Fāilte Ireland
National Tourism Development Authority

FOOD *in* TOURISM

Enterprise Case Studies

Future Trends and Global Best Practice

Table of Contents

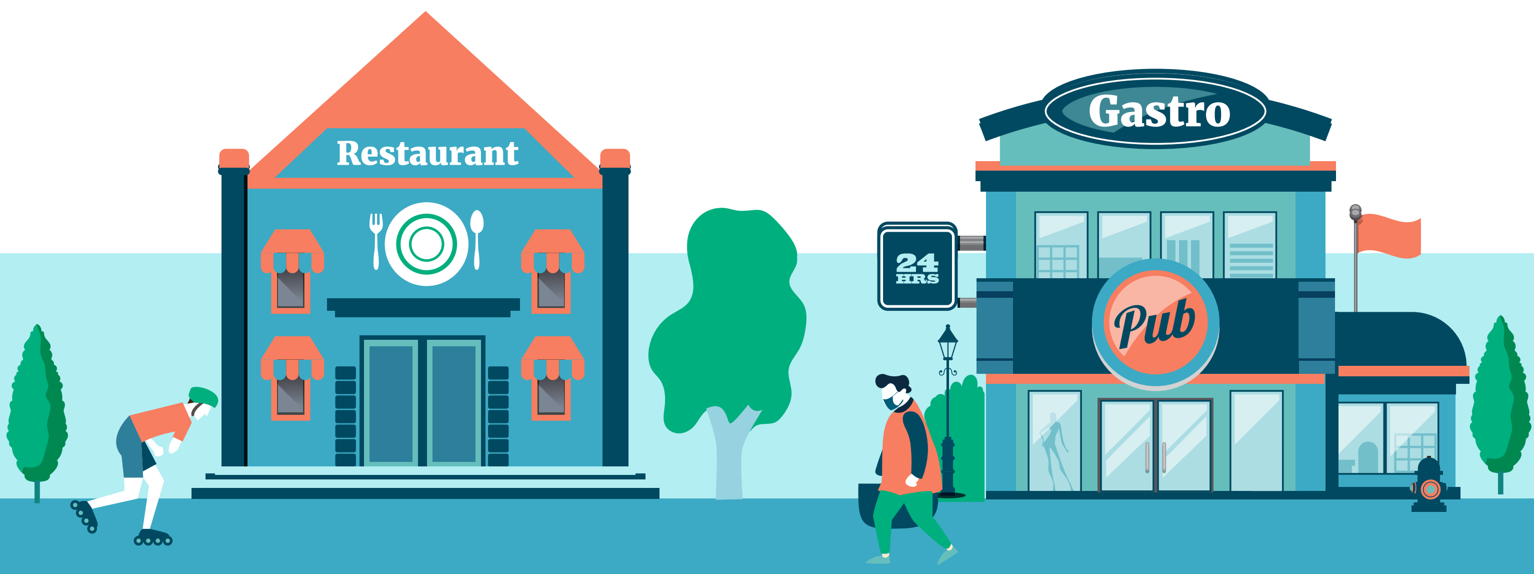
SECTION ONE
OVERVIEW

SECTION TWO
ENTERPRISE CASE STUDY SUMMARIES

SECTION THREE
CONCLUSION

SECTION ONE

Overview



1. Introduction

The 'Food *in* Tourism – Future Trends and Global Best Practice' enterprise report has been developed to support food tourism businesses and destinations in their ongoing recovery and resilience planning. This report is designed to provide insights into emerging food tourism trends for food tourism enterprises and is supported by a separate destination level best practice analysis report. The research approach included the examination of a series of food tourism businesses set against the context of managing through the global pandemic and preparing for recovery and building future resilience. The content of the report is designed to inform enterprises on emerging food tourism thought leadership and support their recovery planning. This trends and best practice analysis is augmented by key research learnings from in-depth case studies from seven international destinations and seven enterprises across four different countries. The study is built on international and industry expert panel inputs to provide practical and sustainable approaches to food tourism recovery.

The impact of the COVID-19 pandemic has been severe for the tourism and hospitality sector. Its recovery will be gradual with the private sector being the worst hit. This is particularly evident among micro, small and medium enterprises who represent the backbone of Irish tourism. Food tourism represents a key component of the recovery process. It will impact on how business and destinations will generate local demand and play an enhanced role in the visitor experience across food service outlets from cafes, restaurants and pubs serving food.

The psyche of the general public is likely to be adversely impacted by the pandemic with concerns for personal safety and welfare of loved ones persisting for some time. Consumer sentiment towards travel, particularly overseas, will be slower to recover and visitors will have a whole new set of expectations, requiring destinations and businesses to demonstrate they are clean and safe and open for business.

COVID-19 will result in a change in visitor behaviour. It will result in visitors permanently adopting some of the behaviours witnessed in the summer months. The new visitor motivations include seeking simplicity, immersing themselves in safe environments, meeting locals and looking for value for money.

The corresponding focus on food tourism may possibly be at a similarly basic level. It will reflect increasing visitor behaviour towards getting back to nature, reconnecting with families, sharing food and a desire for simple and local dishes.

Based on these new patterns of behaviour, food tourism offers significant opportunities for many destinations to entice domestic visitors to visit and stay. Many countries and regional destinations are now increasingly recognising the value of food tourism as a tool for regional regeneration and economic diversification. The trends that emerged during and post lockdown have resulted in expanded opportunities for food tourism. There is a whole new emphasis on supporting local, from food tourism experiences to engaging with local food and drink producers.

There has been a surge in interest in what is available from local food, drink and crafts producers. As restrictions are lifted and the new normality returns, increased numbers of people will have even more interest in meeting the makers and producers and sampling local food tourism experiences. There will be increased demand for exploring the regions sourcing artisan food and meeting the producers. There will be a new interest in participation in food tourism activities from foraging workshops to local food cookery classes. Local stories told through food will become more commonplace as visitor experiences blend the heritage of place with the local food story.

A new heritage of place and nostalgia has emerged through food presenting destinations with a platform for sustainable development that will address the challenges of regionality and seasonality. Emerging tourism trends highlight the growing levels of multigenerational travel to demand for community and rural tourism experiences told through the local food story. Global tourism trends merged with new food tourism behaviour patterns highlight the significant role food will play in destination recovery and future resilience.

This programme of international research was undertaken to examine best practice activity applied to destination development and food tourism enterprise resilience. It is designed to establish emerging food tourism trends supported by a series of international case studies. The best in class approach will enable destinations and enterprises consider new ways of doing business in stimulating sustained visitor demand and innovative ways of increasing food tourism options for our visitors.

A large degree of commonality has emerged across all international destinations examined and among food enterprises engaged with during the research process. The importance of 'local' has never being so prominent in the mindset of the consumer and the industry. The richness of our food tourism experiences delivered by a world class industry will play an important role in tourism economic recovery. The international research demonstrates the role of innovation around local food and drink experiences, engaging with the local producers to the delivery of quality dining experiences.

Future destination competitiveness will be built on adopting new approaches to the visitor experiences and new ways of doing business. The approach is designed around destination and enterprise resilience. It will require business refocus and readjustment in managing the visitor journey from planning to the in-destination and on-premises experience. Recovery will require new approaches to stimulate visitor demand while ensuring new and existing experiences are 'fit for purpose'. The best in class and global food tourism trends analysis provides a suite of practical learnings that will be applicable from destination level to everyone involved in the Irish food tourism experience from producers to local cafes, restaurants and gastro-pubs.

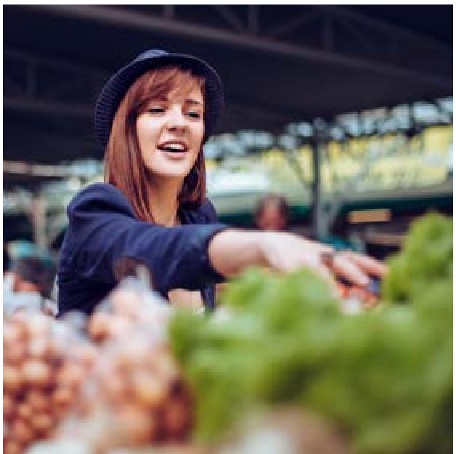
2. Food Tourism Trends
20 Global Trends

AUTHENTIC EXPERIENCES

SEEKING ACTIVE OVER PASSIVE FOOD EXPERIENCES

VISITORS ARE LOOKING FOR EXCLUSIVITY

MULTIGENERATIONAL TRIPS BUILT AROUND EATING TOGETHER



SUSTAINABILITY IS KEY

PAIRING FOOD WITH OTHER INTERESTS

PROVIDE WAYS TO BUY LOCAL PRODUCE

SUPER FOODIES - MILLENNIALS AND GEN Z

SHARING EXPERIENCES AND TECHNOLOGY ENHANCED FOOD EXPERIENCES

HANDS-ON MEALS AND MAKING THE LOCAL CONNECTIONS

FOOD IS AN INFLUENCER

VISITOR ADVOCACY

SPECIAL DIETS

LOCALHOOD

PROTECTING AND SUSTAINING LOCAL FOOD CULTURES

ADOPTION OF DIGITAL TECHNOLOGY

CATERING TO THE SELF-CATERING

PEOPLE ARE SPENDING MORE ON FOOD AND BEVERAGE REGARDLESS OF INCOME

GLOBAL CULINARY CULTURE AWARENESS IS GROWING

FOOD/CULINARY TRAVELLERS ENJOY ACTIVE TOURISM AND SPEND MORE.

Note: *'Food Tourism Trends – 20 Global Trends'* is compiled through independent research analysis by Repucon Consulting prepared for Fáilte Ireland. The trend analysis is based on feedback gathered through case study interviews, food tourism business owner consultations and expert panel interviews.

- **AUTHENTIC EXPERIENCES**
Visitors are increasingly looking for the authentic local story behind the foods they are eating. Food tourism opportunities extend from markets, restaurants, cafes to food trucks to sit-down meals of local, authentic dishes prepared in-house.

- **SEEKING ACTIVE OVER PASSIVE FOOD EXPERIENCES**
Visitors want to immerse themselves in the delivery and co-creation of the food experience. Food tourism is increasing the breadth of options for visitors from the basic tour to new signature food experiences telling the local food story.

- **VISITORS ARE LOOKING FOR EXCLUSIVITY**
Visitors are seeking their own personalised experience to 'get behind the scenes' by meeting the local producers, brewers or greeting the chef.

- **PAIRING FOOD WITH OTHER INTERESTS**
Visitors are looking for active experiences within destinations providing tourists with the opportunity to combine their active pursuit interests with new ways of the telling the food story e.g. cycle or walking tours with food experience elements with local producers or local restaurants.

- **MULTIGENERATIONAL TRIPS BUILT AROUND EATING TOGETHER**
This is a growing trend towards many generations travelling together e.g. extended family groups. In food tourism, this expands the target group where the needs different ages of visitors need to be taken into account.

- **SHARING EXPERIENCES AND TECHNOLOGY ENHANCED FOOD EXPERIENCES**
Visitors are increasingly influenced in their choice of destination by the level of 'shareable experiences' and imagery of food experiences posted across social media. Food destinations are increasing their visibility through food content across social media, particularly Instagram.

- **SUSTAINABILITY IS KEY**
Visitors are looking for ways through food tourism to contribute to their personal sustainable goals and eat at places demonstrating social responsibility. They look for places to eat that cook with locally sourced, seasonal ingredients and who proactively communicate and demonstrate their socially responsible methods.

- **HANDS-ON MEALS AND MAKING THE LOCAL CONNECTIONS**
Visitors want the local food story and experience delivered by the local person introducing ingredients and regional techniques to the visitor. They want to eat intelligently through experiences such as time spent with chefs in the kitchen, around the dining table, with producers and growers on the farm, in the orchards or at the markets.

- **PROVIDE WAYS TO BUY LOCAL PRODUCE**
Visitors want to bring home mementoes of their trip. New opportunities are fast emerging to create new revenue streams through recurring purchases e.g. exclusive VIP food clubs, monthly cheese club, VIP whiskey sampling clubs.

- **FOOD IS AN INFLUENCER**
Visitors, particularly younger generations, are placing more emphasis on food as an influencing factor to selecting holiday destinations and short break locations.

SUPER FOODIES - MILLENNIALS AND GEN Z

Millennials interest in food continues to grow but Generation Z (born after 1996) are becoming known as the 'Super Foodies' displaying increased levels of knowledge and interest in food and drink.

VISITOR ADVOCACY

Visitors interested in food tourism are influenced more by online recommendations and visitor generated content than any other leisure tourism categories.

ADOPTION OF DIGITAL TECHNOLOGY

The global pandemic has accelerated the rate at which digital technology is embedded into everyday life. Across the food tourism sector this includes online reservation systems; marketing, digital and QR coded menus. It has created an expansion of business diversification through online ordering and home delivery services.

LOCALHOOD

Consumers have shown a desire to buy and consume more locally derived produce (local is becoming very local) from within a smaller geography. In numerous cases this has been supported by the developed of online markets where consumers can order products and food boxes from small and artisan producers before collecting at an allocated day and time.

CATERING TO THE SELF-CATERING

The popularity of self-catering holidays has led to new opportunities for restaurants to market food service to tourists. Services range from dine at home kits, prepare at home to exclusive experiences of chefs preparing and cooking a meal at the visitor's accommodation.

GLOBAL CULINARY CULTURE AWARENESS IS GROWING

The global pandemic has increased people's awareness and interest in culinary culture. This has been accelerated by restaurants and chefs using their online channels to showcase food and cooking techniques and global broadcast networks producing increased volumes of food culture programming.

SPECIAL DIETS

There is an increased focus on combining local food products and experiences with global dietary trends and food preferences.

PROTECTING AND SUSTAINING LOCAL FOOD CULTURES

Visitors want the destination backstory told through the history of the recipe, local food customs to the story of the local produce. Serving up a local and authentic meal is helping to protect and sustain local food culture.

PEOPLE ARE SPENDING MORE ON FOOD AND BEVERAGE REGARDLESS OF INCOME

An increasing range of food and drink product categories are 'passion' products and people are continuing to spend more money on quality food experiences.

FOOD/CULINARY TRAVELLERS ENJOY ACTIVE TOURISM AND SPEND MORE.

Visitors who show a higher level of interest in food have a tendency to take part in more destination experiences and spend more than other leisure tourism categories.

3. Key Learnings
Enterprises

Each of the international food tourism enterprise case studies introduces new learnings and insights on new business models and their approaches in planning for recovery and resilience. The following represent common themes to emerge from the analysis.

NEW CUSTOMER MINDSET

Recovery after Covid19 will be built on providing a better quality experience for a smaller number of diners. This will apply to events and all elements of hospitality driven by a new mindset among consumers on where they eat, how foods are prepared and sustainability awareness.

DINING OF THE FUTURE

The orientation towards a higher footfall model across hospitality will change considerably and offset with different business models to compensate for lost capacity.

UNDERSTANDING YOUR CUSTOMER BASE

There is an increased level of importance in understanding the existing and target customer base. Targeting customers is based on understanding the customer and applying relevant marketing to that customer cohort. All marketing must represent a call to action with the need to either make a sale, generate footfall or gather data.

EMBRACE TECHNOLOGY, THE VALUE OF INFORMATION

Every business contains vast amounts of information that can shape future business activity. Technology will result in business transformation from food preparation and creativity to integrating new business efficiencies. There will be a global move to incorporate digital and technology across all hospitality activity, impacting on both front and back of house activities.

DEVELOPING AN OMNI-CHANNEL BUSINESS MODEL

Businesses are considering an extended range of revenue streams following an assessment of the full range of options that are now available e.g. in house dining experience and off site /carry out/ delivery. Omni channel business models include click and collect, online ordering, home delivery, next day use products and onsite product range customers can purchase.

MENUS AND CUSTOMER PREFERENCES

Customers are increasingly more conscious of their health and this is being adopted into their food consumption habits. New streamlined menus are being developed and increasingly based on 'healthy comfort food' and seasonal approaches to food. There will be an increased level of demand for plant based food and more inclusion of sustainable dining experiences.

LOYALTY AS A MARKETING CHANNEL

Increased focus on the creation of exclusive access to food experiences through rewarding loyal customers e.g. development of VIP customer groups to reward locals and returning customers.

CONTINUOUS CUSTOMER ENGAGEMENT

A sustained approach to content generation is required. Digital engagement must maintain momentum with marketing channels representing opportunities for continuous engagement e.g. hosting of online cookery videos, online demos, highlighting hero product dishes.

VALUE FOR MONEY FOCUS

Marketing innovation focus is increasingly focused on value for money food experiences rather than offering free or discounted produce. Typically the incorporation of value for money activity is generating higher levels of customer expenditure.

SECTION TWO

Enterprises Case Study Summaries

CASE STUDY ONE:
ALINEA Restaurants, USA

ENTERPRISE OVERVIEW

Based in Chicago, the Alinea Group is comprised of some of the world's leading restaurants and most forward-thinking hospitality innovators. The group was founded in 2005 with the opening of the 'Alinea' restaurant which was awarded a Michelin three-star rating, alongside numerous industry awards for best restaurant in both North America and global recognition.

COVID-19 RESPONSE

The Alinea group refocused their business model around the development of a new take-out business model. The owners attribute their recovery during the peak Covid-19 restrictions to their ability to understand their existing customers. They realised customers did not want expensive meals and focused on creating high quality menu options at a very affordable price point. This resulted in a new carry-out business model providing a very simple menu and maintaining a very competitive price point. Diners in Chicago could now access three-star Michelin food for $40 or less.

Within a couple of weeks Alinea had recovered to 75% of its previous revenue through this new model. And the development of a new brand and website "Alinea to Go". This was designed to create a differentiation between the on-site experiences and the food options for take away.

CASE STUDY TWO:
STEM & GLORY, UK

ENTERPRISE OVERVIEW

Stem and Glory is a restaurant group operating in London and Cambridge. The company identified the rapid change in consumer attitude towards healthy food to focus their business development. The restaurants were voted 'Most Investable Concept' at the Global Restaurant Investment Forum in early 2020.

COVID-19 RESPONSE

Once the Covid-19 pandemic struck, the immediate challenge for Stem & Glory was a need to develop a broader business model. They undertook an assessment of new food trends and emerging consumer preferences. They also examined the opportunities that could be brought to the overall business model through upgrading their business processes and the technology that would support a new business model.

Stem and Glory developed a new omni-channel business model that included 'click and collect', online ordering, home delivery, next day use products and the development of their own instore range.

One of the key elements of developing the new menu and the extended onsite and offsite food options was understanding what the audience wanted locally and how that would impact on visitors. Initiatives such as undertaking customer conversations were undertaken to understand what customers wanted to see on the menu, new food preferences and what they were likely to buy. They also hosted a preview menu launch that provided a feedback circle where they discounted the launch of their menu to a number of their regular customers and this provided them with additional feedback on the effectiveness of the menu.

After research and customer analysis, they realised that the preference remained on the menu products they were historically recognised for but it could be delivered in a variety of different ways through innovative preparation. This allowed them to overhaul the menu. One immediate trend was a new health focus with healthier dishes now being in-demand but combined with a new comfort food type approach i.e. comfort food but healthier.

CASE STUDY THREE:
THE NEWT SOMERSET, UK

ENTERPRISE OVERVIEW

Opened in June 2019, The Newt in Somerset is the complete re-imagination of a traditional 17th century Country House. The project consists of a 23 room hotel in the House with spa, restaurants and bar with an adjacent visitor attraction comprising re-modelled gardens, a cydery producing cider from the Estes 63 acres of orchards, Farm Shop selling produce from the Estate's Avalon Farm and gift shop. The sites approach to marketing and use of all food and local produce to tell its story has resulted in maintaining comparable revenue figures to 2019 operations.

COVID-19 RESPONSE

A number of initiatives and projects were developed by the business during the Covid-19 pandemic. These included the introduction of a day package including rail fare, cider tasting, demonstrations and lunch and tea, enabling a visitor to do in a day what would normally involve an overnight stay.

The Newt introduced an online Instagram TV program with regular episodes featuring the Estate's gardening teams, which has had the impact of connecting guests to individuals working at The Newt, building personal and emotional ties such that when a suggestion is made to 'try this cider' of 'this cheese' it provokes sales.

Advance booking tickets with allocated time slots were introduced, successfully manage the flow of visitors and to manage the capacity of the car parks, while additional pop-up' serveries selling teas, cakes, coffee and soft drinks were deployed around the parkland walks. During busy times there is a fleet of mobile units (including old fashioned grocery delivery bikes) and pop-up serveries at busy areas thus reducing the demand on the indoor spaces and boosting impulse sales.

CASE STUDY FOUR:
RICKSHAW Restaurant, MALTA

ENTERPRISE OVERVIEW

The Rickshaw Restaurant is located within the Corinthia Hotel in Valleta, Malta. For the third year running, the hotel was voted Malta's best hotel at the recent World Travel Awards.

COVID-19 RESPONSE

With restrictions in place the restaurant put greater emphasis on growing the value per customer while maintaining reputational quality and level of service expectations. The management undertook a three-year analysis of what sold particularly well on the menus accompanied by a review of pricing based on their drinks and cocktail lists.

One of the biggest changes implemented was what was described as "menu engineering". The management undertook a three-year analysis of what sold particularly well on the menus. They also undertook a review of pricing based on their cocktail lists and drinks and added more combinations that would result in higher levels of profit contribution.

The management also recognised the different customers that were being attracted across the different stages of the day and adapted their marketing to reflect this. There was a new focus on the experiential delivery of service and its capacity to generate additional revenue.

CASE STUDY FIVE:
HASELBURY MILL, UK

ENTERPRISE OVERVIEW

Haselbury Mill in Somerset, dates back to the time of William the Conqueror. The buildings now form a 21 room 3-star plus hotel with 3 restaurants, bars and function facilities – including the Great Tithe Barn.

COVID-19 RESPONSE

The enterprise has consistently targeted the local market building high levels of repeat business and loyalty. This has continued throughout the COVID-19 pandemic with drive through takeaways with paired drinks offered at highly discounted rates for health care workers; a ticketed family festival with simple activities and games for the family linked to a picnic in the park with each family allocated a space and picnic.

Further initiatives included afternoon tea by the river and a new focus on special occasion to focus marketing and business development. This included a Halloween inspired 'Spookynoon Teas' with a special spooky trail for children and drive through Christmas experience with a local-producers one-day market.

They developed a program of dining with reduced capacity in the main restaurant but built additional capacity by using meeting rooms and bar areas.

CASE STUDY SIX:
SPARROW Bistro, SWEDEN

ENTERPRISE OVERVIEW

The Sparrow Bistro is a part of the Sparrow Hotel and the three-hotel Grand Group. The overall French-style theme of the hotel is carried into the hotel's Sparrow Wine Bar and Bistro restaurant which is led by Matias Dahlgren, one of Sweden's leading chefs. The restaurant is widely acclaimed as one of Stockholm's finest delivering a modern take on classic French cuisine, popular with residents and the city's residents.

COVID-19 RESPONSE

The key learnings for the Sparrow Bistro was the importance of establishing local loyalty. It became an immediate focus for recovery. Prior to the global pandemic, the Sparrow Bistro attracted large volumes of international business and midweek generated a lot of footfall among business travellers to Stockholm. A challenge for the bistro was how to reposition and market themselves to the local audience with key messages that would generate business particularly midweek.

The immediate menu focus was on the development of rustic comfort food and the provision of a simpler menu that supported inhouse efficiency in the relaunch of the Bistro.

In repositioning for the local audience, the Sparrow Bistro in Stockholm focused on developing themed evenings and value for money propositions aimed at bringing customers closer to the people behind the products. 'Meet the Producer' experiences have proved very successful in developing new and differentiated dining experiences.

CASE STUDY SEVEN:
DAWES TWINE WORKS AND THE TWINEMAKER'S ARMS, UK

ENTERPRISE OVERVIEW

The Twinemaker's Arms opened in July 2020 in West Croker Somerset serving quality local food and drink supported by a weekly events program (music and dining) together with themed evenings pairing local food with drinks and traditional pub games. This community-led heritage restoration and conservation project in Somerset based around the historical production of twine used in ropemaking and shipping that has diversified into becoming a focal point for community activities involving food and drink.

COVID-19 RESPONSE

The whole enterprise is run by volunteers. In addition to providing interpretation as guides and demonstrators there is a core team of villagers making cakes and the Trust is now involved making their own cider for retail (takeaway as well as on-site consumption) using traditional heritage apples from local orchards and local recipes. They are also running themed dining experiences with a talk on an aspect of the heritage of sail and rope making. Volunteers prepare the food whilst a specialist provides the paired wines and talks about the provenance – a kind of heritage and wine sommelier. Plans are in place for a novel dining experience in the Spring where a five-course menu is designed, and a competition held for diners to vote on if the paired wine or the paired cider is the best complement to each course.

Food and drink now forming an essential part of the visitor experience and generating revenues for the operation. This includes casual purchases as well as set meals for visiting groups and the themed evening heritage meets food and wine evenings.

At the start of the global pandemic in March 2020, the tenant of a local pub was unable to make the enterprise work and it soon closed. One of the Trustee of the Twineworks successfully applied for the license, refurbished the property and it's six bedrooms within a 6-week period using the same team of craftspeople who had restored the Twineworks.

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SECTION THREE

Conclusions and emerging areas for focus

Conclusions

As enterprises re-open for local business and plan for the return of domestic and international visitors, a new operating environment has been created arising from new health, societal and economic conditions. Consistent reassurance for customers around health and hygiene processes will become standard practice and will shape many aspects of the future food experience for our visitors.

In progressing towards an increased focus on touchless, the integration of technology will become a key consideration for food tourism enterprises and customer experience. This will have significant operational impacts contributing to new efficiencies and potential new business models. There will be an increased focus on enterprises knowing and understanding their customer better and how this will impact across all aspects of future operations from menu planning, marketing to front and back of house activity.

The sustained periods of 'lockdown' globally has resulted in a new emphasis on local food and new appreciation levels in supporting local. The incorporation of local food produce and supporting local producers has become the major element of food experiences and food service across the globe.

Anticipated food consumption trends are increasingly moving towards fresh and healthy comfort foods. Consumers are even more conscious of sustainability and health which is now increasingly reflected in menu development.

Businesses are exploring new business models based on value over volume and developing new food and drink business partnerships to expand their capacity to generate revenue. In preparing for the future, food tourism enterprises are assessing the opportunities around the three core areas of operations namely onsite, online and outside. The following emerging areas for focus represent a summary of the key issues arising from the international best proactive review across a variety of enterprises.

Emerging areas for focus

SAFETY AND REASSURANCE

A continuous commitment Safety and Reassurance is required reflected across all operations and staff training. This safety messaging is subtlety being introduced across food enterprise marketing communications to provide additional reassurance but not dominating the marketing messaging.

FOUR SEASONS, THREE PLACES MODEL

Hospitality must now consider their business model based on three distinctive operational spaces of indoors, outdoors and online combined with a seasonal approach to menu development.

NEW CUSTOMER MINDSET

Recovery after the global pandemic will be built on providing a better quality experience for a smaller number of diners. There will be less dependency on higher footfall levels offset with different business models to compensate for lost capacity.

UNDERSTANDING YOUR CUSTOMER BASE - THE VALUE OF INFORMATION

There is an increased level of importance in understanding the existing and target customer base. There will be a global move to incorporate digital and technology across all hospitality activity, impacting on both front and back of house activities.

DEVELOPING NEW BUSINESS MODELS

Businesses will incorporate an extended range of revenue streams along with in house dining experience supported by off site /carry out/ delivery options.

LOYALTY AS A MARKETING CHANNEL

Increased focus on the creation of exclusive access to food experiences through rewarding loyal customers e.g. development of VIP customer groups to reward locals and returning customers.

BUILD LOYALTY AND LOCAL ADVOCACY

Increased focus on the local market while preparing to welcome back domestic visitors and eventually international visitors.

FOOD FOCUS

Businesses are refining menus based on a more focused approach around particularly dishes they excel in and building around these dishes for menu innovation and keeping the menu 'fresh' and updated. on this for streamlining their menu focus. Customers now more conscious of their health and this is reflected in their food habits. There is a new emphasis on 'healthy comfort food' and seasonal approaches to food.

VALUE FOR MONEY

Restaurants are maintaining average spend per customer levels with a focus on value added elements rather than a discounted approach. Marketing is increasingly focused on value for money 'add-ons' rather than focusing on free or discounted produce.

SUSTAINABILITY FOR INNOVATION

Food service businesses are embracing sustainability recognising the role they play. Increasingly customers are looking to businesses to help them to embrace sustainability and achieve their personal sustainable goals.

LOCAL PRODUCE

There has been a surge in interest in local food and supporting local producers. This will be reflected among visitors who want to access local food and support food service businesses that incorporate local produce in their menus.

PEOPLE BEHIND THE FOOD

Visitors are increasingly looking to ‘get to know’ the people behind the food as an additional avenue to supporting local. This is providing marketing opportunities availing of social media platforms to put the local personality behind the food.

CONNECTED TO THE DESTINATION

There is a growing expectancy that local menus connect with and reflect the destination food story, the local producers and destination food experience promise made to visitors.

LOW TOUCH ECONOMY

Businesses are embracing technology in meeting the visitor expectations around ‘low touch’ operating environments e.g. from QR coded menus to contactless ordering and payment systems.

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