



SCOTLAND

OF FOOD & DRINK

EXPERIENCING SCOTLAND

Driving Business through Provenance

- Visitors to Scotland spend around £800 million a year on food and drink. This represents almost 20p out of every pound they spend.
- Three-quarters of visitors say that want to taste traditional dishes, regional specialities and fresh local produce.
- Visitors are willing to pay more for food that they know is of Scottish or regional origin.
- Tourism businesses and events that provide local food typically enjoy higher levels of sales – on average 20% more per year.
- Two-thirds of food and drink sold in tourism businesses is bought from Scottish suppliers. This means a significant number of tourism businesses are missing out on opportunities to offer their visitors fresh, locally-sourced produce.

TOURISM MARKETS REPRESENT MAJOR OPPORTUNITIES FOR PRODUCERS TO INCREASE SALES, IMPROVE THEIR BOTTOM-LINE AND ENHANCE THEIR BUSINESS PROFILE.

Top Tips on Working with Tourism Businesses and Events

- Identify tourism businesses in your area through Local Authority business directories, Chamber of Commerce memberships and/or local tourism groups or destination management organisations.
- Make sure you have a listing in Scotland Food & Drink's Buyers Guide - the starting point for many tourism businesses looking for suppliers.
- Join Scotland Food & Drink's "Meet the Buyers" events and Scottish Enterprise's Innovation Workshops on food and drink to build up contacts and networking.
- Get involved with local food groups, food networks and farmers' markets where tourism businesses can access a variety of produce from one source.
- Check what events take place in your area and contact the organisers to see if there are opportunities to take a stand and sell your produce direct to visitors.

For further information on working with tourism businesses and updates on opportunities and best practice examples, register FREE with Experiencing Scotland at enquiries@scotent.co.uk or **0845 607 8787**. Or visit www.scottish-enterprise.com and www.scotlandfoodanddrink.org.