

# WHISKEY TOURISM

*Cross Border Tourism Conference*

*By*

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# Irish Whiskey is on a roll

- Having been world leader in 1860 with 60% of the world and the biggest distilleries by 1966 we fell to 1 company and sales equal to 2% of Scotch
- We could not adapt to changes in technology
- The revival started here in Cooley in 1987 and gathered speed when young people around the world began again to drink brown spirits
- Now there are 18 distilleries, 9 being built, worldwide sales now 10 million from 2 million and growing at 10% plus per annum

# Who Drinks Irish

- Young 23-39
- 45% Female

There are now distilleries in 18 counties and growing

But remember it still only amounts to about 8% of Scotch sales and there are 130 distilleries in Scotland

So long way to go

# Whiskey Tourism

2017	1 million visitors
Scotch	1 million visitors
Bourbon	1 million visitors

## Opportunities in

1. Distilleries with visitors only
2. Visitors centre with distilleries
3. Whiskey bars
4. Whiskey centres
5. Brand home - Jameson

A total of 1.5 million is expected by 2030

That is far too conservative

What does whiskey tourism bring

- Jobs – guides, bars, cafes, shops
- Lots of local expenditure – food, drink, entertainment, transport
- Brand recognition
- Guides get great experience

# What Can You Do?

1. Have a whiskey bar. The good ones are getting 20% increased footfall with 20% higher revenue per customer

What does this need:

- ❖ A range of whiskeys
- ❖ Knowledgeable bar staff. They should know the history of Irish and their products
- ❖ They should know the differences in whiskeys
- ❖ They need to provide information
- ❖ Cocktails – again the bar staff are very important

# What Can You Do?

2. Off-Licence focused on whiskeys – again knowledge is very important and having a good range is key

Is there an opportunity in Dundalk/Carlingford for one or both of these – Yes possibly

Relying on the Malcolm Brown/Dundalk Distillery history and the development of Cooley and GND

County Louth is home to the 2<sup>nd</sup> and 4<sup>th</sup> largest distillery complexes in the country

GND can make 4.5 million cases of whiskey in two distilleries.

Cooley can make 1 million cases

Boann in Drogheda is on the Dublin side