

Culinary Tourism Market Size, Share, Trends and Forecast by Activity Type, Tour Type, Age Group, Mode of Booking, and Region 2026-2034

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Abstracts

The global culinary tourism market size reached USD 1,248.2 Billion in 2025. Looking forward, IMARC Group expects the market to reach USD 4,258.3 Billion by 2034, exhibiting a growth rate CAGR of 14.17% during 2026-2034. Asia Pacific currently dominates the market, holding a market share of over 43.1% in 2025. The market for culinary tourism in Asia-Pacific is driven by the growing desire for cultural exploration and authentic experiences among the masses, increasing impact of social media on shaping travel behaviors, and rising number of destinations offering healthy, locally sourced, and sustainable dining experiences.

Tourists have a growing interest in learning how the food is prepared in addition to tasting. Many culinary travelers are eager to attempt the learning of regional cooking methods and abilities. Culinary lessons, seminars, and food tours are now becoming more common as trip itinerary elements. Travelers can learn new techniques and recipes and appreciate local cuisines more with these interactive experiences. According to the National Restaurant Association, more than 110,000 new restaurants opened in the US in 2023, which shows that there is a need for unique selling points (USPs) and distinction. For example, New Orleans is a foodie destination in the US, which is differentiated by its Cajun and Creole cuisine. The city boasts more than 1,400 restaurants and a rich history where clients can discover the rich food culture and history behind its diverse and distinct cuisine. Culinary education as part of tourism is enriching the travel experience and helps preserve traditional cooking methods and recipes, passing them on to an international audience. This aspect of culinary tourism appeals to a wide scale of travelers who are ranging from amateur cooks to professional chefs.

The United States stands out as a key market disruptor in the culinary tourism industry with over 80.50% market share. The increasing innovation in food experiences is contributing to the market growth. This includes the emergence of themed restaurants, experimental cuisine, culinary storytelling, and the blending of food with entertainment and technology. These innovative experiences attract tourists looking for something beyond the traditional dining experience. According to a recent survey, 72% of customers said they would want to see more immersive dining choices, such as interactive culinary experiences, chef's tables, and themed dining events. Immersive dining experiences that blend cuisine with interactive technology, art, or performance make travel special and unforgettable. Additionally, it was shown that while selecting a full-service restaurant, 89% of patrons take into account the entire dining experience, including décor and service. Further luring culinary travelers is the expanding trend of pop-up restaurants and covert dining events, which offer a feeling of exclusivity and surprise.

Culinary Tourism Market Trends:

Rise of Social Media Influence

Social media platforms are becoming vital in shaping travel behaviours, with food experiences often being shared and popularized online. The visual appeal of unique and local cuisines, coupled with the storytelling aspect of food, makes it highly shareable content. This visibility is leading to an increase in food-centric travel, where destinations are chosen based on their culinary reputation. According to a TripAdvisor study, 83% of respondents have used social networks to find out about restaurants, bars or cafes. Social media influencers and food bloggers play a crucial role in this trend, as they highlight unique dining experiences and local delicacies, inspiring their followers to seek similar experiences. This digital word-of-mouth is a powerful tool in driving interest and awareness of culinary destinations.

Health and Wellness Trends

The growing focus on health and wellness is supporting the market growth. Modern travellers are becoming health-conscious and are seeking food experiences that align with their lifestyle choices, such as organic, farm-to-table, vegan, or gluten-free options. This shift is leading to a rise in destinations offering healthy, locally sourced, and sustainable dining experiences. According to an industrial report, overall 38% of business travellers eat healthier while on the road. Asia Pacific travellers are the most likely to eat healthier when traveling for business (46%) compared to travellers in

Americas (35%) and Europe (29%). Culinary tourism is no longer just about indulgence, it is also about experiencing food in a way that is beneficial to both the body and the environment. Additionally, there is a growing interest in learning about the nutritional aspects of different cuisines and participating in wellness-related culinary activities, such as cooking classes focused on healthy recipes.

Economic Development and Diversification

Culinary tourism plays a significant role in local economic development and diversification. By attracting tourists, it provides revenue streams not only for restaurants and food vendors but also for local farmers, market operators, and artisans. This influx of visitors helps sustain small businesses and artisanal producers, preserving local culinary traditions and promoting regional cuisine. As per World Travel Organization, tourists spend approximately 25% of their travel budget on food and beverages. The figure can get as high as 35% in expensive destinations, and as low as 15% on more affordable destinations. This boosts the local economy substantially. Additionally, culinary tourism encourages investment in local infrastructure and amenities, improving the overall tourist experience and potentially leading to a more sustainable and diversified local economy. Governments and tourism boards often recognize the economic potential of promoting regional cuisines and invest in marketing campaigns and events, such as food festivals, cooking workshops, and gastronomic tours, further driving interest and economic benefits in the area.

Culinary Tourism Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global culinary tourism market, along with forecast at the global, regional, and country levels from 2026-2034. The market has been categorized based on activity type, tour type, age group, and mode of booking.

Analysis by Activity Type:

Culinary Trials

Cooking Classes

Restaurants

Food Festivals and Events

Others

Food festivals and events leads the market with around 32.2% of market share in 2025. Food festivals and events include a variety of occasions, ranging from local food fairs and street food festivals to international culinary competitions and food expos. These events attract a wide range of attendees, from casual food lovers to culinary professionals. They are often celebratory and social in nature, providing a platform for visitors to sample a wide variety of food, interact with chefs, and participate in food-related activities. Food festivals and events are not only about tasting but also about experiencing the food culture in a festive and communal atmosphere. This segment draws tourists who enjoy the energy and excitement of large-scale events and are keen on experiencing a diverse range of culinary offerings in a single location.

Analysis by Tour Type:

Domestic

International

Domestic leads the market with around 72.9% of market share in 2025. The domestic segment of culinary tourism involves travelers exploring culinary experiences within their own country. This segment is the largest due to several factors, including ease of travel, familiarity with the language and customs, and often a lower cost compared to international travel. Domestic culinary tourists are typically looking to discover the diverse food cultures and culinary practices within their own nation. This can include visiting renowned food cities, exploring regional cuisines, or attending local food festivals and events. The growth in this segment is also driven by a growing interest in local and regional food traditions, sustainable and farm-to-table dining, and a desire to support local economies. Domestic culinary tourism appeals to a wide range of travelers, from food enthusiasts to families and groups seeking accessible, enriching travel experiences close to home.

Analysis by Age Group:

Baby Boomers

Generation X

Generation Y

Generation Z

Generation Y is leading the industry with approximately 40.5% of market share in 2025. A dynamic force in culinary tourism, Generation Y, exhibits adventurous palates and demand for authentic, immersive experiences. As such, they are more prone to look for off-beat culinary adventures, street food tours, and local dining as a means of experiencing authentic local cultures. Social media has become a very important tool in their planning of travel, with people exploring unique aesthetic food experiences. Generation Y is also interested in sustainability and often drawn to culinary experiences that emphasize local sourcing, ethical practices, and environmental responsibility. It prefers flexible and spontaneous travel plans, often incorporating food experiences as a central part of their travel itineraries.

Analysis by Mode of Booking:

Online Travel Agents

Traditional Agents

Direct Booking

Online travel agents lead the market with around 48.5% of market share in 2025. Online travel agents are the dominant segment in the booking of culinary tourism experiences. This rise is attributed to the convenience, variety, and comparative options that online travel agents provide. They offer a one-stop platform for researching, comparing, and booking various culinary experiences and accommodations. User reviews often featured in the websites of online travel agents tend to have a crucial impact on decision-making among the traveling lot. This is an extremely appealing category to tech-friendly travelers, especially millennials and Gen Z, who are always in tune with technology and love planning their travels online and making online travel arrangements. Customized tour packages and last-minute offers are also attractive options among online travel agencies that attracts a diverse category of culinary experience seekers.

Regional Analysis:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Asia Pacific held the largest market share of around 43.1% in 2025. The Asia-Pacific region is motivated by its rich and diverse gastronomic heritage, a rapidly growing middle-class population, and increased interest in experiential travel. Countries like Thailand, Japan, India, and China are celebrated worldwide for their unique culinary traditions, attracting tourists seeking authentic food experiences. Also, due to budget-friendly traveling, the various range of cuisine experiences starting from street food tours and high-class dining have made it an extremely attractive destination to international as well as national tourists. Social media has additionally blown up this region's culinary delights since dishes such as sushi, dim sum, and hot curries are now talked about across the world. An increasing interest in sustainability and farm-to-table dining in many Asian destinations adds to their attraction. Governments and tourism boards across Asia-Pacific are actively marketing culinary tourism through food festivals, cooking classes, and gastronomic trails, making it the largest segment in the global market.

Key Regional Takeaways:

North America Culinary Tourism Market Analysis

North America represents one of the largest markets for culinary tourism, influenced by its rich and diversified food culture and the need for new and exciting experiences with food. The United States and Canada are strong representatives of the combination of old traditional and multicultural cuisines due to their immigrant history. Activities revolving around food, such as wine and brewery tours, farm-to-table experiences, and food festivals, are in high demand both among local and international tourists. The region's food truck, artisanal dining, and celebrity chef-led restaurants have further enhanced the region's gastronomic appeal. Moreover, North America benefits from its

advanced infrastructure, which makes it easy for travelers to explore various culinary destinations. Furthermore, the region's focus on innovation, sustainability, and locally sourced ingredients resonates with current consumer preferences, driving growth in this market.

United States Culinary Tourism Market Analysis

The United States holds a major share of the culinary tourism market share in North America with over 80.50%. The US market is mainly driven by diverse culinary traditions, the expansion of the farm-to-table movement, and the rising demand for food-based experiences. With such a rich and diverse culinary environment, everything from wine tours in Napa Valley to famous regional cuisines like New Orleans Creole, travelers are increasingly clamoring for food-themed itineraries. According to an industrial report, over 50% of millennial travelers have asserted that food plays a very major role in selecting the destinations for travel; hence Gen Z and especially millennials have become more conscious about experiencing the travel.

Increasing popularity in culinary events like the Charleston Wine + culinary Festival and the New York City Wine & Food Festival are attracting both locals and tourists. These events allow guests to interact with famous chefs and celebrate regional cuisine. Interest in learning more about the nation's food culture has also increased because of the success of TV series and online resources that highlight culinary adventures.

U.S. tourism is doing quite well. In spite of the late return of foreign visitor expenditures, the U.S. travel and tourism industry made the strongest contributions to the U.S. economy than any other year on record, as per the 2024 Economic Impact Research (EIR) for the United States released by the World Travel & Tourism Council. The travel and tourism sector in the United States accounts for 18 million employment opportunities and contributes close to USD 2.4 Trillion to the country's GDP.

Europe Culinary Tourism Market Analysis

Europe's rich culinary legacy and international reputation for good dining make it a top destination for culinary tourists. Foodies looking for real culinary experiences are drawn to classic cuisines like French, Italian, and Spanish. Luxury tourists are particularly drawn to wine regions like Bordeaux, Tuscany, and La Rioja, as well as restaurants with Michelin stars. Data from the European Union's Centre for the Promotion of Imports from Developing Countries (CBI) indicates that 3–5% of all visitors to Europe are just interested in food. Tourists spend about 25% of their money on food and drink, which

can range from 15% for less expensive places to up to 35% for more expensive ones, according to the World Food Travel Association (WFTA).

Immersion experiences that blend cuisine, culture, and tradition can be found at culinary events like the Salon du Chocolat in Paris and the Oktoberfest in Germany. The growing popularity of agritourism, especially in nations like Greece and Italy, enables travellers to discover local food production and experiment with farm-to-table ideas. Younger, health-conscious tourists are being drawn to places like London, Berlin, and Copenhagen by the rise of vegan and plant-based cuisine. Additionally, Europe's extensive transportation network makes multi-country culinary tours more accessible, allowing tourists to explore diverse cuisines within a single trip. Additionally, Europe's extensive transportation network makes multi-country culinary tours more accessible, allowing tourists to explore diverse cuisines within a single trip.

Asia Pacific Culinary Tourism Market Analysis

The market for culinary tourism in Asia-Pacific is fuelled by the region's varied culinary traditions, accessibility, and the expanding role of social media in promoting distinctive eating experiences. India, Thailand, and Japan are well-known for their world-class culinary traditions and thriving street food scenes.

Travellers from abroad and within the country are drawn to the growing popularity of experience dining options like cooking lessons and cuisine tours. Thanks to their Michelin-starred restaurants and vibrant food scenes, cities like Bangkok, Tokyo, and Singapore have emerged as significant centres for culinary tourism. South Korea is the most popular destination in the area for foodies, per a recent study conducted by internet travel platform Agoda (4000 Agoda users filed the survey). The main reason given by more than 64% of tourists for visiting South Korea was the country's delectable cuisine. Taiwan comes in second (62%), followed by Thailand (55%), Japan (52%), and Malaysia (49%). Additionally, there is a greater demand for organic and traditional Asian cuisines because of the growing interest in health and wellness. Culinary tourism in the area has increased even more because of the post-pandemic focus on sustainability and local food production.

Latin America Culinary Tourism Market Analysis

The distinctive flavours, cultural diversity, and rising international acclaim of Latin American cuisines are the main drivers of the region's culinary tourism industry. For instance, Lima is regarded as the culinary capital of Peru, which is praised for its

blending of local and international elements. According to an industrial report, in 2023, the number of international tourist arrivals in Latin America and the Caribbean increased by 23 percent to more than 115 million. Travellers from around the world are drawn to Mexico by its UNESCO-recognized culinary heritage and its thriving street food scene. Travellers looking for genuine experiences are drawn to food festivals like the Guadalajara International Gastronomy Fair and the Mistura in Peru. The region's allure is increased by the popularity of events like wine tastings in Argentina and coffee farm excursions in Colombia. Additionally, Latin America is a desirable travel destination due to the affordability of its culinary offerings.

Middle East and Africa Culinary Tourism Market Analysis

The varied culinary customs and emphasis on hospitality throughout the Middle East and Africa are the main drivers of culinary tourism in these regions. Rich flavours and immersive cuisine experiences, including traditional cooking workshops and spice market visits, are what draw travellers to nations like Morocco, Turkey, and Lebanon. South Africa and other African nations are becoming more well-known for their gourmet safaris and wine tourism. Interest in learning more about the origins of Middle Eastern delicacies like hummus, falafel, and kebabs has increased due to their growing popularity throughout the world. The sector is also boosted by local dining experiences and food festivals. With Middle East already surpassing pre-Covid trends, with foreign visitor numbers in 2023, 122% greater than in 2019, the market is expected to grow substantially.

Competitive Landscape:

Key players in the culinary tourism market are actively innovating and diversifying their offerings to cater to the evolving preferences of travelers. They are focusing on creating immersive, authentic, and localized food experiences that go beyond traditional dining. This includes curated culinary tours, cooking classes with local chefs, farm-to-table experiences, and collaborations with local food artisans. Top companies are also integrating technology to enhance customer experience, such as using apps for personalized tour recommendations and online platforms for easier booking and reviews. Additionally, there is an increased emphasis on sustainability and responsible tourism, with leading companies promoting eco-friendly practices and supporting local communities. These efforts are aimed at providing unique, memorable culinary experiences while fostering a deeper connection between tourists and the local culture and cuisine.

The report provides a comprehensive analysis of the competitive landscape in the culinary tourism market with detailed profiles of all major companies include:

Abercrombie & Kent Group of Companies S.A.

Butterfield and Robinson Inc.

Classic Journeys LLC

G Adventures

Gourmet On Tour Ltd.

Greaves Travel L.L.C.

International Culinary Tours

ITC Travel Group Limited

The Ftc4Lobe Group

Topdeck Travel Limited

Tourradar

Key Questions Answered in This Report

- 1.How big is the culinary tourism market?
- 2.What is the future outlook of culinary tourism market?
- 3.What are the key factors driving the culinary tourism market?
- 4.Which region accounts for the largest culinary tourism market share?
- 5.Which are the leading companies in the global culinary tourism market?

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