

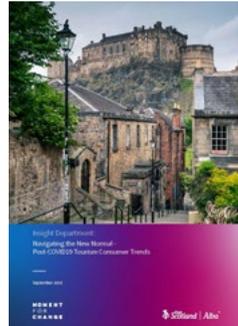


Insight Innovation:  
Artisanal Retail  
and Food & Drink

## NAVIGATING THE NEW NORMAL

A slow-moving shift in consumers attitude to retail, food and drink has been accelerated by the COVID-19 pandemic. Although clear prior to 2020, the pandemic has driven increased interest in artisanal products, production methods and provenance. Already a trend in tourism retail and food & drink, this conscious consumerism is likely to affect the types of experiences and purchases, visitors choose to undertake whilst visiting Scotland.

This paper is part of the Innovation Insight series looking at trends developing in tourism today from consumer demand and business innovations around the world. It is through innovation we can adapt and deliver a responsible future for tourism and the communities it supports throughout Scotland.



---

## THE BASIC NEED

Consumers are looking to reconnect with the processes and products they use and the people producing them, both at home and as part of planned trips. Supporting small businesses forced to close during lockdown has encouraged digital adoption in these SMEs (Small to Medium Enterprises) and increased access to their products.

65% of people in the UK say they have a new found appreciation of their communities and local shops since the onset of Covid-19 (Mastercard)

The number of active sellers on the Etsy platform in 2020 grew by 62% and total active buyers grew by 77% on 2019 (Etsy, Inc. - Etsy, Inc. Reports Fourth Quarter and Full Year 2020 Financial Results)

17% of micro businesses were prompted to develop an online store during the pandemic (GoDaddy 2020 Global Entrepreneurship Survey (slideshare.net))

## INSPIRATION

The history, heritage and culture of Scottish destinations is made tangible to visitors via retail, food, and drink. Not only vital to the overall visitor experience, they also offer guests the opportunity to share their experience with friends and family and take a piece of their own experience home with them.

- Promote local artisanship and provenance of raw materials or ingredients
- Incorporate elements of personalisation and “do it yourself” to refresh experiences
- Evoke a sense of wonder and excitement through engagement with food, drink, and shopping

---

## EMOTIONAL DRIVER

Appreciation: Finding a knowledge and understanding for new places by experiencing different cultures, foods, customs, and ways of life.

For more on emotional drivers look at [Only in Scotland Toolkit](#).

**Slow Burn:** an increase in interest in supporting small, local, and green businesses coupled with desire to share these purchases and experiences via social media.

**Trigger Change:** a sense of community driven by the pandemic resulting in support of local businesses in tough times, including through online shopping.

**Emerging Expectation:** visitors will expect on demand, local, authentic, customisable, and easily accessed food, drink and produce.

## #RESPECTPROTECTENJOY

Activities associated with artisanal food, drink and retail will enable visitors to meet these pledges, as part of their Responsible Tourism Promise:

- Shop local to enjoy the best products and support Scottish makers and businesses.
- Sample the delicious, seasonal foods available all across Scotland.
- Respect the locals and their resources.

Responsible Tourism: [Visitor Guide for Businesses](#) | [VisitScotland.org](#)

---

## INNOVATION OPPORTUNITY & IDEAS

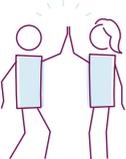
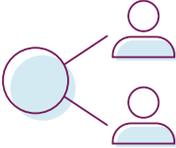
**Nimble nibbles:** packing up a picnic, a private dinner party or a local restaurant pop-up, food and drink experiences should be flexible allowing transportation and incorporation into a wider experience, creating unique and memorable moments in-home and when visiting.

**Premiumisation of purchases:** pent up demand for travel and hospitality will result in interest in premium, personalised experiences, and a desire to share these on social media. The introduction of the “support small business” badge on Instagram offers free marketing to businesses as well as satisfying consumers’ need for recognition via social media. Curated holidays and experiences are themselves likely to become gifts, with packages and upgrades increasing in popularity.

**Experiential gifting:** A local or domestic audience travelling by car offer up opportunities around “bigger than hand luggage” items, as a memento or a gift, being taken home at the time or offered delivery on their return. Food and drink kits and personalised art are likely to remain popular long after lockdown and visitors will expect options on delivery of such items, to suit their ongoing travel arrangements.

You will want to consider the impact of ongoing COVID-19 restrictions on any planned marketing and events. Please utilise our COVID-19 Scenario Planning Toolkit. [COVID-19 Scenario Planning Toolkit for Tourism](#) | [VisitScotland.org](#)

## MARKET POSSIBILITIES

	<p><b>Special splurges:</b> as day-to-day life settles, people will look to make up for lost time, coming together to mark special occasions, in smaller groups but with high spend on activities, hospitality and retail.</p>
	<p><b>Family fun:</b> whether it is a trip to visit loved ones or a family getaway, multigenerational groups looking for fun, food-centred experiences, or crafty activities as part of their trips.</p>
	<p><b>Corporate:</b> workplace closures and reduction in office time for many will result in a desire to bring colleagues together for personal development and team building activities, such as learning a new skill or mastering a local recipe. Group workcations are a related business travel trend likely to increase in popularity.</p>

*Food  
for  
thought*

Worth 35% of domestic tourism spend, food, drink and retail is a key component of our visitor experience (Great British Tourist Report 2019 ([visitscotland.org](http://visitscotland.org))).



## CONTACT US

Insight Department  
VisitScotland  
Ocean Point One  
94 Ocean Drive  
Edinburgh EH6 6JH  
0131 472 2222  
[research@visitscotland.com](mailto:research@visitscotland.com)

Scottish Tourism Statistics & Research | [VisitScotland.org](https://www.visitscotland.org)

[www.visitscotland.org/supporting-your-business/advice/coronavirus](https://www.visitscotland.org/supporting-your-business/advice/coronavirus)

VisitScotland has published this report in good faith to update stakeholders on its activity. VisitScotland has taken all reasonable steps to confirm the information contained in the publication is correct. However, VisitScotland does not warrant or assume any legal liability for the accuracy of any information disclosed and accepts no responsibility for any error or omissions.

Images: © VisitScotland

Published: May 2021

Version: 1.0