

TRAVEL AND HOSPITALITY

Virtuoso links with VizEat to offer destination-centric dining

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Promotional image for VizEat experience in Italy

By STAFF REPORTS

High-end hospitality network Virtuoso is appealing to travelers' desires for culinary experiences through a new partnership.

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Food experience platform VizEat has been added to Virtuoso's network of suppliers including hotels, transportation providers and tour operators, allowing Virtuoso's travel advisors to book clients on local culinary experiences around the globe. Consumers are increasingly looking for authentic activities that reflect the culture of their destinations, making this a scalable way for Virtuoso to offer bookers a look into local cuisine.

Cuisine and conversation

VizEat's platform connects consumers with 22,000 local hosts in more than 110 countries. These culinary guides offer experiences such as a food shopping trip or a meal, many of which are hosted in the local's home.

For instance, in Paris, a food blogger and chef will guide travelers through a cooking class centered on traditional French dishes before they sit down to eat the food they have prepared. In London, guests can book a wine tasting experience.



Promotional image for a VizEat cooking class at a host's Parisian home

Along with partaking in regional food, these experiences offer a chance to engage with locals, learning about a particular city from a local.

About 100,000 travelers have taken advantage of VizEat's platform.

"Virtuoso is incredibly selective with the new partners it accepts, as they must share our commitment to exceptional client service and unparalleled offerings," said Cece Drummond, managing director, destinations & experiences at Virtuoso, in a brand statement.

"VizEat's innovative concept is a perfect fit with two trends Virtuoso has observed growing of late: culinary travel and the desire to enjoy authentic local experiences," she said. "VizEat provides the ability to bring destinations to life through food, allowing our advisors to design truly unique experiences that connect their clients to the local people and the culture on a different level."

Other hospitality brands have tapped into the interest in destination-centric dining.

For example, Four Seasons is taking affluent culinary enthusiasts on a journey that spans multiple continents with once-in-a-lifetime experiences.

As part of the Four Seasons Jet Experience, the Culinary Discoveries journey appeals to the foodie, spanning nine locations in 19 days. The \$135,000 per person trip includes a variety of encounters having to do with food that guests will not be able to experience anywhere else ([see story](#)).