

Northern
Ireland
Embrace
a Giant
Spirit



Food & Drink

Experience Development

TED

Tourism
Enterprise Development
Programme



tourism
northernireland

Packaging your Destination

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

MAP TOURS CHEESEMAKERS CALIFORNIA 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 search: Type here to search

Taskbar: Microsoft Office, Edge, File Explorer, Mail, Teams, Word, Excel, PowerPoint, Edge

System tray: 23:01, 12/10/2020, ENG, 25



What it's all about:

Delivery of world-class food and drink experiences so that visitors to Northern Ireland encounter local foods and drinks that are seen as authentic products that symbolise the place and its culture.



What it's all about:

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



Ways to connect
experiences together to
create a compelling
destination story

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



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



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 sense of place

Experience Development Framework

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



Start with the
end in mind

What does
success look
like 5 years
from now?

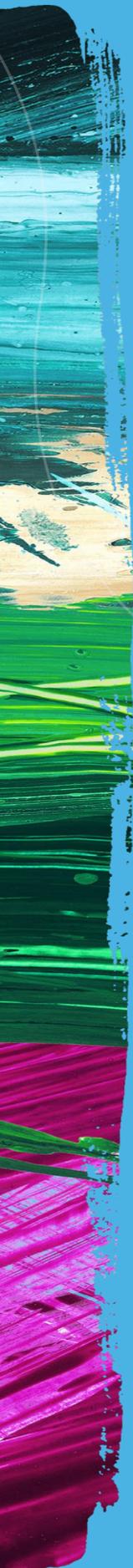
Northern
Ireland

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3 Things from today



Embrace a Giant Spirit

Food & Drink Experiences



A practical
toolkit for
the delivery of
food & drink
experiences

Northern
Ireland
Embrace
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Spirit

Download here

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

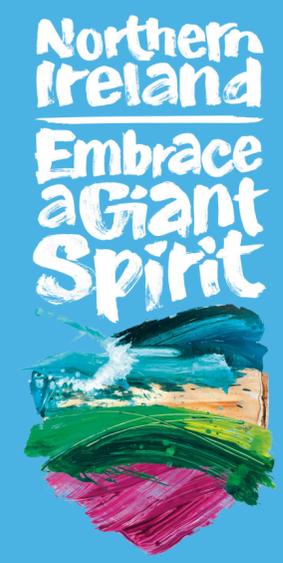
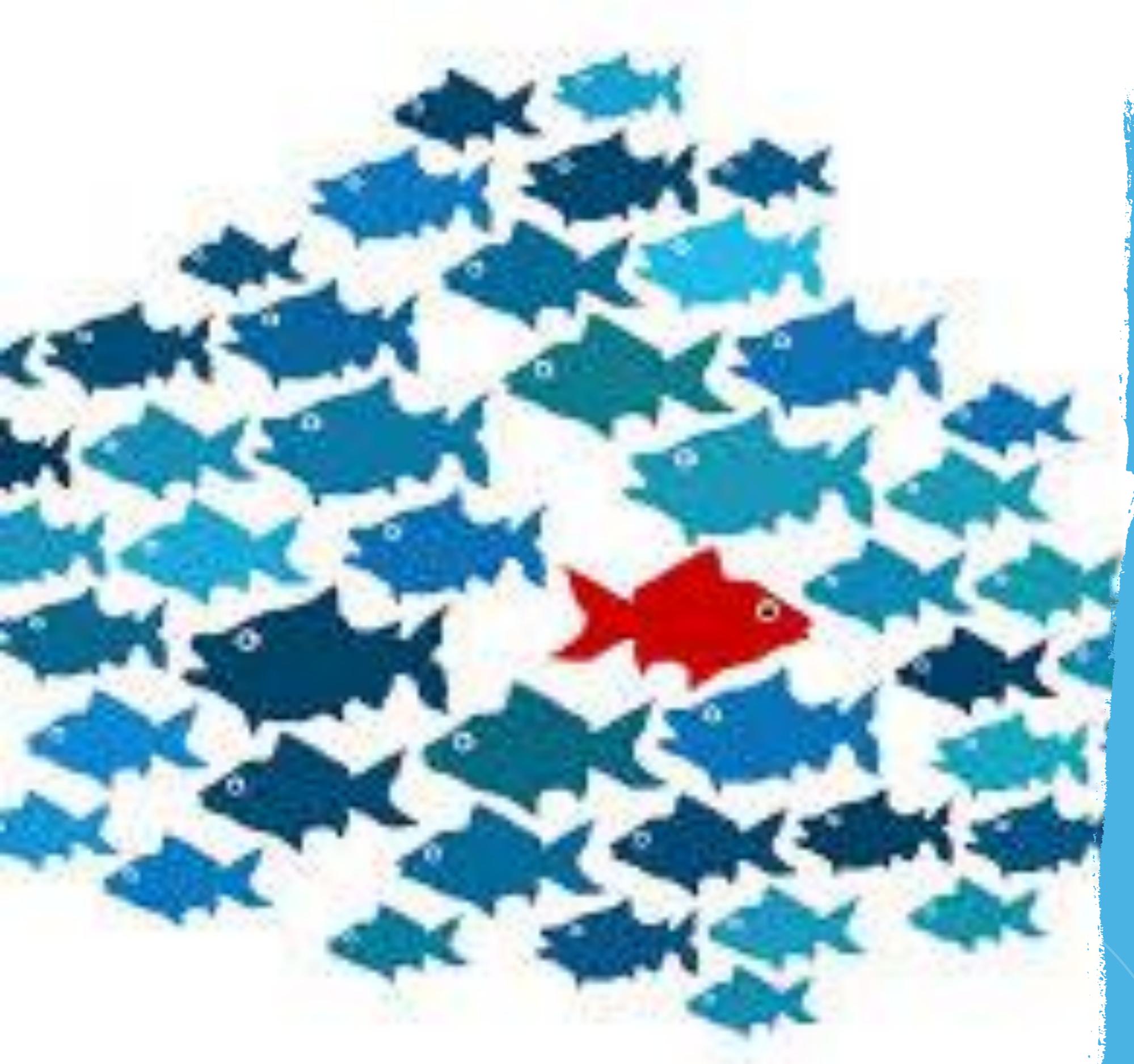
A man and a woman are seated at a table in a restaurant, engaged in conversation while eating. The man is on the left, looking down at his food, and the woman is on the right, looking towards him. The table is set with plates of food, glasses, and a red container. The background shows other diners and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

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.



#EmbraceAGiantsSpirit



Swim with the Tide



Search Facebook



Create



Discover Northern Ireland

@discovernorthernireland · Tourist information centre

Book Now

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Home Videos Photos About More

Liked

Message



facebook.com/discovernorthernireland/photos/.../3416085895108342/



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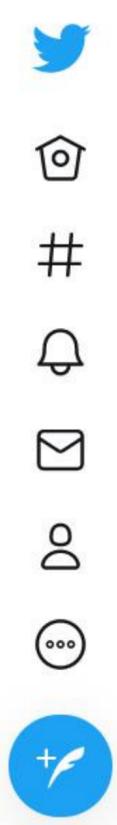


ENG

13:00
13/10/2020



190k



Tourism NI
6,449 Tweets



Following

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The latest news, insights and intelligence from Tourism Northern Ireland. Follow @DiscoverNI for event information and short breaks.

Tag @NITouristBoard to feature tourismni.com Joined August 2009

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Followed by Mandy O Rorke | Rathmor Consulting, thekennedyrooms, and 513 others you follow

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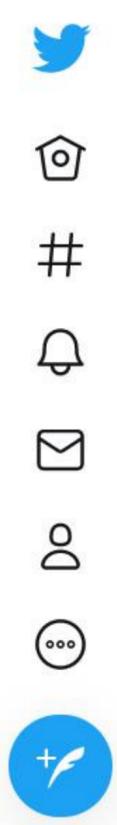


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1,352 posts 63.9k followers 232 following

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...



Log In to Instagram
Log in to see photos and videos from friends and discover other accounts you'll love.

Log In

Sign Up

64k

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



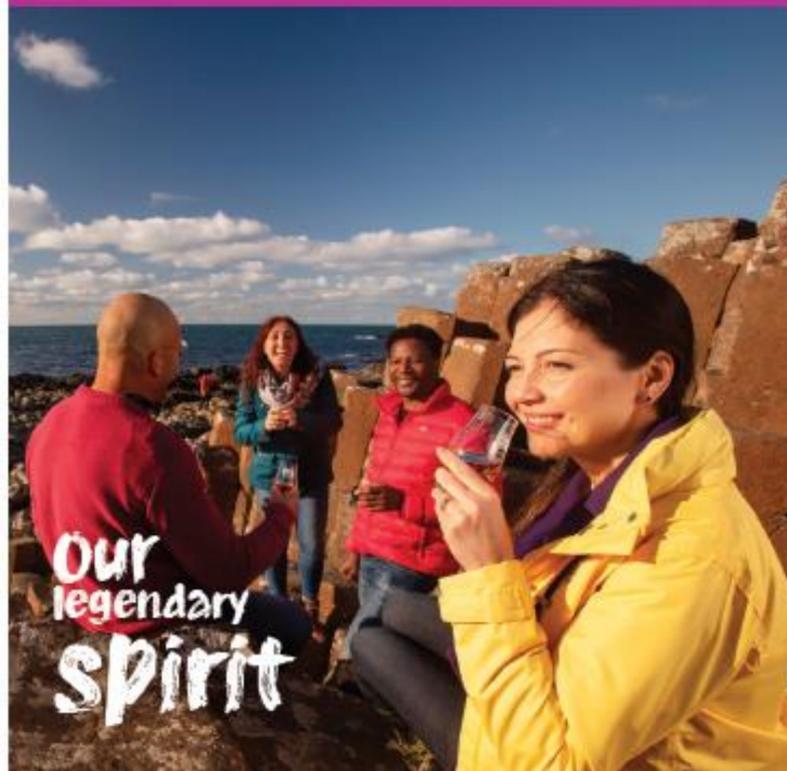
Our
big-hearted
spirit

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



Elevating

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





Suggesting Itineraries

36-48 hours in Armagh & Down

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

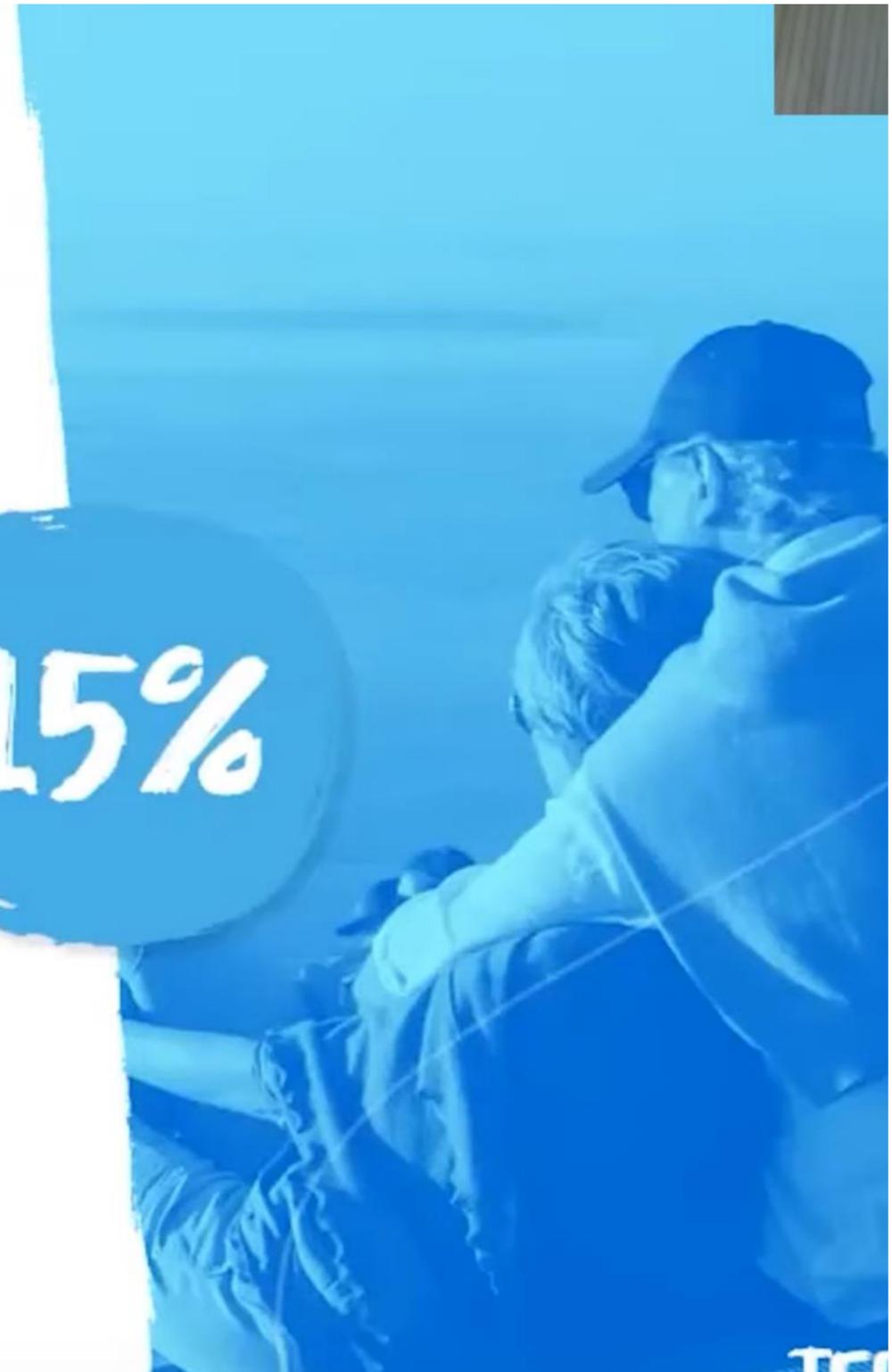


Short breaks important part of their lives

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



Over to you! Suggesting Itineraries

36-48 hours in Armagh & Down (NI)



Over to you!

Suggesting Itineraries

Group 1: ROI Open-Minded Explorers

Group 2: NI Natural Quality Seekers

Group 3: Food Enthusiast

Group 4: Journalist Showcase





Suggesting Itineraries

Personality?

Themes?

Gaps?



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?

Northern
Ireland

Embrace
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Spirit





A practical
toolkit for
the delivery of
food & drink
experiences

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Download here

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

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

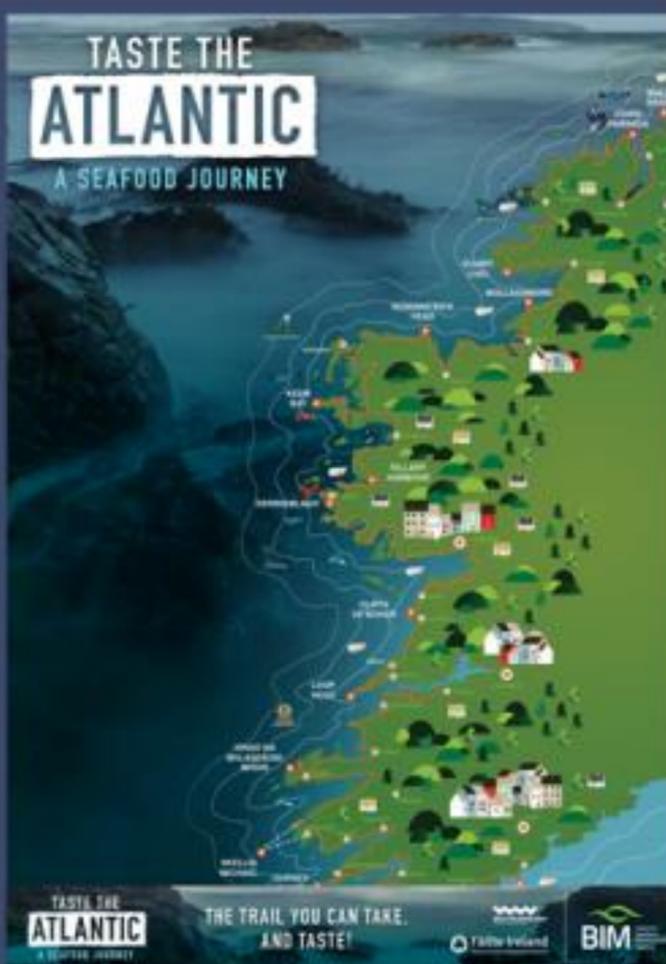
10. CAVA BODEGA
Unit 1, Middle St. Mews
091 539 884
www.cavarestaurant.ie

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

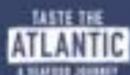
14. THE HUNTSMAN INN
164 College Road
091 562 849
www.huntsmaninn.com



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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Festivals

FIND YOUR

GREAT

BRITAIN



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DESTINATIONS

THINGS TO DO

PLAN YOUR TRIP

BUY TICKETS

[Home](#) > [Great British Cheese Festival](#)



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.

[Learn more about the Great British Cheese Festival](#)

Images

Festivals



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

[BUY TICKETS](#)

WINE, FOOD, MUSIC, SUN & SEA

Experience the quintessential California wine tasting and enjoy hundreds of California's finest vintage wines, delicious gourmet foods samples and lively music. Discover new wines at every Festival, find a new favorite and pair it with a dizzying variety of fresh gourmet

Festivals

La Tomatina



Festivals

Kilkenny



Trails



FOOD THE WATERFORD WAY

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

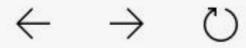
.... and like many stories, this one started a long time ago. Surrounding Ireland's oldest city, once a trading capital, a vibrant heartland and it's many visitors who sought to influence us. Tales of Vikings and Huguenots, of large houses and castles nestled along our rivers, and a people who know exactly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

CHEESEMAKERS

CALIFORNIA
CHEESE
TRAIL

BLOG

EVENTS

ABOUT

HIT THE ROAD WITH OUR INTERACTIVE MAP

EXPLORE THE CHEESE TRAIL OF CALIFORNIA

VIEW THE MAP



Type here to search



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25

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>



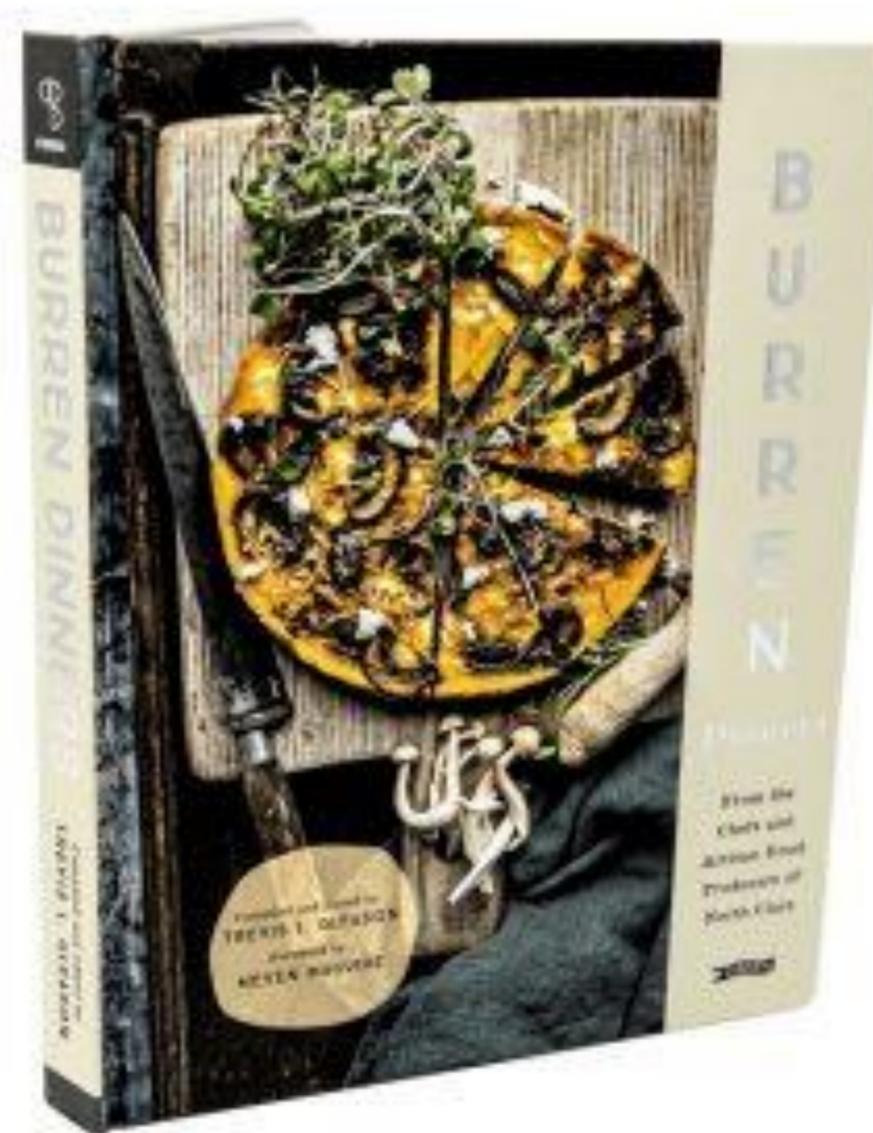
Boyne Valley Itineraries

#BoyneValleyFlavours

BOOKS & BASKETS



BOOKS & BASKETS



What is your
story?

How will you
tell it?

Northern
Ireland

Embrace
a Giant
Spirit



packaging

food and drink experiences

PACKAGED EXPERIENCES

The screenshot displays the Feast Portland website interface. At the top right, there is a shopping cart icon labeled 'Cart' and a link to 'SIGN UP FOR EMAIL'. The main navigation bar includes links for 'EVENTS', 'SCHEDULE', 'PARTICIPANTS', 'WHY WE FEAST', 'ABOUT FEAST', 'TRAVEL', and 'SPONSORS'. Social media icons for Instagram, Twitter, and Facebook are also present. The 'FEAST PORTLAND' logo is located in the top left corner, with the dates 'SEPTEMBER 13-16, 2018' below it. A large blue-bordered box on the left side of the page features the text 'HOTEL LUCIA PACKAGE' in bold blue letters. To the right of this box are two photographs: one of a smiling couple at a social event, and another of a modern hotel lobby with yellow armchairs and a tufted ottoman. At the bottom right of the page, the text 'FEAST FOR TWO' is visible.

Cart SIGN UP FOR EMAIL

FEAST PORTLAND
SEPTEMBER 13-16, 2018

EVENTS SCHEDULE PARTICIPANTS WHY WE FEAST ABOUT FEAST TRAVEL SPONSORS

Instagram Twitter Facebook

HOTEL LUCIA PACKAGE

55

FEAST FOR TWO

PACKAGED EXPERIENCES

Package Hotel Lucia – Feast Portland

This package includes the following:

- Two (2) “The Package” passes allowing access to Feast Portland’s five delicious marquee events (80s vs 90s, Night Market, Friday and Saturday Grand Tasting, Smoked! and Brunch Village,).
- Three (3) nights stay (Thursday, September 13; Friday, September 14; Saturday, September 15) at the Hotel Lucia located at 400 SW Broadway, Portland, OR 97205
- Room type: Premium King
- Custom Hotel Lucia growler filled once with your choice of craft tap beer from The Crown and one (1) 12” pizza of your choice.

PACKAGED EXPERIENCES

Taste Wexford



Wheelocks Fruit Farm

Enniscorthy, Co. Wexford, Ireland

[Read More](#)



Macamore Buffalo

Ballyart, Killenagh Gorey Co. Wexford

[Read More](#)



Gallivanting Day Tour

Enniscorthy/New Ross/Wexford/Gorey

[Read More](#)



Ballyminane Mills

Ballindaggan, County Wexford, Ireland

[Read More](#)



Our Back Garden

Kilbranish, Bunclody, Wexford

[Read More](#)



Greenhill Fruit Farm

Ballybrittas, County Wexford, Ireland

[Read More](#)

Bringing it together

Taste Wexford



Experience and discover Wexford through its delicious food and drink. Meet the people behind them and hear their stories. Bookable culinary tours, workshops and more.

#TasteWexford is the adventure side of Wexford's food and drinks offering opened to all visitors to explore and taste.

Located in the cornerstone of Ireland's Ancient East, Wexford has a rich culinary heritage and is known as the Model county for its exceptional farming and food heritage dating back thousands of years.

Many of Wexford food and drink producers have opened their farm gates and kitchen doors for you to tour, taste and have a #TasteWexford experience.

Visit one of Ireland's oldest working watermills at Ballyminane Mills which has been milling flour for over 185 years.

Pick your own Wexford strawberries on Wheelock Fruits Farm while hearing the story why Wexford is known as the soft fruit county of Ireland.

Tour Regan Organic Farm, one of Ireland's quirkiest and sustainable farms learning about animal husbandry.

Or have your own chocolatier moment with single origin chocolate at Bean and Goose at Last Tree Farm while blending flavours from the Wexford countryside.

You can tour Wexford by yourself using our online bookable guides or by booking a day food and heritage tour with our local guide and storyteller, Lorraine O'Dwyer of Gallivanting Tours: gallivantingtours.ie.



Bringing it together

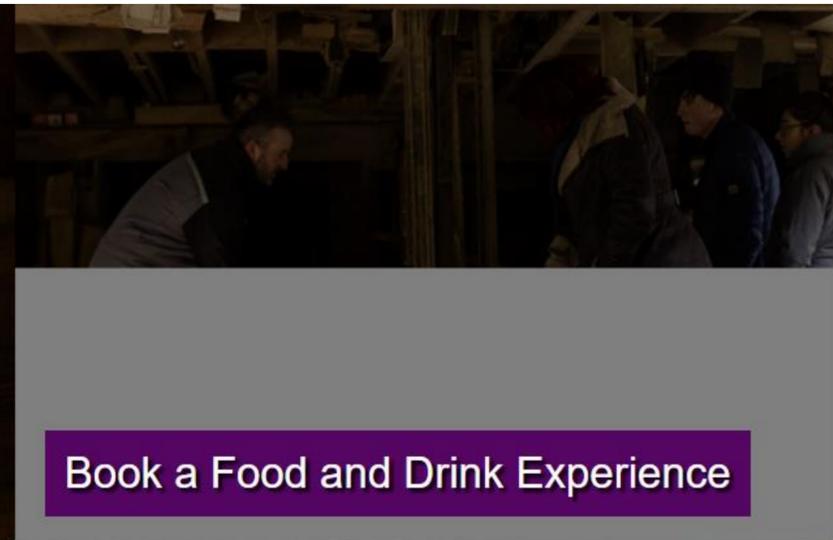
Taste Wexford



Taste the Island Events



Hampers and Gifting



Book a Food and Drink Experience



Food Festivals



Farmers' Markets



Roadside Huts



Working Together



The Food & Drink Experience Chain







How well do you/could you:

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

Significant Challenges

- Engaging Providers
- Achieving Buy In
- Getting Agency Support
- Training & Funding
- Administration & Co-ordination

Significant Challenges

A lot of product, collateral and events in place

Online visibility is poor

Differentiation is difficult



Strong Food Networks

1. Documented Plan & Strategy
2. Measure Progress
3. Strong Message
4. Consistent Marketing
5. Provide Training
6. Charge Fees

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3 Things from today

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Food & Drink**



www.thetourismspace.com



Thank
you

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