Ireland’s Gastronomy – A True Sense of Place

Jacinta Dalton

@jcdal @thisisirishfood
gastronomy [ga-stron-uh-mee]

- 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

Source: Fáilte Ireland Enhancing Irish Food Experiences – the way forward. Food Tourism Activity Plan 2014-2016
Four ingredients of 'Place on a Plate’

- Unique and Distinctive: Promoting locally produced Irish food which is reflective of our image as a natural, unspoilt destination
- Consumer Focused: Understanding visitor expectations and placing those needs at the heart of all developments
- Local and Regional: Providing for a broad spectrum of ‘food experiences’ which provide access to local/ regional foods
- Quality and Value Assured: Communicating and delivering upon quality and value promises

Profitability and Sustainability: Supporting initiatives which help to deliver long term growth and sustainability

Source: Fáilte Ireland
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World’s longest coastal driving route
So far so good

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
Food and beverage consumption accounts for 35% of International Tourism Revenues
What stands out when you think of "Irish food & drink"?

(Respondents who have NOT visited Ireland)

- Beer: 32%
- Potatoes: 15%
- Whiskey: 14%
- Guinness: 10%
- Corned Beef & Cabbage: 7%
- Stew & Meat: 5%
- Hearty, Home cooked: 4%
- Shepherd's Pie: 4%
- Soda Bread: 2%
- Pubs: 1%

Source: WFTA World Food Travel Monitor 2016
Much more than beer & potatoes!
FOOD ON THE EDGE

#FOTE2018 DATES ANNOUNCED

FOOD ON THE EDGE

Monday 22nd & Tuesday 23rd October 2018

Super Early Bird: €250

Available until 31st December 2017
Tickets Available: www.foodontheedge.ie
Community Collaboration
Food Champion Network

#ThisisIrishFood Campaign
This is Irish Food
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@Nife, Irish Food Champions.
Celebrating Irish food and the people and
places who make it.
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Final thoughts

Food Tourism success can only be achieved through collaboration.

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.

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

@jcdal

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