



Llywodraeth Cymru
Welsh Government

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The Food Tourism Action Plan for Wales 2015 - 2020

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Food Business Development

- Food and drink are an essential part of the tourism offer in Wales.
- Visit Wales worked jointly with Food Division to develop the Food Tourism Action Plan for Wales.
- We continue to work jointly on food tourism with the tourism and hospitality industry and local food and drink producers, food groups, Local Authorities and other stakeholders.

Aims and objectives

- Improve visitor access to and awareness of Welsh food and drink
- Encourage Welsh hospitality businesses to source more local food and drink
- Increase the prevalence of Welsh food and drink on menus and retail offering
- Identify skills gaps in knowledge, sourcing and preparation of local food

Joint Activity

- Business to Business events
- Meetings with stakeholders
 - Share best practice
 - Networking events
- Develop online content and tools
- <https://businesswales.gov.wales/foodanddrink/food-tourism>
- <http://www.visitwales.com/things-to-do/attractions/food-and-drink>

Opportunities

- Liaise with stakeholders on projects to ensure consistency and collaboration opportunities
- Share news stories widely to highlight champions e.g. Dylans restaurant, Will Holland and Coast
- Liaise with WG colleagues on In Wales and Overseas events and activity
- Feed in to Media visits

2016

- Visit Wales Roadshows – Food and Drink showcase
 - Business to Business events
- Continue to work with Colleges, private and public sector stakeholders
- Identify PR opportunities – awards, product launches etc.
 - Link into RDP Co-operation projects.

'Food Tourism tells the story of a destination's history, culture and people'