

Integrated Food Tourism Action Plan for Wales: Consultation Paper

VisitWales and the Food and Farming Market Development Division in the Welsh Assembly Government have appointed Designate Communications to develop an Integrated Food Tourism Action Plan for Wales. Broadly, the aim of the strategy is to develop closer links across the whole food chain in Wales and to strengthen the brand proposition of Wales, raising its profile as a quality food tourism destination. Related to this, the distinctiveness of Wales as a destination should be reinforced, and an increased awareness of the range and variety of food and drink available must be achieved through the implementation of the action plan.

As part of the consultation phase of this project, we would like your views on a number of related issues in order to help us develop an effective strategy for the delivery of food tourism in the future. Please help us by answering the following questions:

- 1) What are the strengths and weaknesses of the food offering in Wales?
- 2) How can we encourage the development of quality within the sector?
- 3) How should we achieve an increase in awareness of the variety, range and quality of the food & drink offering,
 - (a) within the industry?
 - (b) amongst visitors?
- 4) How can closer links across the food chain be developed, including producers, manufacturers, wholesalers and retailers?
- 5) Historically within the food tourism industry in Wales, what do you consider have been
 - (a) successful initiatives to date and why?
 - (b) unsuccessful initiatives to date and why?

Thank you for your time, it is much appreciated

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