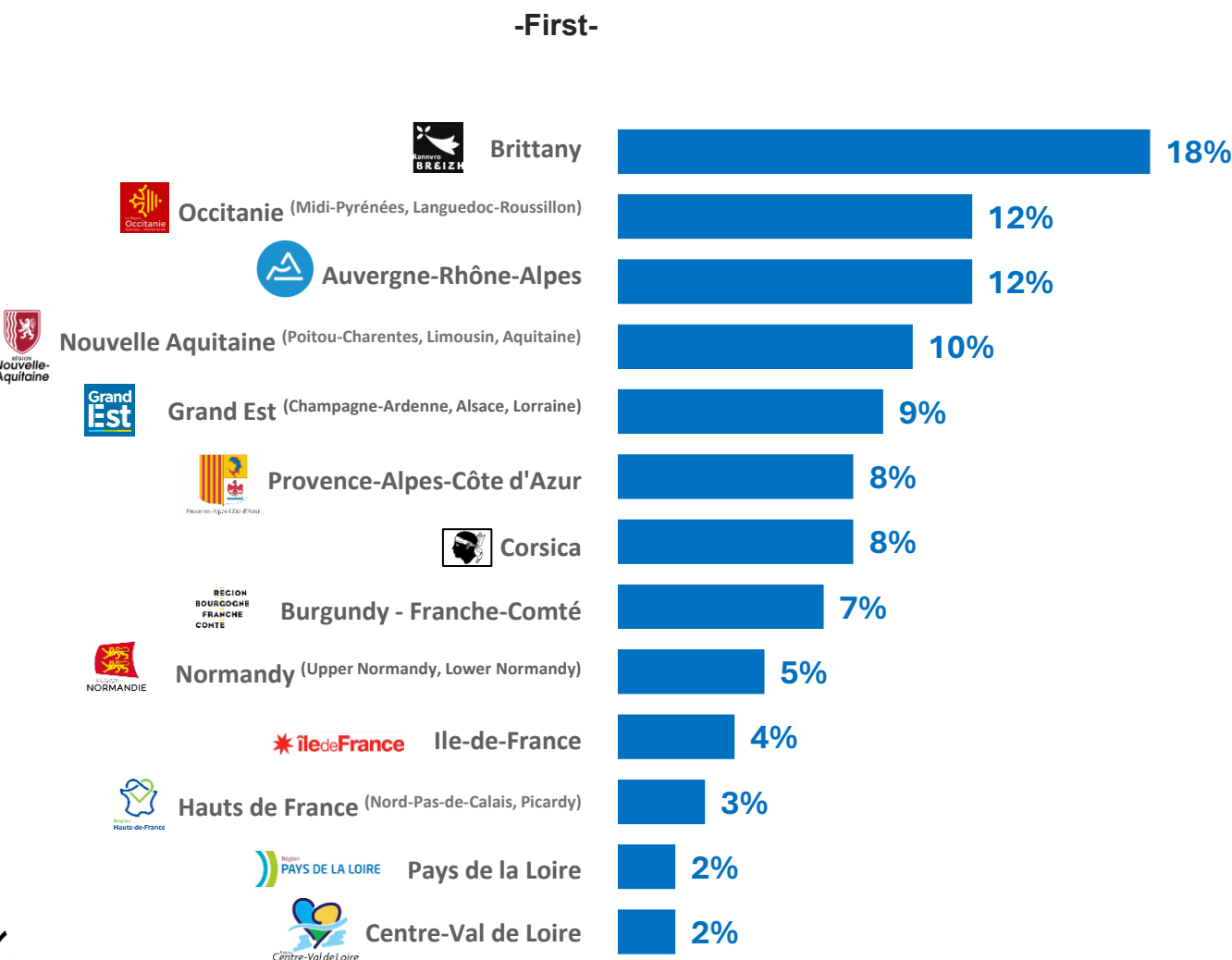
■ First ■ Total Citations*

(*) Total exceeds 100 since the respondents were able to give several answers.

Favourite regions for their gastronomy

Question: Which of the following are the three French regions that attract you the most for their gastronomy? First? Second? Third?

Base: those who go on holiday or short stays in France, i.e. 85% of the sample



- Depending on the level of influence of local gastronomy on the choice of destination -

Very strong influence	Strong influence	Moderate influence
16	18	17
20	12	13
9	16	10
5	9	10
7	8	8
8	9	6
2	8	9
6	6	8
8	6	6
15	2	4
2	2	4
-	2	4
2	2	1

The main specialities associated with each region

Question: And what local specialty do you associate most with ...? (Open-ended question, answers not suggested)

Base: those who go on holiday or short stays in France, i.e. 85% of the sample. Each respondent commented on the three regions they identified in the previous question.



Brittany

Galette bretonne

Crêpe

Kouign-amann

Seafood



Occitanie

Cassoulet

Duck (duck breast, confit)

Foie gras

Wine



Auvergne-Rhône-Alpes

Cheese

Aligot

Truffade

Raclette



Nouvelle Aquitaine

Foie gras

Duck (duck breast, confit)

Wine

Seafood



Grand Est

Sauerkraut

Flammekueche

Wine

Champagne



Normandy

Camembert

Cider

Crêpe

Meat



Provence-Alpes-Côte d'Azur

Bouillabaisse

Pissaladière

Ratatouille



Corsica

Corsican charcuterie

Cheese

Sausage (charcuterie)



Burgundy-Franche-Comté

Bœuf bourguignon

Wine

Cheese



Hauts de France

Welsh

Maroilles

Mussels

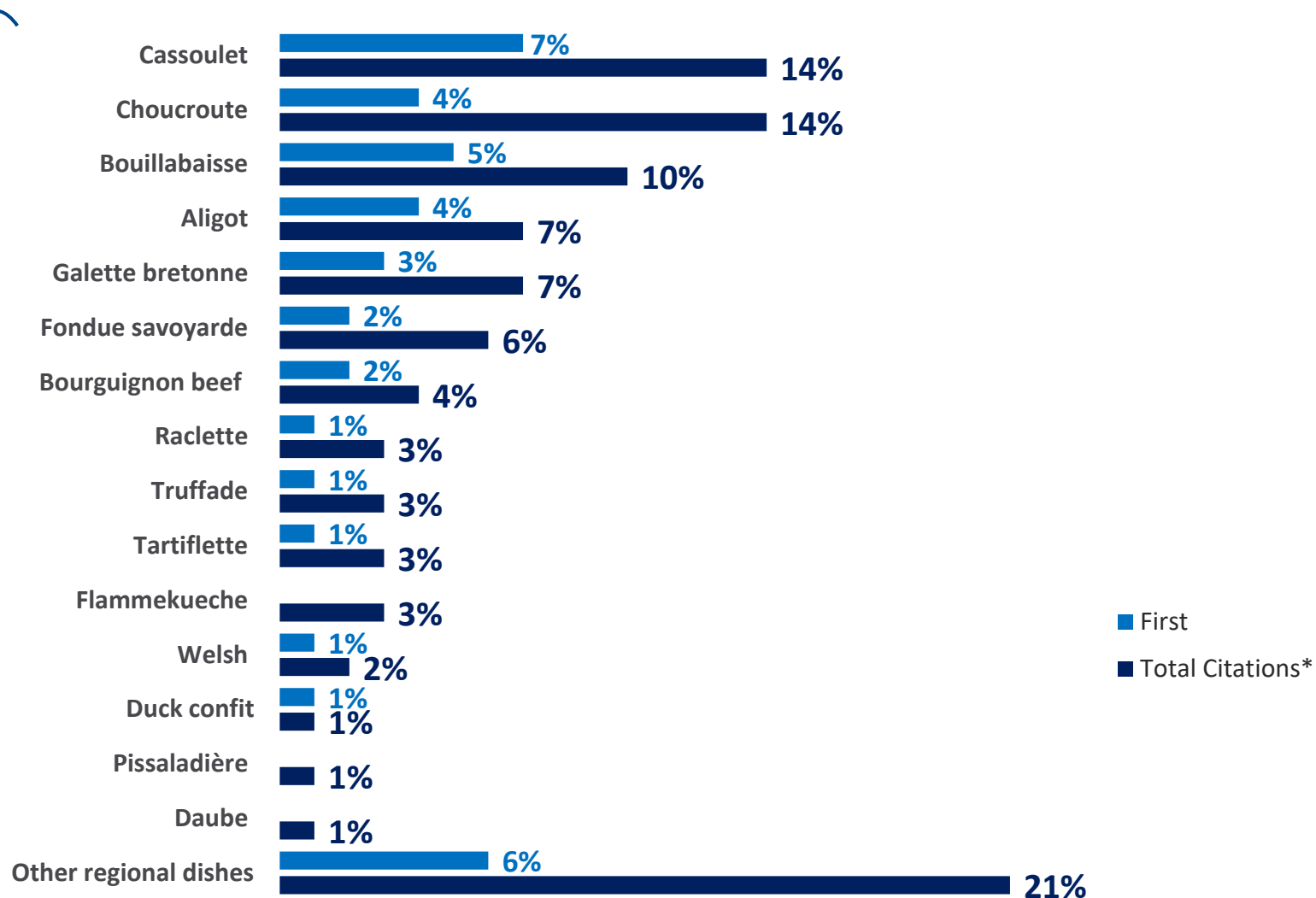
For the Île-de-France, Centre-Val de Loire and Pays de la Loire regions, the sample size was insufficient to ensure statistical reliability. Under these conditions, no specific presentation has been made for these regions.

The most attractive local specialities (1/2)

Question: Which of the many French regional specialities would you absolutely like to try on holiday? First? Second? Third?
(Open-ended question, answers not suggested)

Base: those who go on holiday or short stays in France, i.e. 85% of the sample

54%
REGIONAL DISHES

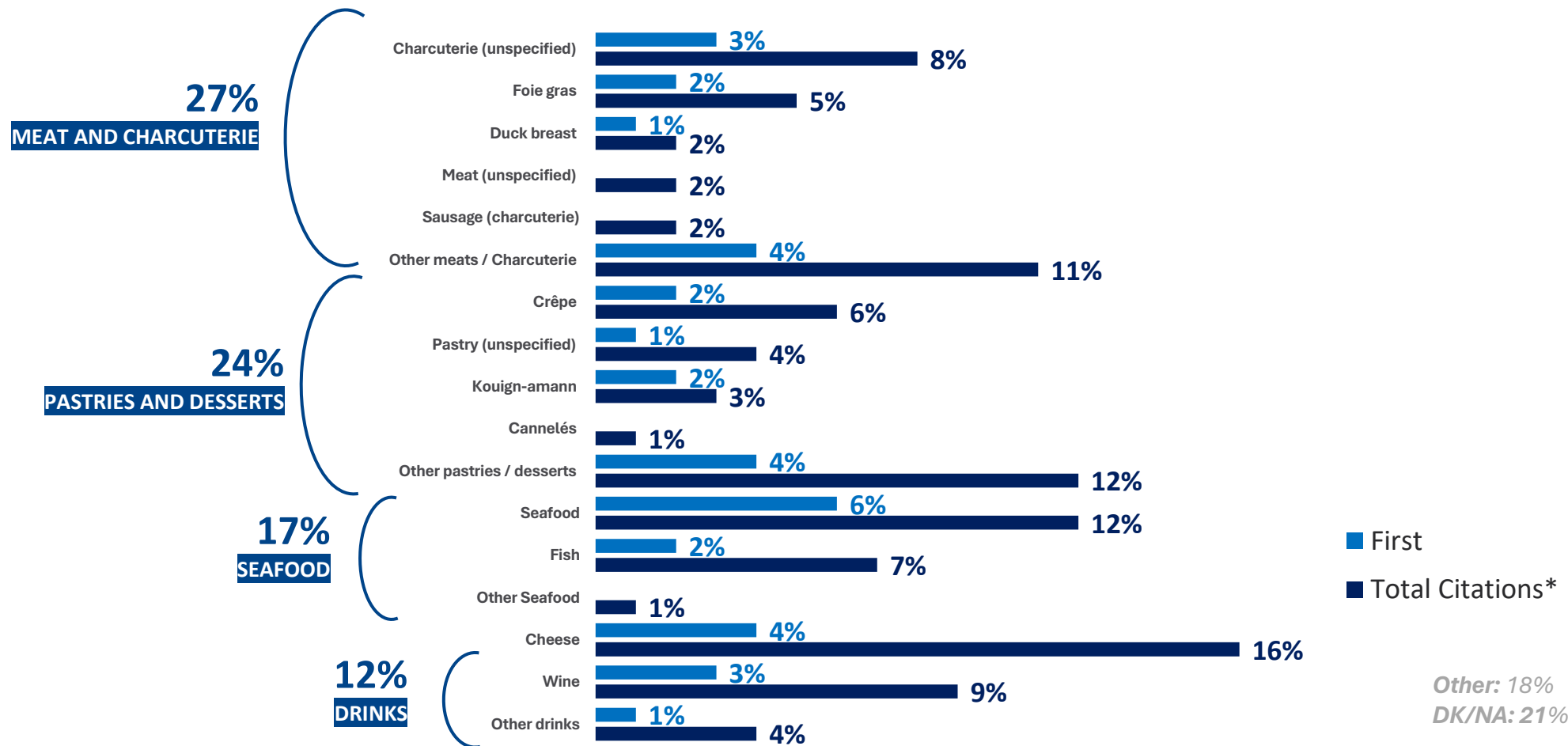


(*) Total exceeds 100 since the respondents were able to give several answers.

The most attractive local specialities (2/2)

Question: Which of the many French regional specialities would you absolutely like to try on holiday? First? Second? Third?
(Open-ended question, answers not suggested)

Base: those who go on holiday or short stays in France, i.e. 85% of the sample

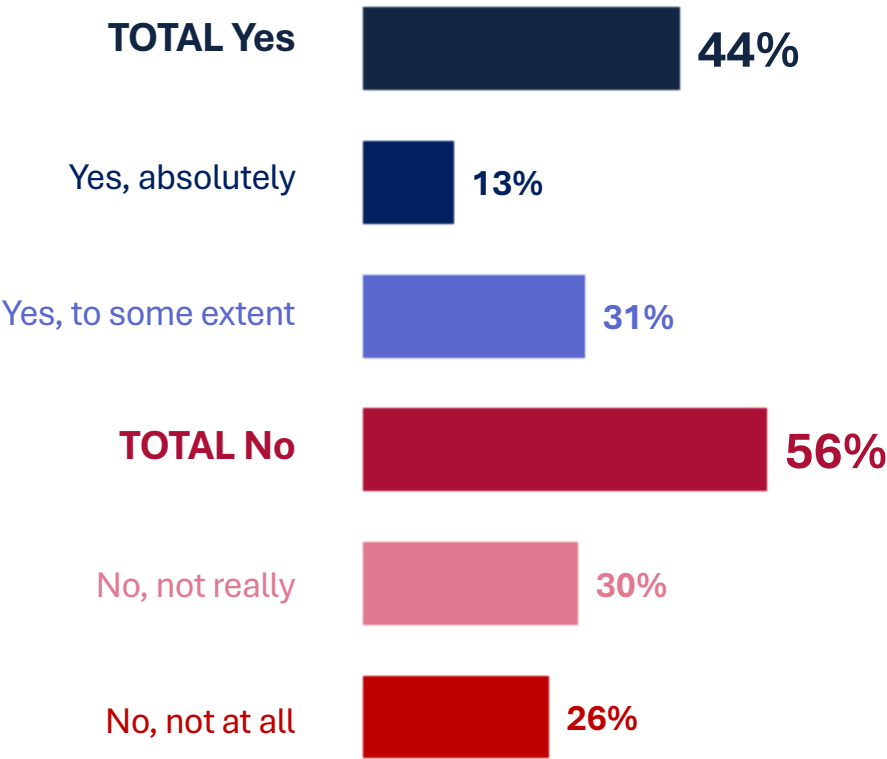


(*) Total exceeds 100 since the respondents were able to give several answers.

Interest in wine tourism

Question: To discover French wines and spirits, would you be willing to travel specifically to certain French wine ?

Base: those who go on holiday or short stays in France, i.e. 85% of the sample



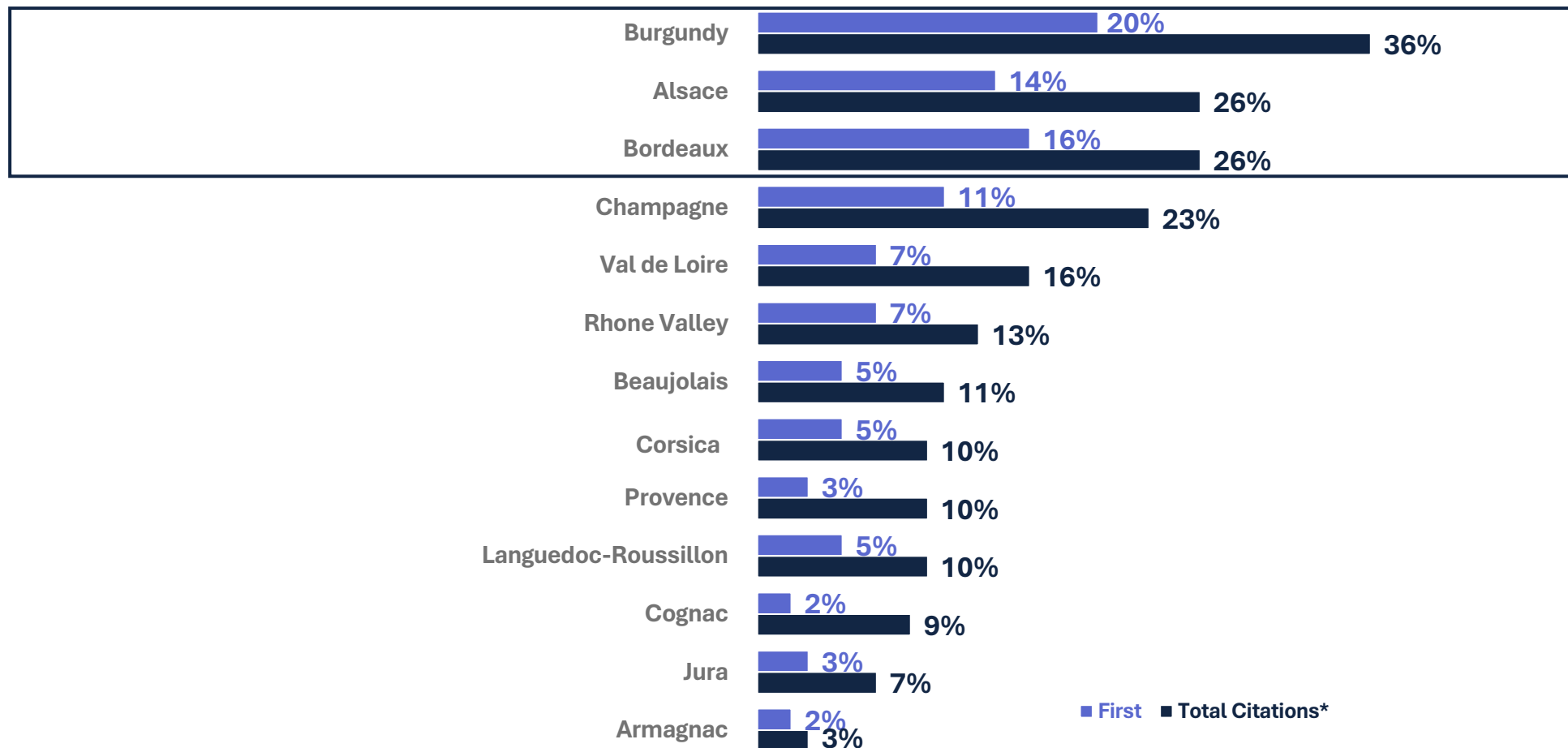
- By gender -

	Men	Women
TOTAL Yes	50	37
Yes, absolutely	16	11
Yes, to some extent	34	26
TOTAL No	50	63
No, not really	27	33
No, not at all	23	30

Favourite territories for wine tourism

Question: If so, in which ones? First? Second?

Base: those who are ready to practice wine tourism, i.e. 37% of the sample



(*) Total exceeds 100 since the respondents were able to give several answers.



02

FOCUS – Families and
gastronomy tourism

FOCUS Families - Gastronomic activity preferences

Question: Which of the following gastronomic activities do you like to do best when you travel or are on holiday in France? First?
Second?

Base: those who are influenced by local gastronomy in their choice of destination, i.e. 65% of the sample

- Total citations -



FOCUS Families - The main motivations for choosing a gastronomic destination

Question: Why do you choose a destination based on its local gastronomy?

Base: those who are influenced by local gastronomy in their choice of destination, i.e. 65% of the sample

