



**AUTHENTIC EXPERIENCES**



**SEEKING ACTIVE OVER PASSIVE FOOD EXPERIENCES**



**VISITORS ARE LOOKING FOR EXCLUSIVITY**



**PAIRING FOOD WITH OTHER INTERESTS**



**SHARING EXPERIENCES AND TECHNOLOGY ENHANCED FOOD EXPERIENCES**



**MULTIGENERATIONAL TRIPS BUILT AROUND EATING TOGETHER**



**PROVIDE WAYS TO BUY LOCAL PRODUCE**



**HANDS-ON MEALS AND MAKING THE LOCAL CONNECTIONS**



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**PROTECTING AND SUSTAINING LOCAL FOOD CULTURES**



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**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.