



# The Importance of Food & Drink for British Travellers



# Culinary Finland – Wholesome Cultural Experiences

What stands out about Finnish Food like pizza does for Italy?

The cultural experiences around food and drink really make Finnish food so special. Whether it's enjoying a city break, foraging for food in the forest, taking a sauna, cooking around a campfire or fishing by a lake in nature



# Six in ten UK holidaymakers go abroad – just for the food, according to research.

A study of 2,000 travellers found the food was the ultimate driver for city break holidays, with many choosing upscale – and local – establishments to try local cuisine.

When travelling, 36% feel that trying local, independent restaurants provides the most “authentic” experience of a region’s food.

As such, 46% have enjoyed food tours when away on breaks – and 46% have also received cooking lessons during getaways.

Three in ten like to share their love of the cuisine with others by posting images of mouth-watering meals they’ve ordered during their travels on the likes of Facebook, Instagram, and Pinterest.

The Mirror/Eurostar Research





# Food & Drink Tourism Trends for British Travellers

- According to Future Market Insights (FMI), the [culinary tourism market](#) is expected to grow at a CAGR of ~16.6% during the forecast period of 2022 and 2032.
- Travellers are rethinking the consequences of their consumption, and vegans, vegetarians, and flexitarians are gaining immense traction in food tourism
- Cultural food experiences
- Local beer, gin, and wine experiences are in demand worldwide
- All-inclusive travel to include food and drink within the hotel price

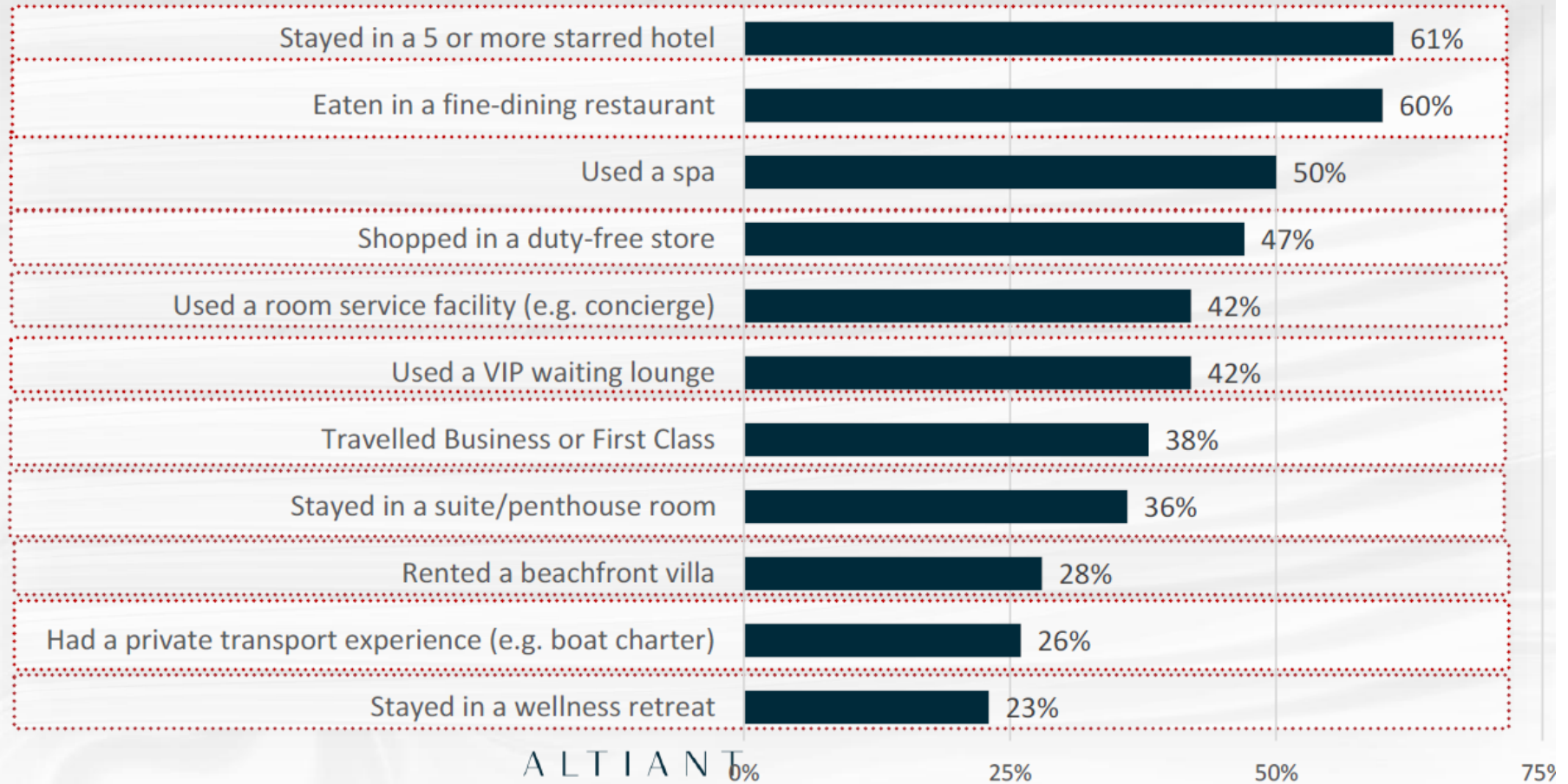


# Luxury Travellers choose Fine dining!

”

Which of the following have you done while on holiday within the past year?

[as per Q3 2022]



ALTIAN

Base: 422 global affluent/HNWIs | Source: LuxuryOpinions®/Altiant

75%  
7

# Food Trends for Luxury Travellers

**Food and drink are key to any holiday for wealthy travellers**

**Michelin-starred restaurants** - The value of dining at popular, award-winning restaurants is more apparent to discerning diners than ever before, Travellers will travel around the world to try and enjoy a city break at the same time

**Sustainable dining** - Many restaurants are responding to the growing demand for sustainable, ethically sourced ingredients

**Experiences and value** – Even wealthy travellers will want curated food and wine experiences with value-added benefits, like complimentary courses and drinks





# Foodie Eco-Explorer Group Tour – Regent Holidays



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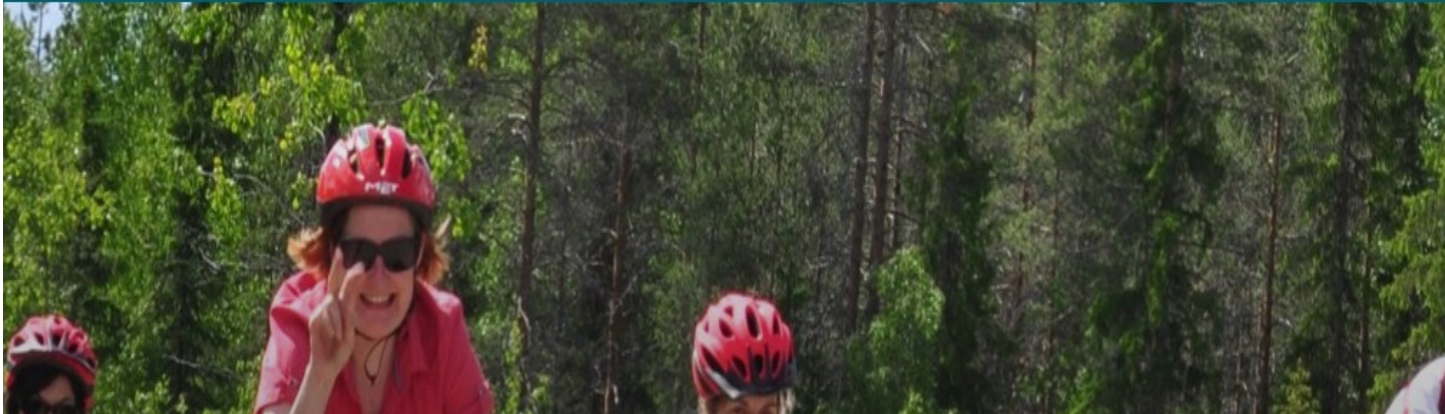
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## DAY 2

Today, Anni, the hostess of Puukari takes you under her wing and introduce you to Finnish cooking during your first cuisine workshop. Start the week off by baking one of the staples of the Finnish diet – a dark rye bread called 'ruisleipä'. While rye bread is the most common in Finland, other breads, made by mixing grains like barley, oat, rye and wheat, are also popular choices. (B,L,D)

## CUISINE WORKSHOP




**From £1655**  
per person

## Tour Highlights

- Learn to cook traditional Finnish cuisine
- Hike through Lappish countryside
- Experience true cultural immersion by staying in small, locally hosted guesthouses
- Reduce your carbon footprint by cycling through the summer landscapes between guesthouses


[Enquire Online](#)

# Finnish Breweries & Lakes Group Tour



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- Embark on this Regent Small Group Tour led by a professional beer sommelier
- Spend 4 nights between Helsinki, Tampere, Jyväskylä and Lahti
- Visit several breweries and learn more about Finnish brewery tradition
- Enjoy Finnish beer and whisky tastings
- Enjoy spectacular views over lake Päijänne

Enquire Online

Home / Northern Europe / Finland / Finnish Breweries & Lakes Group Tour

Overview / Itinerary

Would you like a free callback in 1 minute?

Tour Map


## Finnish Breweries & Lakes Group Tour

5 Day Tour, from £1950 per person

Itinerary Dates

2023

Chat with us

 Visit Finland

8



# Responsible Travel



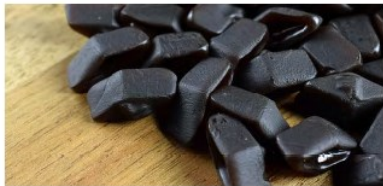
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## HELSINKI CITY BREAK, WINTER SPORTS & GASTRONOMY



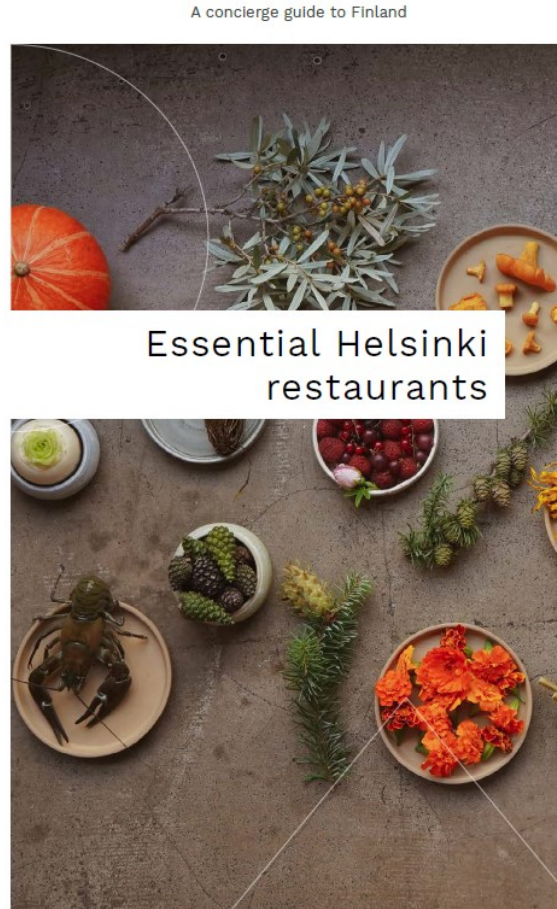
# Trade Marketing Finnish Food-Related Activities in the UK



Salmiakki

There's no doubting that this salty liquorice divides opinion, but you've got to try these chewy 'sweets' during your stay. Often diamond in shape, popular brands to look out for include Apteekin Salmiakki and Panteri – if you get a taste for it, you should stock up for home, as it's difficult to find the real deal outside Scandinavia.

41



42





# Finnish Gastro-Themed PR Activities

<https://luxuriate.life/a-weekend-in-finnish-lapland/>

Trip, Gordon Ramsay and his friends prepare a Finnish Christmas dinner with Anu's help.

We start with mushroom soup and homemade rye bread. It's the most delicious mushroom soup I have ever tasted. The soup contains foraged False Morel mushrooms. These mushrooms contain toxins that need to be removed by washing. False Morels, when eaten raw in some quantity can be fatal.




Next, on to the main course: Reindeer steak with lingonberry sauce, new potatoes, and heritage carrots. The steak was lean and tender. It paired well with the sauce; the sourness of the berries balanced with the red wine helped to cut through the intense flavours of the meat. We finish our meal with a moreish cloudberry cheesecake.

<https://www.cityam.com/a-summer-break-in-finland-counting-thousands-of-islands-as-they-drift-past>



**Laurel Waldron**  
takes to the Finnish  
seas and counts  
thousands of islands  
on a summer  
gastronomic escape

 sitting down to dinner in what was Being named the European Capital

# Finland on Film & TV – Hairy Bikers

UK's Popular Northern cooking duo The Hairy Bikers  
Visited Finland as part of their Northern  
Exposure tour in 2015





# Finland on Film & TV – Gordon Ramsey



Adventure

Reality-TV

Chef Ramsay explores the land of the midnight sun and the sprawling wetlands of Lapland in Northern Finland, at the height of summer to learn its culinary secrets.

- Food Uncharted



# Creating an appetite to Visit Finland

- More marketing is needed to grow brand awareness of Finnish food and drink in the UK
- Finnish Food and drink brands visiting the UK – Pop-up's London
- TV productions and social media campaigns
- Create more culinary tour packages ready to sell for Operators – On Viator there are 89 results for Finland food tours
- Remembering the Finnish food experiences with culture drives the UK travellers to the destination





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