



29th Annual General Meeting & Members Forum

15th December 2020



Some of the most famous mountain ranges in Britain and the source of the River Sever, [Snowdonia National Park](#) acquired its status in 1951 making it the second largest National Park in the UK. From the snow-capped peaks of Mount Snowdon, to the balmy shores of Lake Llyn Celyn, the park offers a truly diverse landscape. Aside from the spectacular scenery, Snowdonia National Park also includes the warm hospitality of the local people and excellent local produce.



What do we do?

- Represent tourism sector interests
- Destination Marketing & Promotion
- Advice, help & business support
- Membership Services
- Partnership Projects that support one or more of the above



Mid Wales
Llŷdysfaeth Cymru

Regional & National Representation



- Wales Tourism Alliance
- Mid Wales Regional Forum
- Cross Party Group on Tourism
- Growing Mid Wales
- Caravan & Camping Forum for Wales
- Destination Partnerships

COVID-19

INFORMATION FOR MEMBERS – WE HAVE SENT 29 EMAILS OVER THE LAST 9 MONTHS SPECIFICALLY REGARDING COVID-19 AND WHAT THIS MEANS TO OUR BUSINESSES. HOW TO ACCESS FUNDING, REGULATIONS AND GUIDELINES AND CHANGES KEPT BUSINESSES INFORMED THROUGHOUT

WE HAVE BEEN AVAILABLE 24/7 TO OUR MEMBERS THROUGHOUT THE CRISIS VIA OUR SOCIAL MEDIA CHANNELS WHERE BUSINESSES HAVE BEEN ABLE TO ACCESS SUPPORT/GUIDANCE QUICKLY

VMW – COMPREHENSIVE VISITOR SECTION WITH LATEST INFORMATION FOR VISITORS LOOKING TO TRAVEL INTO MID WALES.
TAKEN PHONE CALLS AND EMAIL FROM VISITORS LOOKING FOR INFORMATION AND ADVISE ON TRAVEL RESTRICTIONS

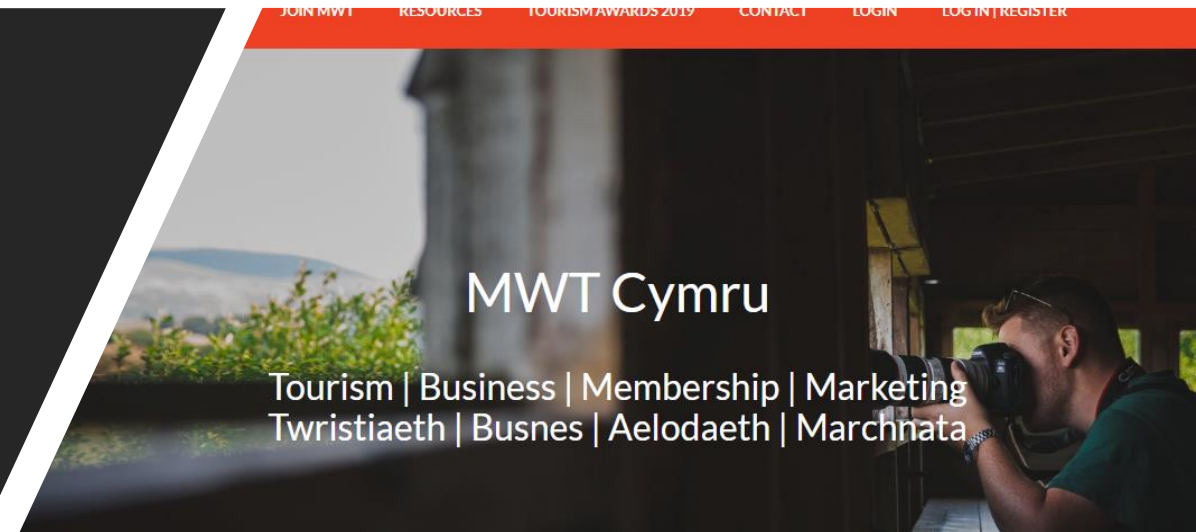
WE AND OUR MEMBERS HAVE DONE NUMEROUS NATIONAL PRESS AND TV INTERVIEWS. OUR AIM HAS ALWAYS BEEN TO ACHIEVE BALANCE AND A CONSTRUCTIVE POINT OF VIEW AT ALL TIMES.

WE HAVE BEEN REGULARLY FEEDING INTO THE WELSH GOVERNMENT TASK FORCE, AND DEALT DAILY WITH THE WELSH GOVERNMENT OFFICIALS, WTA, MID WALES FORUM AND LOCAL AUTHORITIES TO REPRESENT OUR MEMBERS CONCERNS

Members Website | Information Hub

www.mwtcymru.co.uk

- AGM & Members Forum
- MWT Members' Area & Helpline
- One2one support and marketing reviews
- eNews updates, online chat
- MWT Cymru Social Channels
- Local Trade Days
- Mid Wales Conference
- Supplier discounts & Services
- Business support services including website build
- MWT Marketing & PR Opportunities



+	
NG INVOLVED IN #REALMIDWALES	+
S & TOOLKITS	+
NS (VISIT MID WALES)	+
CTIONS & ACTIVITIES FORMS	+
TIONAL FORMS & INFORMATION	+
AD MWT MEMBERSHIP LOGOS	+
GALLERY	+
NTS	+

Communications
Back to School |
School Packs
24/9/2019 - 0 COMMENTS
For teachers looking for
inspiration on where to
take children on trips

[Read More](#)



Mid Wales Tourism Awards

- Inaugural Tourism Awards Ceremony held on 17th October 2019 at The Hafren Newtown
- Over 130 nominations received across 13 categories
- Next Mid Wales Tourism Awards will be held in 2022

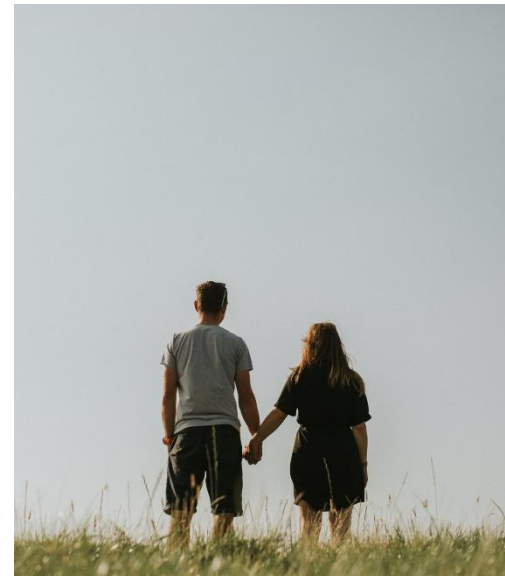
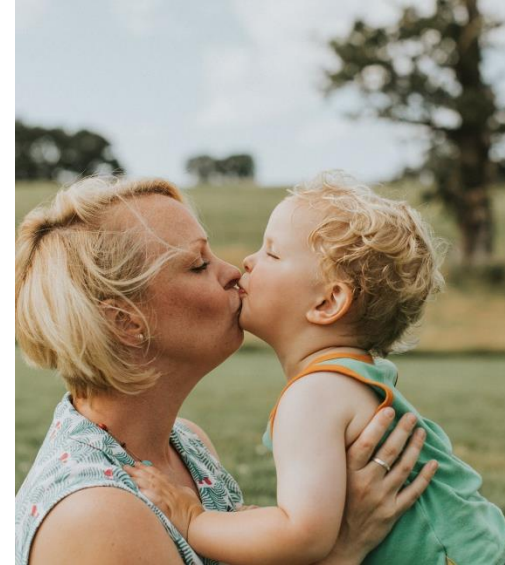


This is Mid Wales. (Real Mid Wales / Do Good Things)

- Mid Wales Regional Campaign 2020 /21
- Content Development & Social Media Campaign
- Next Generation Workshops
- Digital Destination Guides
- Digital Advertising
- PR / Media

Key Themes:

Travel Routes | Nature
Wellbeing | The Outdoors



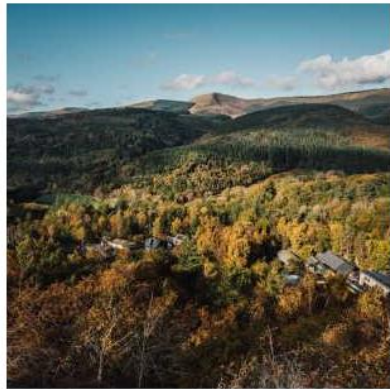
“ Real Mid Wales is the truly unbranded travel destination for escapist dreamers”

Great Days Out in Mid Wales 2020/21

- Bedroom Browser 2020 /21
- Visit Planner Map
- 'Must See' Attractions featured on Show Me Wales app
- Distributed directly to accommodation businesses



Visit Mid Wales Canolbarth Cymru



UNESCO DYFI BIOSPHERE

The Dyfi Biosphere is part of a network of UNESCO 'Biosphere Reserves' throughout the world and one of only six in the UK

UNESCO Dyfi Biophere



LAKE VYRNWY

Lake Vyrnwy Reservoir is home to the RSPB Lake Vyrnwy Reserve

The RSPB, in partnership with Hafren Dyfrdwy, manages part of the reserve as the largest



EXPLORE MID WALES TOWNS

Mid Wales has so much to offer when you're looking for a quiet escape. The largest inland town in Mid Wales is Newtown which boasts a whopping 13,000 people. If you're looking for an unfussy, rural countryside hideaway then



THE FOREST EXPERIENCE RALLY SCHOOL



experience Wales OUTDOOR VENUE OF THE YEAR 2018 FOR CONSERVATION THROUGH EDUCATION FALCONRY EXPERIENCE WALES



CORRIS MINE EXPLORERS



BEYOND BREAKOUT



CWM-MOEL SINGING HOLIDAYS



'DRIVE A STEAM LOCOMOTIVE' EXPERIENCE DAY



WMS FIREARMS TRAINING



MID WALES MINE ADVENTURES



BREGON BEACONS EXPERIENCE DAYS & ACTIVITIES



CAMPING PODS @ TAN-Y-FRON HOLIDAY PARK
Doigellau
Alternative Accommodation with 4 units.
£100-£115 pupn sleeps 4



HAYWOOD CABIN @ HERGEST CROFT GARDENS
Kington
Alternative Accommodation with 1 unit.
£100-£115 pupn sleeps 4



WIGWAM HOLIDAYS HAFREN
Llanbrynmair
Glamping with 6 units. £80-£115 pupn sleeps 4

VisitMidWales.co.uk /GoodToGo

ARE 'GOOD TO GO' / COVID SECURE



ay



Good to Go - Places to Visit



Good to Go - Activities

Canolbarth Cymru COVID-19 (Wales Guidance)

[Back To Main Site >](#) [Before You Travel](#) ['Good To Go'](#) [Public Health Wales](#)

What You Need To Know When Travelling to Mid Wales COVID-19

'GOOD TO GO' LATE AVAILABILITY



BLUE GRASS COTTAGES

In or near Aberystwyth
Set in the heart of Cardigan Bay, Blue Grass Cottages are situated in the hamlet of Chancery just a short drive from Aberystwyth. Tranquil and relaxing surroundings where you can unwind and enjoy the countryside. Spectacular views. Self-catering with 3 units. £57-£294 pupn sleeps 1-5

[More info](#)



COEDMOR SELF CATERING HOLIDAY COTTAGES

In or near Barmouth
Four charming units nestled between the beautiful Mawddach Estuary and Cader Idris mountain range. Minutes away from Barmouth and Dolgellau the cottages are ideally situated for walking, fishing, bird watching or just relaxing. Self-catering with 4 units. £230-£500 pupw sleeps 1-3

[More info](#)



THE COACH HOUSE

In or near Brecon 
Coach houses were traditionally warm and welcoming places. This particular example is one of a new breed, offering contemporary townhouse accommodation. The Coach house is one of only 2% in the country that hold the five star GOLD award. Guest Accommodation with 6 rooms. £85-£160 prpnb

[More info](#)

This is Mid Wales 2020

#Real Mid Wales

The #RealMidWales message is resonating with first-time visitors.

Target Audience - 27- 40 year old within 2 -4 hours travel time – aimed at attracting the more 'conscious traveler'

Social channels

Visit Mid Wales Facebook, Instagram, Twitter & You Tube

VMW KPI's for the period Nov 19 – Nov 20:

- Total Users - 1,478,577
- Page views - 11,188,218

Examples of recent media visits organised by MWT:

- Country Walking - published in Aug 20 edition
- National Geographic – published Dec 20 - <https://www.nationalgeographic.co.uk/travel/2020/11/what-to-do-in-the-elan-valley-wales>
- East Anglian Press – Mid Wales feature



The project has been funded by the Welsh Government's Regional Tourism Engagement Fund which aims to improve the visitor experience and create stronger destinations by working together

UK Government
Wales

Wales
Canolbarth
Cymru

This is Mid Wales

BETH WNAWN NI HEDDIW?
WHAT SHALL WE DO TODAY?

www.VisitMidWales.co.uk



#RealMidWales

ENJOY
Summer
SAFELY

UK Government Visit Britain

Enjoy Summer Safely

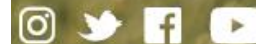
VisitBritain support for local marketing campaigns that will promote tourism, retail, local business and consumer confidence in light of COVID-19.

This is Mid Wales

BETH WNAWN NI HEDDIW? | WHAT SHALL WE DO TODAY?



www.VisitMidWales.co.uk



#RealMidWales

ENJOY
Summer
SAFELY

MWT Cymru 2021





Mid Wales Marketing Campaign

- New design and imagery on VisitMidWales.co.uk
- Advertising opportunities will be offered
- New 'on brand' destination guide content and guide/s will support the broader campaign
- Featured areas will include MWT Member businesses, Associations / Areas etc
- Media Packs focusing on local areas and key themes
- Target markets extended to include South Wales
- Inform social media campaign and destination guide development
- Continue to generate new fresh content and help build interest & buy-in from younger audience

Six more escapes in the heart of Wales



is up the southern shoulder from Eisteddra Gurig, but more spectacular is the tougher route up from **Nant-y-moch Reservoir**, to circuit the cwm that cradles the water of Llyn Llygad Rheidol, and reach views that span far across the empty 'green desert' of Wales' centre.

Mid Wales Media Hub Duncan Foulkes PR

WATER WORLD

The Teifi Pools

The map of central Wales is dotted with blue. The five reservoirs of the Elan Valley have earned the area the name the Welsh Lake District, and there are sizable reservoirs at Nant-y-moch, Vyrnwy and Clywedog too, but the wildest walk is the one to the Teifi Pools. These little lakes and reservoirs pool in the uplands near the ancient abbey at Strata Florida, or Vale of the Flowers. A walk up onto the hump-backed adjacent moors will likely be a lonely one. Others will retain the spine-tingling sense of isolation and the wide skies reflected in the pools.

- Support Journalist visits
- Press releases published in national press, online, TV channels and radio
- Editorial content & Information sharing
- Mid Wales Blog & Website
- Members PR Support & Advice

Ty'n Cornel

central Wales has inky dark skies and glitter bright stars, and Ty'n Cornel offers some of the best seats for the spectacle. It's the remotest hostel in Wales, seven miles from the nearest village, and one of two in the area owned by the Elenydd Wilderness Trust. The walk in from the south is gorgeous, tracing the twisting course of the Doethie Valley, and the old farmhouse is a comfy base for when you've had your fill of gazing at the night sky. Dorm beds from £14, rooms from £50, whole hostel from £200pn. See elenydd-hostels.co.uk

with the hill of **Foel-y-Mwnt** keeping watch over its golden sands, and the tiny whitewashed **Church of the Holy Cross** at its foot. The Wales Coast Path contours along clifftops to east and west, and most summers there's a Cardiff bus to ferry you back to the start too.



PHOTO: RON EMM SALAMY

“Thomas Johnes... planted **five million trees**, sculpted **waterfalls** and laid **twisting paths** which you can still explore today.”

spent his final night. Fleeing the forces of Edward I in winter 1282 he holed up here, until betrayed to his detection and death. The cave takes a bit of seeking but you'll know it from the painting on the rock. Keep heading up and you'll hit a shelf of moor, deep purple with heather in August and loud with bees; walk west and it turns to the spectacular cliffs of Aberedw Rocks above a valley cut by the Wye. It's just 10 miles from Brecon and its popular Beacons, but out here you probably won't see another walker.



PHOTO: BANGOR PHOTOS SALAMY

PICTURE PERFECT

The Hafod Estate

Thomas Johnes was the man behind the first hostelry at Devil's Bridge but his true love was his **Hafod Estate** just down the road. Here he spent 30 years and three inherited fortunes shaping the landscape into his ideal of the perfect picturesque scene. He planted five million trees and sculpted waterfalls and laid twisting paths which you can still explore today. Try the 2.2 mile **Lady's Walk** or the longer and more adventurous **Gentleman's Walk** (3.7 miles). See hafod.org



PHOTO: TOM BAILEY

PHOTO: TOM BAILEY

PHOTO: JENNY WALTERS

BRAND VALUES

01 REAL

Mid Wales offers an unbranded, unpretentious, authentic destination that can be shared and loved by all. Full to the brim with real, authentic experiences, people, place and culture – Mid Wales is completely unique to its own, and so are we. An extension of our product, we don't care for formalities or overpromises, we're all about the real. No filter.

02 EMPOWERING

As we make our way in the world, we're all too often surrounded by artificial. But artificial does not broaden our horizon. We strive to empower our audiences, providing them with positive and enriching alternatives that give them something new. Being explicitly negative towards artificial or our audience's current status quo isn't us, so we never knock it, instead we simply empower and equip with a Mid Wales alternative.

03 EXCITING

We invite visitors to discover with us, as we shine light on a new way of experiencing and exploring an authentic and untouched environment. Tourism in Mid Wales is not the following of a tour guide holding up a numbered placard. To us, that's not exciting. Our exciting is spontaneous, adventurous, vibrant. To be exciting, we need to be to the point. Always.

04 UNIQUE

Every tourist board says they're different, but how many actually are? How many can put their money where their mouth is and say you will not get this anywhere else? That's rhetorical, we don't know the answer – one thing we can tell you though, you won't get Mid Wales anywhere else.

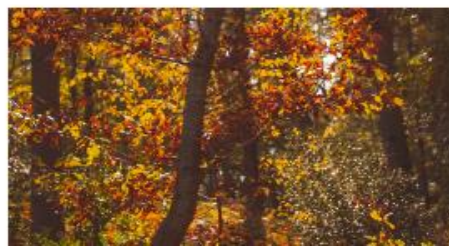
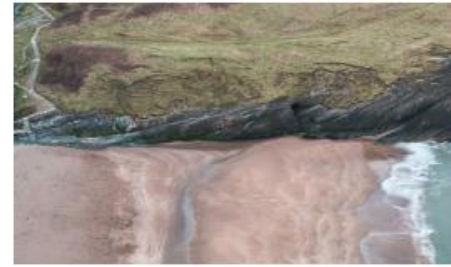
05 QUALITY

Our team's obsession for Mid Wales is at the forefront of everything. Naturally. We love it so much here that anything we say or do, oozes passion - and it's contagious. But it's easy, because although we pride ourselves on being real and distinctive, in truth - our environment does all the work for us. The quality of Mid Wales is undeniable and effortless.

PRIMARY PALETTE

DRAWING FROM THE COLOUR OF NATURE

When looking for inspiration for our brand colour schemes we did not have to look very far. The varying Mid Wales landscapes have provided a bounty of beautifully authentic colour palettes for us to draw from.



01

FRIENDLY & GENUINE

We use a conversational tone with inviting language through a mix of first and third-person narrative. We're informal, friendly, and let's be honest – pretty cool. We're confident in our own skin so there's no need to overcompensate with cheesy or overused sayings...

Our homepage might say:

**REAL MID WALES.
JUST WHAT YOU WERE LOOKING FOR.**

But it will never say:

**ON THIS WEBSITE YOU'LL FIND THE
WONDERFUL HIDDEN GEMS OF WALES.**

02

IMPASSIONED & VALUABLE

Like we said, passion drives everything. So, here's the thing – it needs to come across. We know Mid Wales best because we live and breathe it. Literally. That means offering insightful information in a way that people want to read it, occasionally colloquial because we're proud.

When exploring a region, we'd say:

**RELENTLESS ADVENTURE OR DAYS
FULL OF NOTHINGNESS? LET'S MEET
IN THE MID.**

Less this:

**YOU'LL FIND PLENTY OF THINGS TO DO AND
PLACES TO EXPLORE WHILST YOU'RE HERE.**

03

CRISP & CLEAR

Sure, we've got a lot to say, but we're not one for talking your ear off - we prefer to bring information to life in a way that engages audiences. Using short and snappy sentences where possible, we write in a way that's playful enough to keep them scrolling, but concise enough to make sure they leave with exactly what they came for.

If selling our variety, we'd say:

**ADVENTURES FOR ANYONE.
ACCOMODATION FOR EVERYONE.
BOOKING FEES? NOT ONE.**

Not overwhelm:

**LOOKING FOR ACCOMODATION IN MID WALES? WE HAVE
OVER 360+ PLACES TO STAY AND YOU CAN BOOK DIRECT
WITH NO BOOKING FEE, REALLY GREAT VALUE FOR MONEY
OFFERS AND A GREAT SELECTION OF HOTELS, B & B,
GLAMPING, HOLIDAY COTTAGES, BUDGET ACCOMODATION
AND HOLIDAY PARKS**

(and breathe)

MWT Focus for 2021 – final thoughts

Membership Services &
Business2Business

Mid Wales Tourism
Conference /

Destination Marketing -
focus on “RealMidWales,
key themes, area destination
sell

Targeted campaigns &
Promotions

Venues, Groups & Tours

Lobbying & Representation –
Regional / Wales / UK

Collaboration is going to be key if tourism and hospitality businesses and organisations are to bounce back successfully from the impact of Covid-19 in 2021.

As we emerge from the pandemic, it is imperative that we all work closely together and speak with one voice for Mid Wales, thereby avoiding mixed messaging to visitors.

Our focus for 2021 will be to help the sector bounce back strongly from the economic impact of Covid-19 and to take advantage of all the opportunities that come our way to attract more visitors to Mid Wales.

It is going to take a huge effort by all of us working in the sector, but the late summer demonstrated just how popular our region is for staycations.

With the ‘staycation’ trend expected to gather pace in 2021, I am confident our members will be ready to meet this growing demand.



A huge 'Thank You'

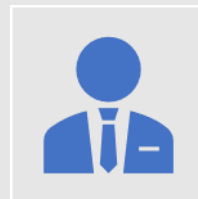
From All MWT
Directors & Staff

@MWTCymru
#mwtcymru

Throughout the pandemic, Directors and Staff at MWT Cymru have worked tirelessly to represent the interests of our members in regular virtual meetings and briefings with Visit Wales, Wales Tourism Alliance, Mid Wales Regional Tourism Forum and politicians.

I would also want to thank WTA chair Andrew Campbell and executive director Adrian Greason-Walker.

Andrew, Adrian and our MWT Cymru chairman Rowland Rees-Evans have done a fantastic job in representing the national and regional tourism industry in media interviews throughout the pandemic, projecting a consistently positive message wherever possible.



Q & A's

Discuss

AOB

2021 Challenges, Opportunities & Trends