



Policy Framework for the Development of a Culinary Tourism Strategy

1. Purpose

This Policy Framework sets out governance and policy arrangements for the development of Ireland's Culinary Tourism Strategy, as envisaged under A New Era for Irish Tourism.

The framework clarifies departmental leadership, agency roles and cross-government coordination arrangements to support coherent development of Ireland's culinary tourism offering.

2. Policy Context

Food and culinary experiences are an increasingly important component of destination choice internationally. Ireland's strengths in food and drink production, hospitality, and regional visitor experiences provide significant opportunity to enhance tourism competitiveness while supporting regional enterprise development.

The Culinary Tourism Strategy will position Ireland as a leading food and drink destination by showcasing the full breadth of our culinary offering. It will support the development of trails, festivals, and regional experiences that connect producers, hospitality and the visitor experience.

Development of a Culinary Tourism Strategy will support:

- enhancement of the quality and reputation of Ireland's culinary offering for domestic and international visitors;
- strengthening destination food and drink experiences as part of the overall visitor offering;
- increased regional spread of tourism and extension of tourism activity throughout the year

- identification and development of culinary experiences that showcase local food and drink heritage and regional specialities and
- support for sustainable tourism and enterprise development.

3. Policy Leadership

The Department of Enterprise, Tourism and Employment retains overall policy responsibility for tourism development and will provide policy oversight for the development of the Culinary Tourism Strategy.

The Department will ensure alignment with enterprise, regional development, sustainability, food and drink sector policies across Government.

4. Strategy Development and Delivery

Fáilte Ireland will lead development and implementation of the Culinary Tourism Strategy, working in partnership with Tourism Ireland, Government Departments, industry stakeholders, regional tourism interests and local authorities.

The strategy will focus on the development of high-quality visitor experiences, capability building and regional tourism product development.

5. International Marketing Alignment

Tourism Ireland will align overseas marketing activity with strategy objectives and incorporate culinary tourism experiences within destination promotion in international markets.

Marketing activity will be aligned with product development to ensure market readiness.

6. Food and Drink Sector Alignment

Fáilte Ireland and the Department, will work with relevant agencies to ensure alignment with national food and drink policy and international reputation initiatives, including engagement with producers and development of high-quality food and drink experiences.

7. Cross-Government Coordination

The Department of Enterprise, Tourism and Employment will convene relevant Departments and agencies as required to support coordinated policy development and address regulatory or structural issues affecting culinary tourism development.

8. Governance and Oversight

To support effective oversight of strategy development and implementation, it is proposed that oversight of the strategy will be undertaken through a dedicated subgroup of the Tourism Policy Oversight Group being established under A New Era for Irish Tourism. This approach will align culinary tourism development within the broader tourism policy oversight framework.

9. Next Steps

Following approval of this framework, Fáilte Ireland will commence development of the Culinary Tourism Strategy and will report periodically to the Department on progress.