



# Fáilte Ireland

National Tourism Development Authority

## FOOD IN TOURISM

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## WHERE ARE WE NOW?

- Beautiful rural landscape & an strong agricultural legacy
- Export base -world renowned for dairy meats
- Drinks industry platform –Guinness, Baileys
- Great produce & some great food enterprises
- Unique Pub Culture
- Opportunity to improve the Irish food experience & stimulate further demand from a 'food in tourism' perspective

## SOME CHALLENGES



- Perception that Irish food offering is expensive – must demonstrate value.
- Service related issues – consistent level of quality required.
- Improve & create new food experiences - need to elevate Irishness
- Food Cost issues –higher than average in EU
- Number of food suppliers, producers, pubs & restaurants offering a very good food experience –build on this

## OUR VISION

- To position Irish Food experiences at the core of 'Brand Ireland'
- To position Ireland as one of the world's outstanding authentic 'food in tourism' destinations



# FAILTE IRELAND'S STRATEGIC GOALS

- Develop a National Food Strategy
- Position food within the 'Brand Ireland' tourism portfolio
- Position Ireland to compete internationally –food destination
- Drive tourism demand
- Grow business capability & profitability
- Job creation & innovation



## How will we do this...

- Work with our agency partners Bord Bia, Leader Teagasc, Dept's Agriculture, Health etc
- Work with our industry partners e.g. GFI, RAI, individual businesses, marketing groups etc
- Develop a National 'Food in Tourism' strategy
- Determine & communicate a brand for Ireland possibly as the 'Green Food Island'
- Support existing & new entrants to industry

# Developing the Food Experience

- Drive a service culture in Ireland
- Influence educational policy and standards
- Offer training & business support
- Differentiate Ireland's food experiences, farmers markets, restaurants, food trails, pub food etc
- Create a 'sense of place' – increase awareness of local, seasonal, regional & Irishness
- Demonstrate opportunities & stimulate activity
- Stimulate Demand –more visitors!

## In essence

- Build on the strength of our food export market, the success of our drinks industry and the powerful blend of Ireland's renowned hospitality, unique culture and green natural environment to unlock the opportunity 'food' provides
- Offer Ireland as a place to celebrate the good things in life!

# To Grow Visitors & Revenue

Thank you!