

Northern
Ireland
Embrace
a Giant
Spirit



Food & Drink

Experience Development

TED

Tourism
Enterprise Development
Programme



tourism
northernireland

Agenda

Review of Workshop 1 & Objectives for Today

Embrace a Giant Spirit Food & Drink Experiences

Telling your Story Together

Packaging Food & Drink Experiences

Working Together

After today



Experience Development Framework

1. Complete 'Embrace a Giant Spirit' Experience Template
2. Site visit with Experience Development Officer- Gary Quate,
Food & Drink



Packaging your Destination

← → ↻ 🔒 https://cheesetrail.org ☆ ☆ 🏠 👤 ⋮

MAP TOURS CHEESEMAKERS **CHEESE TRAIL** BLOG EVENTS ABOUT

HIT THE ROAD WITH OUR INTERACTIVE MAP

EXPLORE THE CHEESE TRAIL OF CALIFORNIA

[VIEW THE MAP](#)

★ CALIFORNIA ★
CHEESE!
TRAIL
MAP

Windows taskbar: Type here to search, Microsoft Office, File Explorer, Mail, Teams, Word, Excel, PowerPoint, System tray: 23:01, 12/10/2020, 25 notifications.



What it's all about:

Delivery of world-class food and drink experiences so that visitors to **Antrim & Derry~Londonderry** encounter local foods and drinks that are seen as authentic products that symbolise the place and its culture.



A sense of place



**Strong Food & Drink
Experiences across the
region and across
seasons**

**Ways to connect
experiences together
to create a compelling
destination story**

**What supports you
might need? How you
would like to progress it
together?**

**Ideas to deliver world-
class food and drink
experiences that are
aligned to the Embrace a
Giant Spirit Brand**



3 Things from today

What does
success look
like 5 years
from now?

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Embrace a Giant Spirit

Food & Drink Experiences



Any experience in which one learns about, appreciates and/or consumes food and drink that reflects the local, regional or national cuisine, heritage and culture.



A practical
toolkit for
the delivery of
food & drink
experiences

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<https://covid19.tourismni.com/support-centre/past-webinars/ni-food--drink-experience-development--tourism-workshops/>





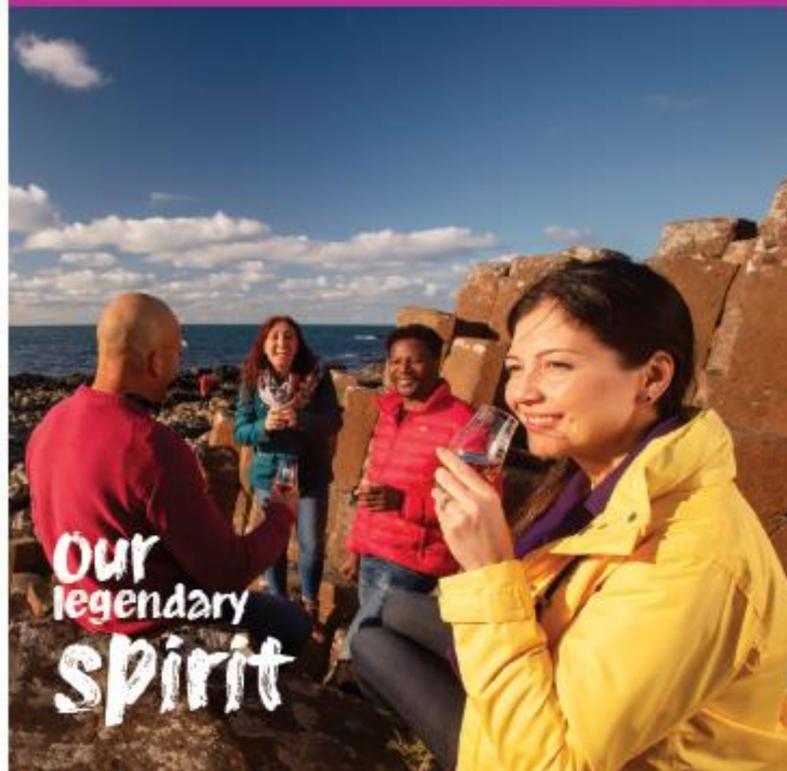
Our
big-hearted
spirit

Sharing our food & drink experiences is the best opportunity for us to showcase that special generosity, hospitality and warm welcome that we do so well



Our
pioneering
spirit

Awaken that sense of innovation in your visitors by sharing food & drink experiences that can only be had in Northern Ireland



Our
legendary
spirit

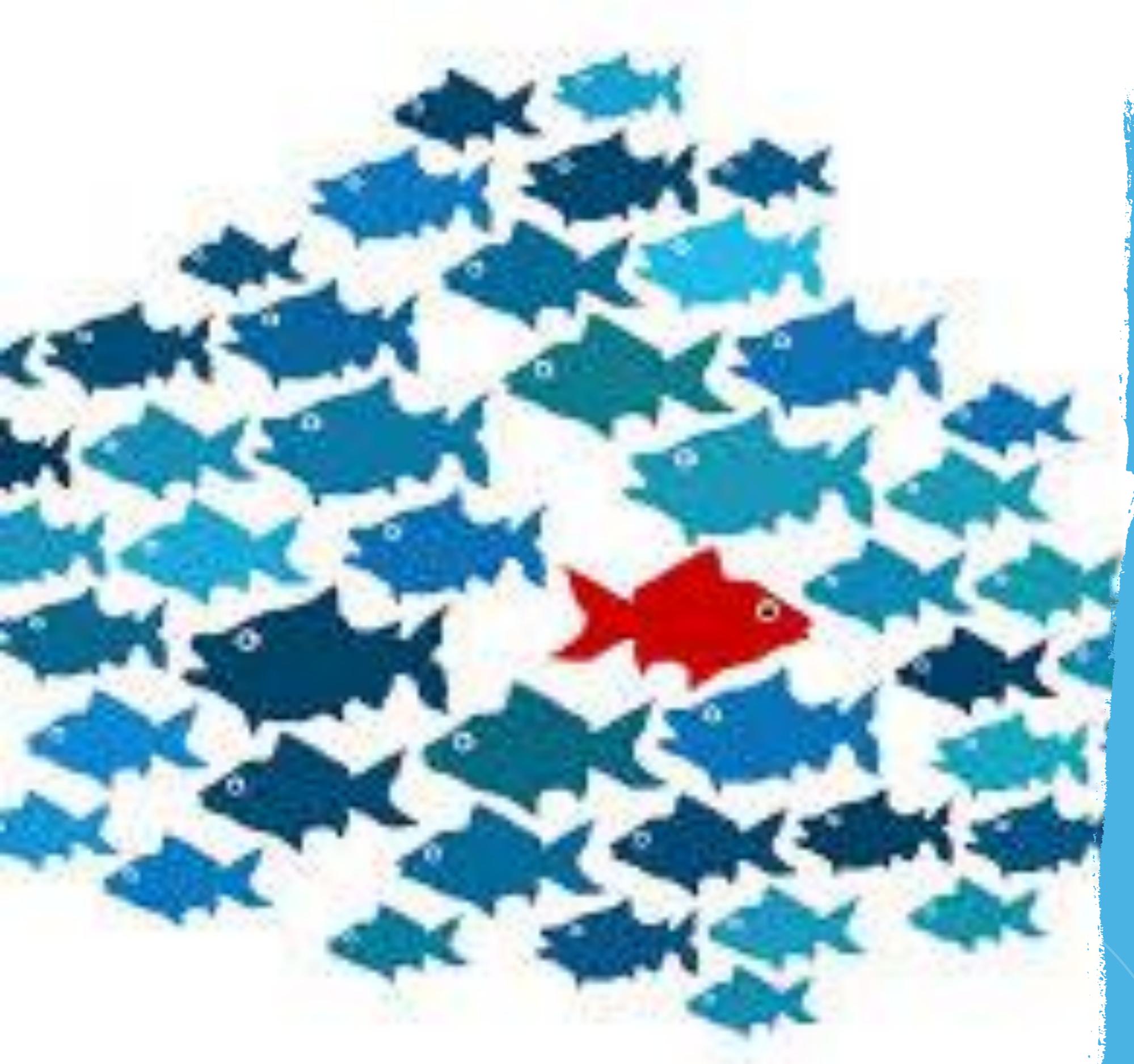


Our
elementary
spirit





#EmbraceAGiantsSpirit



Swim with the Tide



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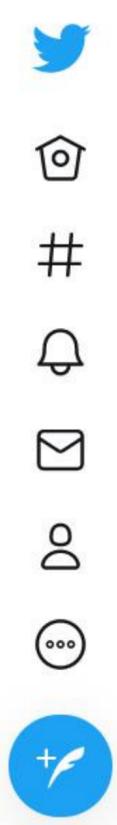
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Tourism NI

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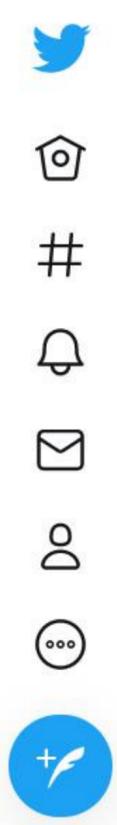


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1,352 posts 63.9k followers 232 following

Discover Northern Ireland

- Embrace the Giant Spirit of Northern Ireland
- To feature: mention/tag, or use #discoverNI or #MyGiantAdventure
- OFFICIAL account

bit.ly/2YiMbBU



Your Snaps...



Spotify



New stickers!



Belfast TQ



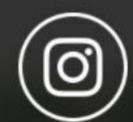
Mid Ulster



Mourne & ...



County Ant...



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Sign Up

64k

Elevating

The experience criteria are tools for focusing on the quality of the visitor experience. Giant taste experiences should be:





Food & Drink Loving Visitors

Food-loving visitors

What they like to do

- Food/beverage guided tours
 - Food/beverage factory tours
 - Beer/wine/distilled spirits/cider tasting room visits
 - Driving a wine or distilled spirits trail
 - Cooking classes
 - Dining out – restaurants, cafes, bars, pubs, food carts
 - Purchasing food/beverage souvenirs in a retail store
-
- WFTA: 2019



**Sustainability
&
Regeneration**

**Fear of losing
our food
cultures**

**Rural, Open
Spaces**

Micro

Simplicity

Connection



- ❑ More people caring about the planet
- ❑ Rise of conscious consumerism
- ❑ Regenerative Economy is the future
- ❑ Local Hosting Communities
- ❑ Food & Drink central to connection
- ❑ Collaboration
- ❑ Pivot & Innovation

Domestic market segmentation strategy



Natural Quality Seekers



Quality of accommodation important



Nature lovers, enjoy the outdoors



Preference for gentle activities



Sustainability important



Enjoy planning and like to have clear itineraries

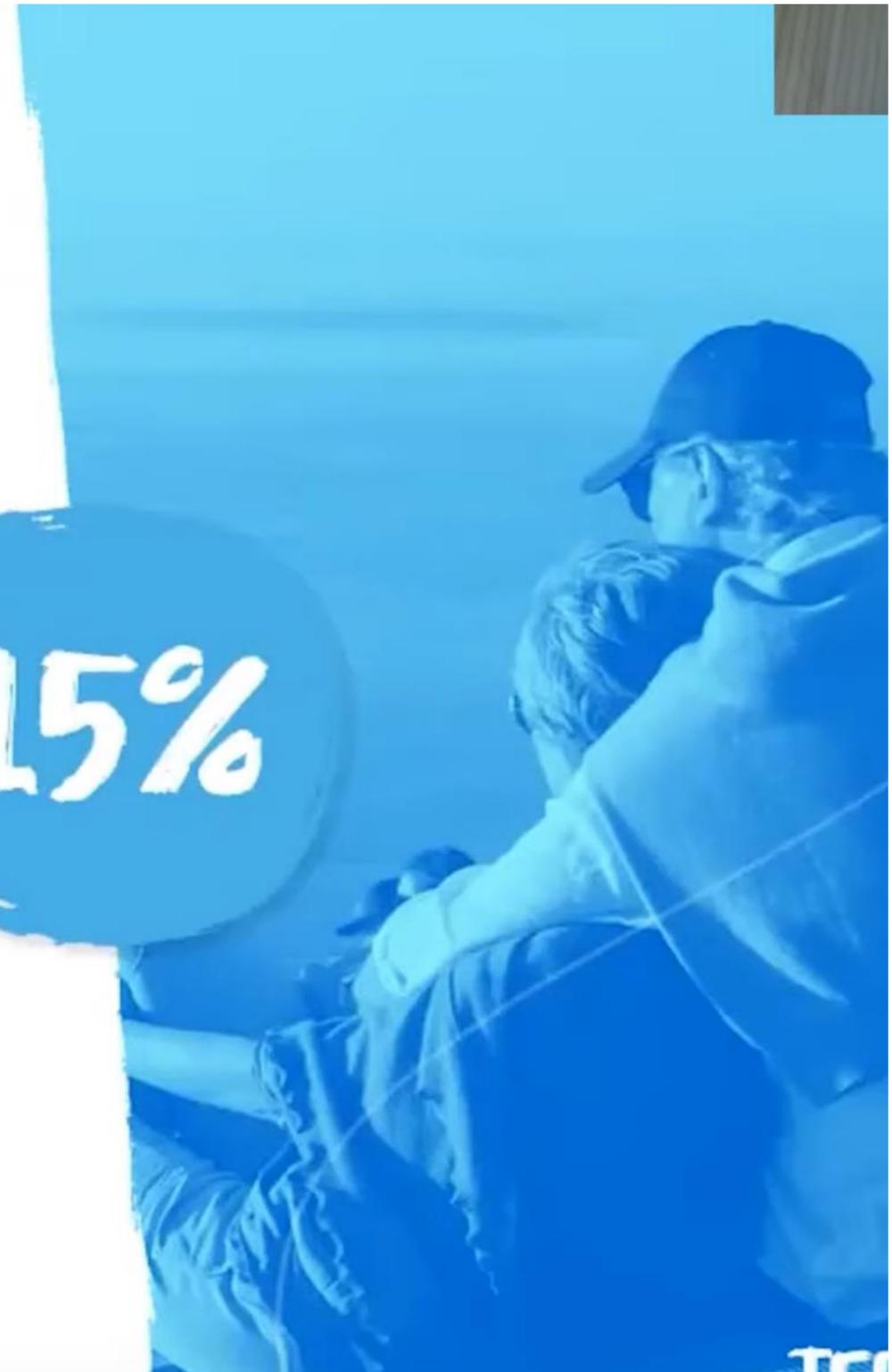


Short breaks important part of their lives

15%



Demographics
Older (av. age 55)
more likely to be male, ABC1, older kids



Aspiring Families



Strong family focus



Planners – do a lot of research



Activities very important (all types, variety of interests)



Pay attention to price, seeking value



Need activities to suit children, as well as the whole family



Consider themselves bargain hunters but not afraid to pay for quality (if worth it)



Demographics

Most likely 35-44, even social class split, have younger children (under 16)



30%



TED

Tourism Enterprise Development Programme

Understand the three priority ROI segments

Through the research, eight ROI segments were identified, but three were highlighted as being “priority” segments. That is, they each have the scale, value and propensity to deliver significant visitor numbers to the Northern Irish market in the near future.

The three priority segments are:-

ACTIVE MAXIMISERS

OPEN TO IDEAS

OPEN-MINDED EXPLORERS

Of these priority segments, two ('Open to Ideas' and 'Open-minded Explorers') are characterised by a willingness and disposition towards trying new things, going new places and being open to new experiences. All three are segments of scale and have a greater likelihood to consider NI than other segments.

What distinguishes these segments is the types of experiences they are seeking – with the 'Open to Ideas' segment having a greater focus on activity, the outdoors and nature and the 'Open-minded Explorers' having a greater interest in people, place and culture.

The third segment, 'Active Maximisers', is smaller in size but is currently more likely to visit NI than the majority of other segments. This is a younger segment, more focused on getting the most out of their short breaks and seeking unique and mind-broadening experiences (that NI could deliver on). As such, this segment represents not only holidaymakers of today but holidaymakers of the future.

Republic
of
Ireland
Toolkit

A man and a woman are seated at a table in a restaurant, engaged in conversation while eating. The man is on the left, looking towards the woman on the right. The table is set with plates of food, glasses, and a red cup. The background shows other diners and a bright, modern interior.

2 Areas of Focus for Food & Drink Tourism Destinations

- Catering for tourists who come to the destination specifically for food
 - High quality, food-related experiences such as trails, food festivals, cookery schools...
- Catering for tourists who are not travelling specifically for food
 - ensuring that the quality of the food offering in the whole region is high and that the food available evokes a sense of place.



Suggesting Itineraries

36-48 hours in Antrim & Derry-Londonderry





Telling your story together



storytelling

Stories of ingredient, dish, drink,
recipe, craft, process, producer,
land, society, history, chef, team,
forefathers, taste, method....

What is your
story?

How will you
tell it?

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Telling your Story Together

Personality – What's truly distinctive?

Key Themes for your area?

Gaps & Challenges?



A practical
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Ways to tell your Destination Story

- Festivals
- Events
- Maps, Trails & Guidebooks
- Recipe Books
- Hampers & Baskets
- Selling Experiences
- Retail Stores with local produce

Festivals

Galway Oyster & Seafood





WWW.GALWAYOYSTERFESTIVAL.COM | 091 394637

1. TIGH NEACHTAIN
17 Cross Street Upper
085 734 0164
www.tighneachtain.com

2. MC DONAGHS
22 Quay Street
091 565 001
www.mcdonaghs.net

3. RÚIBÍN
1-3 Dock Road
091 399 200
www.ruibin.ie

4. WEST @ THE TWELVE
The Twelve Hotel, Barna Village
091 597 000
www.thetwelvehotel.ie

5. THE FRONT DOOR PUB
8 Cross Street Upper
091 565 757
www.thefrontdoorpub.com

6. SONNY MOLLOY'S
2 High Street
091 563 757
www.frontdoorpub.com

7. BRASSERIE ON THE CORNER
25 Eglinton Street
091 530 333
www.brasseriegalway.com

8. THE DAIL BAR
42 Middle Street
091 563 777
www.thedailbar.com

9. BAY BRASSERIE @ THE GALWAY BAY HOTEL
The Promenade, Salthill
091 514 615
www.galwaybayhotel.net

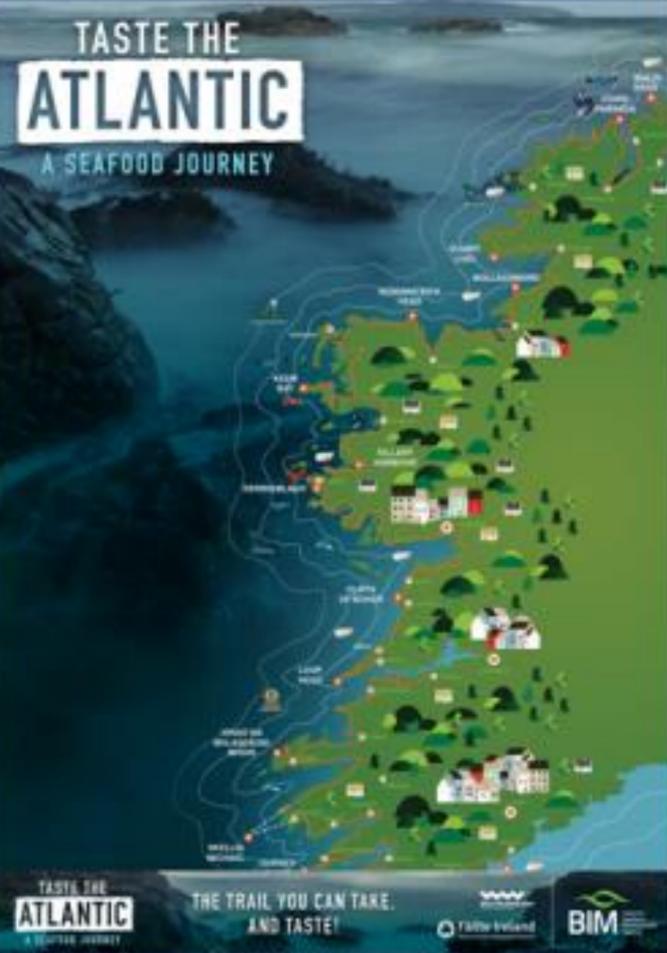
10. CAVA BODEGA
Unit 1, Middle St. Mews
091 539 884
www.cavarestaurant.ie

11. TARTARE CAFE + WINE BAR
56 Dominick St. Lower
091 567 803
www.tartaregalway.ie

12. MC SWIGGANS
3 Eyre Street, Woodquay
091 568 917
www.mcswiggans.ie

13. DILISK ON THE DOCKS @ THE HARBOUR HOTEL
New Dock Street
091 894 800
www.theharbour.ie

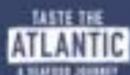
14. THE HUNTSMAN INN
164 College Road
091 562 849
www.huntsmaninn.com



15. MARTINES
21 Quay Street
091 565 662
www.martines.ie

16. MARINAS RESTAURANT @ THE GALMONT HOTEL
Lough Atalia Road
091 538 300
www.thegalmont.com

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Great British Cheese Festival

The Great British Cheese Festival brings together cheese of all kinds, flavours and vintages for you to sample, so it's rather a tasty day out.

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Images

Festivals



CA Wine Festival – Santa Barbara – July 18 – 20, 2019

[BUY TICKETS](#)

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Festivals

La Tomatina



Festivals

Kilkenny



Trails



FOOD THE
WATERFORD WAY



COME AND HEAR THE STORIES BEHIND THE WAY WE DO FOOD...

.... and like many stories, this one started a long time ago. Surrounding Ireland's oldest city, once a trading capital, a vibrant heartland and it's many visitors who sought to influence us. Tales of Vikings and Huguenots, of large houses and castles nestled along our rivers, and a people who know exactly where food treasure is to be found.

Trails

FOOD PRODUCERS

Meet the people who harvest and make our food and drink. See where their families have crafted food for generations, or hear how they were inspired to begin their own stories. Some you can meet every day in their cafés or shops, while others have set aside a time for you to visit, or asked that you get in touch to arrange. All producers can cater for larger groups will be provided for by appointment. **We would ask that you book in advance in for a tour in all cases.**

Trails



https://cheesetrail.org



MAP

TOURS

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CALIFORNIA
CHEESE
TRAIL

BLOG

EVENTS

ABOUT

HIT THE ROAD WITH OUR INTERACTIVE MAP

EXPLORE THE CHEESE TRAIL OF CALIFORNIA

VIEW THE MAP



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Events

Boyne Valley Food Series 2020

Discover the food, culture, and people of the Boyne Valley in Ireland's Ancient East

[View Events →](#)

Events

← → ↻ <https://boynevalleyflavours.ie>



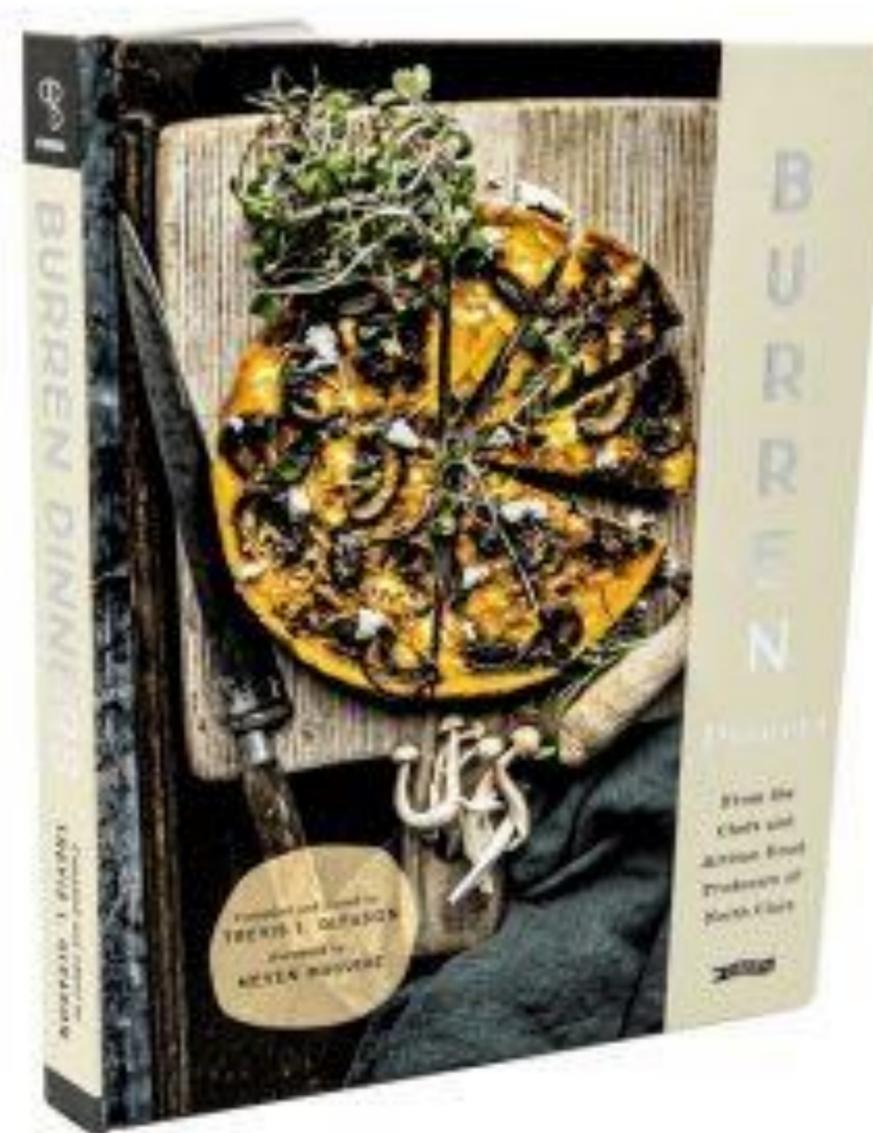
Boyne Valley Itineraries

#BoyneValleyFlavours

BOOKS & BASKETS



BOOKS & BASKETS



What is your
story?

How will you
tell it?

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Telling your Story Together

Personality – What's truly distinctive?

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The Food & Drink Experience Chain







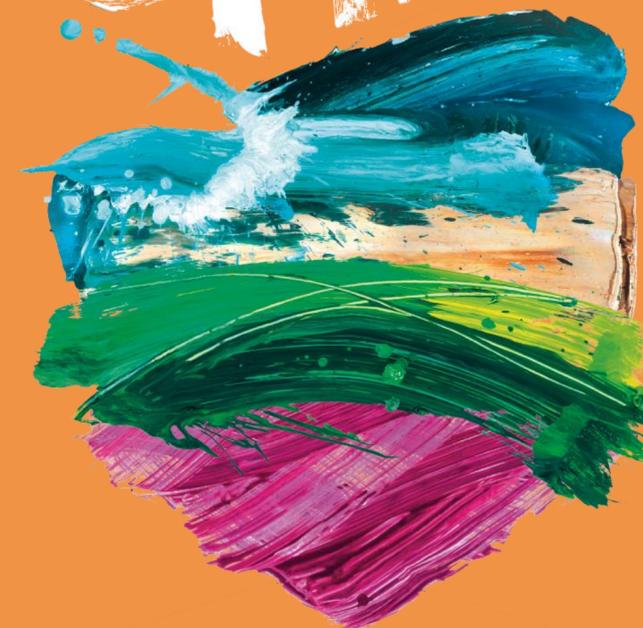
How well do you/could you:

1. Create a Sense of Place?
2. Enhance the overall visit to Antrim & Derry~Londonderry?
3. Encourage a longer stay in Antrim & Derry~Londonderry?
4. Encourage a higher spend in Antrim & Derry~Londonderry?
5. Help generate referrals and repeat visits?

What does
success look
like 5 years
from now?

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3 Things from today



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Thank
you

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