



Fáilte Ireland

National Tourism Development Authority

# Food Tourism

Future Trends and Global Best Practices



## FUTURE TRENDS AND GLOBAL BEST PRACTICE

To support your recovery and build future resilience we looked at leading international food tourism to reveal what they are doing that works, what they have done to adapt to the pandemic, and what they plan to do to survive and thrive into the future.

This in-depth research maps current consumer trends in food tourism, and those that are here to stay, what has worked for destinations and enterprises internationally and the emerging opportunities in food tourism.



Full report here: [Future Trends and Best Practice](#)

### Global Destinations



### Enterprise Level Case Studies



[Global Destinations Research](#)



[Enterprise Level Case Studies](#)

Designed to inform and inspire food businesses and tourism communities through real examples of how food is playing a key role in tourism recovery. Discover practical learnings that can be applied to your business and your destination to support strategies for a resilient and sustainable food tourism recovery.

## LEARNINGS FROM INTERNATIONAL DESTINATIONS - 6 THEMES



### Sustainable

Recovery means a chance to build back better. See how destinations are showing a strengthening in the collective approach to sustainability, with food playing a key role.



### Outdoors

Outdoor dining has been a survival necessity. But forward-thinking destinations are creating a lasting legacy by maximising outdoor spaces and public realms as part of the food experience.



### Collaboration

Discover how food tourism innovating is being driven by collaborations between businesses, inside and outside food and hospitality, and strong networks committed to a single vision.



### New Business Model

Adapted and reimagined business models, and new revenue streams, are keeping food tourism businesses afloat. Find out how destinations are exploiting new opportunities.



### Local

Love for local is stronger than ever with consumers eager to support small business. Explore how destinations have embraced what is uniquely theirs to forge strong local food identity.



### Digital

Rapid digital innovation has been key to survival during the pandemic and will remain central to recovery. Learn how digital technology is playing a central role in food tourism.

# Learning from the Destinations

To inform and inspire Irish tourism

## LEARNINGS FROM INTERNATIONAL DESTINATIONS - CASE STUDIES

### BASQUE COUNTRY

#### Euskadi Gastronomika: Basque Gastronomy Tourism Product Club

A 'stamp' for maintaining Basque gastronomic identity has created a network of businesses throughout the food tourism chain: producers, restaurants, activities, and a digital directory and 'Gastromaps' for visitors.

#### Cider Experiences

Businesses have collaborated to create experiences centred around one hyper-seasonal local product unique to the Basque region.

**Key finding:** Businesses have created a gastronomic identity by collaborating to create new experiences for customers.

[Food Tourism in The Basque Country](#)



### SLOVENIA

#### Green Scheme of Slovenian Tourism

Tools for businesses to improve and evaluate sustainability and a 'Slovenia Green' certification promoting their sustainability credentials & sustainable gastronomy.

#### Taste Slovenia - local brands

Destination food clusters are driving value added tourism experiences, with strong networks and a clear shared vision behind them. Initiatives, include restaurants adding a traditional dish to their menu, open-air restaurant events, and restaurant clusters collaborating on events and marketing.

**Key finding:** A Slovenia green certification is helping to promote sustainable gastronomy and create destination food clusters

[Food Tourism Slovenia](#)



### COPENHAGEN

#### Restore Restaurants, Support Local

A public campaign 'use your city - it needs you' is targeting the inhabitants of hard hit Copenhagen, urging them to support local restaurants. A development project to 'Restore Restaurants' is focussing on innovation, sharing knowledge and accelerating business post Covid-19.

#### Eat Outdoors

The municipality has opened up public spaces allowing restaurants to use pavements and other open spaces for free. One restaurant has built greenhouses for outdoor dining.

**Key finding:** A public campaign and development project, urged the public to support local restaurants as they adapted to accelerate business growth

[Food Tourism Copenhagen](#)



See full report [here](#)

# Learning from the Destinations

To inform and inspire Irish tourism

## MELBOURNE



### A City & Its Regions

A tourism strategy that promotes distinctive destination food clusters within and outside the city, each with their own character and unique offering. Visitors are encouraged to get out into the surrounding countryside.

### Dining & Drinks at Home

A high level of innovation and collaboration has seen food and drink businesses offer at home dining, online masterclasses, food and wine pairing and much more. Collaborations between restaurants, producers and wineries spread the benefit from the city out into the regions.

### City Outdoor Dining Plan

#### Key finding:

Melbourne City Council strategy will see city laneways, footpaths, street car parking and even public parks taken over for outdoor dining.

[Food Tourism Melbourne](#)



## SOMERSET & NORTH DEVON

### Innovation through collaboration

Tourism recovery is being driven by strong innovation from hospitality businesses and collaboration in the private sector. Effective food clusters have formed through highly localised networks of producers and service providers

### Local food everywhere

Building food reputation through thriving new product development and emergence of micro-breweries, cheese-makers, smokeries & more. Village stores, heritage sites and major events featuring local food and drink mean local food is fully integrated in the tourist experience.

**Key finding:** Development of new local products are helping to build a food cluster reputation for Somerset and North Devon

[Food Tourism Devon](#)



## LISBON



### New Food Spaces

Covid restrictions saw the take-over of public and alternative spaces to keep food culture alive. Well-known chefs being allocated street food kiosks, school canteen and circus tents being turned into restaurants, and old markets being rejuvenated as places to eat.

### Food Tours of all kinds

Lisbon's food scene features many food tours, everything from specialised breakfast tours, seafood tours, to exclusive personalised chef tours. Covid saw these reimagined, more focussed on outdoor tours and creation of local networks to disperse tourism across the city.

**Key finding:** A take-over of alternative spaces and reimagined food tours are keeping Lisbon's food culture alive.

[Food Tourism Lisbon](#)



See full report [here](#)

# LEARNINGS FROM THE ENTERPRISES

Experiences of International Enterprises to inform and inspire Irish food tourism businesses

## LEARNINGS FROM INTERNATIONAL ENTERPRISES - 6 THEMES



### Quality Over Quantity

The emphasis is now on quality experiences for smaller numbers. Discover how businesses are responding to an increased focus from visitors on experience and ethos.



### Engage your customer

Understanding and engaging your customer effectively is more important than ever. Learn how insights, careful targeting, and continuous engagement on digital channels is proving essential.



### Tailored and exclusive

Explore how businesses are tailoring to customer demands like health, plant-based food or sustainability, as well as offering exclusive experiences and rewarding of customer loyalty.



### Tech and Data

Harnessing the information your business holds can shape future business. Digital technology is an essential tool. Gain insights into how businesses are transforming through technology and data.



### Diversify

Find out how different business models are developing to compensate for lost capacity, diversifying into new revenue streams (at home experiences, take-away) and sales channels (online, delivery).



### Value for Money

Customers are looking for experiences and willing to spend. Find out how businesses are marketing value for money experiences that are not simply about discounts and price but about the package.

# LEARNINGS FROM THE ENTERPRISES

Experiences of International Enterprises to inform and inspire Irish food tourism businesses

## ALINEA, USA

### Alinea to Go

Understanding their existing customer and targeting them through technology, Alinea developed a simplified high quality but competitively priced take-out menu, carefully differentiated from their on-site Michelin starred dining experience through new 'Alinea to Go' brand and website.

### Harnessing Tech & Data

Alinea restaurant group have developed a business model focussed on customer insights through online engagement, and increased efficiency through use of technology and data. Their reservations platform, Tock, has been reconfigured to 'Tock to Go' to support new restaurant take-away models.

**Key finding:** Using technology to connect with new and existing customers through online engagement and customer insights.

[Individual Enterprise Case Studies](#)



## RICKSHAW RESTAURANT, CORINTHIA HOTEL, MALTA

### Time and Space

5 star hotel Corinthia has leveraged customer insights and data to target different visitors at different times of day, increasing footfall of older clientele at off-peak times and targeting after-work business. They have made new and better use of space, targeting increased revenue from outdoor spaces.

### Make it Experiential

Focussing on training staff to sell to customers, high end Rickshaw restaurant has become more experiential. Additional revenue has been generated by offering 'affordable luxury' packages and bespoke experiences such as a whiskey trolley, combined with careful menu engineering.

### Key finding:

The creation of a bespoke food experience while targeting different types of customers at different times has enabled the Rickshaw Restaurant to increase footfall.



## SPARROW BISTRO, SWEDEN

### Local Refocus

Pre-Covid a busy midweek bistro with international visitor and business customers, Sparrow Bistro had to understand a new customer, the local. With a new focus on simple comfort food and value for money menus, they utilised outdoor space adding a pizza oven and take-away for collection.

### Make it an Event

### Key finding:

A focus on simple value for money comfort food and themed evening, local footfall was increased to maintain midweek sales



See full report [here](#)

# LEARNINGS FROM THE ENTERPRISES

Experiences of International Enterprises to inform and inspire Irish food tourism businesses



## STEM & GLORY, UK

### Customer Conversations

In the wake of Covid, Stem & Glory carried out customer conversations and a preview menu launch for regular customers to understand what the local market wanted in terms of menu items and modes of delivery, from which they developed a range of new options and channels.

### Omni-channel business model

Based on customer insights and emerging trends, Stem & Glory developed a new omni-channel business model incorporating 'click and collect', home delivery, next day use products and instore retail range. Menu redesign responded to desire for both health and comfort.



## HASELBURY MILL, UK

### Engage the Community

Community engagement and sound knowledge of their local market paid off for this historic hotel when Covid hit. They continued to engage and serve their local community with a drive-through take-away, heavily discounted for NHS staff, and seasonal family friendly events.

### Outdoor Innovations

#### Key findings:

Ticketed outdoor events proved to be a solid revenue generator during Covid restrictions. Tailored to locals and families, picnics in the park with live music, afternoon tea on the riverbank, Halloween 'Spookynoon' tea and trail, and enchanted Christmas experience brought hundreds of visitors.

## DAWES TWINE



### For Locals, By Locals

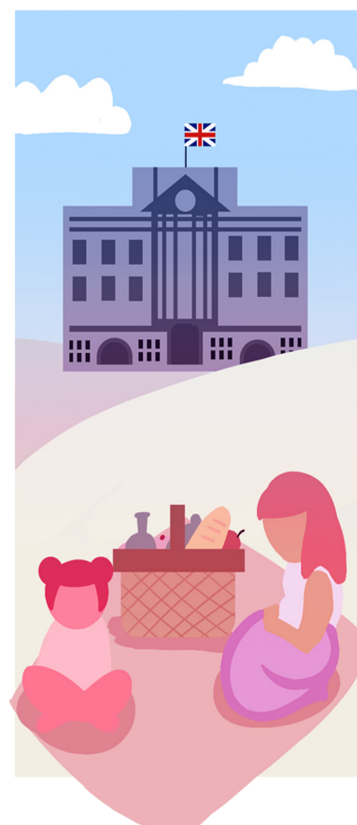
An old Twine works transformed by the local community into a heritage experience and visitor centre, with local food and drink at its heart, has become a multi purpose venue and 'village café' with local themed lunches and special dining events.

### Opportunity from crisis

When Covid hit the local pub did not reopen. The Twine Works trustees seized the opportunity and took it over offering takeaway meals, sell-out Sunday roasts, outdoor events and live music. Key to their success are cross-selling and joint initiatives between both sites, other local businesses, and the arts and heritage community.

#### Key finding:

Outdoor events and takeaway meals has transformed the local community into a hub for arts and heritage.



See full report [here](#)



Visit ['Future trends and best practice'](#)  
for up to date industry research and findings.

