

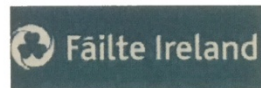
Agri-Tourism Conference 2018



In celebration of



In association with





AGRI-TOURISM

The diversification opportunity

IRELAND'S TOURISM INDUSTRY



TOURISM IS A VITAL PART OF THE IRISH ECONOMY

- Tourism **employs** 240,000 (up 15,000 in 2017)
- Tourism delivers **€7.2b in expenditure** (35% on Food and Drink)
- Tourism delivers **€1.7b in exchequer revenue**
- Tourism **sustains communities** and drives regional development in a manner that most other industries struggle to deliver

TOURISM IS A SIGNIFICANT EMPLOYER

- Every €1m of tourist expenditure helps support 27 jobs
- With 240,000 employees, tourism employs over 10% of workforce



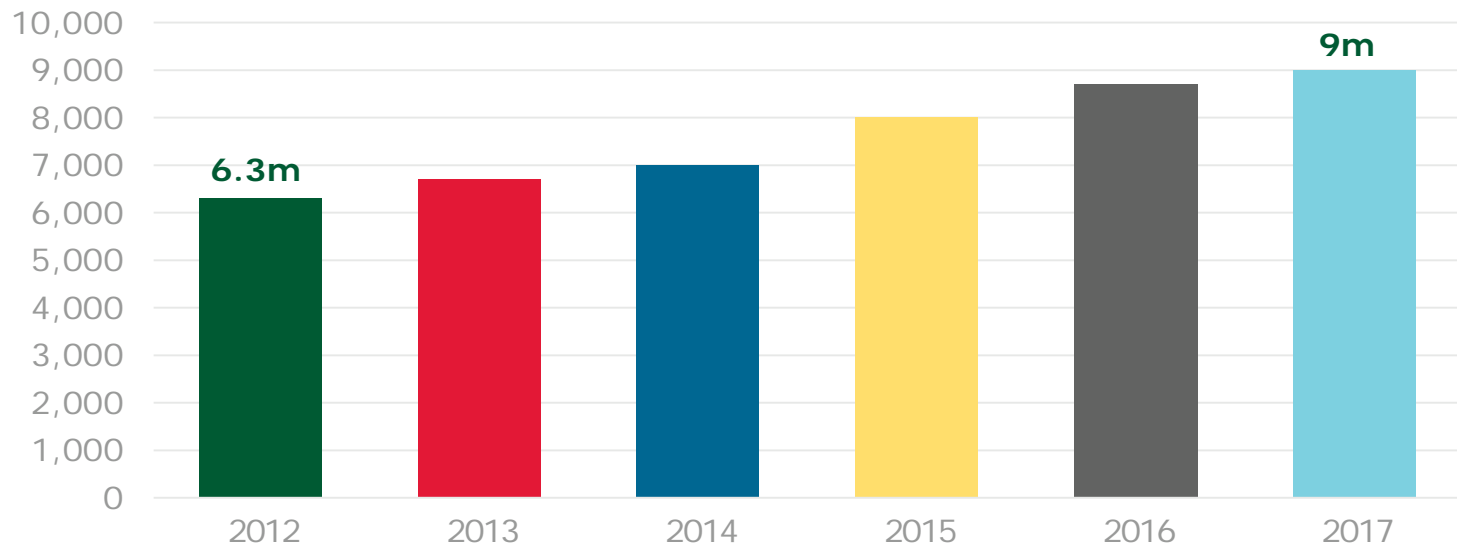
TOURISM IS GROWING

Tourism is one of Ireland's biggest indigenous industries and it is growing

Metric	2017 vs 2016	Value
Overseas Tourists	+3%	9m
Overseas Spend	+6%	€4.9b
Domestic & NI Spend	+4%	€2.2b
Total Tourism Spend	+4%	€7.2b
Employment	+15,000	240,000 jobs

HUGE GROWTH IN OVERSEAS TOURISTS

Overseas tourists up 43% since 2012 with an estimated 9m overseas tourists in 2017





GROWTH IN TOURISM IS AN UNSTOPPABLE FORCE

Driven by:

- World Tourism Organization **UNWTO** **global growth rate** of 7%
- Changes in lifestyle, economic wealth and population **profiles**
- **Increased access** to Ireland by air and sea



FÁILTE IRELAND'S ROLE IN THE TOURISM INDUSTRY



FÁILTE IRELAND IS AT THE HEART OF THE TOURISM INDUSTRY

Our role is to:

- **Invest** in tourism infrastructure
- **Support** the tourism industry
- **Promote** Ireland as a holiday destination

Strategy

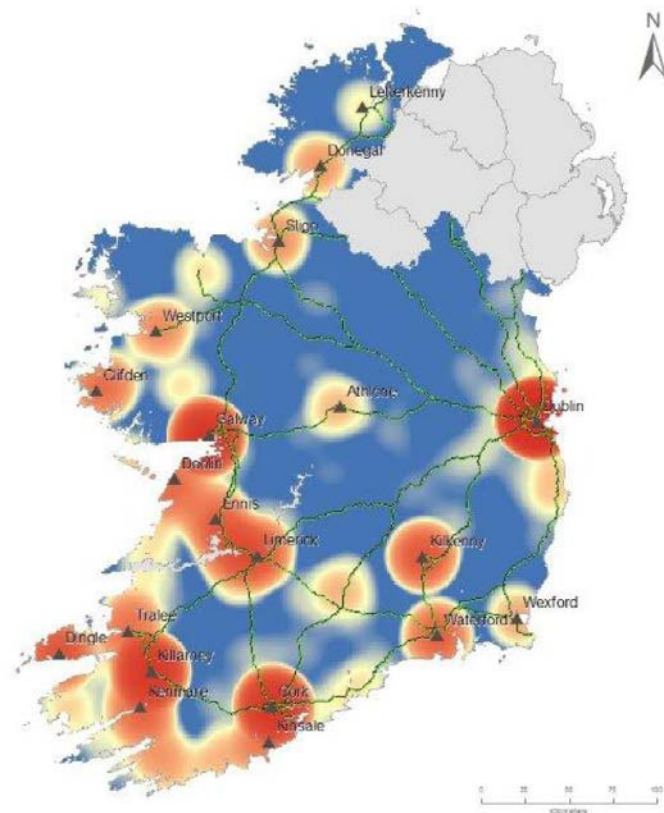




TOURISM IN REGIONAL COMMUNITIES

- Tourism plays a vital role in supporting regional communities particularly in the west and midwest areas

Source: Central Statistics Office





Where do overseas visitors come from?



41%



17%



7%



6%

These 4 make up 70% of total visitors.



Tourist expectations are changing



Once upon a time the majority of tourists looked for experiences that were familiar to them.



Now, most tourists seek out quality, local offerings that represent the places they go to.

Source: Food Tourism, Stanley&Stanley, 2015



Food is more important than ever

- 50% of **global travelers** say food and drink is more important now than it was 5 years ago.
- 64% of consumers are **interested in where their food comes from**.
- 93% of visitors to Ireland took part in a **food or drink experience** (outside of eating and drinking)



SOCIAL ENERGISERS



LOOK FOR:

- A laugh, sharing adventure with friends
- New experiences, new places
- Spontaneity, fun
- “WOW” factor

CULTURALLY CURIOUS



LOOK FOR:

- Independence
- Authenticity
- Real insight
- People to educate them and show an interest

GREAT ESCAPERS



LOOK FOR:

- Connection with the landscape
- Quality time with loved ones
- Down time between activities



- Authentic accommodation
- Connection with a real way of life – Irish for a day
- Immersive Experiences – make you own, catch and cook
- Guided farm walks and tastings
- Farm to table dinners and lunches



- 'Off the beaten track' accommodation
- Self guided walks and trails
- Non intrusive dining such as local food packs and picnics
- Family enriching experiences – collect your own eggs



- Quirky Accommodation
- 'Bucket list' experiences – milking a cow and making cheese.
- Non formal experiences.
- Convivial shared dining experiences.
- Socially responsible/Eco ethos

Irish food is important to all cohorts

DEMOCRATISING CULTURE



Food and eating are important social interactions, particularly for tourists. It gives them an insight into the culture of a country and also the daily lives of the country's inhabitants, enabling them to experience it 'like a local'.

Food and Drink Strategy 2018 - 2023

ENRICHES EXPERIENCE



Provenance and storytelling are essential to creating memories for consumer today. That desire to feel connected to a place and its history can be met easily through food and drink inspired experiences.

CREATES MEMORIES



The downtime at the end of the day is important time to reflect and food and eating/drinking enables this.



- Reputation for **warm hospitality**
- Stand out '**Green**' credentials
- **Close to source** ingredients
- High quality, **natural produce**



- Link with your **local brand officer** to get involved via VEDP and trade portal.
- Access accommodation and experience development information on www.FailteIreland.ie
- Content on www.Irelandscontentpool.com



Thank You

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