



Visit Mid Wales Marketing Approach during the pandemic



- Appointed PR & Behaviourial Specialist to work through the messaging
- Marketing to visitors who share sense of safety, rural understanding and sense of community
- Complement national Visit Wales messaging e.g Visit Mid Wales. Later
- Social media to inspire future visits
- 'Good to Go' & Covid microsite on VisitMidWales.co.uk

Covid – 19

ADDO

LET'S MAKE A PROMISE
TOGETHER

2020 has given us the chance to slow down.
To pause. To appreciate this corner of the world that we call home.

It's reminded us of the things we hold dear..
Ein bro a'n byd — our community, and our world.

And now we pledge to look after those things:

To protect the beauty that's around us.
To tell the stories that shape us.
To care for those who live and visit here.

As we dip our toes in the sea, dust off our walking boots, or set out on an epic adventure, let's make a promise together — to do the little things that will make a big difference.

Addo.
Make your promise to Wales.



Visit Mid
Wales
Canolbarth
Cymru

VisitMidWales.co.uk/Covid

THESE BUSINESSES ARE 'GOOD TO GO' / COVID SECURE

ACCOMMODATION - GOOD TO GO



Good to Go - Places to Stay

ATTRACTIONS - GOOD TO GO



Good to Go - Places to Visit

ACTIVITIES - GOOD TO GO



Good to Go - Activities

Mid Wales Brand

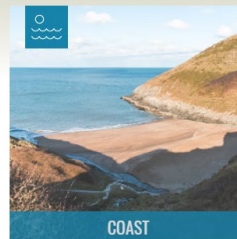
OUR PURPOSE

To re-energise weary urbanites by showcasing Mid Wales as an authentic, inspiring and enriching alternative to the synthetic and judgemental big cities they're used to|

BRAND ROLE IN CULTURE

To present and provide empowering alternatives to the artificial (not just geographically, but in every part of popular culture).

EXPLORE MID WALES



Visit Mid
Wales
Canolbarth
Cymru

Mid Wales 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.



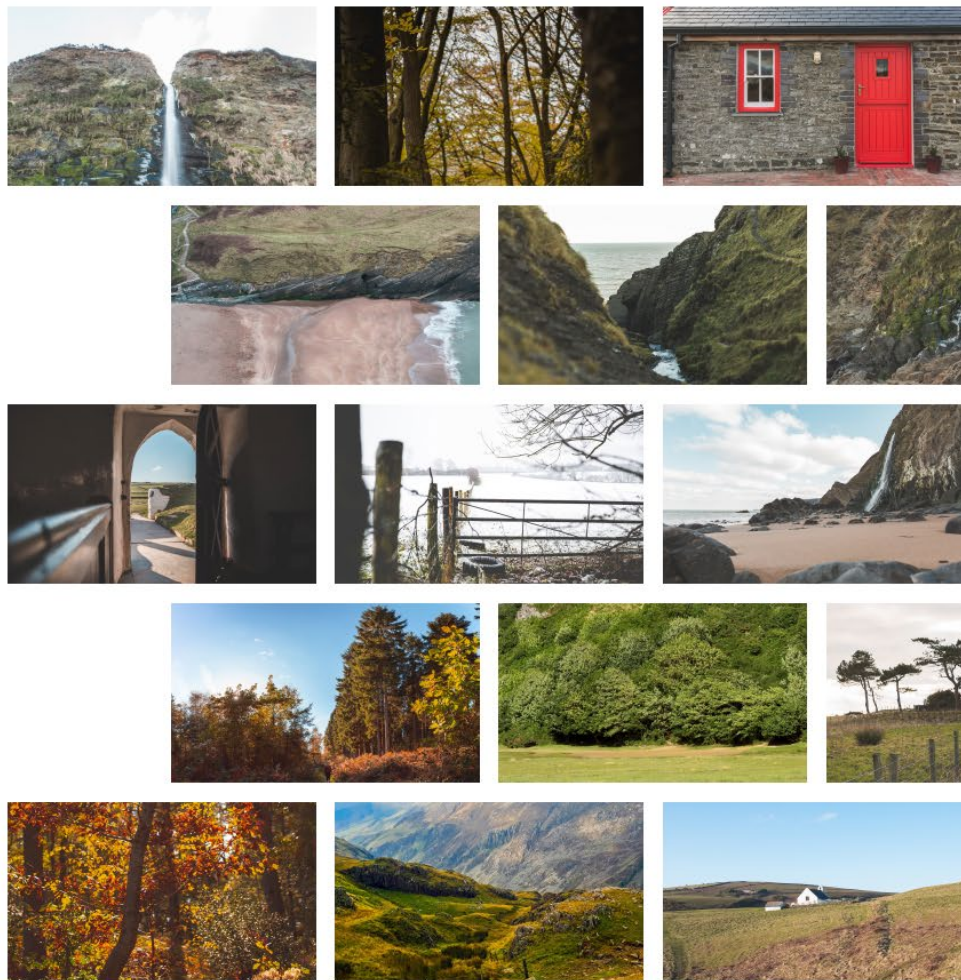
Mid Wales Brand



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 pallets for us to draw from.



Colour scheme



Messaging & Tone of Voice

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 MONEV
OFFERS AND A GREAT SELECTION OF HOTELS, B & B,
GLAMPING, HOLIDAY COTTAGES, BUDGET ACCOMODATION
AND HOLIDAY PARKS**

(and breathe)



Messaging & Tone of Voice

Think less...

Off the beaten track

Quaint

Boasts

Bustling

Charming

Breath-taking

Eatery

Hidden gem

Stunning

More...

Out and about

Off-centre

Shares

Lively

Unassuming

Not bad, aye?

Just call it what it is!

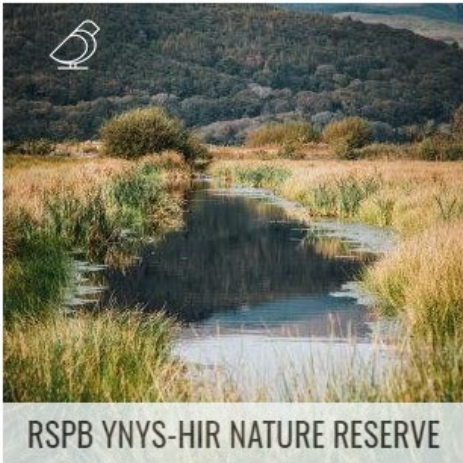
A place you'll love

Striking

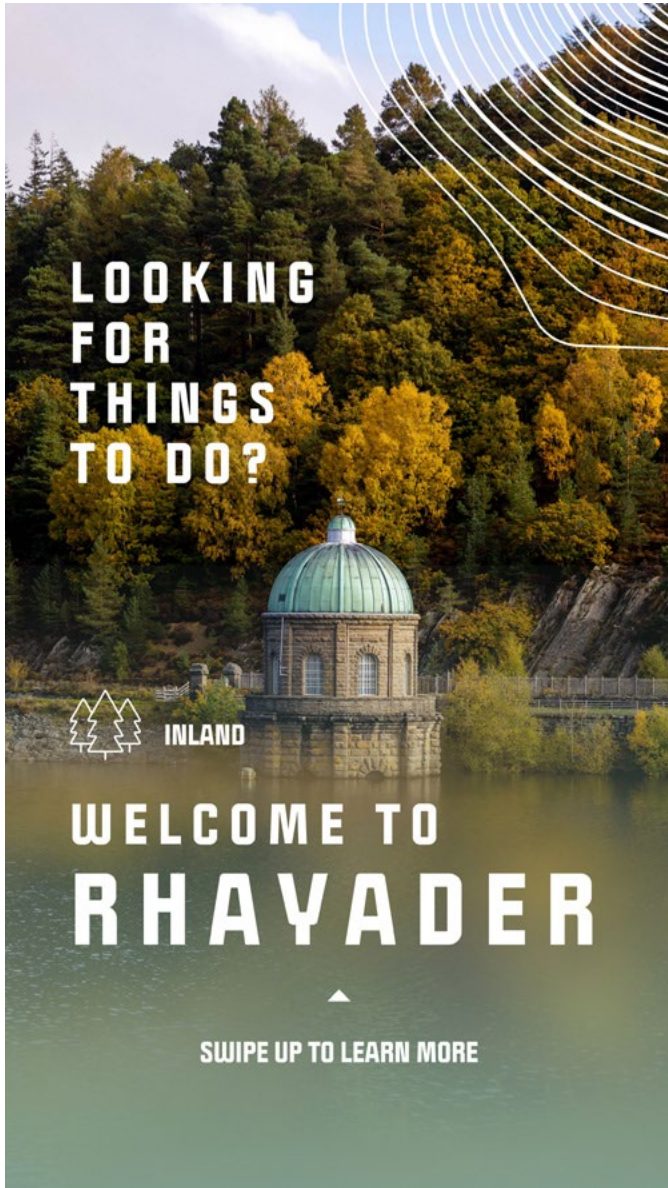


Visit Mid Wales Destination Guides

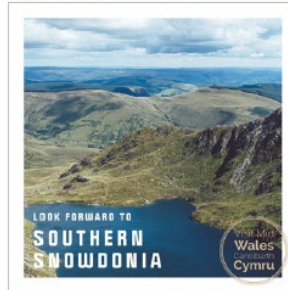
THINGS TO SEE AND DO IN DYFI BIOSPHERE ...



Examples of Mid Wales Brand used on Social



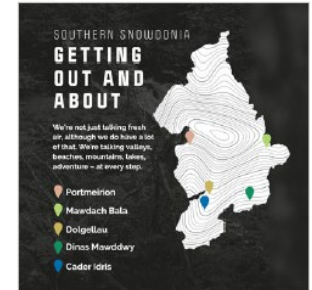
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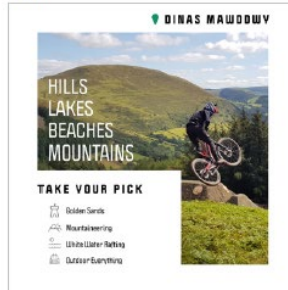
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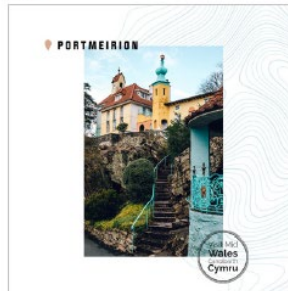
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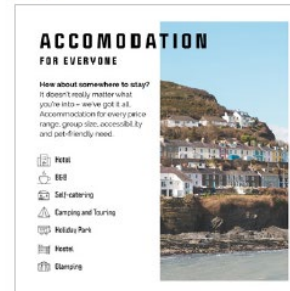
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Slide 8



Slide 9



Mid Wales
Media &
Press

Press Visits

Media Packs

Members Press Releases

Editorial Content

PR / Media



FAR FROM THE MADDING CROWDS
Six more escapes in the heart of Wales

MOUNTAIN HIGH
Plynlimon

Properly known in Welsh as Pumlumon which means five beacons, this multi-topped hill is the biggest in the Cambrian Mountains. It's a broad dollop of moor roughed up by the occasional bit of crag, and **Pen Pumlumon Fawr** is the highest of its handful of summits at 2467 feet. The most straightforward ascent is up the southern shoulder from Eisteddfod Gurig, but more spectacular is the tougher route up from **Nant-y-mooch Reservoir**, to circuit the cwm that cradles the water of Llyn Llygad Rheiddol, and reach views that span far across the empty 'green desert' of Wales' centre.

PHOTO: TOM BALLEY

WATER WORLD

The Teifi Pools

The map of central Wales is liberally splashed 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-mooch**, **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 hummocky windswept moors will likely be a lonely expedition, and some may find it bleak, but others will relish the spine-tingling sense of isolation and the wide skies reflected in the pools.

“Some may find it bleak, but others will relish the spine-tingling sense of isolation...?”

PHOTO: TOM BALLEY

WILD NIGHTS

Ty'n Cornel

Unsurprisingly for a place as sparsely populated as this, 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



PHOTO: JENNY WALTERS

DISCOVER The Heart of Wales

BY THE SEA

Mwnt

Think of Wales' coast and Pembrokeshire and Gower leap to mind, but **Ceredigion** has over 60 miles of spectacular seaside path too. The secluded bay at **Mwnt** is a favourite, 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 **Cardi Bach** bus to ferry you back to the start too.

WALK HERE
Find a collection of gorgeous routes in Mid Wales at rftw.com/bonusroutes



PHOTO: BOBEN KALAHAN

PRINCELY VIEWS

Aberedw Rocks

Up above the village of **Aberedw** in a lonely bit of rock lies a cave. This is where **Llywelyn ap Gruffydd**, a Prince of Wales also known as **Llywelyn the Last**, spent his final night. Fleeing the forces of **Edward I** in winter 1282 he holed up here, until betrayal led 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: LADAMORRIGS JARNEY

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

PICTURE PERFECT

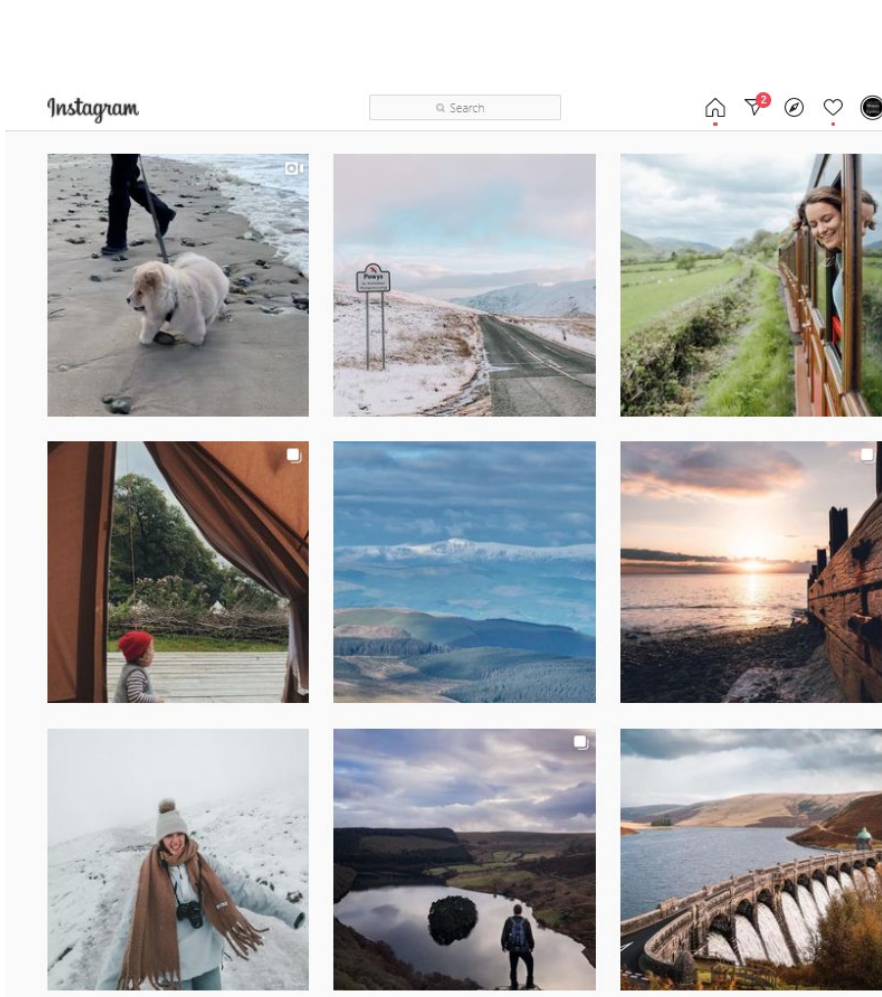
The Hafod Estate

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, 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 BALLEY

Visit Mid Wales Social Channels



Visit Mid Wales
Published by Lauren Dutson · 6 d · 🌐

With Valentine's Day just around the corner, we thought this would be a perfect opportunity to showcase all the moments we've shared with our love ones in Mid Wales over the years.


As we can't welcome visitors due to [Welsh Government](#) guidelines, we would love you to tell us about the precious memories you've shared in Mid Wales with your favourite people using [#LoveLetterstoMidWales](#).

This video of [@marthainthestars](#) (Instagram) shows off both her talent and the wonderful vi... See more



Visit Mid Wales

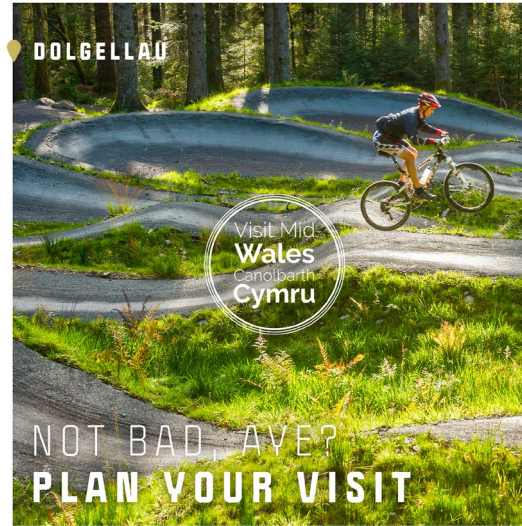
@visitmidwales · Tourist information centre

 [Book Now](#)

 [visitmidwales.co.uk](https://www.visitmidwales.co.uk)

Facebook

Social Media Campaign – April 2021



ACCOMMODATION FOR EVERYONE

How about somewhere to stay?
It doesn't really matter what you're into – we've got it all. Accommodation for every price range, group size, accessibility and pet-friendly need.

-  Hotel
-  B&B
-  Self-catering
-  Camping and Touring
-  Holiday Park
-  Hostel
-  Glamping



PORTMEIRION & HARLECH



THE MID-WALES WAY

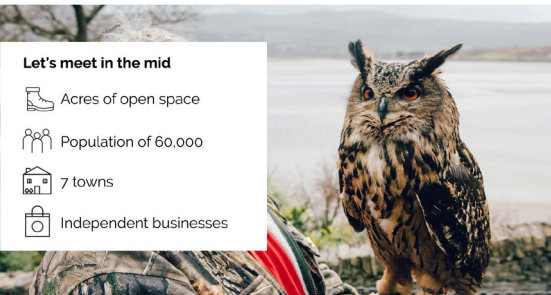
CARING FOR OUR COMMUNITIES.

You do your bit...

When travelling around Wales, it's important to stay up to date on the latest local Covid-19 guidelines, as well as stick to them.

And we'll do ours

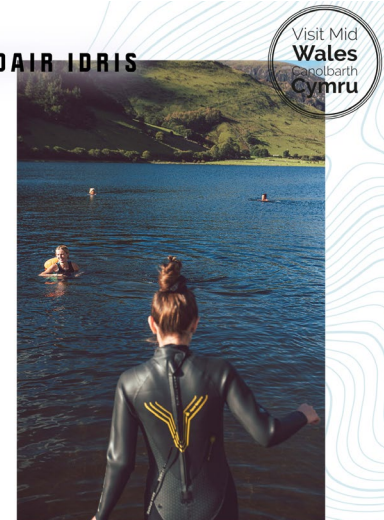
By sticking to the rules, we'll be able to share the best that Mid Wales has to offer with you, keeping local businesses open throughout your trip.



Let's meet in the mid

-  Acres of open space
-  Population of 60,000
-  7 towns
-  Independent businesses

CADAIR IDRIS



Instagram/Facebook
Stories - @VisitMidWales
#RealMidWales
#VisitMidWales

