Céad mile fáilte
Breakout workshop
John D. Mulcahy
Republic of Ireland

Population: 4.6 million (.9% of EU)
Area: 70,000 km²
Peru: 30 Million & 18 times bigger
UK: 63 million & 3.5 times bigger
France: 66 million & 9 times bigger
Fáilte Ireland - key facts

Established May 2003 ….. Merger of two organisations.

Statutory Body under the National Tourism Development Authority Act (2003)

Official Title - National Tourism Development Authority of Ireland

325 Staff, and Budget of €80 m.

www.failteireland.ie Contact info@failteireland.ie
Importance of Tourism to Ireland

Indigenous Industry
3.5% of GNP

Significant employer
137,000
(7.2% of total)

Each tourist Euro generates
24.5 cent in State revenue

Every million of tourist spend generates
34 tourism jobs

7 million overseas tourists
Worth over €6 billion

1,000 extra tourists create
18 tourism jobs

Worth over €6 billion
GASTRONOMY TOURISM
36% of tourist spend is devoted to food and drink
Tourists to Ireland – what’s their interest in food?

UNWTO: 8.1% say ‘gourmet’

FOOD ENTHUSIASTS
Food motivates travel

FOOD POSITIVE TOURIST
Food motivates satisfaction

GENERAL TOURIST
Accidental culinary tourists

Source: Fáilte Ireland 2013
64% of consumers would like to know the area where their food comes from.
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.
Delivering on the Experience

**PRODUCT**
Offering an authentic, high quality core products rooted in the locality

**STORIES**
Defining and communicating compelling stories that create a sense of uniqueness

**SERVICE**
Providing world class service standards but with genuine Irish hospitality

**MEMORABLE FOOD EXPERIENCE**
Online resources to develop food in tourism

- Food knowledge library
  *Insights, trends, tools*

- Telling Ireland's food story
  *A 'how to' guide*

- National Resource network
  *21 Food Champions*

- Food Tourism
  *Framework 2011-2013
  Activity Plan 2014-2016*

- Ireland's Content Pool
  *Images, videos*

- Development Guidelines
  *Food Trails
  Food Festivals*

www.failteireland.ie/Supports
Ireland’s value chain
Primary Food Producers

Secondary Food Producers

Food Distributors

Farming

Artisans

Larger producer

Wholesalers

Fishing

Exporters

Retailers

Farmers’ Markets
### Food Experiences

- **Hotels, Restaurants, Pubs**
- **Cafes, Coffee Shops**
- **Retail Outlets with food**
- **B&Bs & Other Accommodation Providers**
- **Transport Operators**
- **Food Trucks**
- **Pop-ups, Supper Clubs**

### Food Attractions & Events

- **Food Fairs & Festivals**
- **Cookery Schools & Classes**
- **Micro-breweries & Distilleries**
- **Attractions with food components or connections**
- **Food Trails & Tours**
- **Producer Visits**
# Food Tourism in Ireland – not just for tourists

## Change Actors

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<th>Primary Food Producers</th>
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## Change Agents

- Media (TV, Radio, Print)
- Influencers (Social Media, Critics, Guides, Celebrity Chefs)
- Indigenous people

- Government departments & agencies
- Fáilte Ireland
Taste the Atlantic, ......a seafood journey.
The trail you can take and Taste!

video
References:

Forthcoming:
MULCAHY, J. D. Does regionality matter? The experience in Ireland.

MULCAHY, J. D. 2015. Future Consumption: Gastronomy and Public Policy.

MULCAHY, J. D. 2014. Transforming Ireland through gastronomic nationalism promoted and practiced by government, business, and civil society.


www.academia.edu
Food Tourism

GENERAL TOURISTS (10%)
Accidental Culinary Tourists

FOOD ENTHUSIASTS (10%)
Food motivates travel

FOOD POSITIVE TOURIST (80%)
Motivates satisfaction

Food does not motivate travel but it does motivate visitor satisfaction. Ultimate goal is to improve the appeal of Irish food for all Food Positive Visitors. Attitudes and satisfaction of Food Enthusiasts are important due to their opinion leader role.

Source: Fáilte Ireland 2013