

# Enhancing Irish Food Experiences

## The Way Forward

Helen McDaid  
Fáilte Ireland



**Fáilte Ireland**  
National Tourism Development Authority

# Our Perspective on Food Tourism...

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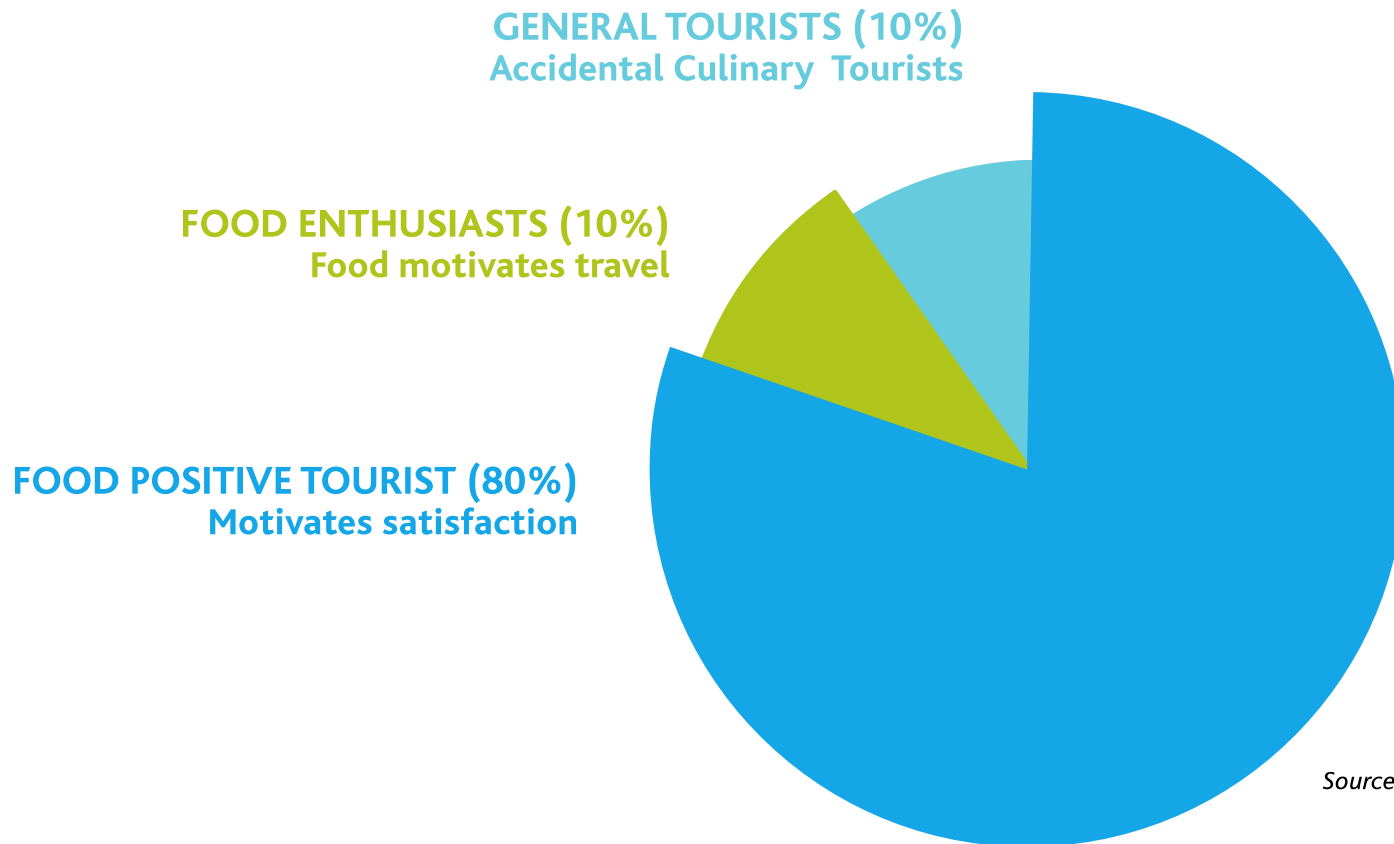
# Food Tourism Vision 2011-2013

*Ireland will be recognised by visitors for the availability, quality and value of our local and regional food experiences which evoke a unique sense of place, culture and hospitality.*



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# Food Tourism Visitors

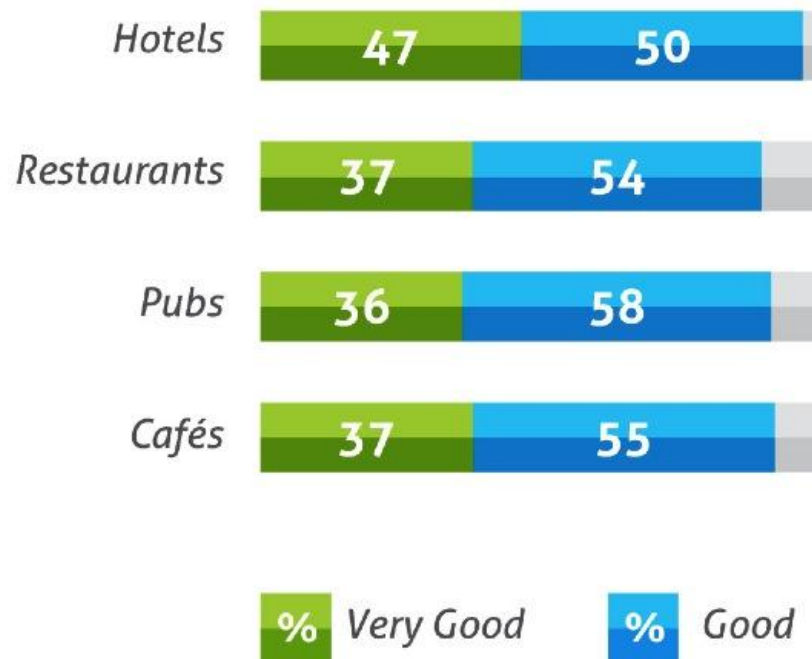


Source: Fáilte Ireland 2013

Ultimate goal is to improve appeal of Irish food for all Food Positive visitors  
Attitudes & satisfaction of Food Enthusiasts also important due to their opinion leader role

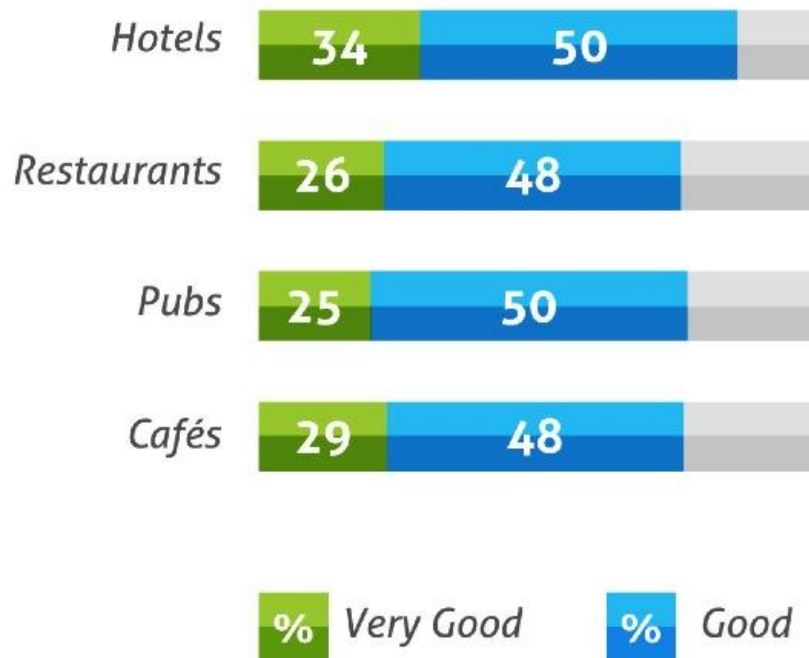
# Holiday Maker Study 2012 – % Rating by Outlet

## Q: Overall Experience



# Holiday Maker Study 2012 – % Rating by Outlet

**Q:** *Value for money*



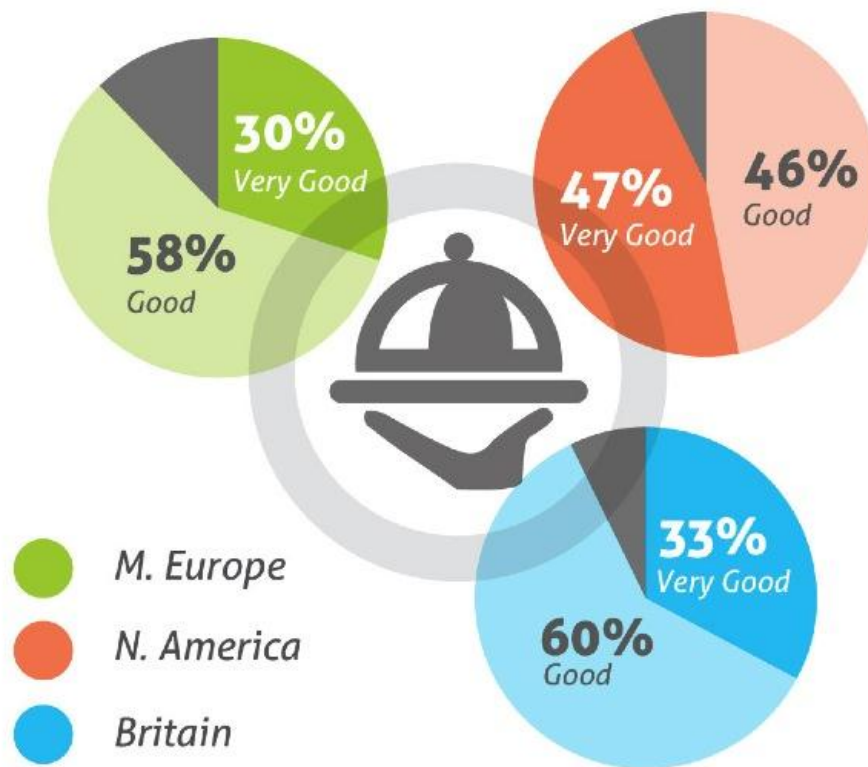
# Holiday Maker Study 2012 – % Rating by Outlet

**Q:** *Availability of distinctly Irish/regional dishes*



# Holiday Maker Study 2012 – % Rating by Market

## Q: Overall Experience: Restaurants





# Putting the International Market in Context



Brand Ireland

Key Markets

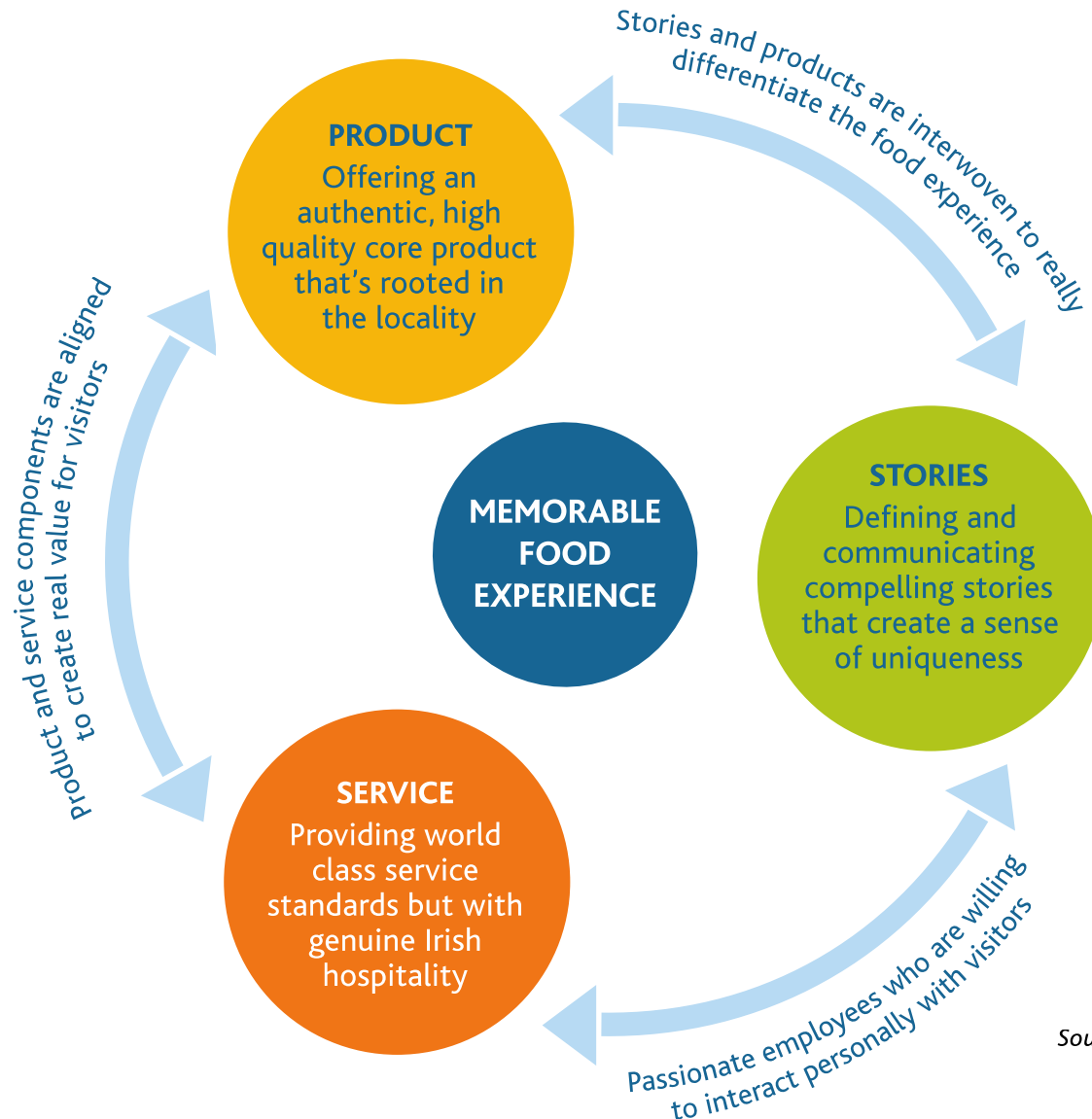
Key Market Segments

Signature Experiences

Supporting Experiences

Compelling Stories

# Deliver on the Experiences



Source: Fáilte Ireland 2014

# International View of Irish Food





# Provide a Compelling Message



## National/Sectoral Trade Organisations · Marketing Bodies · Educational Institutions

### PRIMARY FOOD PRODUCERS

Farming

Fishing

### SECONDARY FOOD PRODUCERS

Artisans

Larger Producers

### FOOD DISTRIBUTORS

Wholesalers

Exporters

Retailers

Farmer's Markets

### FOOD EXPERIENCES

Hotels

Restaurants

Pubs

B&Bs etc

Cafés & Coffee Shops

Food Trucks

Pop-ups

Supper Clubs

Retail Outlets  
with food

### FOOD ATTRACTIONS & EVENTS

Food Fairs,  
Festivals & Trails

Cookery Schools  
and Classes

Micro-breweries  
& Distilleries

Attractions with food  
components or  
connections

Producers with  
Visitor Centres

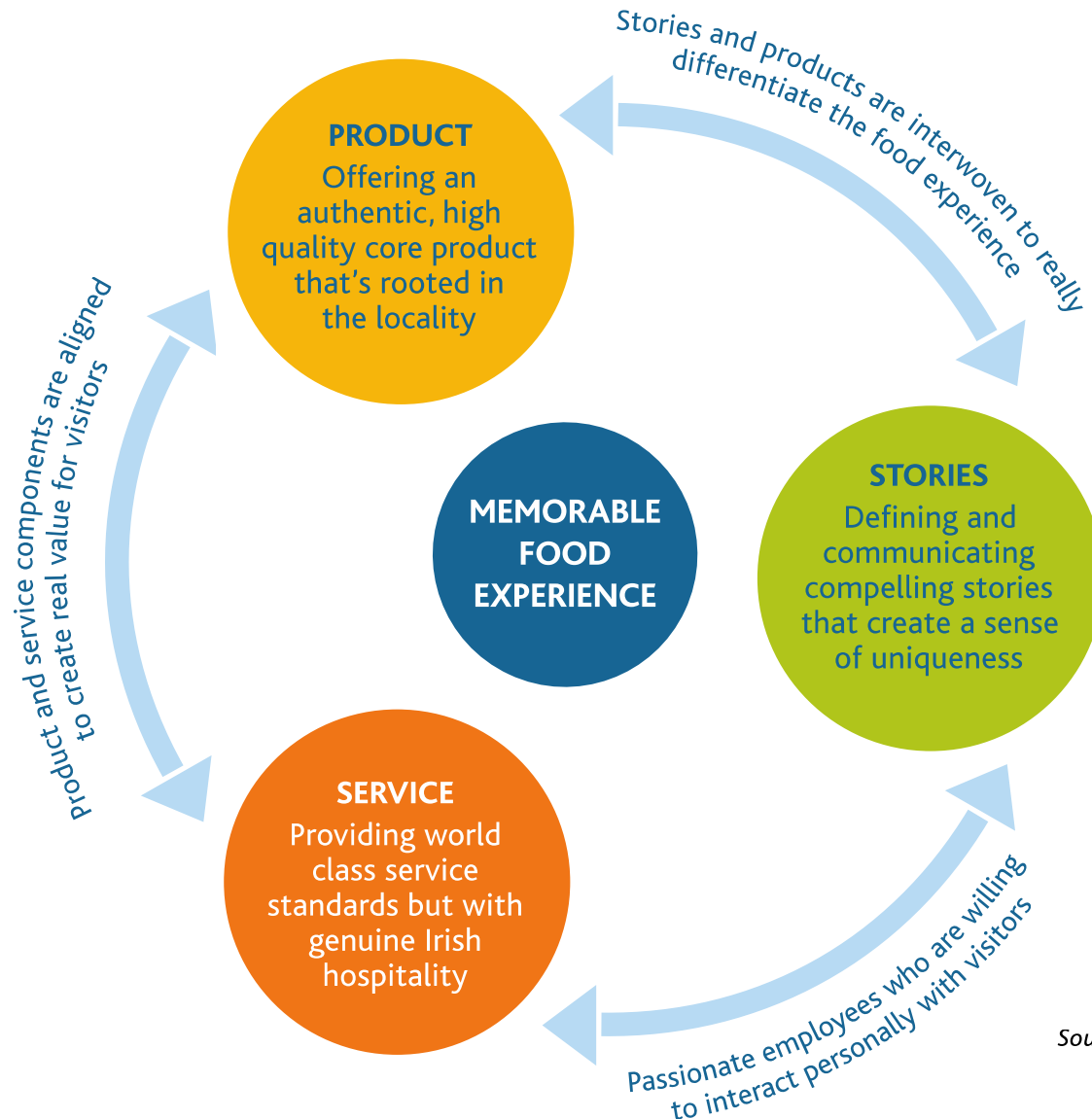
Foraging,  
Catch and Cook

## International Experts and Influencers · Food Ambassadors · Early Adopters

Bord Bia

Fáilte Ireland

# Fáilte Ireland Approach



Source: Fáilte Ireland 2014

# Food Tourism Vision 2014-2016

*Ireland will be recognised by visitors for memorable food experiences which evoke a unique sense of place, culture and hospitality.*



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Thank you...

[www.failteireland.ie/food](http://www.failteireland.ie/food)



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