**Idea 1 by Carmen Pedraza**

**FOODIE&TOURS**

It is an aggregator of the best gastronomic tourism activities of each destination, with a reservation in real time.
"The idea arose as a result of my years of experience in the tourism and gastronomy sector, observing how the travel sector grew towards hypersegmentation and there was nobody to cover globally the needs of the foodie traveler," says Hugo Palomar, who together with Enric Elvira and Juan Peist, run Foodie & Tours, which aims to close the year with more than 1,500 tours sold. Palomar recognizes that one of the problems they have found is that more local operators are needed to carry out this type of activity aimed at foodies, because demand exceeds supply and sales are lost. "For this reason, we work on a package of technological and training solutions, to help generate more supply of gastronomy activities operators by destination," he says.