Gluten-Free Food Program

The 2026 Guide to Gluten-Free Hospitality Operations

A practical guide for hotels, resorts, leisure venues, and destination properties that want to strengthen guest confidence through structured gluten-free foodservice systems.

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Why Guest Confidence Starts With Food Experiences

Gluten-free certification can help a property build guest confidence through **documented controls**, **staff training**, and a **clear approach** to an inclusive food & beverage experience across the operation.

For some properties, that means operating as a **dedicated** gluten-free environment.

For others, it means implementing structured gluten-free controls within a broader **mixed-menu** operation.

$14.1B

BY 2030–2033

Estimated global GF market growth, compared to **$8.1B** in 2024–2025. Average of three different market forecasts.

11–20%

GF DIET ADOPTION

Reported share following a gluten-free diet in selected markets:

US 11% · UAE 16% · UK 20%

Sources: Statista Consumer Insights (US, UAE); Mintel (UK).

6–7%

OF THE POPULATION

Roughly 6–7% report gluten sensitivity or otherwise avoid gluten — without a celiac diagnosis.

Inclusive Hospitality Means Everyone Can Participate

A welcoming property is not defined only by physical access. It is also shaped by whether guests can dine with confidence, participate fully in the stay, and feel their needs were planned for — not treated as an exception.

When a property approaches gluten-free service in a structured way, **the benefit extends beyond one guest category**. It creates a more hospitable environment for groups, couples, families, and business travelers who want everyone at the table included — with less friction and less uncertainty.

For guests with dietary restrictions, **food-related experiences can carry far more weight than one meal**. They influence whether a family books the trip, whether a couple feels comfortable dining, whether a conference attendee joins the dinner, and whether caregivers can relax instead of monitoring every plate.

When guests see a recognized gluten-free certification mark at a property entrance, on its website, or on its menu, it gives them a clearer starting point. **That mark can reassure** the 7–8% who avoid gluten, as well as the caregivers, partners, and family members who often help decide where to stay and eat.

Certification Pathways
For hotels and Destinations

Dedicated gluten-free model

Where all food served on site is gluten free. This model gives guests and the people traveling with them a clearer and more reassuring experience because meals do not need to be negotiated item by item throughout the stay.

Gluten-Free DESTINATIONS

Gluten-free approach model

Properties may pursue gluten-free certification while continuing to serve some gluten-containing dishes, provided the gluten-free offering is supported by documented procedures, trained staff, and operational controls designed to help reduce cross-contact.

Gluten-Free DESTINATIONS

Certified foodservice venue(s) within a property

GFFP also offers GF Approved certification for individual restaurants, cafés, bakeries, and foodservice operations.

GF APPROVED GLUTEN FREE

The Hotel Monroe

Louisiana, United States

Opened 2025 | Certified 2025

The Hotel Monroe is the first certified gluten-free hotel in the United States.
Its dedicated gluten-free foodservice model makes gluten-free hospitality a defining part of the guest experience rather than a limited accommodation.

"This certification makes The Hotel Monroe a truly one-of-a-kind destination"
Michael Echols – Owner

Hotel Hacienda Guachipelin

Rincón de la Vieja, Costa Rica

Opened 1985 | Certified 2025

Hotel Hacienda Guachipelin integrates gluten-free hospitality into a destination built around nature, adventure and family travel. Its approach combines trained chefs, clearly identified menus, controlled preparation areas and personalized alternatives for guests with celiac disease or gluten sensitivity.

"Having an international certification is such an important tool for us: it allows us to guarantee that the food we offer is truly gluten-free, responding to a real guest need while also creating a valuable opportunity to better serve our visitors."
José Tomás Batalla
– General Manager

UMusic Hotel Madrid

Madrid, Spain

Located in the heart of Madrid, UMusic Hotel Madrid became the first GF Destinations-certified hotel in Europe. The certification brings structured gluten-free procedures, staff training and operational controls into a major urban hospitality setting, giving gluten-free travelers greater confidence when choosing where to stay and dine.

UNO RETREAT Kyoto

Kyoto, Japan

UNO RETREAT Kyoto brings GF Destinations to Japan through an intimate four-room machiya experience. The property features a dedicated gluten-free and vegan kitchen, breakfast served around a traditional irori, and gluten-free items available for guests in their rooms.

What Certification Helps You Manage

For many properties, the challenge is not whether gluten-free requests exist — it's whether the operation has the procedures to handle them consistently. A structured certification helps address the most common pressure points:

- ✓ **Breakfast buffet complexity**, including shared utensils, mislabeled items, crumb transfer, toaster use, guest uncertainty
- ✓ **Inconsistent service communication** between team members
- ✓ **Multi-kitchen operations** where habits differ unless procedures are in place and followed correctly
- ✓ **Ingredient and supplier ambiguity**, especially for sauces, marinades, dressings, coatings, and convenience items
- ✓ **Reputation risk** when good intentions are not matched by visible structure and consistency

Certification also helps define what better hospitality looks like in practice

Documentation & coverage
Preparation procedures, menu descriptions, service guidelines

A mapped gluten-free process
Defined steps from receiving through to serving

Staff training & kitchen controls
Execution, guest communication, labeling, utensil handling

A consistent guest experience
Helping everyone, with a gluten restriction or not, dine with confidence

From Certification to Discovery & Booking

Certification is only part of the journey. GF Destinations works with GF Experiences, a specialist travel partner that helps travelers discover and book participating properties.

This gives certified properties another way to reach gluten-free travelers actively looking for places to stay, while giving travelers a simpler path from discovering a GF Destinations property to planning and booking their trip.

Guest offer & Booking Value

GF Destinations properties can offer dedicated booking benefits through two tiers:

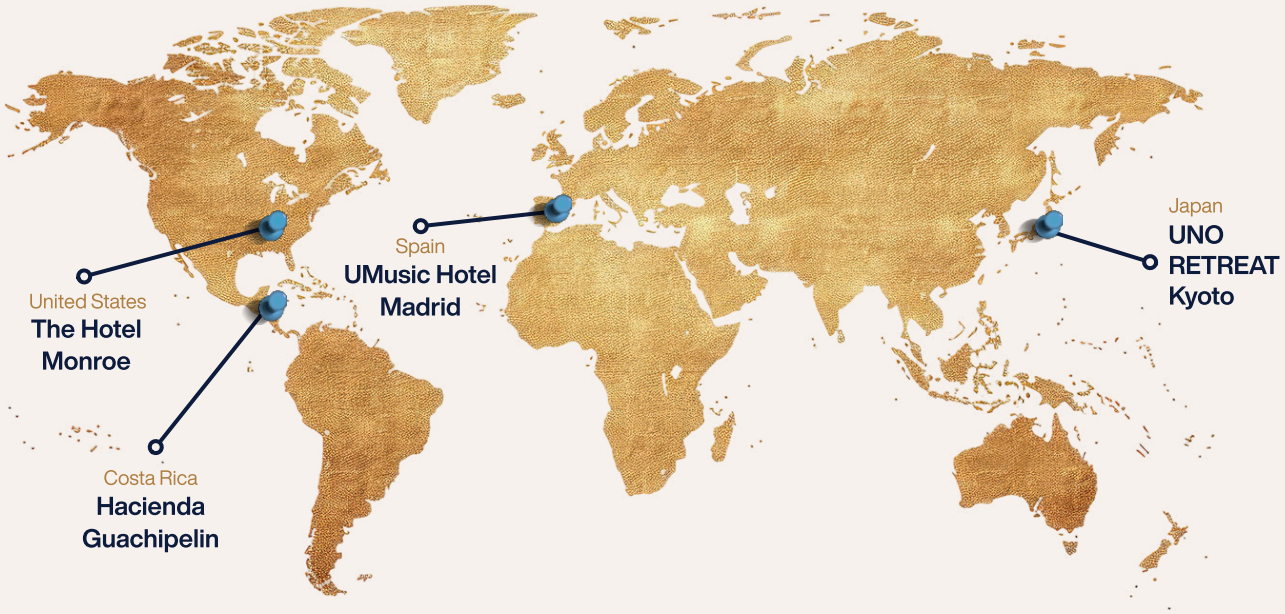
Guest Package
Perks and discounts for guests booking a GF Destinations stay.

Premium Package
Enhanced perks and discounts for members of partner celiac associations and staff of GFFP-certified businesses.

Partner booking codes also generate financial support for participating celiac associations, giving travelers a way to support the organizations and communities they care about through their stay.

A Growing Global Network

Gluten-Free DESTINATIONS



GF Destinations is building a **growing international network** of **hotels** and **destination properties** committed to stronger **gluten-free hospitality.**

From the **United States** and **Costa Rica** to **Spain** and **Japan**, participating properties show how structured gluten-free controls can work across very different hospitality models, cultures, and guest experiences.

The goal is a network that makes it easier for gluten-free travelers to identify properties where their needs have been considered through **defined procedures**, **staff training** and **ongoing certification requirements.**

Endorsed by Leading Celiac Organizations

GF Destinations is endorsed by the **National Celiac Association** in the **United States** and **Cœliaque Québec** in **Canada.** Their support helps connect the program with the communities it is designed to serve and strengthens awareness of certified hospitality options among **gluten-free travelers.**

Build Guest Confidence Across Your Property

Some properties may be ready to certify a fully gluten-free hospitality experience. Others may begin by adapting their food offering via documented controls and staff training. What matters most is choosing a credible starting point and building a system that helps all guests feel more confident dining on site.

Seeing an internationally recognized certification mark at the entrance of your property, on your website, or on your menu can provide a simple visual cue that gluten-free needs have been considered within a defined operational framework.

Next steps

Explore whether your property may be a fit for certification. Our team can help assess certification readiness, review your hospitality model, and answer questions about the process. Head to **gffp.us/apply** to start the application process.

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