



Minutes of the 28th Annual General Meeting & Members Forum of Mid Wales Tourism held at Portmeirion Village on 21st November 2019.

Present: Rowland Rees-Evans, Chairman
Valerie Hawkins, MWT Chief Executive
Martin Davies, MWT Accountant
MWT Directors
39 members of MWT

1.0 Apologies

Apologies had been received from 41 members prior to the meeting.

2.0 Chairman's Welcome and Address

Chairman Rowland Rees-Evans welcomed all members, both old and new. He offered his thanks to Directors, past and present; to Duncan Foulkes, MWT PR officer; and he extended his gratitude and appreciation to the small, hardworking team at Mid Wales Tourism.

The chairman told members that he was delighted to see a growth in the number of tourism members supporting and joining MWT during the course of the year.

RRE reported that it had been a busy year for the organisation included the new #RealMidWales regional marketing campaign which will provide the foundation for future marketing campaigns.

Tourism events included MWT annual tourism conference in February 2019, and in May 19, MWT launched our very first Mid Wales Tourism Awards which will be a bi-annual event going forward.

3.0 Minutes of the 27th Annual General Meeting

The minutes of the twenty-seventh Annual General Meeting of MWT held at The National Library, Aberystwyth on 27th November 2018 were presented. Approval of the minutes as a true record was proposed by Meurig Jones and seconded by Louise Lloyd and unanimously agreed by all members present.

Annual Report 2018/19

Chairman briefly summarised the report, confirming that working together would enhance individual businesses and strengthen tourism as a whole.

No questions were raised regarding the Annual Report 2018/2019, therefore adoption was proposed by Dylan Roberts, seconded by Meurig Jones and unanimously accepted by the members present.

5.0 Adoption of Annual Accounts to Year End 31st July 2019

Accounts for the year ending 31st July 2019 were presented and the Chairman formally thanked Martin Davies for his work preparing and completing them.

Martin Davies provided an update on the annual accounts and explained that that there had been a small operating profit in 2018/2019, MWT is able to pay any liabilities.

The adoption of the annual accounts were proposed by Dylan Roberts and seconded by Adrian Greason-Walker.

6.0 Appointment of Accountant for Ensuing Year

The appointment of Mr Martin Davies, 8 Bro Nantcellan, Clarach, Nr Aberystwth, SY23 3PH as Accountant for the ensuing year was proposed by Greg Loweth, seconded by Louise Lloyd and unanimously accepted by the members present.

7.0 Appointment of Meirionydd Trade Directors

Following nominations for trade directors in Meirionydd, Mr Meurig Jones and Mr Paul Fowles were appointed as Trade Directors. The confirmation of the appointments was proposed by Meurig Jones, seconded by Louise Lloyd and unanimously accepted by the members present.

9.0 Any Other Business

There was no other business raised.

10.0 AGM Close

Chairman closed the AGM and introduced the Members Forum.

MWT Members Forum

11.0 Focus for 2019

VH gave a brief overview of MWT membership services, including advice, help & business support; destination marketing & promotion; representation of tourism sector interests, and partnership projects that support one or more of these aims.

VH explained that working with partners across all levels of the industry was vital. MWT Partners and MWT member organisations include local tourism community groups, Local Authorities, Regional Tourism Forum and national organisations.

Business support and communications were achieved via MWT's industry website (www.mwtcymru.co.uk), local MWT trade days, annual tourism conference, MWT Helpline, online chat, e-news updates, MWT social media channels, supplier discounts and services, web builds and one2one marketing reviews.

VH gave an overview of 2019-2020 activity, highlighting the following milestones:

- The inaugural Mid Wales Tourism Awards were held in October 2019, with over 130 nominations received across 13 categories.
- Annual Tourism Conference held in February 2019. Irene Roberts, Director UK & Ireland, Expedia Group was guest speaker at the event.
- The Visit Mid Wales website had received over 979k users and over 8 million page views, generating over 99k direct referrals to members.
- In the 27- 40-year-old age category, social media followers increased by 102% and organic 'Mid Wales' web searches by 125%.
- #RealMidWales & Live streaming events exceeded targets and delivered direct business into the region.
- Positive press and PR for the region, including press trips and subsequent features.
- The Show Me Wales channel had received 756K users annually to 31st July 19 and over 6 million page views.

VH also highlighted national Visit Britain & Visit Wales campaigns.

Going forward in 2020, VH touched upon:

- Improved brochure distribution services from Pear Distribution & Caron Promotions.
- Planned MWT Workshops, Local Trade Days & Events.
- #RealMidWales 19/20 (TIPF), highlighting 'conscious traveller' characteristics.
- Digital Advertising Campaign.
- Other campaign elements including new destination guides and 'next generation' workshops.

12.0 2020 Trends, Opportunities and Challenges – Members & Directors Open Discussion

Stuart Williams, Tal-y-llyn Railway asked that more detailed stats for visitor numbers would be of assistance to businesses in future planning and asked whether MWT would be in a position to assist with this.

VH replied that resources to carry out additional research was limited and advised members that the Research Team at Visit Wales regularly publishes results of visitor research and this is available online.

Heather Brown, Barmouth Publicity raised the issue of shoulder-season trade explaining that Barmouth was at full capacity during the busy peak season and would like to see more promotional activity focused on off-peak periods.

VH explained that Visit Wales focus promotional activity to boost trade during the off-season rather than peak season.

Members discussed the issue of Golf Clubs and their reliance on members green fees for revenue and are struggling to develop additional visitor market. HJ responded to the point advising that Visit Wales were focusing grant funding support for facility upgrades.

The Chairman brought the discussion to a close.

13.0 Any Other Business

There were no issues raised under any other business.

14.0 Close

Chairman thanked members for attending, wished all a Happy Christmas and declared the AGM and Members' Forum meeting closed.