

KEY AREAS FOR FUTURE FOCUS

The following represent the summary learnings from the international destination case studies. Each destination is recognised for a variety of best in class approaches from promoting local food entrepreneurship to integrating the outdoor dining and examining new ways of working together.



SAFETY AND REASSURANCE

Safe destinations and safe food tourism outlets must be central to the destination message and business operational approach.



DOMESTIC FIRST, RETURNING MARKETS

Stimulate local demand and prepare for the return of the domestic market with an eye to future returning international markets.



CREATE DESTINATION FOOD OCCASIONS

Drive visitor demand through the creation of destination 'special occasions' embraced by the industry and attract visitors in off peak periods e.g. mini foodie weekends delivered collaboratively by hotels, restaurants, local food producers.



CLUSTERS AND COLLABORATION

New collaborative approaches between food and non-food experiences provide a multitude of opportunities for new experience development, added value, cross selling and joint marketing.



MAXIMISE THE DAY, INNOVATE IN THE EVENING

Consider the opportunities across different stages of the day (morning, afternoon and evening) to develop new food experiences with significant scope for evening time innovation.



EXCEPTIONAL FOOD

Destinations need to elevate a quality food story as part of their strategy to attract visitors back.



LOCAL FOOD PERSONALITY, LOCAL EXPERIENCES

Elevate the local food heroes and show the personality of the destination across the destination farm to fork journey.



BOUTIQUE FOOD EXPERIENCES

Visitors are searching out unique non mass-produced experiences and willing to pay for premium food and more personalised experiences.



FOOD TOURISM AND VISITOR TRENDS

Important new food segments (e.g. Millennials, Gen Z) are emerging with food more central to holiday decision making while multigenerational travel is on the rise. Marketing must be segment appropriate.



ADDED VALUE INDUSTRY

The focus is on adding value to the visitor experience while maintaining pricing levels.



SUSTAINABILITY

Food will be central to the sustainability focus of destinations and offers many platforms for innovation.



FOUR SEASONS MODEL

Innovate through the use of available outdoor spaces and the development of new seasonal food experiences. Blend seasonal menus and outdoor spaces aligned to a four seasons food and place messaging.



DEMAND GENERATION

Marketing will be digitally focused, providing significant opportunities to showcase the destination food experience.



CONTENT IS KEY

Sustained marketing engagement at destination level communicating the quality of the food experience is important to ensure a consistent approach delivering interesting content on a regular basis.



VISITOR ADVOCACY

Visitors will experience the food and place and buy the produce. It is important to ensure visitors go 'social' and recommend the destination experience.