FOOD TOURISM OPPORTUNITIES

- Around the world
- In the Chilterns
- Local producers & retailers
- Food sampling
- Q&A
FOOD TOURISM FROM AROUND THE WORLD
WHAT IS FOOD TOURISM?
UP A TREE, IN A CAVE, ON A BUS, IN A BALLOON
...WITH A PAIR OF GIRAFFES
Although food features in most people’s holidays, it is only a decisive factor in planning for a minority. People who factor food into their travel decisions tend to be younger, more adventurous and have better views of British food.

There will always be visitors who eat to survive. Thankfully, for many of the world’s billions of tourists, gastronomy has become an integral part of the tourism experience.

Visit Britain 2017 research found that:

- 29% of respondents chose the UK when asked to rate counties on whether they offer 'attractive food and drink options to tourist'
- 41% agree the 'British cuisine is part of what attracts tourists to the UK'
- 56% believe that Britain is a good place to try local specialities
- Britain is best known for its baked goods (52%), whisky (45%) and meats (43%). There is now a broader view of British food products overall, including fish & seafood, cheeses, curry and sparkling wine.
Gourmet tourists specifically like to eat food and drink of quality and exclusiveness.

Gastronomic enthusiasts just love food, enjoy new restaurants/outlets/pop-ups. They also like to cook.

Culturally engaged tourists connect with culture through food to better understand the location.

The culinary adventurous like to engage with the culture but want to try non-touristy locations.

Social food travellers use food and drink abroad to socialise.

Authentic food tourists like to try traditional food that is full of flavour.

A lot of people like to buy budget and have the local street food.

Others like to try food that blends different cuisines.

A lot of travellers like to eat locally with ingredients sourced from a local producer.

WHAT IS A CULINARY TOURIST?
WHY SHOULD WE BE INTERESTED IN THIS SECTOR?

- Food tourism contributes to the local economy because it supports local food producers and retailers = jobs.
- It also supports jobs and opportunities in the wider supply chain.
- By increasing visitor demand for local food and drink, food tourism contributes to the long-term sustainability of local agriculture, food systems, communities, and culture.
- Food tourism can play a significant role in preserving local heritage.
- Food tourism drives innovation.
- Food tourism can support a region’s Sense of Place.
- There’s nought better than a good story over a meal.
- The value of spending time with friends and family has increased exponentially.
WHAT ARE OUR CHALLENGES?

- To increase awareness of our region
- To find the resources to do so
- To challenge perceptions
- The ‘final mile’
- To increase length of stay and spend
- To iron out the those seasonality wrinkles
- Regional and national competition
- Collaboration
WHAT DO WE NEED TO DO TO DIFFERENTIATE OUR OFFER?

- What is a common reason visitors don’t spend more money locally?
- Attracting more higher spending, longer staying visitors.
- Banish ‘something for everyone’ marketing!
- Segment your market; consider which of that list of culinary tourists who be interested in what you have to say.
- Overseas visitors want a deeper understanding of England and the English countryside.
- Pubs and food retailers present opportunities to meet local people.
- Make connections to the Chilterns countryside & market towns in your marketing comms.
- Help potential customers understand what a visit to the ‘countryside’ means...more than simply giving directions from the M25.
- Countryside holidays can challenge and change perceptions of English food & drink.
- Food travel = slow travel = slowing down to experience more = high value Word of Mouth.
From freshly made vegan sausages to mouth-watering chocolate, a trip to the Chiltern Hills isn’t complete without indulging in an array of local food.

All accompanied with a refreshing beverage produced at one of the many vineyards/distilleries/breweries/orchard’s.
VISITORS WILL SPEND IF YOU GIVE THEM SOMETHING TO SPEND THEIR MONEY ON!