

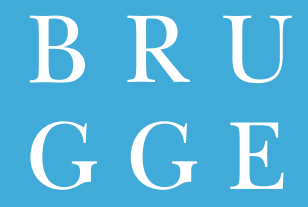
MEDIA HIGHLIGHTS



6TH
2021
BRUGES
FLANDERS

UNWTO
WORLD FORUM
ON GASTRONOMY
TOURISM

31 October - 2 November



OVERVIEW

+30
Speakers

160
Participants
Onsite

+2,000
Participants
Online

7,382
Total views
on Youtube

+40
Nationalities
Onsite

+130
Countries
Online



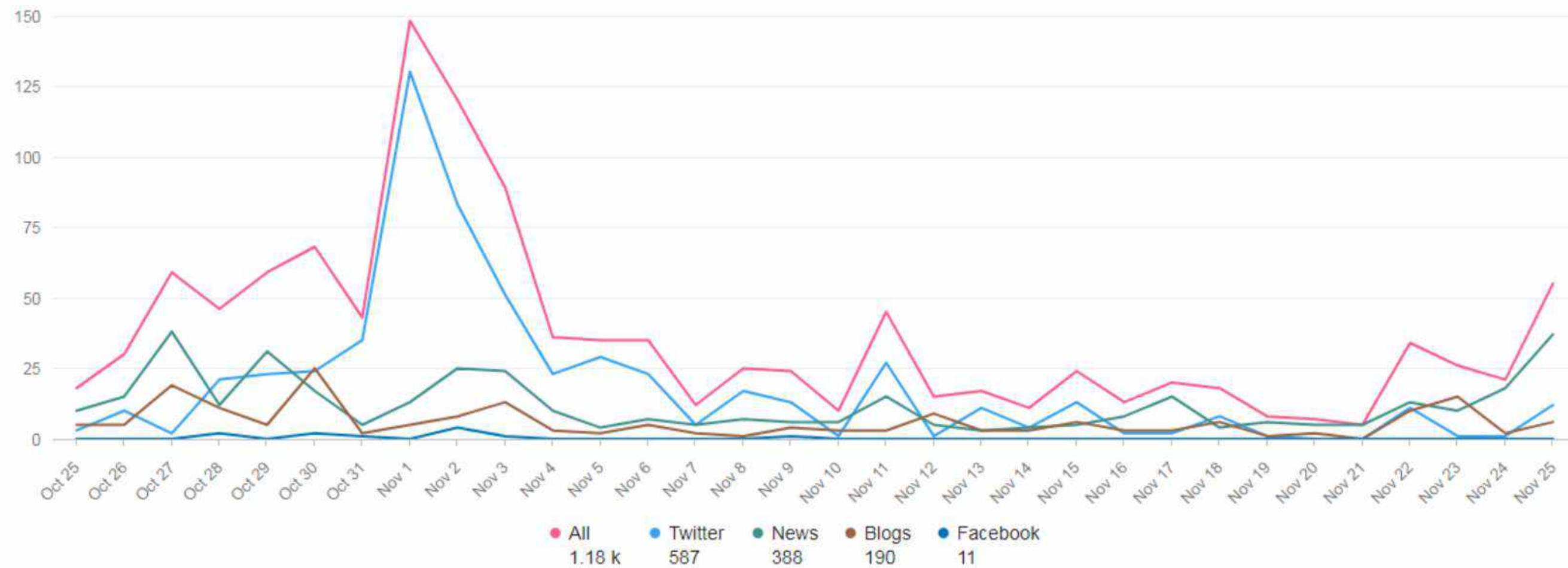
<https://www.youtube.com/watch?v=ffrPQt6HHa4>



EDITORIAL MENTIONS

EDITORIAL MENTIONS

From 25 October to 25 November, the Global Conference on Gastronomy Tourism gained 1.16k mentions.





World Cloud



CLUSTERS OF CONVERSATION SURROUNDING THE EVENT

endless opportunities... finalist
keynote speech
opportunity sector sustainable use founder
driver value experiences and sca... chef
future startups
top partners tail...projects **gastronomy tourism** restauranteurs
in collaboration resources
pathway sustainable growth innovations gastronomy
local products responsible consumption rural areas
rural development regional leaders
6th unwto world for...



GEO- PRESENCE



TOP COUNTRIES

These 5 countries combined cover 71% of the total volume in this period.

Mainland China



29%

Greece



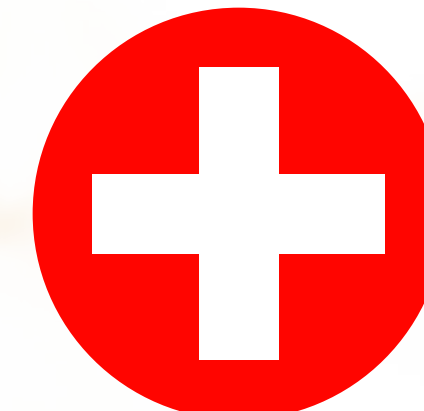
29%

Spain



14%

Switzerland



14%

United States



14%

MAIN PUBLICATIONS



TOP 6 ARTICLES COMBINED

Bélgica: Brujas acogerá el VI Foro Mundial de Turismo Gastronómico

PAUL MONZÓN 29 Oct 2021 - 14:38 CET

europapress / epturismo / nacional

Publicado 06/11/2021 10:32

El turismo gastronómico, un antídoto contra la despoblación del rural

europapress / epturismo / nacional

Actualizado 17/12/2021 18:17

Turismo gastronómico: promover el turismo rural y el desarrollo regional

EL TURISMO GASTRONÓMICO, ELEMENTO CLAVE PARA LA PROMOCIÓN DE LOS ENTORNOS RURALES

Perspectivas suizas en 10 idiomas

Expertos comparten métodos para activar turismo rural a través de gastronomía

02 noviembre 2021 - 14:15

Bruselas, 2 nov (EFE).- Expertos de todo el mundo compartieron estrategias para activar el turismo rural a través de la gastronomía durante el sexto Foro Mundial del Turismo Gastronómico, que se clausura hoy en Brujas.

Press Release · Environment & Sustainability

UNWTO/BCC Forum Highlights Gastronomy Tourism as Driver of Rural Development

Some of the world's top chefs joined restaurateurs and local and regional leaders to advance gastronomy tourism as a driver of rural development and opportunity.



UNWTO

4 min read · 2 November 2021

Follow



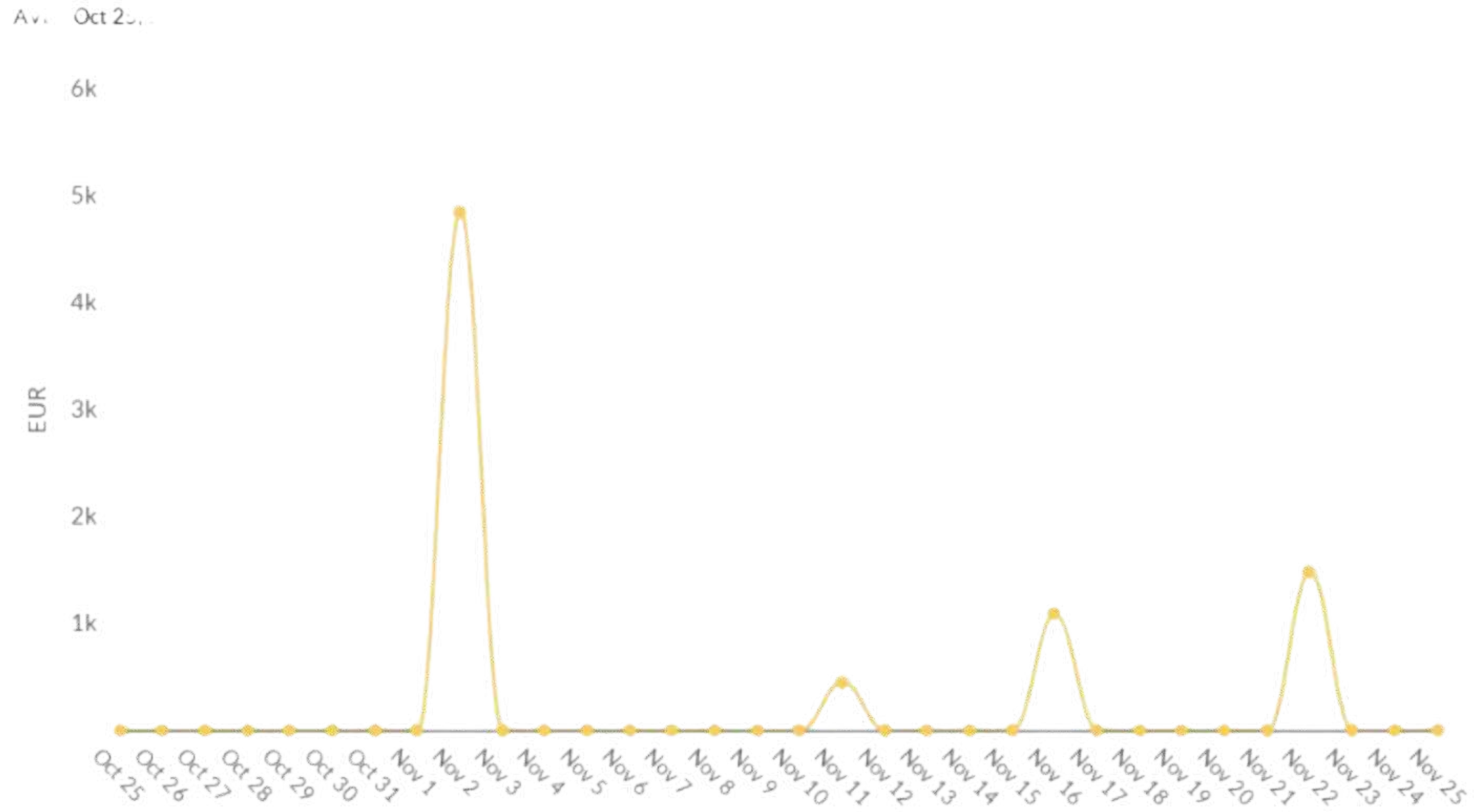
REACHED
623K



**ADD VALUE
EQUIVALENCY**

**RETURN ON
INVESTMENT**

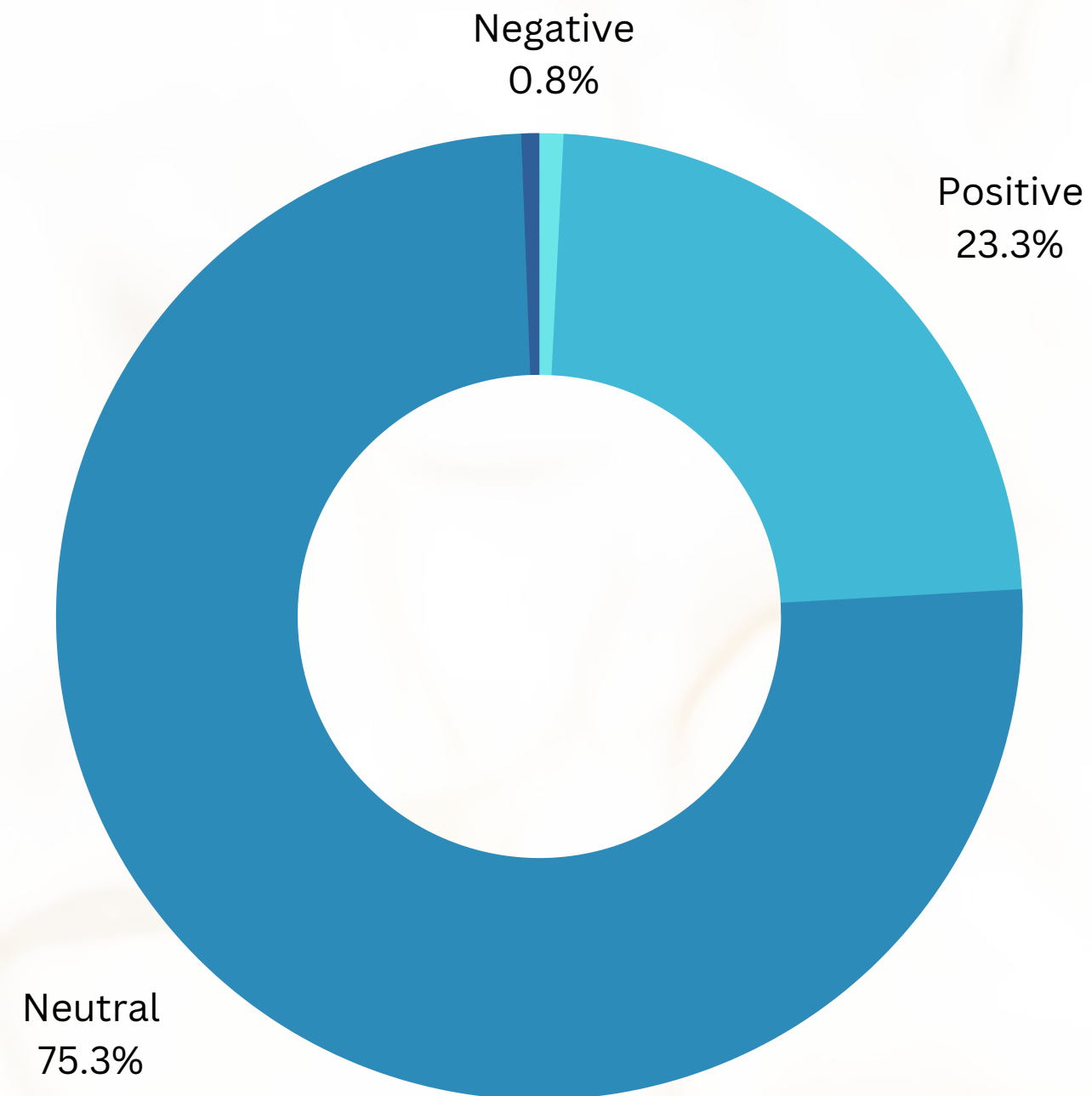
ADD VALUE EQUIVALENCY RETURN ON INVESTMENT



7.9k €

TONALITY

The sentiment was predominantly neutral and positive in the top articles with high reach.



THIS CONFERENCE WAS MENTIONED BY THE FOLLOWING SECTORS AND ENTITIES



Parque Nacional Iberá Joxe Mari Aizega
 Chubut Corrientes Madrid Trevelin
 Natalia Bayona 美 Basque Culinary Center
 Ecuador Brasil Turismo Argentina
 Nara Zurab Pololikashvili UNWTO Brujas
 Bruges 中国 OMT Chile Perú Lima
 Organización Mundial del Turismo
 Covid España 世界旅游组织
 Africa Europa Ministerio de Turismo
 David Collado República Dominicana
 Caspalá Gabinete de Turismo Yaguareté Corá

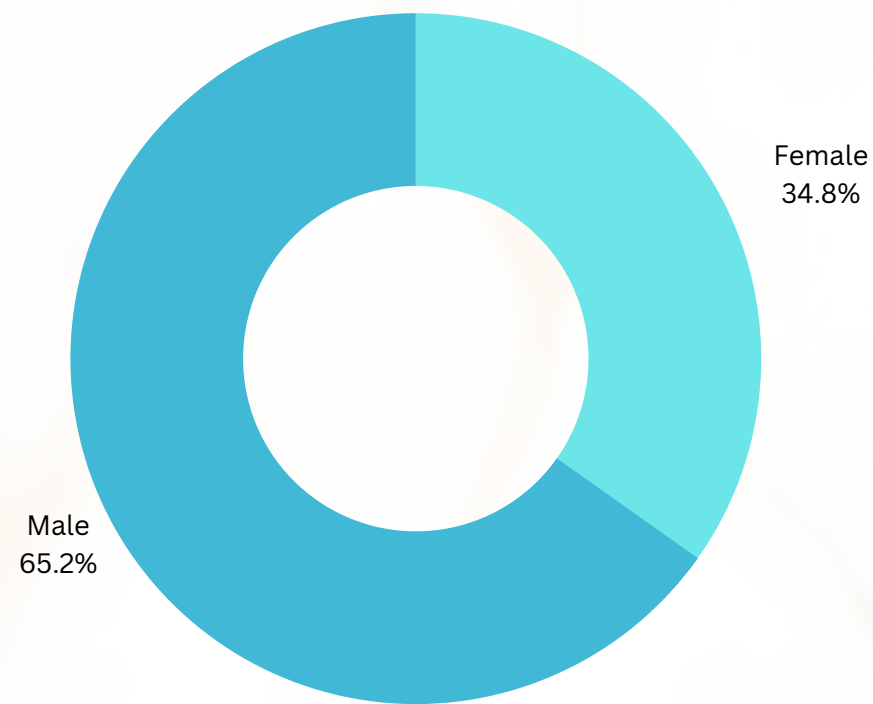


TWITTER BREAKDOWN

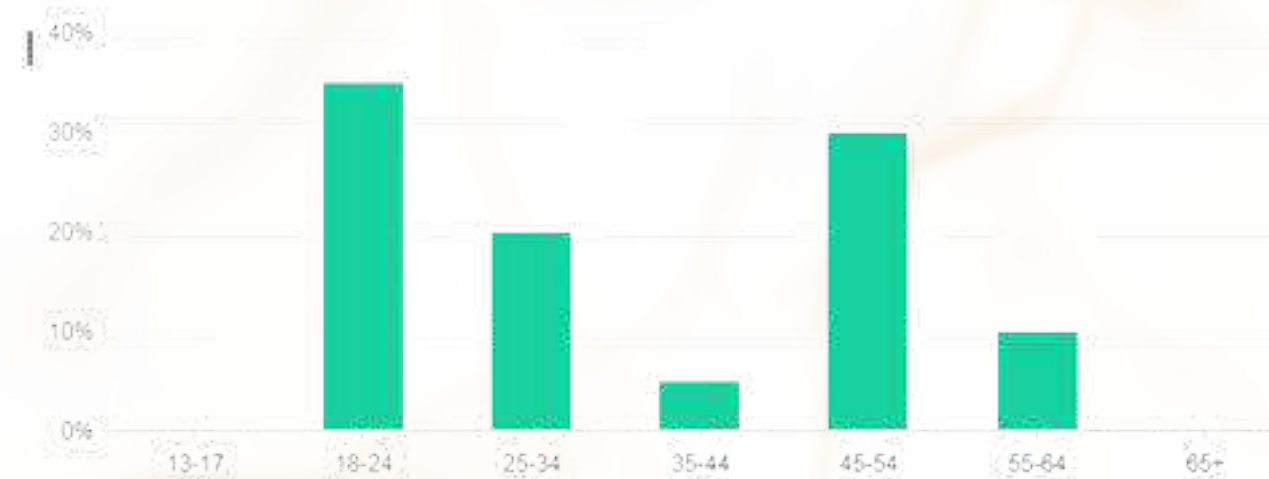




GENDER BREAKDOWN OF TWITTER AUTHORS









AGE BREAKDOWN OF TWITTER AUTHORS



PRINCIPAL TWITTER AUTHORS

1	@uruguay_natural	2	145k
2	@unwto	2	129k
3	@opportunitydesk	1	57k
4	@bculinary	10	42k
5	@mistameister	1	41k
6	@irishfoodguide	1	37k
7	@venetur_oficial	2	30k

TWEETS WITH THE MOST REACH AND ENGAGEMENT

 <p>World Tourism Organization @UNWTO Nov 2, 2021 • 3:06 PM</p> <p>Gastronomy tourism offers endless opportunities for sustainable growth in rural areas. The pathway 🌱💚 Sustainable use of resources 💚 Promotion of local products 💚 Responsible consumption 📄 Check out the #GastronomyTourism Call to Action: https://t.co/KJcZlx3sKb https://t.co/xJJu4khAbX</p> <p>142k Alcance 16 Retweets</p>	 <p>World Tourism Organization @UNWTO Nov 2, 2021 • 8:30 AM</p> <p>The 6th World Forum on #GastronomyTourism continues! Today's masterclasses: 👤🗣️ Culinary innovation 👤🗣️ #GastronomyTourism, an ally in environmental sustainability in rural areas 👤🗣️ Culinary craftsmanship 📄https://t.co/cv5LJ9ZLv1 @bculinary @VisitBrugesCVB @visitflanders https://t.co/KTw10RwntQ</p> <p>142k Alcance 14 Retweets</p>	 <p>Chef Binta @Fulanichef Nov 4, 2021 • 12:11 AM</p> <p>The 6th #UNWTO World Forum for Gastronomy Tourism and take away for #Africa is Locals should place more value on what we are producing and experiences and scale it up. @unwto @bculinary @bculinarywp @voyagesafriq #fulanikitchenfoundation https://t.co/47fNtl8hh</p> <p>2k Alcance 13 Retweets</p>
 <p>Julio José Prado @pradojj ES Nov 5, 2021 • 6:37 PM</p> <p>Me reuní en Madrid con la Directora de Innovación, e Inversiones de la OMT (Org Mundial del Turismo), Natalia Bayona. Con quien acordamos desarrollar junto al Ministerio de Turismo de Ecuador, una agenda de innovación conjunta para agronegocios, gastronomía y emprendimiento: https://t.co/3b5hcy1xno</p> <p>31k Alcance 35 Retweets</p>	 <p>World Tourism Organization @UNWTO Oct 28, 2021 • 10:45 AM</p> <p>📣The 6th UNWTO World Forum on #GastronomyTourism is only 4 days away! Register now and discover how gastronomy tourism unlocks opportunities for millions in rural areas 🗣️📄 #WFGT2021 👤🗣️ https://t.co/io8hubj1V7 https://t.co/HaqqpzoxYd</p> <p>142k Alcance 20 Retweets</p>	 <p>World Tourism Organization @UNWTO Nov 13, 2021 • 10:30 AM</p> <p>If you missed previous editions, this is your chance to join the 3rd Gastronomy Tourism Startup Competition! With @bculinary we're looking for 🚀 projects make the best of tourism and gastronomy 📄📄 to foster sustainable growth. Deadline: February 2022 https://t.co/7oA3xk3P2D https://t.co/6vGBo6uVWr</p> <p>142k Alcance 18 Retweets</p>

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