



SCOTTISH  
TOURISM  
ALLIANCE

Your voice in tourism matters

SCOTLAND  
FOOD & DRINK

## Food Tourism Scotland

Creating a global food tourism  
destination and unlocking a £1bn  
growth opportunity



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## Our shared vision

It's 2030 and Scotland is globally recognised food tourism destination where high-quality, memorable food and drink experiences are delivered by proud & passionate local ambassadors





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**Food tourism includes any tourism experience in which a person learns about and/or consumes food and drink that reflects the local cuisine, heritage, or culture of a place, including the active pursuit of unique and memorable eating, drinking, and agritourism experiences**





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## How are we going to get there?

**Pillar 1:** Sustainable local food supply chain

**Pillar 2:** Quality products and experiences for all

**Pillar 3:** Rich storytelling

**Pillar 4:** Skilled & vibrant workforce

**Pillar 5:** Innovative collaboration

