

Turkey 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 Turkey culinary tourism market size reached USD 16.0 Billion in 2025. Looking forward, IMARC Group expects the market to reach USD 48.7 Billion by 2034, exhibiting a growth rate (CAGR) of 12.77% during 2026-2034. Turkey's food tourism industry is driven by the richness and diversity of food culture in the country, which is constantly drawing international travelers. Moreover, government and private sector partnerships that are continually marketing the country as an international gastronomy destination are contributing to the market growth. Additionally, heightened global demand for experiential travel is expanding the Turkey culinary tourism market share.

TURKEY CULINARY TOURISM MARKET TRENDS:

Diverse Culinary Heritage and Regional Variation

Turkey's food tourism industry is driven by the richness and diversity of food culture in the country, which is constantly drawing international travelers. The nation is providing a distinct mix of flavors consisting of Central Asian, Middle Eastern, Mediterranean, and Balkan dimensions, rendering its cuisine a cultural draw in itself. Tourists are increasingly visiting Turkish areas like Gaziantep, Hatay, and Istanbul, where food festivals, street markets, and culinary trails are now promoting local cuisine and classic recipes. Fresh ingredients, classic cooking processes, and recipes hundreds of years old are being used as part of a tourist experience. Tour operators are developing food-focused packages involving cooking lessons, vineyard tours, and local market outings to help tourists experience Turkish culture more intensely. By highlighting food as a cultural and touristic resource, Turkey is continually reinforcing its status as a top culinary tourism destination globally. For instance, in 2024, Gastroshow, organized in

partnership between Turkuvaz Media Group and the Gastronomy Tourism Association, took place to highlight the strong bond shared by gastronomy and tourism in the country.

Government and Private Sector Promotion of Gastronomy Tourism

Turkey's food tourism sector is being specifically pushed by the government and private sector partnerships that are continually marketing Turkey as an international gastronomy destination. The Ministry of Culture and Tourism regularly announces campaigns and projects that identify Turkey's food, promoting it as a key component of cultural travel. Cities such as Gaziantep are being acknowledged by UNESCO for their gastronomy, which is further boosting Turkey's food tourism brand. Restaurants, hotels, and travel agencies are meanwhile pouring money into culinary experiences in the form of tasting menus, food tours, and themed stays to tap into this increasing demand. Gastronomy festivals such as the International Istanbul Gastronomy Festival are meanwhile being held regularly, presenting Turkish cuisine to a worldwide audience. By dovetailing public and private initiatives, Turkey is being placed in the market as a place where gastronomy and cultural heritage are converging, driving sustained growth in culinary tourism.

Increased Global Interest in Food and Experiential Travel

The Turkish culinary tourism market growth is propelled by the increasing global demand for experiential travel, with tourists craving authentic, participatory experiences instead of passive observation. Tourists are desiring more chances to learn, taste, and engage in local cuisine traditions, and Turkey is responding with intensive programs. Cooking courses, rural food walking tours, and farm-to-table activities are being incorporated into holiday packages so that tourists can engage with local farmers, chefs, and artisans. The international trend of highlighting food as a gateway to culture is being translated into Turkey's increasing tourist figures, as visitors are linking Turkish food to wellness, authenticity, and cultural richness. Social media is constantly promoting this trend, with tourists posting food experiences such as Turkish breakfast tables, baklava, or street kebabs, creating viral interest in culinary tourism. This shift toward experiential tourism is being leveraged by Turkey. Moreover, as per the World Tourism Forum, the tourist population increased by 9% in 2025 compared to the first half of the previous year in Turkey. This also increased the need for comprehensive culinary tourism packages.

TURKEY 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 and regional levels 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 Trails

Cooking Classes

Restaurants

Food Festival and Events

Others

The report has provided a detailed breakup and analysis of the market based on the activity type. This includes culinary trails, cooking classes, restaurants, food festival 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 Bookings

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 bookings.

Regional Insights:

Marmara

Central Anatolia

Mediterranean

Aegean

Southeastern Anatolia

Black Sea

Eastern Anatolia

The report has also provided a comprehensive analysis of all the major regional

markets, which include Marmara, Central Anatolia, Mediterranean, Aegean, Southeastern Anatolia, Black Sea, and Eastern Anatolia.

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

What is the breakup of the Turkey culinary tourism market on the basis of activity type?

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

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

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

What is the breakup of the Turkey culinary tourism market on the basis of region?

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

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

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

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

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