

United States Culinary Tourism Market By Activity (Food Festivals, Cooking Classes, Culinary Trails, Restaurants, Others), By Booking Mode (Direct Travel, Tour Operators, Online Travel Agencies), By Tourist Type (Existential, Experimental, Diversionary, Recreational), By Region, Competition Forecast & Opportunities, 2020-2030F

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Abstracts

The United States Culinary Tourism Market was valued at USD 2.69 billion in 2024 and is projected to reach USD 7.72 billion by 2030, growing at a CAGR of 19.27% during the forecast period. The increasing demand for authentic and memorable food experiences as a core element of travel is fueling the growth of culinary tourism across the country. Travelers are actively engaging in food-based activities such as cooking classes, food festivals, vineyard visits, and farm-to-table dining to connect with local culture. The U.S. offers a diverse culinary heritage rooted in multicultural influences, making it an attractive destination for food enthusiasts. According to the 2023 Global Travel Trends Report by American Express Travel, 81% of travelers consider food exploration a highlight of their trips, and 37% plan travel specifically around dining experiences. As food becomes central to cultural discovery, culinary tourism is emerging as a major driver in the broader travel and tourism sector.

Key Market Drivers

Rising Interest in Authentic Culinary Experiences

The demand for immersive, culturally rich culinary activities is a major force behind the expansion of culinary tourism in the United States. Travelers are increasingly prioritizing

food as a means to explore local traditions and heritage, seeking out regional dishes, traditional cooking methods, and interactions with chefs and producers. Influenced by social media and food-focused digital content, experiences such as wine tastings, market visits, and chef-led cooking classes are gaining popularity. Cities like New Orleans and Napa Valley have become culinary hotspots known for distinctive regional offerings. As destinations continue to highlight their food culture through organized events, culinary trails, and themed tours, the appeal of authentic gastronomic experiences is significantly boosting tourism activity.

Key Market Challenges

Rising Costs and Economic Uncertainty

Economic volatility and rising costs present a substantial challenge for the U.S. culinary tourism market. Increases in food production, labor, and logistics costs have led to higher prices for culinary experiences and travel-related services. As many food tourism offerings—such as gourmet dining, exclusive food events, or customized tours—are positioned as premium experiences, affordability becomes a limiting factor, especially during inflationary periods or economic downturns. Moreover, persistent supply chain disruptions since the pandemic have impacted ingredient availability and pricing. These economic pressures can hinder participation among budget-conscious travelers and may reduce overall market accessibility despite rising interest.

Key Market Trends

Rise of Farm-to-Table and Sustainable Culinary Experiences

An important trend shaping the U.S. culinary tourism market is the growing demand for sustainable and farm-to-table experiences. Travelers are becoming more environmentally conscious and are seeking food journeys that emphasize transparency, ethical sourcing, and connection to nature. Activities such as organic farm visits, seasonal food tours, vineyard tastings, and outdoor farm dinners are increasingly popular among tourists who value local, minimally processed ingredients and sustainability. Culinary providers are incorporating eco-friendly practices and promoting regional food systems as a core part of the travel experience. This trend aligns with the wellness movement and resonates strongly with Millennial and Gen Z consumers, who prioritize health, authenticity, and environmental responsibility in their travel choices.

Key Market Players

Abercrombie & Kent USA, LLC

Greaves Travel Ltd

Taste Carolina Gourmet Food Tours

Classic Journeys, LLC

The FTC4Lobe Group

The Travel Corporation

Gourmet on Tour

Culinary Adventures International

Culinary Tours

Butterfield & Robinson Inc.

Report Scope:

In this report, the United States Culinary Tourism Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United States Culinary Tourism Market, By Activity:

Food Festivals

Cooking Classes

Culinary Trails

Restaurants

Others

United States Culinary Tourism Market, By Booking Mode:

Direct Travel

Tour Operators

Online Travel Agencies

United States Culinary Tourism Market, By Tourist Type:

Existential

Experimental

Diversionary

Recreational

United States Culinary Tourism Market, By Region:

South

West

Midwest

Northeast

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United States Culinary Tourism Market.

Available Customizations

United States Culinary Tourism Market report with the given market data, TechSci

United States Culinary Tourism Market By Activity (Food Festivals, Cooking Classes, Culinary Trails, Restauran...

Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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