

Global Culinary Tourism Market Size, Share, Trends & Analysis by Activity Type (Culinary Trails, Food Festivals, Cooking Classes, Restaurants, Others), by Age Group (Baby Boomers, Generation X, Generation Y, Generation Z), by Mode of Booking (Online Travel Agencies (OTA), Direct Bookings, Traditional Agents) and Region, with Forecasts from 2025 to 2034.

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Abstracts

The Global Culinary Tourism Market is projected to experience robust growth from 2025 to 2034, driven by increasing consumer interest in experiential travel, gastronomy, and cultural exploration. Culinary tourism, which involves travel for food-related experiences such as tasting local cuisine, participating in cooking classes, or attending food festivals, is becoming a key segment of the global tourism industry. Valued at USD XX.XX billion in 2025, the market is expected to grow at a CAGR of XX.XX%, reaching USD XX.XX billion by 2034. Rising disposable incomes, growing digital travel platforms, and an increasing desire for unique and authentic travel experiences are fueling market expansion worldwide.

Definition and Scope of Culinary Tourism

Culinary Tourism involves travel activities focused on exploring local foods, beverages, and gastronomic traditions. The market encompasses various activities including culinary trails, food festivals, cooking classes, restaurant experiences, and other food-centric experiences. The market also spans multiple age groups, including Baby Boomers, Generation X, Generation Y, and Generation Z, with bookings made through online travel agencies (OTAs), direct channels, or traditional travel agents.

Market Drivers

Rising Interest in Experiential Travel: Travelers increasingly seek immersive cultural experiences, including local cuisine exploration, boosting demand for culinary tourism.

Growth of Food Festivals and Gastronomy Events: The increasing number of food festivals and gastronomy-related events globally is attracting tourists and expanding the market.

Digitalization and Online Travel Platforms: Online booking platforms and travel apps make it easier for consumers to discover, plan, and book culinary experiences, supporting market growth.

Influence of Social Media and Food Culture: Social media platforms and food bloggers are inspiring travelers to seek authentic culinary experiences across regions.

Market Restraints

High Costs of Gourmet Experiences: Premium culinary experiences, especially in foreign destinations, may be costly, limiting participation among price-sensitive travelers.

Seasonal and Regional Limitations: Some culinary activities and events are seasonal or geographically limited, affecting consistent demand.

Health and Safety Concerns: Food safety and hygiene concerns, especially in international travel, can restrain market growth.

Opportunities

Emerging Markets in Asia-Pacific and Latin America: Rapidly growing tourism infrastructure and rising disposable incomes in emerging economies are creating new opportunities for culinary tourism.

Integration with Eco and Sustainable Travel: Increasing demand for sustainable

and farm-to-table experiences opens avenues for innovative culinary tourism products.

Customized Culinary Packages: Personalized travel experiences, including themed culinary tours for niche age groups, provide growth potential.

Collaborations with Influencers and Culinary Experts: Partnering with chefs, influencers, and local food guides can enhance the appeal of culinary tourism offerings.

Market Segmentation Analysis

By Activity Type

Culinary Trails

Food Festivals

Cooking Classes

Restaurants

Others

By Age Group

Baby Boomers

Generation X

Generation Y

Generation Z

By Mode of Booking

Online Travel Agencies (OTA)

Direct Bookings

Traditional Agents

Regional Analysis

North America: Dominates the market with well-established tourism infrastructure, diverse culinary cultures, and high disposable incomes.

Europe: Home to rich gastronomic traditions and numerous food festivals, Europe continues to see strong culinary tourism growth.

Asia-Pacific: Rapid economic growth, expanding tourism infrastructure, and increasing interest in international cuisines are driving the fastest regional growth.

Latin America: Unique cultural and culinary heritage, coupled with growing tourism activities, is boosting demand for culinary travel experiences.

Middle East & Africa: Rising tourism development, luxury experiences, and regional gastronomy offerings are contributing to market growth.

The Global Culinary Tourism Market is poised for substantial growth, fueled by rising interest in authentic and immersive travel experiences, the expansion of digital booking platforms, and increasing disposable incomes. Travel agencies, hospitality providers, and event organizers are expected to capitalize on these trends to offer innovative culinary tourism products.

Competitive Landscape

The Global Culinary Tourism Market is highly competitive, with players constantly innovating to create differentiated experiences and capture diverse consumer segments. Key players in the market include:

TUI Group
Expedia Group Inc.
Tripadvisor Inc.

Cox & Kings Ltd.
Thomas Cook Group plc
Local Culinary Tour Operators (various regional players)
Viator (Tripadvisor Experiences)
Abercrombie & Kent Ltd.
G Adventures Ltd.
Intrepid Travel Pty Ltd

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