Food Tourism: Perspectives from Ireland

John D. Mulcahy
Dundee, March 2019
Understanding the food landscape
Primary Food Producers

- Farming
  - Grain
  - Beef
  - Fruit
  - Pork

- Fishing
  - Dayboats
  - Deep sea
  - Shellfish
  - Angling,Farms

Secondary Food Producers

- Food Distributors

- Artisans
  - Seaweed
  - Bread
  - Seafood

- Processors
  - Beverages
  - Fruit
  - Vegetable
  - Bacon
  - Bakery
  - Cheese
  - Salads
  - Cereals
  - Snack

- Wholesalers
- Exporters
- Retailers
- Farmers’ Markets
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<tr>
<th><strong>Food Experiences</strong></th>
<th><strong>Food Attractions &amp; Events</strong></th>
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<tr>
<td>Hotels, Restaurants, Pubs, Clubs</td>
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<td>Visitor Accommodation B&amp;B’s &amp; Other Providers</td>
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<td>Cafes, Coffee Shops</td>
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A landscape ripe for collaboration

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<td>- Media (TV, Radio, Print), Influencers (Social Media,</td>
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<td>Critics, Guides, Celebrity Chefs), Local people</td>
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<td>- Bord Bia (Irish Food Board)</td>
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<td>- Fáilte Ireland (Tourism Board)</td>
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Three Questions

• What is your business?
  Saleable, memorable experiences

• Who is your customer?
  Highly varied

• What does your customer consider valuable?
  Variable needs satisfied on demand

Peter Drucker
(1909 – 2005)
**MEMORABLE EXPERIENCES**

**PRODUCT**
Offering an authentic, high quality core product that’s rooted in the locality

**SERVICE**
Providing world class service standards but with genuine hospitality

**STORIES**
Communicating compelling stories that create a sense of uniqueness

Stories and products are interwoven to really differentiate the experience

Product and service components are aligned to create real value for visitors

Passionate employees willing to interact personally with visitors

**SALEABLE MEMORABLE EXPERIENCES**
Food is on the rise

€2bn  Spent on food by travellers to Ireland
=35%  Of their overall spend

50%+  Travellers say that food is more important now than it was 5 years ago

93%  of travellers took part in a food activity in their most recent trip
Local Benefit of Indie v. Chain Restaurants

Chain Restaurants

Independents

Local Recirculation of Revenue: 34.5%
Local Recirculation of Revenue: 65.4%

*Compiled results from nine studies by Civic Economics, 2012: www.civiceconomics.com
Graph by American Independent Business Alliance: AMIBA.net
The Opportunity for Food in Tourism

FROM

1. Not seen as an economic driver
2. Seen as ancillary to tourism brands
3. Patchy, intangible experiences

TO

1. A lever of economic growth and value creation
2. A means of enhancing the visitor experience
3. Consistently delivered food and drink experiences to be found everywhere
SALEABLE MEMORABLE EXPERIENCES

PRODUCT

SERVICE

STORIES
TASTE THE ATLANTIC
A SEAFOOD JOURNEY

THE TRAIL YOU CAN TAKE, AND TASTE!

SEAFOOD PRODUCERS
1. Crookhagge Oysters
2. Malahy Bay Mussels
3. The Heaven Smokehouse
4. Irish Preston Oysters
5. Sigo's Oyster Experience
6. Clarke's Salmon Smokery
7. Cragh Patrick Seafoods
8. Kenmare Bay Fish Products
9. DKE Connerswa Oysters
10. Killary Fjord Smokfish
11. Conversea Smokehouse
12. Mango Murphy's
13. Kelly's Oysters
14. Redbank Food Company
15. Burren Smokehouse
16. Mayesta Oysters
17. Kerry Premium Oysters
18. Kinsale Bay Seafoods
19. Roisín's River Bay Oysters
20. Unnersa Smoked Products
21. Haven Shellfish
WILD ATLANTIC WAY EXPERIENCE
MULLAGHAMORE, CO. SLIGO, IRELAND

PACKAGE INCLUDES:

- Two nights in a cosy, comfortable hotel by the sea!
- Heartie Irish Breakfast and yummy evening meal
- Voucher for highly recommended local Seafood Restaurant
- Two guided walks - Spanish Armada Historic Trail and Mullaghmore Historic Trail
- One fabulously refreshing horse ride on a golden beach and through ancient Irish bog
- One amazing snorkel tour at Mullaghmore Head
  *All with Expert Guides*

The perfect package for those exploring the Wild Atlantic Way!
PIGTOWN LIMERICK
SEP-OCT 2017

CULTURE & FOOD SERIES

PIG PARADE
URBAN FOOD FEST
FOOD TRAILS
TASTING MENUS
COOKING DEMOS
PIG CERAMIC
EXHIBITION
BUTCHERY DEMOS
PANEL DISCUSSIONS
HISTORICAL WALKS
PIG-TAIL SERIES
LECTURES

URBAN FORAGING WALKS
INDUSTRY NETWORKING
BUTCHER APPRENTICE SHOWCASE
PIGTOWN STREET PERFORMANCE
LECTURES
FARM VISITS
RESTAURANT EVENTS
NEIGHBOURHOOD STREET PIG-NICS
FAMILY FUN

PIGTOWN LIMERICK
MAY TWO THOUSAND SEVENTEEN

WELCOMES
YOU
NOW LET'S EAT
GOOD LOCAL FOOD

BUTCHERS TABLE SUPPER SUPPER
MILK MARKET LIMERICK

FROM RIGNEYS FARM
Slow Cooked Pork Belly
Black & White Pudding
Pressed Head & Sea Terrine
Roast bread pork sausage
Whole Cooked Free Range Pig

FROM THE GREEN APRON
Sausage Tomato Pickles
Garlic and Chilli Mustard
Apple Chutney and Ginger Chutney
Spiced Cranberry and Orange Jam
Quince Jelly

SHARING PLATES
Barley & Spelt Risotto
Kale Slow
Black Pudding Sausemore
Grain Potato
Ballyvoreen Solahs

LOCAL CHEESE
Cullin's Vintage Cheddar
Old Crohery Smoked Cheddar
The Little Milk Co. Brie

LOCAL CRAFT BEER
Treaty City Brewing

Supported by
Faite Ireland

HOGGING THE SWINE LIGHT
A unique tour of The Met: creative, sophisticated, & mouth-watering!

Yum Yum MET Culinary Art Tour is a delicious journey through the Metropolitan Museum’s food-related artworks.

We always saw The Met as one of the biggest culinary-art serving restaurants of the world. Instead of boeuf bourguignon and Bordeaux wine, The Met’s menu predominantly features feast-depicting paintings, sculptures of kitchen scenes, as well as masterpieces connecting food with a wide range of social issues, from religion & politics to gender equality and sex!

An engaging and intimate (up to 8 persons) experience, full of hilarious stories, interactive games (with prizes!!), and memorabilia to take home!

Optional
After our highly appetizing museum experience, we guarantee that you’ll get VERY hungry!

BOOK NOW
Validity: 17 December 18 to 22 April 19
Distance: 7 km
Hiking time: approx. 2 hours
Duration: approx. 6 hours
Departure: Flims Waldhaus
Route: Flims Waldhaus–Il Spir–Conn–Lake Cauma–Flims Waldhaus
Start: 10 am, recommended
Price: CHF 49 per adult (excl. drinks)
Parking: Flims Waldhaus
(Lake Cauma or Waldhaus Schloss car park. No parking spaces available at the Bistro Kaufmannfrauen.)

Reservations are recommended and necessary for five persons or more. Your table will only be reserved at the stated times. Please inform the restaurant in advance if your plans change.

10 am: breakfast at the Bistro Kaufmannfrauen in Flims Waldhaus
Croissants with butter and jam or a home-made Bircher müesli with a cup of coffee...
12 noon: main course at the Restaurant Conn
Home made Trin pear ravioli or ravioli with cream cheese and raw ham...
3.30 pm: dessert in the Caffè Cappuccino in Flims Waldhaus
Homemade cake with coffee – cappuccino or Bruschetti with a soft drink

Savour the natural wonders and at the same time enjoy a series of gastronomic treats. This culinary trail takes you from Flims Waldhaus through the fairy-tale Flims forest to Conn and back via Lake Cauma. Take in the wonder of the snowcovered landscape and the idyllic natural surroundings and experience the breathtaking view out over the im-
The Takeaways

1. Start from the basics (quality, authenticity, locality)
2. Build coalitions / partnerships (public, private, community)
3. Ensure a solid base of local food culture
4. Develop & promote a holistic approach (tourism should be seen as one aspect of the entire food value network)

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1. Work with the willing, not their egos.
2. Make food a vital / integral element of the brand
3. Work collaboratively to change perceptions outside Ireland.
4. Spread the message together (Build the brand, communicate clearly)