



World Food Travel Association (WFTA)

Eat Well, Travel Better – what the World Food Travel Association (WFTA) is all about. We believe that by offering unique and memorable food and drink experiences, tourists will have a better overall experience and return home raving fans of your business or destination. The WFTA is a non-governmental organization and the world's leading authority on food tourism, with over 18,000 members in 135 countries. We offer an array of cutting-edge tools to help today's food, drink, travel, hospitality and media professionals to leverage food and drink as tourist attractions.