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Culinary Experience Market Forecasts to 2034 – Global Analysis By Experience Type (Food Tours & Culinary Trails, Cooking Classes & Workshops, Fine Dining & Restaurant Experiences, Street Food Experiences, Food Festivals & Events, Winery, Brewery & Beverage Tours, Farm-to-Table & Agri-Culinary Experiences, Cultural & Heritage Food Experiences, and Other Experience Types), Tour Type, Tourist Type, Booking Mode, Age Group, Spending Type, End User, Distribution Channel, and By Geography

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Abstracts

According to Stratistics MRC, the Global Culinary Experience Market is accounted for $154.0 billion in 2026 and is expected to reach $418.2 billion by 2034 growing at a CAGR of 13.3% during the forecast period. Culinary experiences encompass food-centric travel, cooking classes, gourmet tours, farm-to-table dining, and immersive gastronomic activities that allow consumers to engage with local food cultures. This market has evolved beyond traditional dining to include hands-on experiences such as chef-led workshops, wine tastings, street food tours, and cultural heritage cooking retreats. As consumers increasingly seek authentic, memorable encounters over material possessions, culinary experiences have emerged as a cornerstone of the broader experience economy, attracting both domestic enthusiasts and international travelers seeking deeper cultural connections through food.

Market Dynamics:

Driver:

Rising demand for authentic travel experiences

Modern travelers increasingly prioritize immersive, authentic encounters over passive sightseeing, with food serving as a primary gateway to understanding local culture. Culinary experiences allow visitors to engage directly with local communities, learn traditional cooking techniques, and discover regional ingredients through guided market tours and hands-on workshops. This shift is particularly pronounced among younger generations who value experiential spending and seek meaningful connections during their travels. Social media amplifies this trend, as visually compelling food experiences generate significant engagement and inspire peers to pursue similar gastronomic journeys. Destination marketing organizations have responded by highlighting culinary heritage as a key differentiator in attracting culturally curious visitors.

Restraint:

High cost of premium culinary experiences

Exclusive chef's table dinners, multi-day cooking retreats, and luxury food tours often carry substantial price tags that limit accessibility to affluent demographics. The costs associated with sourcing rare ingredients, securing renowned chefs, and providing personalized service create natural price floors that exclude budget-conscious consumers. Economic downturns and inflationary pressures further constrain spending on discretionary experiences, leading travelers to prioritize essential trip components over premium culinary additions. These pricing dynamic risks creating a perception those authentic gastronomic experiences are reserved for luxury travelers, potentially limiting market expansion among the broader population of food enthusiasts who seek accessible yet meaningful culinary engagement.

Opportunity:

Integration of technology and digital platforms

Digital innovations are democratizing access to culinary experiences and enabling seamless discovery, booking, and engagement. Mobile applications now connect travelers with local home cooks offering authentic dining experiences, while virtual cooking classes allow participants to learn from renowned chefs regardless of geographic location. Augmented reality applications enhance food tours by providing historical context and ingredient information through smartphone cameras. Online platforms aggregate reviews, pricing, and availability, making it easier for consumers to compare and select experiences that match their interests and budgets. This technological integration reduces barriers to entry for small-scale culinary entrepreneurs while expanding reach for established operators.

Threat:

Overtourism and cultural commodification

Excessive tourism concentration in popular food destinations threatens the authenticity that culinary travelers seek while straining local communities. Iconic food markets, celebrated restaurants, and renowned culinary regions face overcrowding that degrades the visitor experience and disrupts daily life for residents. The commercialization of traditional food practices risks reducing authentic cultural heritage to staged performances designed for tourist consumption. Local authorities in affected destinations are implementing visitor caps, permit systems, and promotional diversification strategies that may limit access for culinary tourists. This tension between economic opportunity and cultural preservation creates uncertainty for operators and potential reputational risks for destinations perceived as overexploited.

Covid-19 Impact:

The COVID-19 pandemic initially devastated the culinary experience market as travel restrictions and dining closures halted food tourism globally. However, the sector demonstrated remarkable resilience through rapid adaptation to changing consumer preferences. Outdoor dining, private chef experiences, and at-home meal kits emerged as alternative engagement channels. As restrictions eased, pent-up demand for travel and social experiences drove a strong recovery, with consumers placing heightened value on meaningful culinary encounters after extended periods of limited dining options. The pandemic also accelerated digital transformation, with many operators retaining virtual offerings alongside in-person experiences, creating hybrid models that expanded market reach beyond geographic constraints.

The Millennials segment is expected to be the largest during the forecast period

The Millennials segment is expected to account for the largest market share during the forecast period, reflecting this generation's defining preference for experiential spending over material acquisitions. Having come of age during the rise of food media, celebrity chef culture, and social platforms like Instagram, millennials prioritize culinary exploration as a core component of their lifestyle and travel identity. This demographic values authentic, shareable experiences and actively seeks out local food tours, cooking classes, and farm-to-table dining when traveling. Their peak earning years and established travel patterns, combined with continued enthusiasm for gastronomic discovery, ensure this age group maintains its dominant position throughout the forecast timeline.

The Luxury Travelers segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the Luxury Travelers segment is predicted to witness the highest growth rate, driven by rising high-net-worth populations globally and increasing demand for exclusive, personalized gastronomic experiences. Affluent consumers are seeking beyond traditional fine dining to include private chef engagements, access to restricted culinary events, bespoke food tours with renowned guides, and immersive stays at Michelin-starred chef-owned properties. This segment prioritizes uniqueness, privacy, and exceptional service, with willingness to pay premium prices for curated experiences that offer deeper cultural immersion. As luxury travel rebounds strongly post-pandemic and high-end hospitality expands culinary offerings, this spending category is positioned for accelerated growth throughout the forecast period.

Region with largest share:

During the forecast period, the Europe region is expected to hold the largest market share, underpinned by centuries-old culinary traditions, world-renowned gastronomic destinations, and robust food tourism infrastructure. Countries including Italy, France, Spain, and Portugal attract millions of culinary travelers annually seeking authentic regional cuisines, wine regions, and food festivals. The region's compact geography enables multi-destination culinary itineraries, while extensive rail and road networks facilitate access to both urban food scenes and rural gastronomic heritage. Strong government support for food tourism promotion, combined with UNESCO-recognized culinary traditions, ensures Europe maintains its position as the premier global destination for culinary experiences throughout the forecast period.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest

CAGR, driven by rising disposable incomes, expanding middle-class populations, and growing international tourism to culinary-rich destinations. Countries including Thailand, Japan, Vietnam, and Singapore have successfully leveraged their distinctive street food cultures, diverse regional cuisines, and culinary heritage to attract gastronomic travelers. Rapid urbanization and infrastructure development improve accessibility to previously remote culinary regions, while government initiatives promote food tourism as an economic development strategy. Increasing domestic travel within China and India, coupled with growing international arrivals seeking authentic Asian dining experiences, positions Asia Pacific as the fastest-growing market for culinary experiences.

Key players in the market

Some of the key players in Culinary Experience Market include Airbnb Inc., Tripadvisor Inc., Booking Holdings Inc., Expedia Group Inc., Hyatt Hotels Corporation, Marriott International Inc., Hilton Worldwide Holdings Inc., Accor S.A., IHG Hotels & Resorts, Delaware North Companies, Compass Group PLC, Sodexo S.A., Aramark Corporation, Eventbrite Inc., and Cozymeal Inc.

Key Developments:

In February 2026, Booking Holdings confirmed a $700 million reinvestment plan for 2026, specifically targeting its 'Connected Trip' vision which includes deeper integration of restaurant reservations (OpenTable) with travel bookings.

In December 2025, Eventbrite entered into a definitive agreement to be acquired by 'Bending Spoons' for $500 million, aiming to leverage new technology to scale its 'Culinary & Club Culture' events.

In October 2025, Expedia revamped its loyalty program to allow travelers to redeem points for 'One Key' culinary experiences, including Michelin-starred dining and vineyard tours.

Experience Types Covered:

- Food Tours & Culinary Trails
- Cooking Classes & Workshops

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Fine Dining & Restaurant Experiences

Street Food Experiences

Food Festivals & Events

Winery, Brewery & Beverage Tours

Farm-to-Table & Agri-Culinary Experiences

Cultural & Heritage Food Experiences

Other Experience Types

Tour Types Covered:

Domestic Culinary Tourism

International Culinary Tourism

Tourist Types Covered:

Recreational Tourists

Diversionary Tourists

Experiential/Existential Tourists

Experimental Tourists

Booking Modes Covered:

Online Travel Agencies (OTA)

Direct Booking

Traditional Travel Agents

Age Groups Covered:

Baby Boomers

Generation X

Millennials

Generation Z

Spending Types Covered:

Budget Travelers

Mid-Range Travelers

Luxury Travelers

End Users Covered:

Solo Travelers

Couples

Families

Corporate/Group Travelers

Distribution Channels Covered:

Online Platforms

Offline Channels

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- Hybrid Models

Regions Covered:

- North America
  - United States
  - Canada
  - Mexico
- Europe
  - United Kingdom
  - Germany
  - France
  - Italy
  - Spain
  - Netherlands
  - Belgium
  - Sweden
  - Switzerland
  - Poland
  - Rest of Europe
- Asia Pacific

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- China
- Japan
- India
- South Korea
- Australia
- Indonesia
- Thailand
- Malaysia
- Singapore
- Vietnam
- Rest of Asia Pacific

South America

- Brazil
- Argentina
- Colombia
- Chile
- Peru
- Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

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Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

- Company Profiling
  - Comprehensive profiling of additional market players (up to 3)
  - SWOT Analysis of key players (up to 3)
- Regional Segmentation
  - Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)
- Competitive Benchmarking
  - Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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Contents

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15 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

15.1 Mergers and Acquisitions
15.2 Partnerships, Alliances, and Joint Ventures
15.3 New Product Launches and Certifications
15.4 Capacity Expansion and Investments
15.5 Other Strategic Initiatives

16 COMPANY PROFILES

16.1 Airbnb Inc.
16.2 Tripadvisor Inc.
16.3 Booking Holdings Inc.
16.4 Expedia Group Inc.
16.5 Hyatt Hotels Corporation
16.6 Marriott International Inc.
16.7 Hilton Worldwide Holdings Inc.
16.8 Accor S.A.
16.9 IHG Hotels & Resorts
16.10 Delaware North Companies
16.11 Compass Group PLC
16.12 Sodexo S.A.
16.13 Aramark Corporation
16.14 Eventbrite Inc.
16.15 Cozymeal Inc.

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List Of Tables

LIST OF TABLES

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Table 41 Global Culinary Experience Market Outlook, By Hybrid Models (2023–2034) ($MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

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