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
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’