

Philippines Culinary Tourism Market Report by Activity Type (Culinary Trials, Cooking Classes, Restaurants, Food Festivals and Events, and Others), Tour Type (Domestic, International), Age Group (Baby Boomers, Generation X, Generation Y, Generation Z), Mode of Booking (Online Travel Agents, Traditional Agents, Direct Booking), and Region 2026-2034

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Abstracts

The Philippines culinary tourism market size reached USD 5.5 Billion in 2025. Looking forward, IMARC Group expects the market to reach USD 14.6 Billion by 2034, exhibiting a growth rate (CAGR) of 11.18% during 2026-2034. The market is growing mainly driven by an emphasis on authentic local cuisine, growth in gastronomic tours and culinary schools, and the popularity of food festivals. Strategic promotions and social media influence further enhance the appeal, making the country a top destination for food enthusiasts, thereby contributing to the market growth.

PHILIPPINES CULINARY TOURISM MARKET TRENDS:

Rising Emphasis on Authentic Local Cuisine

The demand for authentic local experiences in Philippines has significantly boosted culinary tourism with travelers seeking to explore traditional Filipino dishes. Culinary tours now frequently feature local food markets, street food vendors and rural dining experiences where visitors can savor iconic dishes like adobo, sinigang and lechon. These tours often include interactive elements like cooking classes and farm visits which offers a deeper understanding of Filipino culinary traditions. Government and private sector initiatives plays an important role in this trend promoting regional culinary

heritage through various programs and festivals. According to an article published by the Philippines News Agency, in January 2024, there is a need to enhance the Philippines' tourism services and promote its native cuisine and its sports industry to boost global competitiveness. The Private Sector Advisory Council's (PSAC) Tourism Sector proposed strategies to attract more tourists including simplifying visa applications and improving airport connectivity. The council also recommended promoting food festivals and hosting major sporting events to increase tourist arrivals. Tourist arrivals in the Philippines reached over 5.4 million last year, with tourism receipts totaling PHP482.54 billion. These efforts not only preserve local food culture but also attract international tourists looking for genuine and immersive culinary adventures. The focus on authenticity and regional diversity enhances the overall tourism experience making the Philippines a compelling destination for food enthusiasts.

Growth of Gastronomic Tours and Culinary Schools

The rise in gastronomic tours and culinary schools in Philippines has significantly enhanced culinary tourism. Increasingly tourists nowadays are drawn to short term courses and tools that provide immersive culinary experiences. These tools typically include visits to local farm, fishing villages and traditional kitchens where participants can engage in hands on cooking sessions. According to an article published by TTG Asia in May 2024, the Philippine Department of Tourism promotes the integration of food and gastronomy within cultural experiences to boost tourism and support local economies. Secretary Christina Garcia Frasco highlights the economic and cultural benefits of gastronomy tourism in the Asia-Pacific region. The Philippines will host the First UN Tourism Regional Forum on Gastronomy Tourism for Asia and the Pacific from June 26 to 27 in Cebu, aiming to develop the region's food tourism further. Culinary schools also offer workshops and classes that cater to different skill levels, from beginners to advanced cooks, providing a comprehensive learning experience. These initiatives not only educate tourists about Filipino food but also promote sustainable tourism by supporting local communities and preserving culinary heritage.

PHILIPPINES CULINARY TOURISM MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country level for 2026-2034. Our report has categorized the market based on activity type, tour type, age group, and mode of booking.

Activity Type Insights:

Culinary Trials

Cooking Classes

Restaurants

Food Festivals and Events

Others

The report has provided a detailed breakup and analysis of the market based on the activity type. This includes culinary trials, cooking classes, restaurants, food festivals and events, and others.

Tour Type Insights:

Domestic

International

A detailed breakup and analysis of the market based on the tour type have also been provided in the report. This includes domestic and international.

Age Group Insights:

Baby Boomers

Generation X

Generation Y

Generation Z

The report has provided a detailed breakup and analysis of the market based on the age group. This includes baby boomers, generation X, generation Y, and generation Z.

Mode of Booking Insights:

Online Travel Agents

Traditional Agents

Direct Booking

A detailed breakup and analysis of the market based on the mode of booking have also been provided in the report. This includes online travel agents, traditional agents, and direct booking.

Regional Insights:

Luzon

Visayas

Mindanao

The report has also provided a comprehensive analysis of all the major regional markets, which include Luzon, Visayas, and Mindanao.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

Key Questions Answered in This Report:

How has the Philippines culinary tourism market performed so far and how will it perform in the coming years?

What is the breakup of the Philippines culinary tourism market on the basis of

activity type?

What is the breakup of the Philippines culinary tourism market on the basis of tour type?

What is the breakup of the Philippines culinary tourism market on the basis of age group?

What is the breakup of the Philippines culinary tourism market on the basis of mode of booking?

What are the various stages in the value chain of the Philippines culinary tourism market?

What are the key driving factors and challenges in the Philippines culinary tourism?

What is the structure of the Philippines culinary tourism market and who are the key players?

What is the degree of competition in the Philippines culinary tourism market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 PHILIPPINES CULINARY TOURISM MARKET – INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 PHILIPPINES CULINARY TOURISM MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 PHILIPPINES CULINARY TOURISM MARKET - BREAKUP BY ACTIVITY TYPE

- 6.1 Culinary Trials
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
 - 6.1.4 Market Breakup by Tour Type
 - 6.1.5 Market Breakup by Age Group
 - 6.1.6 Market Breakup by Mode of Booking

6.2 Cooking Classes

6.2.1 Overview

6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

6.2.4 Market Breakup by Tour Type

6.2.5 Market Breakup by Age Group

6.2.6 Market Breakup by Mode of Booking

6.3 Restaurants

6.3.1 Overview

6.3.2 Historical and Current Market Trends (2020-2025)

6.3.3 Market Forecast (2026-2034)

6.3.4 Market Breakup by Tour Type

6.3.5 Market Breakup by Age Group

6.3.6 Market Breakup by Mode of Booking

6.4 Food Festivals and Events

6.4.1 Overview

6.4.2 Historical and Current Market Trends (2020-2025)

6.4.3 Market Forecast (2026-2034)

6.4.4 Market Breakup by Tour Type

6.4.5 Market Breakup by Age Group

6.4.6 Market Breakup by Mode of Booking

6.5 Others

6.5.1 Overview

6.5.2 Historical and Current Market Trends (2020-2025)

6.5.3 Market Forecast (2026-2034)

6.6 Attractive Investment Proposition by Activity Type

7 PHILIPPINES CULINARY TOURISM MARKET - BREAKUP BY TOUR TYPE

7.1 Domestic

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.1.4 Market Breakup by Activity Type

7.1.5 Market Breakup by Age Group

7.1.6 Market Breakup by Mode of Booking

7.2 International

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

- 7.2.3 Market Forecast (2026-2034)
- 7.2.4 Market Breakup by Activity Type
- 7.2.5 Market Breakup by Age Group
- 7.2.6 Market Breakup by Mode of Booking
- 7.3 Attractive Investment Proposition by Tour Type

8 PHILIPPINES CULINARY TOURISM MARKET - BREAKUP BY AGE GROUP

- 8.1 Baby Boomers
 - 8.1.1 Overview
 - 8.1.2 Historical and Current Market Trends (2020-2025)
 - 8.1.3 Market Forecast (2026-2034)
 - 8.1.4 Market Breakup by Activity Type
 - 8.1.5 Market Breakup by Tour Type
 - 8.1.6 Market Breakup by Mode of Booking
- 8.2 Generation X
 - 8.2.1 Overview
 - 8.2.2 Historical and Current Market Trends (2020-2025)
 - 8.2.3 Market Forecast (2026-2034)
 - 8.2.4 Market Breakup by Activity Type
 - 8.2.5 Market Breakup by Tour Type
 - 8.2.6 Market Breakup by Mode of Booking
- 8.3 Generation Y
 - 8.3.1 Overview
 - 8.3.2 Historical and Current Market Trends (2020-2025)
 - 8.3.3 Market Forecast (2026-2034)
 - 8.3.4 Market Breakup by Activity Type
 - 8.3.5 Market Breakup by Tour Type
 - 8.3.6 Market Breakup by Mode of Booking
- 8.4 Generation Z
 - 8.4.1 Overview
 - 8.4.2 Historical and Current Market Trends (2020-2025)
 - 8.4.3 Market Forecast (2026-2034)
 - 8.4.4 Market Breakup by Activity Type
 - 8.4.5 Market Breakup by Tour Type
 - 8.4.6 Market Breakup by Mode of Booking
- 8.5 Attractive Investment Proposition by Age Group

9 PHILIPPINES CULINARY TOURISM MARKET - BREAKUP BY MODE OF

BOOKING

9.1 Online Travel Agents

9.1.1 Overview

9.1.2 Historical and Current Market Trends (2020-2025)

9.1.3 Market Forecast (2026-2034)

9.1.4 Market Breakup by Activity Type

9.1.5 Market Breakup by Tour Type

9.1.6 Market Breakup by Age Group

9.2 Traditional Agents

9.2.1 Overview

9.2.2 Historical and Current Market Trends (2020-2025)

9.2.3 Market Forecast (2026-2034)

9.2.4 Market Breakup by Activity Type

9.2.5 Market Breakup by Tour Type

9.2.6 Market Breakup by Age Group

9.3 Direct Booking

9.3.1 Overview

9.3.2 Historical and Current Market Trends (2020-2025)

9.3.3 Market Forecast (2026-2034)

9.3.4 Market Breakup by Activity Type

9.3.5 Market Breakup by Tour Type

9.3.6 Market Breakup by Age Group

9.4 Attractive Investment Proposition by Mode of Booking

10 PHILIPPINES CULINARY TOURISM MARKET – BREAKUP BY REGION

10.1 Luzon

10.1.1 Market Drivers

10.1.2 Historical and Current Market Trends (2020-2025)

10.1.3 Market Breakup by Activity Type

10.1.4 Market Breakup by Tour Type

10.1.5 Market Breakup by Age Group

10.1.6 Market Breakup by Mode of Booking

10.1.7 Key Players

10.1.8 Market Forecast (2026-2034)

10.2 Visayas

10.2.1 Market Drivers

10.2.2 Historical and Current Market Trends (2020-2025)

- 10.2.3 Market Breakup by Activity Type
- 10.2.4 Market Breakup by Tour Type
- 10.2.5 Market Breakup by Age Group
- 10.2.6 Market Breakup by Mode of Booking
- 10.2.7 Key Players
- 10.2.8 Market Forecast (2026-2034)
- 10.3 Mindanao
 - 10.3.1 Market Drivers
 - 10.3.2 Historical and Current Market Trends (2020-2025)
 - 10.3.3 Market Breakup by Activity Type
 - 10.3.4 Market Breakup by Tour Type
 - 10.3.5 Market Breakup by Age Group
 - 10.3.6 Market Breakup by Mode of Booking
 - 10.3.7 Key Players
 - 10.3.8 Market Forecast (2026-2034)
- 10.4 Attractive Investment Proposition by Region

11 MARKET DYNAMICS

- 11.1 Market Driving Factors
- 11.2 Market Restraining Factors
- 11.3 Market Opportunities

12 KEY TECHNOLOGICAL TRENDS & DEVELOPMENT

13 RECENT INDUSTRY NEWS

14 PORTERS FIVE FORCES ANALYSIS

- 14.1 Overview
- 14.2 Bargaining Power of Buyers
- 14.3 Bargaining Power of Suppliers
- 14.4 Degree of Competition
- 14.5 Threat of New Entrants
- 14.6 Threat of Substitutes

15 VALUE CHAIN ANALYSIS

16 PHILIPPINES CULINARY TOURISM MARKET – COMPETITIVE LANDSCAPE

- 16.1 Overview
- 16.2 Market Structure
- 16.3 Market Share by Key Players
- 16.4 Market Player Positioning
- 16.5 Top Winning Strategies
- 16.6 Competitive Dashboard
- 16.7 Company Evaluation Quadrant

17 COMPETITIVE LANDSCAPE

- 17.1 Company A
 - 17.1.1 Business Overview
 - 17.1.2 Services Offered
 - 17.1.3 Business Strategies
 - 17.1.4 SWOT Analysis
 - 17.1.5 Major News and Events
- 17.2 Company B
 - 17.2.1 Business Overview
 - 17.2.2 Services Offered
 - 17.2.3 Business Strategies
 - 17.2.4 SWOT Analysis
 - 17.2.5 Major News and Events
- 17.3 Company C
 - 17.3.1 Business Overview
 - 17.3.2 Services Offered
 - 17.3.3 Business Strategies
 - 17.3.4 SWOT Analysis
 - 17.3.5 Major News and Events
- 17.4 Company D
 - 17.4.1 Business Overview
 - 17.4.2 Services Offered
 - 17.4.3 Business Strategies
 - 17.4.4 SWOT Analysis
 - 17.4.5 Major News and Events
- 17.5 Company E
 - 17.5.1 Business Overview
 - 17.5.2 Services Offered
 - 17.5.3 Business Strategies

17.5.4 SWOT Analysis

17.5.5 Major News and Events

18 STRATEGIC RECOMMENDATIONS

19 APPENDIX

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