Factors of brand identity come to the forefront as the determinant of competitive superiority in terms of destinations. In this context, there can be many different brand identity factors of destinations. In this study, it has been aimed to determine the brand identity factors which can come to the forefront in the marketing of the cuisine of Egirdir by correlating the factors which make up the brand identity factors and the marketing of Egirdir cuisine. In this context, the brand identity factors of Egirdir destination and the factors that make up the Egirdir cuisine have been presented. Data have been collected from the businesses which offer the cuisine of Egirdir and the customers who eat the food of Egirdir. Face to face meeting technique has been used. The data which have been collected have been analyzed with “Importance Performance Analysis”. The agents that make up the cuisine of Egirdir and that can represent it have been identified. The marketability of Egirdir cuisine has been evaluated in terms of the brand identity factors in the analysis which have been carried out in the evaluation of hypothesis. Meaningful differences have been found between their participation degree and their marital status, age, total income and education level. The results of the research have put forward that Egirdir cuisine has important factors in terms of brand identity factors and these factors could play crucial role in the marketing of Egirdir cuisine and Egirdir destination.

Keywords: Brand identity, cuisine of Egirdir, Importance Performance Analysis.