



**TWRISTIAETH CANOLBARTH CYMRU
MID WALES TOURISM**

**ADRODDIAD BLYNYDDOL 2019/20
ANNUAL REPORT 2019/20**

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Rhagair | Chairman's Foreword

Without doubt, the 29th trading year of MWT Cymru has been the most challenging in our history. The Covid-19 pandemic has had a severe impact on the tourism and hospitality sector, with the businesses forced to close for many months.

Back in March, the sector was the first to close down, with many businesses going into lockdown voluntarily before the Welsh Government's decision. I am very proud that our Members played their part in protecting the NHS from being overwhelmed.

Behind the scenes at MWT Cymru, work was soon underway to keep Members informed, often daily, about new regulations and the support available to businesses. I commend our Chief Executive, Val and her team, fellow director Dylan Roberts and Steve Hughson, Mid Wales Tourism Forum chairman, for their work helping to influence the regulations that allowed businesses to reopen safely in July.

Steve, the Royal Welsh Agricultural Society's Chief Executive, has worked closely with Visit Wales and Welsh Government from the start of the pandemic. I must also mention the hard work on our behalf of Wales Tourism Alliance chairman Andrew Campbell and Policy Advocate Adrian Greason-Walker.

Most businesses took advantage of the welcome financial support made available by the Westminster and Welsh Governments. Although it was never going to be enough, I fear there would be far fewer businesses left in our sector without it.

When we were allowed to reopen, the Covid-secure measures adopted by our businesses worked very well, as Mid Wales welcomed a record number of tourists. The diligence of our businesses ensured that the region did not see the spike in virus cases that many feared.

The return of visitors highlighted the growing popularity of 'staycationing' which I think will continue in the future. With Covid-19 vaccines on their way, I am confident that the industry can look forward with renewed confidence in the short to medium term.

With Brexit looming and people less confident about foreign travel, there is a huge opportunity for us to sell Mid Wales as a great visitor destination. Forward bookings in most sectors are up for 2021 and, hopefully, this trend will continue as Covid-19 vaccines are rolled out.

I would like to thank all Members for their continued support in these difficult times, the Board of Directors for their valued contribution across all areas of the business and Val and her team for their hard work, commitment and professional advice. Lastly, may I take this opportunity to wish you all a Happy Christmas and a much improved 2021.

Rowland Rees-Evans
MWT Chairman

Bwrdd Cyfarwyddwyr Twristiaeth Canolbarth Cymru Board of Directors of Mid Wales Tourism

MWT is a Not for Profit Company Limited by Guarantee - it has no shareholders and is owned by its members. All profits are re-invested to support the main aims and objectives of the organisation. All Directors are non-executive.

MWT Directors are appointed to the Board on the following basis:

- 6 Trade Directors – 2 elected by members to serve for a period of 3 years from each of the 3 Local Authority areas of Mid Wales (Powys, Ceredigion & Gwynedd-Meirionnydd)
- 3 Co-opted Directors – appointed by Board members
- 3 Local Authority Directors – 1 council nomination from each of the 3 Mid Wales Local Authority areas.

We are grateful to all Board members, past and present, for their contribution to the well-being of MWT

MWT Board of Directors during the year under review are:

Trade Directors

Gwynedd

Meurig Jones
Paul Fowles

Ceredigion

Rowland Rees-Evans *Chairman*
Louise Lloyd

Powys

Owen James
Greg Loweth

Co-opted Directors

Dylan Roberts
Ian Rutherford
Emma Thompson

Local Authority

3 Vacancies

Key objectives for which the organisation is established are:

- To represent the interests of tourism operators and provide services for them.
- To assist in the promotion and development of the tourism industry in Wales.
- To encourage the development and promotion of tourism in ways which are compatible with the need to protect the environment.
- To promote Mid Wales as an area for holidays, business, travel and conventions directly and in conjunction with other organisations in the United Kingdom and overseas.
- To engage in commercial activities which will support the foregoing objectives.

Crynodeb Gweithredol | Executive Summary

MWT is a tourism organisation which includes our highly experienced staff and Board of Directors as well as our network of 600 plus Member businesses, community groups and national organisations. We work collaboratively with a wide range of partners and local tourism groups to support, grow and develop a resilient tourism sector.

MWT Directors and staff have worked tirelessly to support the tourism sector as we navigate our way through the COVID-19 crisis that has had such a devastating effect on our tourism businesses.

We also owe huge thanks to Wales Tourism Alliance Chairman Andrew Campbell and Executive Director Adrian Greason-Walker who have worked relentlessly represented the tourism sector on the Wales and the UK Tourism Advisory Groups throughout this current crisis. Challenges ahead are unclear and uncertainty around Brexit and the effect this will have on our Mid Wales tourism economy are still unclear.

We provide daily advice and support to our Member businesses directly via our Members' Helpline and through communication channels which include regular e-news updates and exclusive access to our MWT Cymru Facebook Group and Members' area on www.mwtcymru.co.uk website.

MWT visitor marketing activity is focused on promoting and raising awareness of the Mid Wales region - Powys, Ceredigion and Southern Snowdonia - as a 'must visit' destination.

Over the past few years, we have been able to grow our **#RealMidWales** marketing campaign and have been grateful for Visit Wales grant funding to help achieve a new look and marketing direction which will ensure the region is well-placed to recover from the impact of the current crisis.

In October 2019, we held our inaugural **Mid Wales Tourism Awards** ceremony at The Hafren, Newtown and brought together 42 finalists in 13 categories. These awards aim to celebrate and showcase the region's exceptional tourism industry.

I look forward to continuing our work with our rural communities and businesses to support the development of a healthy visitor economy and we will continue to support our members and the wider tourism sector.

I would like to thank my team for all their hard and our members and Directors for their support throughout what has been a very difficult and challenging year. We all look forward to what we hope are much-improved prospects for 2021.

Valerie Hawkins,
Chief Executive

Aelodaeth | Membership

Investing in a business-led partnership through the provision of regional membership and marketing services, MWT's small team provides day-to-day administration support as well as undertaking recruitment of new members.

Our aim is to support the growth and development of individual member businesses and work with partners to create a strong and sustainable tourism industry in Wales. At the end of July 2020, MWT's membership stood at 599 businesses which included 42 new members who joined during the course of the year.

Members contribute to the regional and national political lobbying effort, have access to exclusive marketing and PR opportunities, supplier services and independent one2one advice. Members are encouraged to share information and to use the wide range of tourism resources and supplier services on a membership hub, which is hosted on our B2B website www.mwtcymru.co.uk.

Marketing - MWT invests in the latest technology and specialist PR/media support to promote the Mid Wales region. Visitor marketing activity supports the 'destination sell' and provides members with a competitive advantage on our web and social media channels.

Save with affinity deals - Membership benefits and specialist suppliers are reviewed annually, ensuring that businesses get the best value possible.

Information, advice and support - help and advice is there when Members need it via e-newsletters, social media channels, an annual conference, local trade meetings and events and mwtcymru.co.uk website and helpline.

An independent voice for the tourism business community - MWT represents tourism businesses regionally and nationally through the Wales Tourism Alliance.

"A strong industry-led organisation is vital for the maintenance of a strong and stable tourism industry – one that contributes so much to the economy of Wales."

Membership for all Tourism Business Sectors, Community Associations, National Organisations and Commercial Sectors

Accommodation

Hotels
Bed and Breakfast
Guesthouses
Farm Accommodation
Self-catering
Groups and Hostels
Holiday Parks
Camping and Touring
Glamping

Non-Accommodation

Visitor Attractions
Activity Centres
Meetings and Events
Organisers
Restaurants, Cafes and Inns
Small Retail, Activity Workshops and Experiences
Individual Tour Guides

Community Groups

Tourism Associations
Town Councils
Local/Area Community Organisations
National & Commercial
National Organisations
Local Authorities
Commercial Suppliers
Self-catering Agencies
Marketing Consortia

Marchnata | Marketing

Mid Wales Regional Marketing Approach

Our regional marketing aims to support destinations and businesses to build a co-ordinated approach to promoting the region. Our marketing activities are aimed at changing perceptions of Mid Wales as a holiday destination predominantly for those aged 50 plus.

We continue to build on the #RealMidWales messaging and key themes developed in previous years to improve our reputation online and deliver a distinctive sense of place for the region.

VisitMidWales.co.uk is MWT's primary online channel and hub for all our marketing campaigns and generates 1.3 million users, 7.5 million page views and over 100,000 direct referrals to businesses annually. Online features include a visitor shortlist, visitor itineraries, product search and eCommerce functionality. Our social channels now have more than 20,000 followers.

Mid Wales Media Hub - Duncan Foulkes PR

Mid Wales Media Hub provides specialist help and support for media visits, providing editorial, responding to journalist enquiries and helping to support MWT Members. This service is provided by Duncan Foulkes PR and MWT's Membership Team.

MWT Helpdesk and Marketing Support

MWT provides expert advice and support for Members, comprising marketing reviews, web build solutions, e-Commerce and ePayment advice, channel and content distribution, including OTAs, product database support and web widgets.

Great Days out in Mid Wales 2019/20

The Mid Wales Bedroom Browser is well-supported by advertisers including community groups, national organisations, attraction and activity businesses, tourism organisations and associations.

8,000 copies are distributed to selected locations across Mid Wales. A tear-off Mid Wales map is also produced featuring our Bedroom Browser advertisers.



Show Me™ Wales

ShowMeWales.co.uk features things to do, places to stay and places to visit in Wales. This is a pan-Wales channel supporting web widgets for third party sites and a Show Me Wales app. Show Me Wales web widgets enable information to be shared across third party sites and are available free of charge to Members in a variety of different formats.

Online Destination Guides and Visitor Information

Visitmidwales.co.uk
Showmewales.co.uk

Social Channels

Instagram
Facebook
Twitter
You Tube

Great Days Out Publications

Mid & West Coast Wales
Bedroom Browser & Tear-off Map & Guide

Mid Wales Media Hub

MWT Apps & Web Widgets

Show Me Wales

Projects and Campaigns

MWT specialises in the management and delivery of tourism-related projects which include business support, regional destination marketing campaigns and tourism product database management. Tourism projects undertaken this year have included:



This is Mid Wales – commenced May 2019

MWT secured 2 years of TIPF funding from Visit Wales to deliver an integrated marketing campaign to promote the Mid Wales region and #realmidwales messages.

This integrated campaign includes social media, user generated content, digital advertising, a new mixed media destination guide and 'next generation' workshops.



Visit Wales Product Database / Business Support

MWT team works with Visit Wales colleagues to improve the overall quality of the Wales Product Database and assists NVG in its role as Visit Wales Data Stewards.

MWT Helpdesk provides support and assistance for businesses and organisations across Wales that wish to update their Visit Wales website listings.

Mid Wales Tourism Awards

The inaugural Mid Wales Tourism Awards were held in 2019 to celebrate and showcase the region's exceptional tourism industry. Open to all businesses in Mid Wales, the awards were organised by MWT Cymru with support from Mid Wales Regional Tourism Forum and Visit Wales.

A dedicated Tourism Awards Advisory Group was established specifically to assist with the awards and MWT Cymru achieved the Awards Trust Mark from the Independent Awards Standards Council.

The awards were open to all Mid Wales businesses, organisations and individuals and the awards ceremony, held at The Hafren, Newtown, brought together 42 finalists in 13 categories.

It was a pleasure to award the Lifetime Achievement Award to Mrs Pam Powell, MBE. Pam has been passionate ambassador for the tourism industry in Mid Wales for more than 40 years and received the award from Powys High Sheriff and former MWT Chief Executive Mr David Peate.

Guests at the ceremony included the Deputy Minister for Culture, Sport and Tourism, Lord Elis-Thomas and Mr Steve Hughson, Chair of the Mid Wales Tourism Forum. Comper for the evening was Welsh tourism personality Jonathan Jones, CBE.

Dyma'r Tîm | Meet the Team

Val Hawkins - Chief Executive is responsible for leading and taking the Company forward and overseeing delivery of all projects managed by MWT Cymru. Val leads on some of our major contracts and is the Company Secretary.

Zoe Hawkins - Zoe is MWT Cymru Operations Manager responsible for digital solutions, visitor-facing websites, MWTCymru.co.uk and assisting with delivery special projects.

Davina Roberts - Davina provides administrative support to the MWT Cymru team including assisting with membership administration and Helpdesk.

Claire Owen - Claire returned from maternity leave in September 2018, following the birth of her daughter and is responsible for MWT Cymru membership, PR support and communications.

Julie Jones - Julie works part-time assisting with accounts administration.

Andrea Price - Andrea is a tourism student at Aberystwyth University who worked with us over the summer. She continues to work one day a week to provide membership and marketing support to the team.

Company Accountants and Solicitors

Company Solicitors

Morris & Bates
P.O. Box 1
Alexandra Road
Aberystwyth
SY23 1PT

Company Accountants

Martin Davies
8 Bro Nantcellan
Clarach
Aberystwyth
SY23 3PH

Mid Wales Tourism is a Company Limited by Guarantee
Registered in Wales No: 2612356

Registered office: The Station, Machynlleth, Powys, SY20 8TG
Tel No 01654 702653 Fax 01654 703235

Visitor Websites: www.visitmidwales.co.uk & www.showmewales.co.uk
Corporate Website: www.mwtcymru.co.uk

Social Media Channels

Consumer

Instagram.com/visitmidwales | Facebook.com/VisitMidWales
Twitter.com/showmewales | Twitter.com/VisitMidWales

Corporate Facebook.com/mwtcymru | Twitter.com/mwtcymru

Financial Summary

Mid Wales Tourism - Cwmni Twristiaeth Canolbarth Cymru
Detailed profit and loss account
for the year ended 31 July 2020

This schedule does not form part of the statutory accounts

	2020 £	2019 £
Turnover	188,335	209,157
Direct costs	(74,642)	(97,599)
Gross profit	<u>113,693</u>	<u>111,558</u>
Administrative expenses	(120,082)	(105,811)
Other operating income	11,738	-
Operating profit	<u>5,349</u>	<u>5,747</u>
Interest payable	(9)	(231)
Profit before tax	<u>5,340</u>	<u>5,516</u>