



# Food Tourism

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# What?

- **The role of food in tourism and tourism in food**
- **It connects food to tourism and tourism to food**
- **Food tourism strategy, plans and products are capable of dynamising other sectors of the economy including: agriculture, manufacturing and services**

# Why?

- **Food Tourism in its specialist form can lead to levels of cooperation which have the potential to overcome the disadvantages that small enterprises face compared to large enterprises**
- **Diversifying the rural economic base via new agricultural and tourism products**
- **Food Tourism strategy is an important instrument of regional development**
- **Food Tourism in its broader form can lead to a fast build of exports in food**

This centres on

# FOOD REPUTATION

- **NAPA VALLEY**
- **PROVENCE**
- **TUSCANY**
- **NIAGRA**
- **YARRA VALLEY**

**California**  
**France**  
**Italy**  
**Ontario**  
**Australia**

## Export of Food Dimension

- **There is also the export boost that results in changes in weekly shopping.**
- **Waitrose's recent introduction of a new range of tapas and Greek dishes is in response to flavours British holidaymakers are seeking when they come home. 4**
- **2% of Waitrose shoppers say they change what is in their supermarket trolley as a result of their travel food experiences.**
- **With Food Tourism still in its relative infancy this trend is to set grow.**

# Food Tourism in Ireland – Key Facts & Trends

- **Food Tourism as a market in Ireland is valued at €2.2 billion per annum.**
- **The Food Tourism market in Ireland grew by over 26% between 2003 and 2007 but contracted by 4% from 2007-2008.**
- **It is largely a value increase over the period and some of this can be attributed to price increases.**
- **A decline in value is expected for 2009.**
- **Most growth in 2009 is expected from the domestic market.**

# Food Tourism in Ireland

## Key Facts & Trends

- **The most appealing activities for tourists in Ireland stand as heritage, natural amenities and sports and food has a lower priority when it comes to the primary purpose of visits.**
- **Local restaurants are a key choice for tourists (31% select as key choice)**
- **Pubs are growing in popularity.**
- **Key demographic with the interest in food is the 35-64 year old category under the ABC1 social profile.**
- **This demographic is forecast as the largest demographic for tourism going forward (domestic and coming in).**
- **Economic conditions say value is key.**
- **Internet is critical with 70% of tourists to Ireland now booking online.**

# Food Tourism in Ireland

## Key Facts and Trends

- **Food Festivals are a critical enticer to tourists into Ireland**
- **Shopping on line negates shopping as a reason to visit**
- **This escalates the experiential and knowledge aspects of tourism to a higher level.**
- **The growing interest in food and the growing number of people entertaining at home means there are positive signals for cooking schools**
- **Ratings show cookery programmes in top 5 highest viewed shows**
- **Many cooking schools have evolved in the domestic arena but not so many with international appeal and focus**
- **Celebrity link could be key**
- **Iconic visitor centres climb – the number of visitors to the Guinness Hopstore has for the first time exceeded the Cliffs of Moher and now stands at close to 1 million visitors.**
- **Currency is a challenge**
- **Heritage is a niche**

# The Lure of Tea

- **Tourism has the potential to enhance the brand image and marketing of tea producing destinations.**
- **With its colourful history and unique cultural traditions in different societies tea is a natural focus for travel. The histories and traditions of tea entice both the independent and the group traveller. Tea tourists attracted by tea travel – tourists experiencing the history, culture and traditions related to the consumption of tea.**
- **Tea as a beverage with its varying types, grades, blends as well as national, regional and local traditions in serving has a natural role to play in culinary tourism. Tea can be compared to wine.**
- **Tea Destinations – Japan, China, India, England.**
- **A thematic approach is very often used in regional tourism development – a loyalty should exhibit a number of the following general characteristics related to tea – tea history, tea ceremonies, tea cultivation and production, tea manufacturing.**
- **For Ireland, ‘The Lure of Whiskey’ ?**

# Advantages to small producers

- **Increased consumer exposure to product and to sample product**
- **Building brand awareness and loyalty through establishing links**
- **Creating relationships with customers**
- **Increased margins**
- **Additional sales outlet**
- **Marketing intelligence on products**
- **Marketing intelligence on customers**
- **Educational opportunity**

# Bord Bia activities – Food Tourism Marketing

- **Consumer Facing tastings and sales - September Fest/BLOOM/Ryder Cup/Covent Garden Market**
- **Farmers Markets**
- **Good Food Ireland**
- **Festival Trail Selling**
- **Food Producer Marketing to Tourists Briefings**
- **Online sales to Tourists Briefings**

# Growing the success of Irish food and horticulture

Ireland

THE FOOD ISLAND

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October 14<sup>th</sup> 2009

**Bord Bia**  
Irish Food Board