

Northern
Ireland
Embrace
a Giant
Spirit



Food & Drink

Experience Development

TED

Tourism
Enterprise Development
Programme



tourism
northernireland



www.thetourismspace.com





Agenda

- › The role and contribution of food and drink tourism
- › The motivations and expectations of visitors in pursuit of food and drink experiences
- › Immersive and participatory food and drink experiences
- › Collaboration



Role & Contribution of food and drink experiences

sectors of Tourism

- Accommodation
- Transport
- Food & Beverage
- Entertainment

33%

The Value of Food and Drink In Northern Ireland

Visitor Spend

£968m Total
Expenditure

£350m is spent on
Food and Drink

Our Food and Drink Journey

A man with glasses and a beard, wearing a teal long-sleeved shirt and a black apron, is smiling and holding a black tray filled with cheese sticks. He is standing in a shop or market stall. In the background, there are shelves with various food items, including jars and boxes. A sign for 'CHEESES' is visible on the wall. Another person in a white shirt is working in the background.

2016

Year of Food and Drink

2018

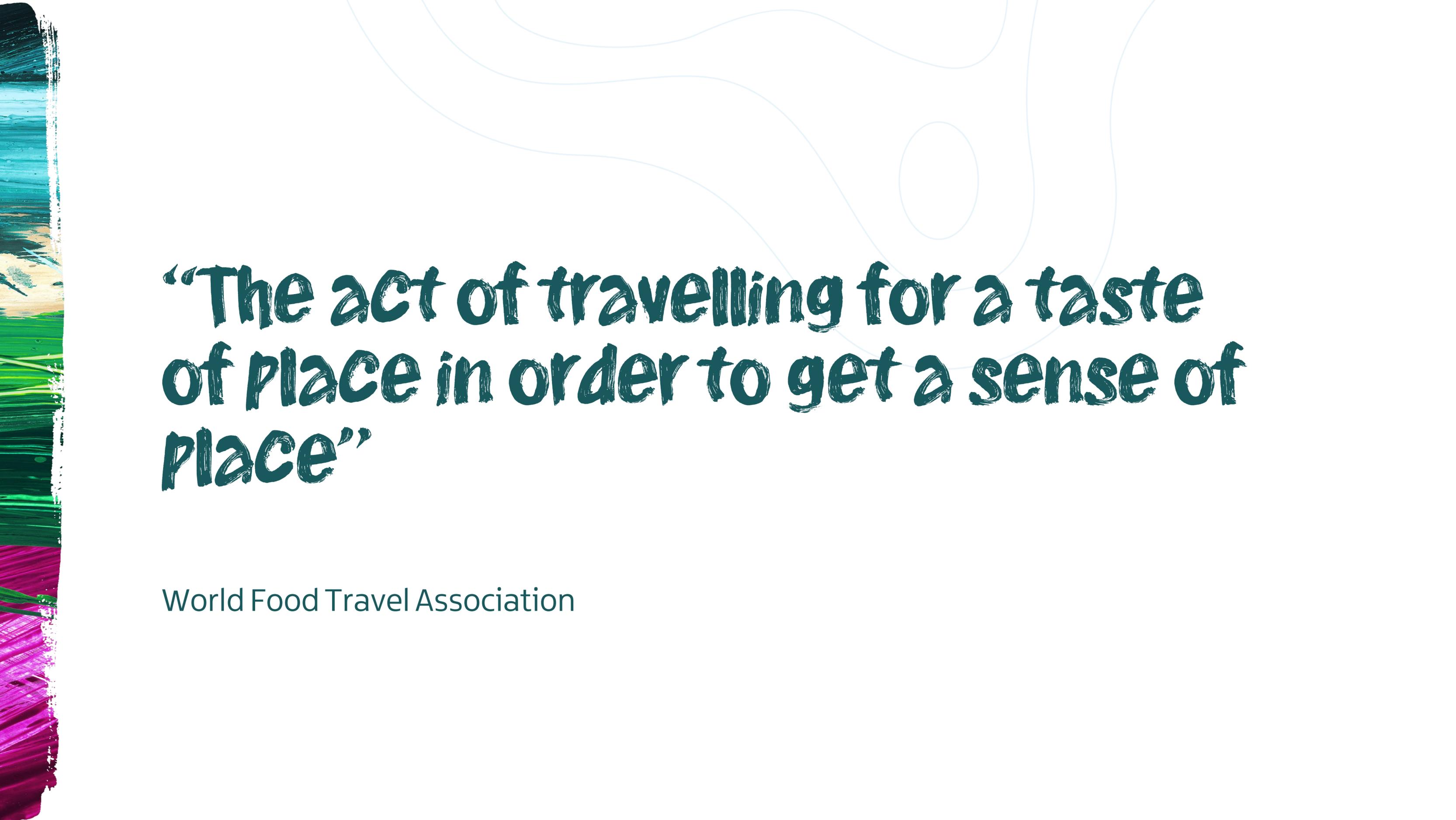
Northern Ireland Wins 'Best Food Destination' 2018/19

2019

Launch of NI Experience Brand & Taste the Island

2020

Covid-19 Response



**“The act of travelling for a taste
of place in order to get a sense of
place”**

World Food Travel Association



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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.



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.



A sense of place



Food and drinks have an unmatched ability to communicate a unique sense of place. Local gastronomy provides a direct connection to the history of a region, the soul of its people, and the rhythm of daily life.

Destination Benefits

- More local food and drink businesses gain commercial value from tourism.
- Increase spend with local producers.
- Visitors have an enhanced experience in the area.
- Create more reasons to visitors to stay longer.
- Encourage referrals and return visits.

Business Benefits

- Potential to diversify and excel in tourism.
- Broaden and enhance your offering.
- Create new immersive food and drink experiences.
- Collaborate with others in tourism to promote your produce.
- Meet and network with other producers.

Self-check

A man in a green waterproof jacket stands on a boat, looking towards the camera. Another person in a blue jacket is visible in the background on the boat. The background shows a body of water and a cloudy sky.

How well do you/could you:

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

Motivations of visitors



Irish Experiences that appeal the most



1. Visiting a local producer or processor
2. Visiting a whiskey distillery or microbrewery
3. Going on an urban walking food tour
4. Attending a food festival or food-related event
5. Following a food trail
6. Foraging with a local expert
7. Attending a cookery school

GROUP	FOOD FOCUS	% OF MARKET
Culinary Tourists	They seek unique, memorable eating and drinking experiences	10%
'Food as Fuel' Tourists	They want to consume food as quickly and as cheaply as possible	10%
Leisure Tourists	They want high-quality food and experiences but this is not a primary motivation for travel	80%

⁵ World Travel & Tourism Council, 2015

⁶ Petrak, N. & Beckmann, C. (2015). Taste The Adventure: Exploring the Intersection of Food Experiences and Adventure Travel. Seattle, USA: Adventure Travel Trade Association.

Mainstre aming

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Mainstreaming

- 1** 50% of **global travelers** say food and drink is more important now than it was 5 years ago.
- 2** 64% of consumers are **interested in where their food comes from.**
- 3** 93% of visitors to Ireland took part in a **food or drink experience** (outside of eating and drinking)



**Local &
Hyperlocal**

Connection

**Provenance
& Terroir**

Immersion

Social



**Sustainability
&
Regeneration**

**Fear of losing
our food
cultures**

**Rural, Open
Spaces**

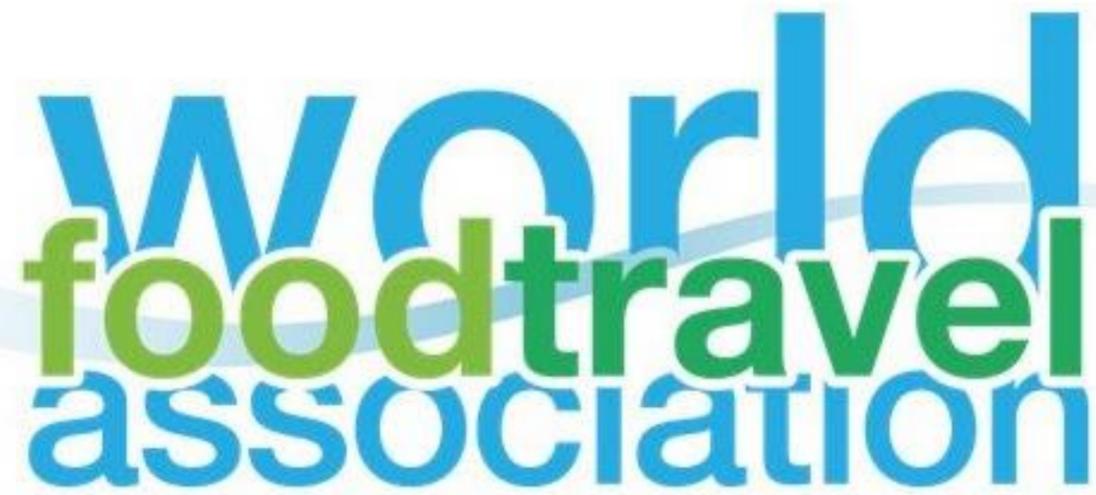
Micro

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

The logo for the World Food Travel Association is displayed in a stylized, multi-colored font. The word "World" is in blue, "foodtravel" is in green, and "association" is in blue. The text is set against a white background with a faint, light blue circular graphic behind it.

World foodtravel association

1. Health, Safety & Reassurance Paramount.
2. Greater respect for local – cultures and cuisines.
3. Contactless & Take-Out.
4. Online.
5. Accessible.
6. Address weaknesses by pivoting.
7. Newer, smaller players more opportunity than before.
8. Less growth in high-end.



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The wonderful
everyday

Common Mistakes

1. Dismiss how special and memorable it can be for visitors.
2. Dismiss the positive feedback.
3. Don't do it because their friends, families and neighbours will think they're mad!
4. Wait until it's perfected before starting.
5. Inconsistent and unpredictable availability.
6. Talking to everybody, targeting nobody.





Immersive & Participatory

food and drink experiences



Hold A Baby
LAMB →











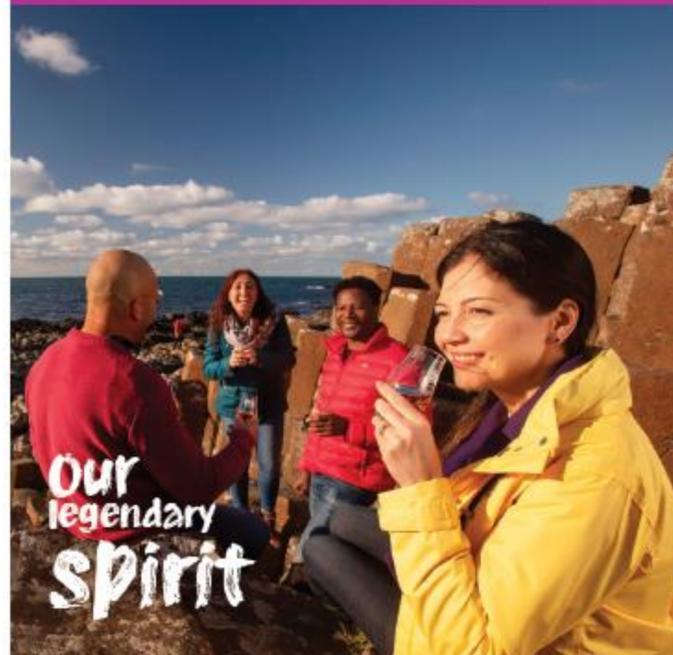
Our
big-hearted
spirit

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





Finding the place on
your plate

Or not!

Sense of Place

restaurants

cafes

eateries

- Do you source locally-produced food?
- What % of food and drink purchases are local?
- What can a visitor get to eat on your premises that they can't get anywhere else in the country?
- How knowledgeable are you about what's available locally?
- How knowledgeable are your staff on recipes and suppliers?



Great Idea

Great Product

Great Experience?

Elevating

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



Enhancing



In order to develop or improve your Visitor Experience, it is important to understand the five components that deliver world-class food & drink experiences and to integrate them into your offering.

These components must be delivered seamlessly and consistently in order to create a memorable experience for the visitor.



Experience Development Framework

1. Complete 'Embrace a Giant Spirit' Experience Template
2. Site visit with Experience Development Officer- Gary Quate, Food & Drink
3. Business support analysis
4. Brand aligned experiences
5. Key account management status



storytelling

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

packaging & presenting

food and drink experiences



Getting visitor experiences market-ready - checklist

Time	Price	Consistent	Predictable
Place to Book	Place to Pay	Duration	Equipment or Restrictions
Safe	Sustainable	Authentic	Of the Place









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Discover **your** Scotland & Go



connecting

food and drink experiences





The Story- telling Chain







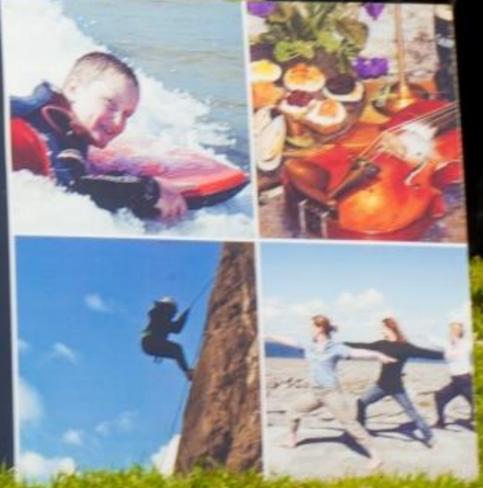




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GEO PARK
PEOPLE. PLACE.
LEARNING. LIVELIHOOD.



 **BURREN** 
FOOD TRAIL
  www.burren.ie  









Next Steps

Experience Development Framework

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5. Key account management status

Next Week's Regional Workshops

1. Tuesday 13th October 14:00- 17:00- Fermanagh & Tyrone
2. Wednesday 14th October 10:00- 13:00- Armagh & Down
3. Thursday 15th October 10:00- 13:00- Antrim & Derry~Londonderry

Thank
you

