

# Culinary Tourism Market Size, Share & Trends Analysis Report By Activity (Culinary Trails, Cooking Classes), By Booking Mode (Online Travel Agencies, Tour Operators), By Tourist Type, By Region, and Segment Forecasts, 2026 - 2033

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## Abstracts

The global culinary tourism market size was estimated at USD 16.11 billion in 2025 and is projected to reach USD 76.36 billion by 2033, growing at a CAGR of 21.9% from 2026 to 2033. Growth of the market can be attributed to the increasing consumer spending on travel & tourism, coupled with tourists' desire to try food products made of locally sourced ingredients, which has resulted in increased food travelers, who explore new cultures through food worldwide.

The primary driver of the culinary tourism industry is the growing desire to explore local dishes, connect with locals, and gain deeper insight into the destination, its history, and culture. In 2025, more than half of travellers across generations now prioritise food when planning trips, and about 81% actively look forward to culinary adventures abroad, indicating that authentic local cuisine is a significant motivator for travel decisions and cultural engagement.

As of 2025, nearly fifty culinary traditions and food-related cultural practices have been recognized on UNESCO's Representative List of the Intangible Cultural Heritage of Humanity, highlighting the growing global acknowledgment of foodways, traditional cooking skills, and shared dining customs as vital components of cultural identity and heritage worldwide.

The growing involvement of governments and tourism associations in promoting culinary tourism is emerging as a key trend in the culinary market and the broader food

tourism market. Authorities are increasingly positioning local cuisine as a strategic tool for destination branding through national food festivals, gastronomic trails, recognition of heritage foods, and chef-exchange initiatives. Such public-private collaborations not only enhance the global visibility of regional cuisines but also support local farmers, restaurants, and hospitality businesses. This structured policy is strengthening both the culinary and food tourism markets as organized, high-potential growth segments within the wider travel and hospitality industry.

For instance, in September 2025, the Ministry of Tourism organised the 4th edition of World Food India at Bharat Mandapam to promote India's diverse culinary heritage and position the country as a global food tourism destination. Held in New Delhi, the event showcased traditional cuisines, indigenous ingredients, sustainable food practices, and export opportunities, highlighting the government's strategic efforts to strengthen culinary tourism and enhance India's global gastronomic presence.

According to a blog by World Expeditions, various locations are famous for various types of food items available that are popular due to any local ingredient used blended with any internationally preferred food. For instance, traditional Peruvian cuisine mainly relied on staples like corn, chilies, and the wide variety of potatoes (with over 3000 types). However, the staple dishes in Peru have evolved into a rich blend of local and international influences, attracting various tourists to the country. The fusion includes elements from Spanish, African, French, Asian, Italian, and British cuisines. This unique mix of flavors, cultures, and traditions has turned Peru, especially Lima and Cusco, into emerging global culinary hubs.

## Global Culinary Tourism Market Report Segmentation

This report forecasts revenue growth at global, regional & country levels and provides an analysis of the latest trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global culinary tourism market report based on the activity, booking mode, tourist type, and region.

Activity Outlook (Revenue, USD Million, 2021 - 2033)

Culinary Trails

Cooking Classes

Restaurants

Food Festivals

Others

Booking Mode Outlook (Revenue, USD Million, 2021 - 2033)

Online Travel Agencies (OTA)

Tour Operators

Direct Travel

Tourist Type Outlook (Revenue, USD Million, 2021 - 2033)

Recreational

Diversionsary

Existential

Experimental

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Spain

Italy

Asia-Pacific

China

India

Japan

South Korea

Vietnam

Middle East & Africa

UAE

Central & South America

Brazil

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