

### **AGENDA**

Welcome & Introductions: David Smythe, Chair

**Update:** Alan Graham, Perth & Kinross Council



Scotland's Food Tourism Action Plan: Fiona Richmond, Head of Regional Food, Scotland Food & Drink

Perthshire Food Tourism Case Studies

Clootie McToot Dumplings: Michelle Maddox

Ballintaggart Farrm: Rachel Rowley

Discussion: All

**Any Other Business** 







## **Food Tourism Scotland**

Creating a global food tourism destination and unlocking a £1bn growth opportunity







### **Our shared vision**

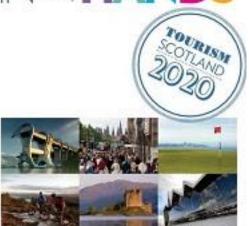
It's 2030 and Scotland is globally recognised food tourism destination where high-quality, memorable food and drink experiences are delivered by proud & passionate local ambassadors





















Food tourism includes any tourism experience in which a person learns about and/or consumes food and drink that reflects the local cuisine, heritage, or culture of a place, including the active pursuit of unique and memorable eating, drinking, and agritourism

experiences







According to the **World Food Travel Association, 2016**, the food tourism activities fall into the following main categories:

- Going to a restaurant for a memorable experience
- Eating/drinking at a famous landmark restaurant or bar
- Eating at a food truck, food cart or food stall
- Eating at a fine dining restaurant
- Taking cooking classes
- Participating in a food/beverage tour
- Attending a food/beer/wine festival
- Visiting a brewery or distillery
- Visiting a farm or orchard
- Visiting farmers' markets or agricultural fairs









# Why are we doing this?

- Visitors spend around £995m on eating & drinking when on holiday in Scotland (UK £656m & overseas £339m)
- In 2017 there were **166 million trips** (overnight stays & days out) in Scotland & visitors contributed **£11.2bn** to our economy
- In 2017, trips by **GB residents up**; day visits to Scotland up; record year for international tourism (16.9% increase in trips and 23% increase in spend)
- Record number of whisky distilleries 128 and visits 2017 (1.9m, up 11.4% on previous year)
- Food and drink is an important part of the visitor experience with visitors keen to try local produce
- Positive gap exists between the expectations and experience of the quality of food in Scotland, particularly for international visitors, with experience being more positive than expectation
- Availability of local produce and value for money when eating out are two areas of the visitor experience which attract lower satisfaction scores
- Food tourism is a massive global trend and we need to be part of it



"If you do a poll of what motivates people to travel to a particular place, food is now the number one reason...I'm sure that that's a significant change. I think people are less interested in scouting online to go up the Eiffel Tower, look around, and then come down again. I think they're looking to have a more, for lack of a better word, a real experience."

**Anthony Bourdain** 





"Scotland may share some tourism 'products' with other tourist destinations – landscape, friendly people and a range of urban, rural and coastal activities – but it is the **emotional** benefits that the country provides which differentiate Scotland from other destinations. People imagine that a visit to Scotland will provide a powerfully enriching personal experience and they expect an intense and authentic personal journey that will affect them at a deep level"

VisitScotland insights paper: Promoting the benefits of holidaying in Scotland, Feb 2016



"Scotland's food and drink products and activities can align with the perceived benefits of a holiday or short break in Scotland by connecting visitors to Scotland's natural environment, local people, local customs and helping to create a sense of place"

VisitScotland, Opening up Scotland's Larder to Visitors, 2017



"There has also been a rise in the number of tourists who want to come to Scotland to explore **food and drink in its natural setting. Agritourism** is one to watch in 2019, echoing similar movements in Spain and Italy, and at the same time opening up job opportunities and expansion plans for smallholdings"

Gabriella Bennett, The Times, Taking pride in Scotland's produce, 25<sup>th</sup> October 2018





















#### Pillar 1: Sustainable local food supply chain

- Determine how local food supply chain will meet demand for local food & identify gaps
- Develop a business to business product code
- Develop the agritourism sector
- Continue to bring buyers & suppliers together

#### Pillar 2: Quality products & experiences for all

- Evolve Taste our Best into a world-leading business to consumer food tourism quality assurance scheme
- Develop a brand & logo that identifies local food and drink for consumers in retail & foodservice







#### Pillar 3: Rich storytelling

- Build a diverse collection of compelling food stories
- Develop a national food tourism website

#### Pillar 4: Skilled & vibrant workforce

- Create food tourism apprenticeship programme
- Develop a food tourism customer excellence programme
- Form a national food tourism workforce development board
- Implement a PR campaign to promote food tourism professions











#### **Pillar 5: Innovative collaboration**

- Host annual food tourism industry forum
- Create a national food tourism ambassador programme
- Develop innovative food tourism experiences within and across regions and industries

#### **Cross-pillar**

- Develop a national food tourism marketing framework
- Grow food tourism market intelligence





# What happens next

- Implementation planning phase now underway
- Scoping who does what relies on a collective & collaborative approach
- National board formed
- Detailed action plan ready by early 2019
- Local, national & global forums to spread the Scottish food tourism message
- Comms plan







## Conclusion & discussion – the potential for Perthshire

- Food tourism is a massive global trend that will only grow travellers are seeking real, immersive
  experiences
- You have a part to play in the action plan's success join the conversation #scotfoodtourism
- Capitalise on your strengths/assets
- Storytelling essential
- Collaboration with others essential don't do it on your own; partner with other organisations & businesses bring food & drink and tourism together
- Know your market/do your research explore best practice
- Connect Local Regional Food Fund grants of up to £5k available now and next year
- Attend **Showcasing Scotland Regional** events Edinburgh 19<sup>th</sup> March; Aberdeen 11<sup>th</sup> June
- UNTWO & BCC first global gastronomy tourism start-up competition
- Apply to the CIS Awards Food Tourism category
- **Don't wait** just do it!





# Fiona Richmond Head of Regional Food, Scotland Food & Drink fiona@foodanddrink.scot 07825 290060 @fionarichmond8 #scotfoodtourism





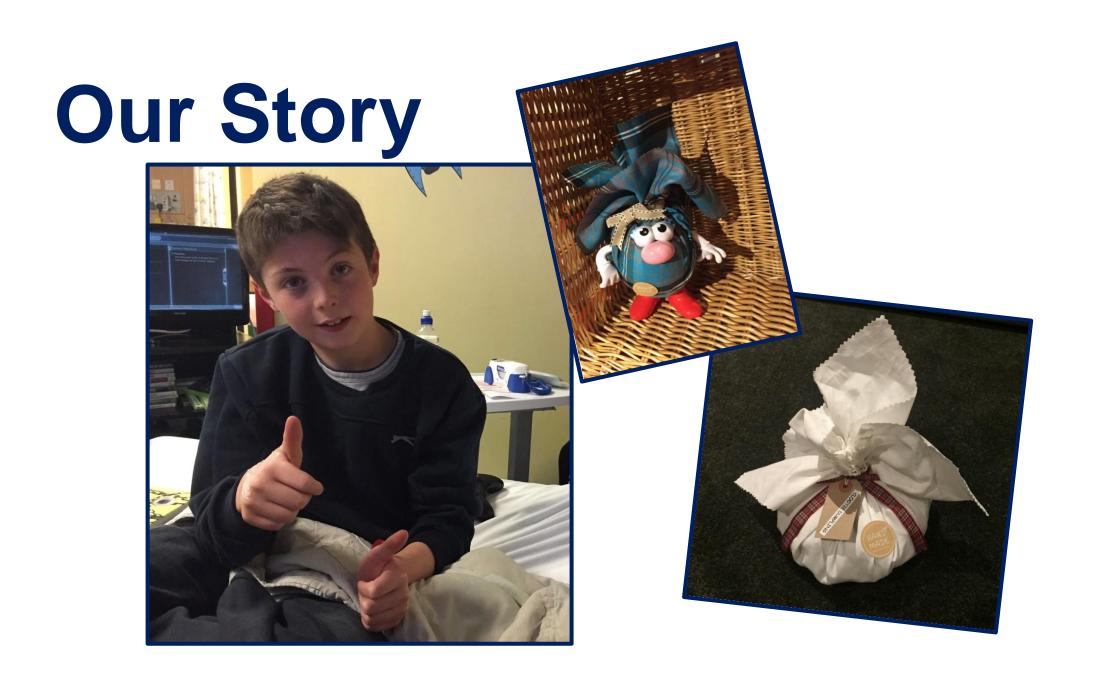


# Clootie McToot Traditional Dumplings

# Do you know what a clootie dumpling is?







# Our Product Range



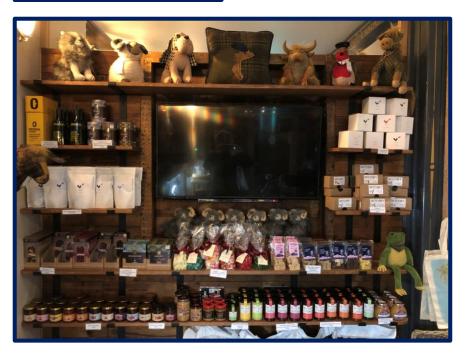












# The Future









# **ANY OTHER BUSINESS**