

Culinary Tourism Market Report by Activity Type (Culinary Trials, Cooking Classes, Restaurants, Food Festivals and Events, 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 2024-2032

Market Report | 2024-01-30 | 145 pages | IMARC Group

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Report description:

The global culinary tourism market size reached US\$ 946.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 3,515.1 Billion by 2032, exhibiting a growth rate (CAGR) of 15.2% during 2024-2032. The market is experiencing steady growth driven by the growing desire for cultural exploration and authentic experiences among the masses, increasing impact of social media on shaping travel behaviors, and rising number of destinations offering healthy, locally sourced, and sustainable dining experiences.

Culinary Tourism Market Trends:

Cultural Exploration and Authenticity

One of the primary drivers of culinary tourism is the desire for cultural exploration and authentic experiences. Food is an integral part of the cultural identity, and sampling the local cuisines of a region offers a direct and immersive way to understand and engage with different cultures. This factor appeals particularly to travelers seeking ways to experience the world more deeply than traditional sightseeing allows. The growing trend of authenticity in travel experiences, along with the increasing number of tourists looking to connect with local communities and understand their traditions and way of life, is propelling the growth of the market. Culinary tourism provides this connection, allowing travelers to experience a culture through its flavors, cooking techniques, and food rituals, making their travel experience more memorable and meaningful.

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Rise of Social Media Influence

Social media platforms are becoming vital in shaping travel behaviors, with food experiences often being shared and popularized online. The visual appeal of unique and local cuisines, coupled with the storytelling aspect of food, makes it highly shareable content. This visibility is leading to an increase in food-centric travel, where destinations are chosen based on their culinary reputation. Social media influencers and food bloggers play a crucial role in this trend, as they highlight unique dining experiences and local delicacies, inspiring their followers to seek similar experiences. This digital word-of-mouth is a powerful tool in driving interest and awareness of culinary destinations.

Health and Wellness Trends

The growing focus on health and wellness is supporting the market growth. Modern travelers are becoming health-conscious and are seeking food experiences that align with their lifestyle choices, such as organic, farm-to-table, vegan, or gluten-free options. This shift is leading to a rise in destinations offering healthy, locally sourced, and sustainable dining experiences. Culinary tourism is no longer just about indulgence, it is also about experiencing food in a way that is beneficial to both the body and the environment. Additionally, there is a growing interest in learning about the nutritional aspects of different cuisines and participating in wellness-related culinary activities, such as cooking classes focused on healthy recipes.

Economic Development and Diversification

Culinary tourism plays a significant role in local economic development and diversification. By attracting tourists, it provides revenue streams not only for restaurants and food vendors but also for local farmers, market operators, and artisans. This influx of visitors helps sustain small businesses and artisanal producers, preserving local culinary traditions and promoting regional cuisine. Additionally, culinary tourism encourages investment in local infrastructure and amenities, improving the overall tourist experience and potentially leading to a more sustainable and diversified local economy. Governments and tourism boards often recognize the economic potential of promoting regional cuisines and invest in marketing campaigns and events, such as food festivals, cooking workshops, and gastronomic tours, further driving interest and economic benefits in the area.

Growing Interest in Culinary Skills and Education

There is an increasing interest in not just tasting food but also understanding how it is made. Many culinary tourists are keen on learning cooking skills and techniques specific to a region. This is leading to the popularity of cooking classes, workshops, and food tours as part of travel itineraries. These interactive experiences provide a deeper understanding of local cuisines and allow travelers to take home new skills and recipes. Culinary education as part of tourism not only enriches the travel experience but also helps preserve traditional cooking methods and recipes, passing them on to an international audience. This educational aspect of culinary tourism appeals to a wide range of travelers, from amateur cooks to professional chefs.

Innovation in Culinary Experiences

The increasing innovation in food experiences is contributing to the market growth. This includes the emergence of themed restaurants, experimental cuisine, culinary storytelling, and the blending of food with entertainment and technology. These innovative experiences attract tourists looking for something beyond the traditional dining experience. Immersive dining experiences that combine food with art, performance, or interactive technology create a unique and memorable aspect of travel. Additionally, the growing trend of pop-up restaurants and secret dining events in various cities around the world adds an element of exclusivity and surprise, further enticing culinary tourists.

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Culinary Tourism Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on activity type, tour type, age group, and mode of booking.

Breakup by Activity Type:

- Culinary Trials
- Cooking Classes
- Restaurants
- Food Festivals and Events
- Others

Food festivals and events accounts for the majority of the market share

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. According to the report, food festivals and events represented the largest segment.

Breakup by Tour Type:

- Domestic
- International

Domestic holds the largest share in the industry

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. According to the report, domestic accounted for the largest market share.

Breakup by Age Group:

- Baby Boomers
- Generation X
- Generation Y
- Generation Z

Generation Y represents the leading market segment

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. According to the report, generation Y represented the largest segment.

Breakup by Mode of Booking:

- Online Travel Agents
- Traditional Agents
- Direct Booking

Online travel agents exhibit a clear dominance in the market

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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. According to the report, online travel agents accounted for the largest market share.

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Abercrombie & Kent Group of Companies S.A.

Butterfield and Robinson Inc.

Classic Journeys LLC

G Adventures

Gourmet On Tour Ltd.

Greaves Travel L.L.C.

International Culinary Tours

ITC Travel Group Limited

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Key Questions Answered in This Report

1. What was the size of the global culinary tourism market in 2023?
2. What is the expected growth rate of the global culinary tourism market during 2024-2032?
3. What has been the impact of COVID-19 on the global culinary tourism market?
4. What are the key factors driving the global culinary tourism market?
5. What is the breakup of the global culinary tourism market based on the activity type?
6. What is the breakup of the global culinary tourism market based on the tour type?
7. What is the breakup of the global culinary tourism market based on the age group?
8. What is the breakup of the global culinary tourism market based on the mode of booking?
9. What are the key regions in the global culinary tourism market?
10. Who are the key players/companies in the global culinary tourism market?

Table of 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 Introduction
 - 4.1 Overview
 - 4.2 Key Industry Trends
- 5 Global Culinary Tourism Market
 - 5.1 Market Overview
 - 5.2 Market Performance
 - 5.3 Impact of COVID-19
 - 5.4 Market Forecast
- 6 Market Breakup by Activity Type
 - 6.1 Culinary Trials
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
 - 6.2 Cooking Classes
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
 - 6.3 Restaurants
 - 6.3.1 Market Trends

- 6.3.2 Market Forecast
- 6.4 Food Festivals and Events
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast
- 6.5 Others
 - 6.5.1 Market Trends
 - 6.5.2 Market Forecast
- 7 Market Breakup by Tour Type
 - 7.1 Domestic
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
 - 7.2 International
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 8 Market Breakup by Age Group
 - 8.1 Baby Boomers
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
 - 8.2 Generation X
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
 - 8.3 Generation Y
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast
 - 8.4 Generation Z
 - 8.4.1 Market Trends
 - 8.4.2 Market Forecast
- 9 Market Breakup by Mode of Booking
 - 9.1 Online Travel Agents
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
 - 9.2 Traditional Agents
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast
 - 9.3 Direct Booking
 - 9.3.1 Market Trends
 - 9.3.2 Market Forecast
- 10 Market Breakup by Region
 - 10.1 North America
 - 10.1.1 United States
 - 10.1.1.1 Market Trends
 - 10.1.1.2 Market Forecast
 - 10.1.2 Canada
 - 10.1.2.1 Market Trends
 - 10.1.2.2 Market Forecast
 - 10.2 Asia-Pacific
 - 10.2.1 China

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- 10.2.1.1 Market Trends
- 10.2.1.2 Market Forecast
- 10.2.2 Japan
 - 10.2.2.1 Market Trends
 - 10.2.2.2 Market Forecast
- 10.2.3 India
 - 10.2.3.1 Market Trends
 - 10.2.3.2 Market Forecast
- 10.2.4 South Korea
 - 10.2.4.1 Market Trends
 - 10.2.4.2 Market Forecast
- 10.2.5 Australia
 - 10.2.5.1 Market Trends
 - 10.2.5.2 Market Forecast
- 10.2.6 Indonesia
 - 10.2.6.1 Market Trends
 - 10.2.6.2 Market Forecast
- 10.2.7 Others
 - 10.2.7.1 Market Trends
 - 10.2.7.2 Market Forecast
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.1.1 Market Trends
 - 10.3.1.2 Market Forecast
 - 10.3.2 France
 - 10.3.2.1 Market Trends
 - 10.3.2.2 Market Forecast
 - 10.3.3 United Kingdom
 - 10.3.3.1 Market Trends
 - 10.3.3.2 Market Forecast
 - 10.3.4 Italy
 - 10.3.4.1 Market Trends
 - 10.3.4.2 Market Forecast
 - 10.3.5 Spain
 - 10.3.5.1 Market Trends
 - 10.3.5.2 Market Forecast
 - 10.3.6 Russia
 - 10.3.6.1 Market Trends
 - 10.3.6.2 Market Forecast
 - 10.3.7 Others
 - 10.3.7.1 Market Trends
 - 10.3.7.2 Market Forecast
- 10.4 Latin America
 - 10.4.1 Brazil
 - 10.4.1.1 Market Trends
 - 10.4.1.2 Market Forecast
 - 10.4.2 Mexico

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- 10.4.2.1 Market Trends
- 10.4.2.2 Market Forecast
- 10.4.3 Others
 - 10.4.3.1 Market Trends
 - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
 - 10.5.1 Market Trends
 - 10.5.2 Market Breakup by Country
 - 10.5.3 Market Forecast
- 11 SWOT Analysis
 - 11.1 Overview
 - 11.2 Strengths
 - 11.3 Weaknesses
 - 11.4 Opportunities
 - 11.5 Threats
- 12 Value Chain Analysis
- 13 Porters Five Forces Analysis
 - 13.1 Overview
 - 13.2 Bargaining Power of Buyers
 - 13.3 Bargaining Power of Suppliers
 - 13.4 Degree of Competition
 - 13.5 Threat of New Entrants
 - 13.6 Threat of Substitutes
- 14 Price Analysis
- 15 Competitive Landscape
 - 15.1 Market Structure
 - 15.2 Key Players
 - 15.3 Profiles of Key Players
 - 15.3.1 Abercrombie & Kent Group of Companies S.A.
 - 15.3.1.1 Company Overview
 - 15.3.1.2 Product Portfolio
 - 15.3.2 Butterfield and Robinson Inc.
 - 15.3.2.1 Company Overview
 - 15.3.2.2 Product Portfolio
 - 15.3.3 Classic Journeys LLC
 - 15.3.3.1 Company Overview
 - 15.3.3.2 Product Portfolio
 - 15.3.4 G Adventures
 - 15.3.4.1 Company Overview
 - 15.3.4.2 Product Portfolio
 - 15.3.5 Gourmet On Tour Ltd.
 - 15.3.5.1 Company Overview
 - 15.3.5.2 Product Portfolio
 - 15.3.6 Greaves Travel L.L.C.
 - 15.3.6.1 Company Overview
 - 15.3.6.2 Product Portfolio
 - 15.3.7 International Culinary Tours

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- 15.3.7.1 Company Overview
- 15.3.7.2 Product Portfolio
- 15.3.8 ITC Travel Group Limited
 - 15.3.8.1 Company Overview
 - 15.3.8.2 Product Portfolio
- 15.3.9 The Ftc4Lobe Group
 - 15.3.9.1 Company Overview
 - 15.3.9.2 Product Portfolio
- 15.3.10 Topdeck Travel Limited
 - 15.3.10.1 Company Overview
 - 15.3.10.2 Product Portfolio
- 15.3.11 Tourradar
 - 15.3.11.1 Company Overview
 - 15.3.11.2 Product Portfolio

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