

Culinary Tourism Market by Activity Type (Culinary Trials, Cooking Classes, Restaurants, Food Festivals, and Others), Age Group (Baby Boomers, Generation X, Generation Y, and Generation Z) and Mode of Booking (OTA, Traditional Agents, and Direct Travel): Global Opportunity Analysis and Industry Forecast, 2020–2027

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Abstracts

Culinary tourism also known as food tourism, is defined as a form of travel in which a tourist visits novel or known places and explores its culture through food and dishes prepared in that region. It may involve a wide variety of activities such as culinary trials, cooking classes, restaurants, food festival, and others. Dining out is very common among tourists and food is often considered an important part of exploration among tourists. The global culinary tourism market was valued at \$1,116.7 billion in 2019 and is expected a market value of \$1,796.5 billion by 2027, registering a CAGR of 16.8% from 2020 to 2027.

The growth of culinary tourism is driven by increase in government initiatives to promote tourism. Moreover, rise in affinity of people toward foreign dishes such as Sushi, various forms of prepared meat, snacks and more among others promotes the culinary tourism market growth. However, risk involved in travelling and unpredictable weather conditions are few major challenges to the tourism industry in general, which also affects the culinary tourism market. On the contrary, increase in social media trend of eating out in foreign lands has piqued the interest of tourists all around and has opened avenues for growth for the culinary tourism market.

The market is segmented on the basis of activity type, age group, mode of booking, and

region. By activity type, the market has been classified into culinary trials, cooking classes, restaurants, food festivals and others. By age group, it is categorized into Baby Boomers, Generation X, Generation Y, and Generation Z. The Mode of Booking segment includes OTA, traditional agents and direct travel. Based on region, the culinary tourism market is studied across North America, Europe, Asia-Pacific, and LAMEA.

The key players in the culinary tourism industry are Abercrombie & Kent USA, Classic Journeys, G Adventures, Greaves Travel, India Food Tour, ITC Travel Group Limited, The FTC4Lobe Group, The Travel Corporation, Topdeck Travel, and TourRadar.

KEY BENEFITS FOR STAKEHOLDERS

The report provides a quantitative analysis of the current market trends, estimations, and dynamics of the market size from 2019-2027 identify the prevailing culinary tourism opportunities.

Porter's five forces analysis highlights the potency of buyers and supplier's tenable stakeholder's make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the size and segmentation assists in determining the prevailing market opportunities.

The major countries in each region are mapped according their revenue contribution the industry.

The market player positioning segment facilitates benchmarking and provides a clear understanding of the present position of the market players in the culinary tourism industry.

KEY MARKET SEGMENTATION

By Activity Type

Culinary Trials

Cooking Classes

Restaurants

Food Festivals

Others

By Age Group

Baby Boomers

Generation X

Generation Y

Generation Z

By Mode of Booking

(OTA) Online Travel Agents

Traditional Agent

Direct Travel

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

India

Japan

ASEAN

South Korea

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

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