



Food for Thought - and developing a 'sense of place'

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Huelva, 8 February 2006



Presentation Overview



- Introduction – Wales
- Policy & Tourism Context
- Sense of place
- Food for thought

Wales a few facts

- Population: 2.9 million
- Capital City: Cardiff
- People: Celts, Anglo Saxons
- Languages: English & Welsh
- Devolved administration to Welsh Assembly Government since 1999



Tourism in Wales



- 11.6 m staying visitor trips from UK.
- 900,000 overseas visitor trips.
- 46.5m day trips.
- 100,000 jobs supported directly & indirectly by tourism.



Cultural Tourism Strategy – Vision



Wales is recognised internationally as a visitor destination offering a **quality cultural tourism experience** based on our unique and living culture which forms an **essential** part of the overall tourism experience.



National Eisteddfod: the first female bard to win the chair



Achieving the vision through 4 thematic programmes



- Improving visitor accessibility to Welsh culture
- Improving the quality of the visitor experience
- Raising the profile of Wales as a cultural tourism destination
- Understanding the characteristics and needs of the cultural tourist



Sense of Place – definition



A 'sense of place' embraces the distinctive sights, sounds and experiences that are rooted in a country. Those special and memorable qualities that are appreciated by local people and visitors alike.



Sense of Place Toolkit aims



- Defining own sense of place
- Raise awareness that using Welsh gives a competitive edge
- Identify good practice and share it
- To support the use of welsh language, produce and products
- Working with others for mutual benefit



Sense of Place



- Sense of Place Advisor appointed Oct 2003
- 2153 SOP toolkits distributed
- Welsh is good for business workshop and
- Food for thought toolkit launched Spring 2005

Food for Thought



- Visitors are placing an increasing emphasis on experiencing food and drink which is distinctive to a region.
- Factors such as taste, image, freshness experience and quality are important to visitors
- Interest in 'real' and 'slow' food; food trails and culinary holidays.

Food for Thought – Wales statistics



- £410 million tourism spend on eating & drinking in Wales (2003).
- 4/5 UK visitors satisfied with quality of food and service received in Wales (2001)
- 4/5 people satisfied with value for money.

Food for Thought – room for improvement



- Spend in Wales on accommodation, eating and drinking < 50% of spend in Scotland
- Eating out sector in Wales 2nd lowest satisfaction rating (transport lowest).
- 1 in 5 customers dissatisfied with eating places, therefore case for improvement.

Food for Thought – learning from others – France



- ‘Logis’ network of regional hotels and restaurants offering regional dishes
- ‘Fermes–Auberges’ working farms offering meals using local produce
- Tours of food production facilities and chance to purchase directly.



Food for Thought – learning from others – Ireland

- To extend the tourism season
- Exploiting the Irish pub as a visitor attraction
- Promoting Kinsale as a gastro-tourism visitor attraction.



Food for Thought Toolkit aims:

- To support hospitality providers to make the most of Welsh produce
- Encourage use of local foods, menus based on quality, fresh ingredients and a warm Welsh welcome
- Teamed with superb standards of service in comfortable and inviting surroundings.



Food for Thought Toolkit contents:

- Recipe for success
- Wales – the True Taste
- Great service
- The Eating Experience
- Factfile



Food for Thought – work to date

WALES CYMRU

- Industry champions and case study examples of best practice
- 519 toolkits distributed to date
- WDA commissioned 1000 reprint for 2006



Food for Thought – Facilitating purchase of local product

www.walesthetruetaste.com



The screenshot shows the website interface with the following elements:

- Navigation Menu:** Recipes, Welsh Food Focus, Producers, New Features, Press Releases, Welsh Cheese, Publications, True Taste/Gwir Fflat Awards.
- Header:** "Welsh food and drink. A secret worth sharing." with a small image of food.
- Left Sidebar:** "Wales The True Taste Home" with a list of links: Events, Recipes, Producers, Press Releases, Publications, What we do, Who we are, Useful links, Welsh Food Focus, New Features, Welsh Cheese, True Taste/Gwir Fflat Awards, Proceeding pages, Welsh Aesthet Sector.
- Main Content:**
 - True Taste/Gwir Fflat Awards 2005 The Winners:** Six of the Best - St David's Day 2005, True Taste Winners Retail Promotion, True Taste Award Winners Guidelines (Login available from Food Directorates Tel: 08457 775577).
 - Local Links:** Welsh Agricultural Sector, AgriFood Industry, Adverts, Marketing Support for Food Businesses in Monmouthshire, Dining Out in Wales 2005, Welsh TV chef Dudley Hensbury, I love Wales TV, I love Wales: Food, Organic Centre Wales, Organic Food and Farming in Wales, Organic Living in Wales, Saesegs, Guide to buying, making and cooking sausages, Wales Tourist Board, Information and Ideas for your visit to Wales, Big Stars, Local Food suppliers UK wide, National Poultry Day in Wales, National Poetry Day.
- Footer:** "Welsh food and drink. A secret worth sharing." with a background image of green grass.



Food for Thought – outcomes

- True taste/Gwir Flaſ brand
- Dining out guide
- Annual True Taste Wales food & drink awards

WALES CYMRU



The new 2005
Dining out in Wales guide

**experience
real pleasure**

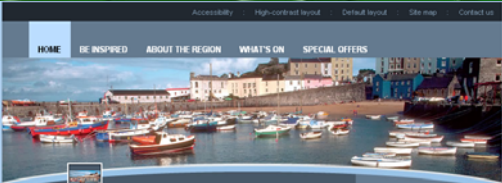
- 150 of the best restaurants and hotels in Wales
- Assessing the restaurants of Wales
- Reports by a team of professional restaurant inspectors and food writers
- Includes details of [foods of Wales](#), [farmers markets](#), [farm shops](#) and [food festivals](#)
- [Save £10 money off vouchers](#) inside
- Photographs of each location
- [Wales location map](#) and index
- 192 pages in full colour
- Vote for your favourite restaurant
- English and Welsh edition

True taste.



Food for Thought – extending the tourism season

WALES CYMRU



Accessibility | High-contrast layout | Default layout | Site map | Contact us

HOME BE INSPIRED ABOUT THE REGION WHAT'S ON SPECIAL OFFERS

Get your guide now 

Be Inspired:
A Sense of Place
Museums & Galleries
Performing Arts
Arts & Crafts
Food & Drink

INSPIRATIONAL
South West Wales

Inspiration is part of Welsh culture - a way of life in South West Wales. It's embedded in the landscape - in the untouched cliffs and beaches of Pembrokeshire, in the green fields and forests of Carmarthenshire, and in the beautiful coast and country of Swansea Bay and the Gower Peninsula. Welsh culture embraces inspiration at festivals and food fairs, theatres and arts centres, craft workshops and galleries. And it's something shared by visitors and locals alike, thanks to the region's friendliness and natural generosity of spirit.

Come and explore Welsh culture first hand, and allow South West Wales to inspire you - as it has so many people before you.

Find somewhere to stay

Region

Accommodation type

Star Rating



Food for Thought – supporting networks and food trails



FLAVOURS OF SOUTH WALES

Day 1

Start your tour at the Welsh Whisky Distillery at Penderyn near Merthyr Tydfil in the beautiful South Brecon Beacons. [Click here for the Day One Factfile.](#)

Day 2

Leaving the mysteries of Welsh Whisky manufacturing and the Beacons' scenery behind head south to Swansea location of Wales' largest and most fascinating food market. [Click here for the Day Two Factfile.](#)

Day 3

After a well-cooked breakfast make your way to Castle Morris near Fishguard for a fascinating morning watching a champion cheesemaker at work. [Click here for the Day three Factfile.](#)



Food for Thought – Working in partnership with others



NEW COMPETITION!

Bwydlen Ddwyieithog y Mis
Bilingual Menu of the Month

Enweliwch eich hoff fwydlen ddwyieithog o gaffi, tafarn, bwyty neu westy yng Nghymru a gallwch ennill magnum o Siampŵn Tanners!

Nominate your favourite bilingual menu from a café, pub, restaurant or hotel in Wales and you can win a magnum of Tanners Champagne!

Gallwch hefyd roi'ch fwydlen yng nghystadleuaeth caffi, tafarn a bwyty dwyieithog y flwyddyn!

Also enter the menu for the bilingual café, pub and restaurant of the year awards!

CYSTADLEUAETH NEWYDD!

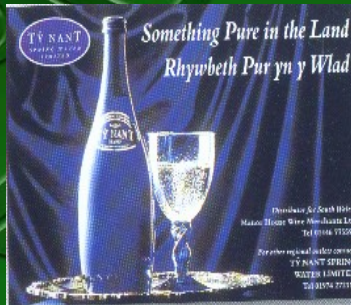


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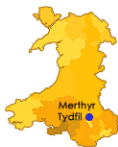
For other regional outlets contact
Tŷ NANT SPRING
WATER LIMITED
Tel: 01574 77333



Food for Thought – creating a distinctive Sense of Place

WALES CYMRU

Day 1 - Welsh Whisky Flavours of South Wales



Introduction

The Welsh Whisky Company is currently the only distiller of whiskies in Wales – the first to go into production since the Bala distillery closed in 1894. Top quality single malt whisky is just half the story here though with the distillery also using the high grade local water to manufacture other fine products including Brecon Gin, Brecon Premium Vodka and Merlyn Welsh Cream Liqueur.



[Introduction](#)
[Other Culinary](#)
[Attractions](#)

Find out more about the Welsh Whisky Company's techniques – and taste the difference for yourself – on a distillery tour.

Then make the very short drive to Brecon where you can spend the afternoon exploring its Georgian facades and historic cathedral.

[The Welsh Whisky Company](#)



Food for Thought – changing the image of Welsh food

WALES CYMRU

the finest dishes

Welsh produce is
changing the perception
of the welsh culinary
scene

[Markets](#)

[Farm shops](#)

[Food Festivals](#)



Contact



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WTB website <http://www.wtbonline.gov.uk>

Gracias, Diolch, Thank you!

