

# **Ireland's Gastronomy- A True Sense of Place**

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# gastronomy

[ga-stron-uh-mee]

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- The art or science of good eating
- A style of cooking or eating.



*"Food has an unmatched ability to communicate a unique sense of place. Local cuisine provides a direct connection to the history of a region, the soul of its people, and the rhythm of daily life".*

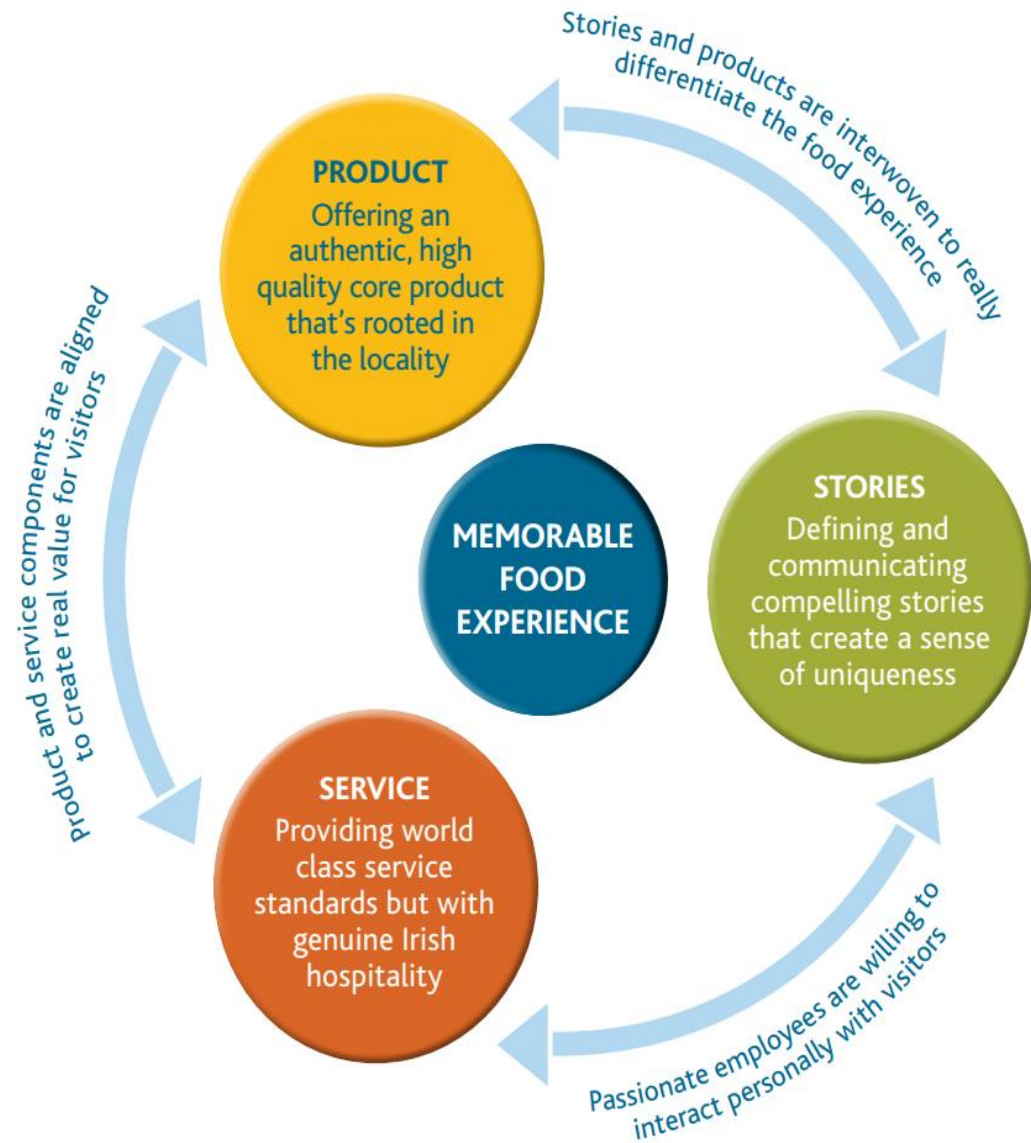
**(Oates, 2016)**

# Tourist expectation around food and drink is changing...

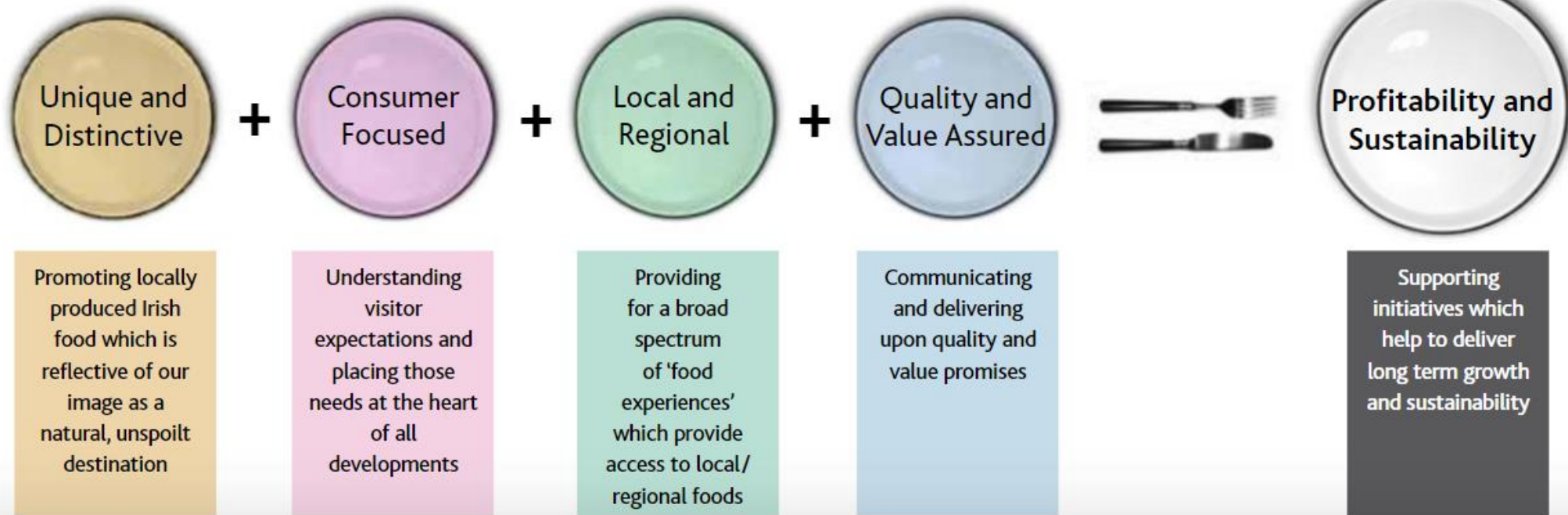
- 50% of visitors say food is more important now than it was 5 years ago.
- Most are now interested in where their food comes from and this is driving the search for authenticity and cultural experiences that are 'of place'.



## Food Tourism Activity Plan 2014-2016



### Four ingredients of 'Place on a Plate'



Source: Fáilte Ireland



Ireland's Hidden  
**HEARTLANDS**



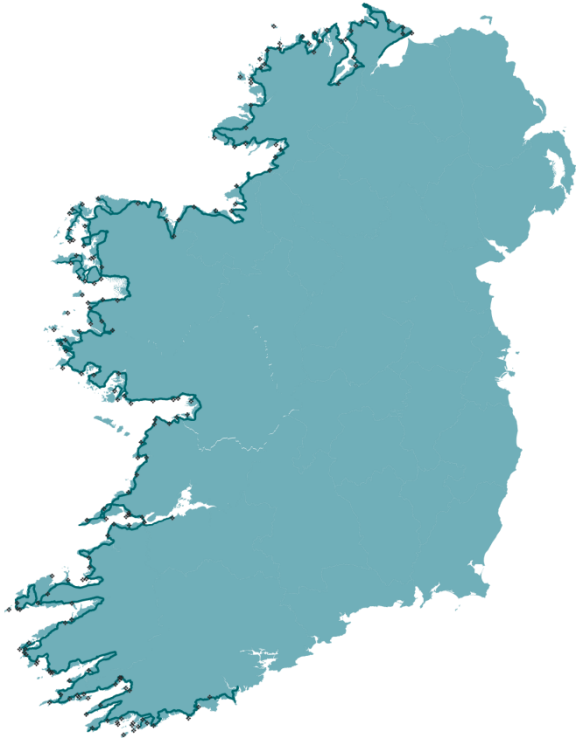
**WILD ATLANTIC WAY**

*SLÍ AN ATLANTAIGH FHIÁIN*



IRELAND'S  
ANCIENT EAST





World's longest coastal driving route

# So far so good

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**3.8  
million**

Overseas visitors



**5.1  
million**

Domestic visitors



Supporting  
**27,500  
jobs**

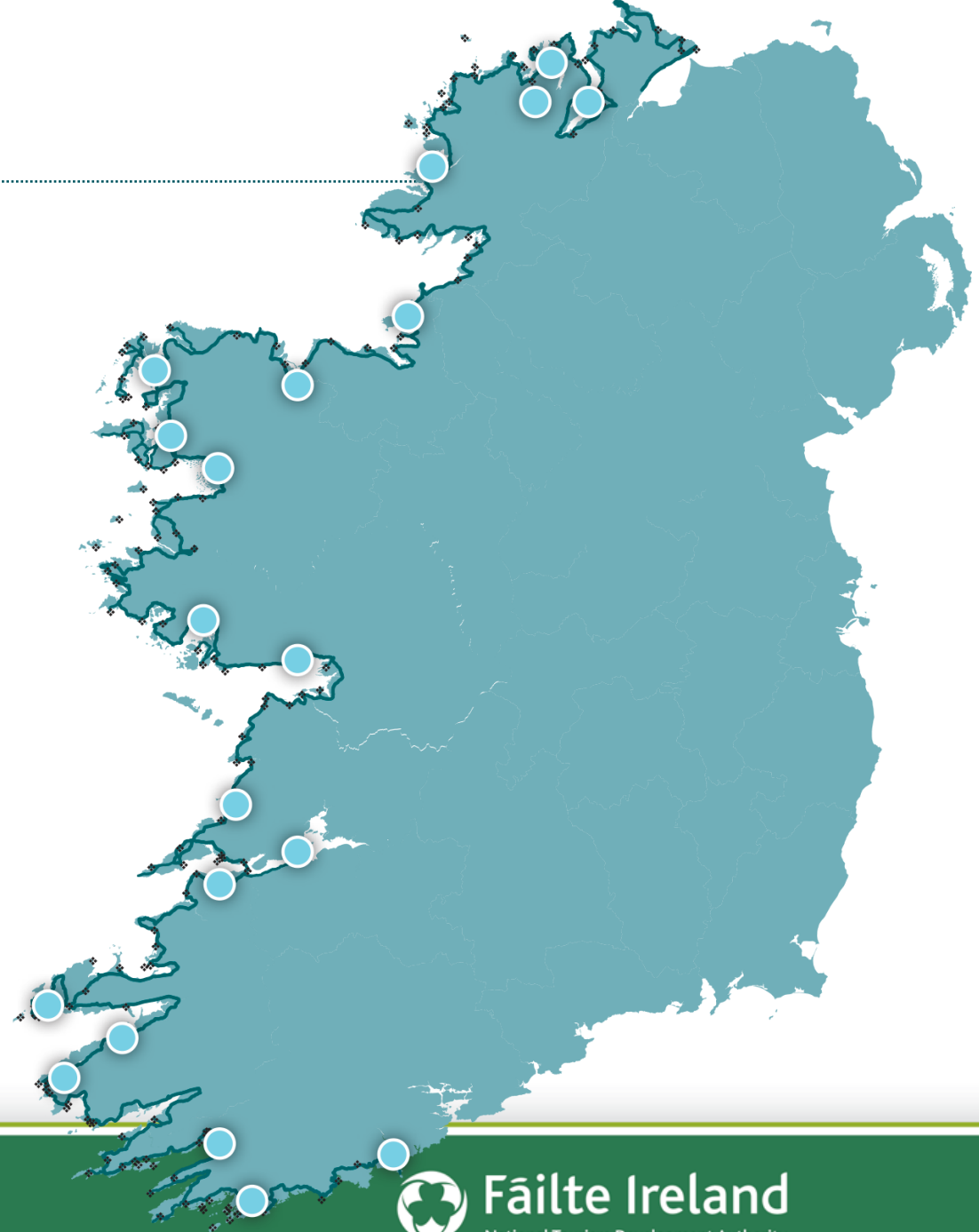


Delivering  
**2.8 billion  
in revenue**  
35% of which accounts  
for food spend

# Producer Experiences

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- WAW Trail
- Producers
- Restaurants / Pubs



**Fáilte Ireland**  
National Tourism Development Authority



Food and beverage  
consumption accounts  
for 35% of  
International Tourism  
Revenues

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**Fáilte Ireland**

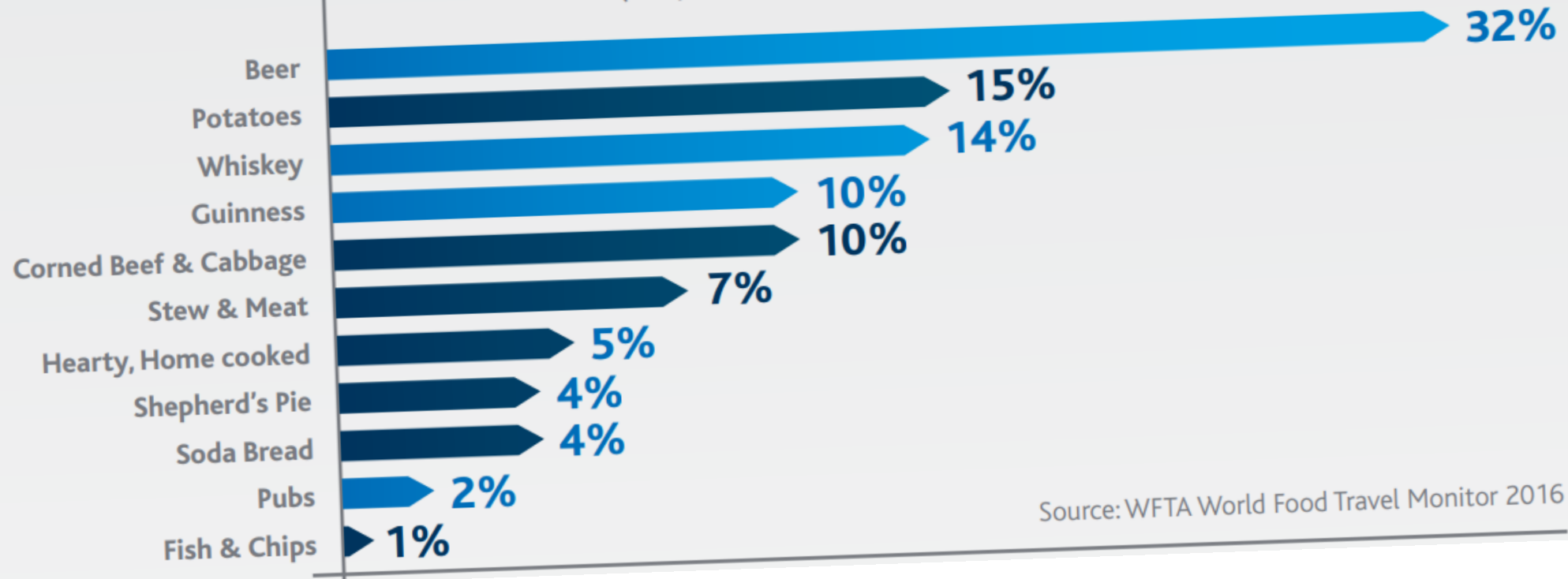
National Tourism Development Authority

## **FOOD AND DRINK STRATEGY 2018 – 2023**



## EXPECTATION PRE VISIT

What stands out when you think of "Irish food & drink"?  
(Respondents who have **NOT** visited Ireland)



Source: WFTA World Food Travel Monitor 2016



Much more than beer & potatoes!



# Community Collaboration

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**GALWAY, WEST OF IRELAND 2018**  
EUROPEAN REGION OF GASTRONOMY



**FROM THE GROUND UP**  
Feeding our Future

# Food Champion Network

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#ThisIsIrishFood Campaign



# #ThisIsIrishFood



# Final thoughts

Food Tourism success can only be achieved through collaboration.

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The aim must be at deepening visitor's engagement in a destination and giving them a true sense of the place that they are in.

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In Ireland, Food Tourism is as much about the people, the place and the story as it is about the food.



Let's communicate....

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