



## » World Food Travel Summit, Sweden

### World Food Travel Summit, Gothenburg, Sweden

September 2013

The *World Food Travel Summit* is a key learning and networking event for anyone involved in the extensive arena of food tourism. We attended with three of our *food ambassadors* and here are some of the insights we gained.

- Food tourism encompasses everyone
- Food is ubiquitous - it is in every aspect of our lives
- Food tourism is not about expense or prestige, but about unique experiences
- Only 8.1% of travellers are seeking a luxury food experience.
- 92% of travellers are looking for memorable authentic experiences.
- There's huge potential for smaller countries to bring food tourism to the next level
- Food and drink needs to be the foundation of every destination marketing and development strategy.

### Key Messages

**"Stay true to your food culture, authenticity is the number 1 sought after experience."**

Erik Wolf, CEO, World Food Travel Association

**"It's not about being the best but trying your best!"**

Ami Hovstadius, Visit Sweden

**"If you build it, they will come"**

Fia Gulliksson, Östersund, Creative Cities of Gastronomy

### Sweden's approach to Food Tourism

In July 2008, Sweden's Minister for Rural Affairs, *Eskil Erlandsson* presented his and the Swedish government's vision for Sweden – The New Culinary Nation.

It has 5 areas of focus: Food Tourism, Restaurants, Public Food, Primary Production and Food Production. Their vision is built around their climate, diversity of produce and manufacturing methods, nature and chefs which they view as their unique advantages.



# Inspirational Food Tourism Ideas

## ● Restaurant Day

*Engaging the Locals: A Critical Pillar in Food Tourism Success*



*Restaurant Day* is a one day food carnival that takes place worldwide four times a year. It started in Finland in 2011 and has grown exponentially to see 8,500 restaurants pop-up for a day across 55 countries. The concept based on four cornerstones; food, social, culture and communality provides an opportunity for exploring quirky concepts and engaging with your local community.

**LEARNING:** 92% of food travellers are looking for memorable experiences - the success of Restaurant Day confirms this, and demonstrates the consumer interest in engaging with local communities and connecting with people through food.

## ● Astrid Lindgrens Varld, Sweden

*True to our Roots: The Conscious Decision to avoid fast Food*



*Astrid Lindgrens Varld* is a theme park, with no rides, dedicated to animating the stories of Sweden's most famous author best known for creating Pippi Longstocking. The park is reflective of her writings throughout the experience, including food. It wasn't always so, but in 2009 they made the decision to stop selling fast food to their 450,000 visitors as it didn't appear in the books! They became '*Serious about food*'. 'It's all about solutions if you want to go somewhere!' Mikael Ahlerup, GM, Astrid Lindgrens Varld.

**LEARNING:** Stay true to your food culture, authenticity is the number 1 sought after experience - Astrid Lindgrens Varld's approach to food is an inspiring example of how you can provide authentic food experiences reflective of your food culture on a large scale.

## ● Östersund, Sweden

*Building a Fame - Worthy Culinary Destination*



In 2009 *Fia Gulliksson*, Food Ambassador of Jämtland, initiated Östersund's successful application for Creative Cities of Gastronomy, a subset of *UNESCO's Creative Cities Network*. In 2010 Östersund became a City of Gastronomy, and was also appointed Sweden's first Food Capital. Fia advises to 'write a love letter and cook up a storm', proclaiming that all you need is a pen, paper, passion, people, pictures and position. 'If you build it, they will come' Fia Gulliksson.

**LEARNING:** Food tourism is not about expense or prestige, but about unique experiences – as a small rural town Östersund exemplifies this through its achievements which are founded on remaining true to their culinary culture, tradition and heritage.

## ● Nomanomics, How One Restaurant is Changing Denmark's Economy

*Matt Goulding, Contributing Writer TIME Magazine, USA*



The theory of *Nomanomics* is centred around the economic impact of one restaurant in Copenhagen – Noma, voted the *World's Best Restaurant* for three consecutive years. The degrees of impact effect – a) local restaurant scene; b) the diners; c) local food tours; d) the farmers & producers servicing these restaurants; e) those who write about it... the bloggers; f) The Tourism Boards. An important fact to note is that journalists, media, and tourists would never have travelled to Noma if it was serving French food... it had to be authentic to its own food culture. 'The greatest achievement of Redzepi and the dozens of people that make Noma what it is today will have been to teach a country to fall in love with its own food—perhaps for the first time.' Matt Goulding

**LEARNING:** Food and drink needs to be the foundation of every destination marketing and development strategy – Copenhagen has successfully leveraged this with an 11% increase in tourism, largely credited to Noma which they use as their number one marketing resource.

To request a more detailed overview please email: [foodtourism@failteireland.ie](mailto:foodtourism@failteireland.ie)