



31st Annual General Meeting & Members Forum

8th December 2022



Rowland Rees-Evans
MWT Chairman

Introduction & Welcome

MWT AGM Agenda



Minutes of 30th Annual General Meeting Held on 2nd December 2021



Adoption of Annual Report 2021/22



Adoption of Accounts to Year End 31st July 2022



Appointment of Accountant for ensuing year as: Martin Davies



Confirm Appointment of Ceredigion Trade Directors:
Rowland Rees-Evans, Llanrhystud Penrhos Park and
Louise Lloyd, Harrys Bar, Aberystwyth

MWWT
Cymru



Any Other
Business?



MWT
Cymru

Members' Forum

Rowland Rees-Evans
MWT Chairman

Val Hawkins
MWT Chief Executive

Adrian Greason-Walker
WTA Executive Director

MWT Tourism Community, Stakeholders & Partners

Core membership of 600 + members representing the tourism sector in Mid & West Coast Wales (Powys, Ceredigion & Southern Snowdonia):

- ❖ Individual tourism business (Accommodation, attractions, activities, event organisers)
- ❖ Commercial organisations including marketing agencies
- ❖ Community Tourism Groups & Town Councils
- ❖ Strategic Tourism Organisations (National organisations, LA's)
- ❖ Tourism Suppliers



Overview of our activities

- Provide Membership Services
- Represent tourism sector interests
- Mid Wales Marketing & Promotion
- Provide advice, help & business support
- Deliver projects that support one or more of the above



... some of the most famous mountain ranges in Britain and the Snowdonia National Park acquired its status in 1951 making it a truly diverse dominion. Aside from the spectacular the Park also includes the warm hospitable excellent local produce

Visit Mid
Wales
Canolbarth
Cymru

MWT Cymru

Business | Membership
Busnes | Aelodaeth



MWT Activities 2023

- Remain agile to respond to external factors
- 2023 Publications - Mid Wales Visitor Guide, Bedroom Browser & Tear-off Map
- Further enhancements to VisitMidWales.co.uk & ShowMeWales.co.uk
- PR & Seasonal Campaigns
- TXGB / integration of online booking systems to Visit Mid Wales and Show me Wales
- Mid Wales Tourism Conference 2023
- Respond to significant policy issues including Statutory Registration & Tourism Tax





ivities

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ead More



Wales launches premier

28/11/2022 - 0 COMMENTS

Dalton Weir, winner of last year's Junior
Chef of Wales final.

Read More

Membership

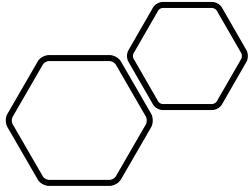
www.mwtcymru.co.uk

- AGM & Members Forum
- Mid Wales Conference
- MWT Marketing & PR Opportunities
- Virtual Meetings & Webinars
- MWT Cymru Social Channels
- eNews updates, online chat
- MWT Members' Helpline
- Supplier discounts & Services
- Business support services including website build, one2one support & marketing reviews



-
- Mid Wales Tourism &
 - Business Conference 2023





Regional & National Representation

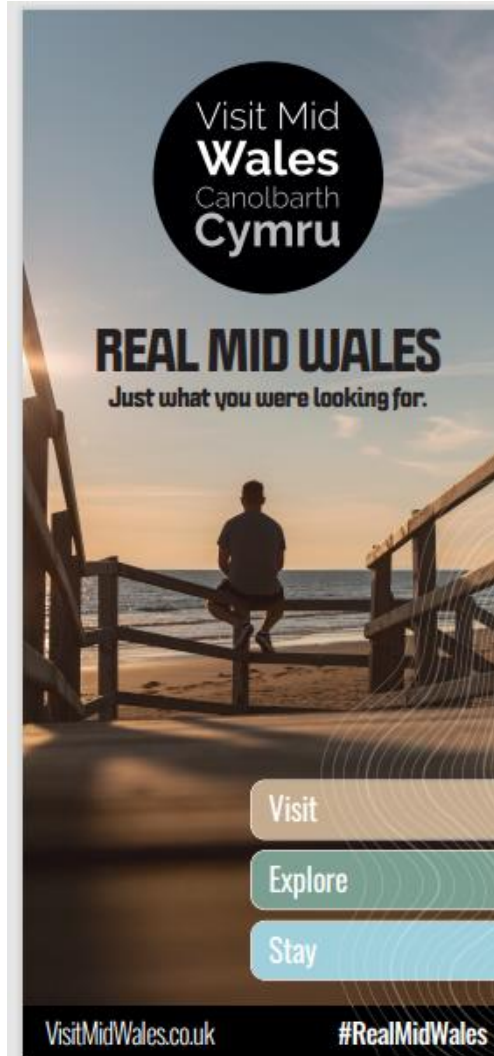
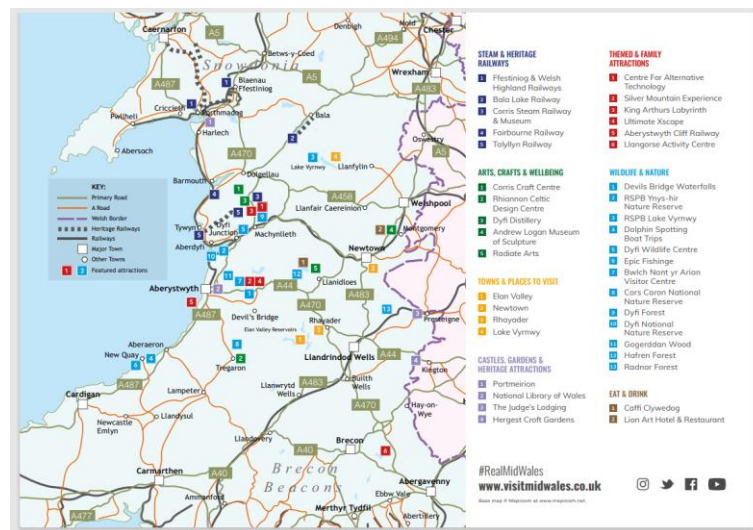
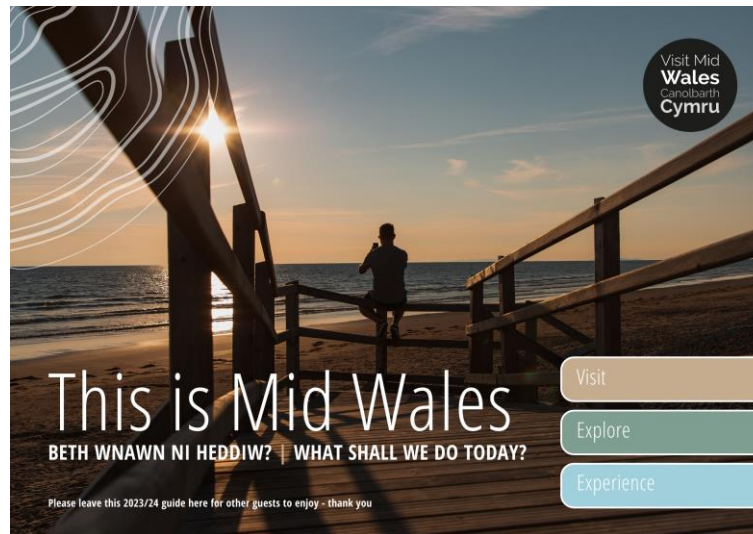
- Wales Tourism Alliance
- Mid Wales Regional Forum
- Cross Party Group on Tourism
- Growing Mid Wales
- Transport for Wales Regional Forum
- Caravan & Camping Forum for Wales
- LA's & Destination Partnerships



 **Wales Tourism Alliance**
Cynghrair Twristiaeth
Communication - Consultation - Collaboration

Publications

2023



Business

Weddings

Groups

Wales Regions

Trade Login

Advertise your Business

Visit Mid Wales
Canolbarth Cymru



My Planner 0

Search Site



Accommodation

Destinations

Experience and Enjoy

Food and Drink

Plan & Inspire



Inspiration



Harlech



Bala & Penllyn



Abermaw | Barmouth



Dolgellau



Aberdyfi | Aberdovey



Twyn



Snowdonia National Park



Hotels, Inns and B&Bs



Self Catering & Holiday Cottages in Mid Wales



Touring & Camping in Mid Wales



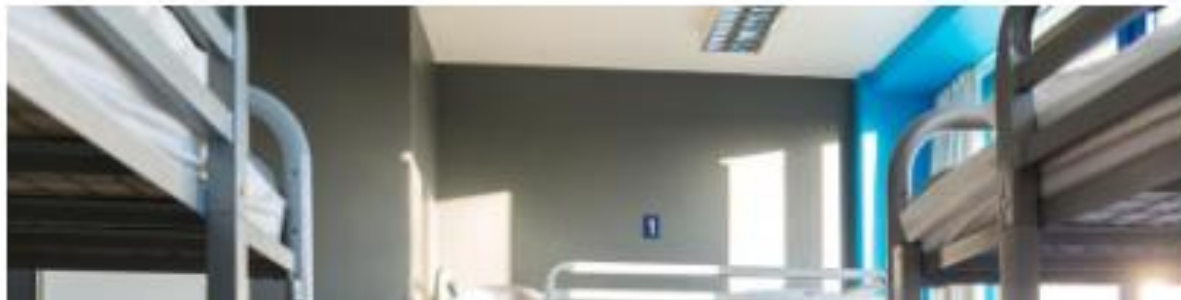
Glamping in Mid Wales



Holiday Parks & Resorts in Mid Wales



Holiday Home Parks





Portmeirion Village & Gardens

Penrhyndeudraeth

Situated on its own peninsula in Southern Snowdonia, Portmeirion is a sight to behold, with vistas in every direction and pathways to explore and be amazed by. Sit & soak up the atmosphere or wander aimlessly around the village and gardens.

♥ Add to Planner



Montgomery Castle (Cadw)

Powys

Montgomery Castle is a masonry castle standing on a rocky promontory above the town of Montgomery. Precipitous slopes to the north and east make this an excellent defensive site.

♥ Add to Planner



Devil's Bridge Falls

Aberystwyth

Devil's Bridge Falls is a spectacular waterfall attraction at Devil's Bridge in the heart of the Cambrian Mountains.

♥ Add to Planner

Autumn / Winter Special Offer

Great Autumn/Winter Getaway Deals in Mid Wales

Featured Offers



Capel Cartref

Mon-Fri, (4 nights) at £600 from October 2022 to March 2023 or £880 per week Sat-Sat. As an added extra, they are offering 10% discount throughout January, February and March 2023.

Capel Cartref is self catering but tea and coffee will be provided, along with a small welcome tittle and/or a non alcoholic alternative.

Please contact Capel Cartref directly and quote 'Visit Mid Wales' to book this great autumn / winter offer.



The Metropole Hotel

ENJOY A LUXURY OVERNIGHT BREAK WITH A CHOICE THREE COURSE EVENING MEAL, FULL COOKED AND CONTINENTAL BREAKFAST

Stay 1 night from £115.00 | Stay 2 nights or more from £109.50* per night

Your Winter Stay Package at The Metropole includes:

- Accommodation for two in a Double or Twin Room
- Dine in Miles restaurant on 3 course choice menu
- Enjoy full cooked Welsh breakfast for two
- Complimentary use of Spa facilities



Introducing TXGB for Businesses in Wales



Reach new customers

Simple & Transparent

Easy channel opt-in

<https://www.txgb.co.uk/suppliers/>

- Reach new customers through a broad range of distribution channels and unique campaigns, brought together in one platform.
- Easy to try new channels and reach new customers
- Pay nothing until you get an online booking. You can opt into as many distributors as you like. For each online booking, you pay us a small fee of 2.50% + VAT along with any distributor commission due.
- Business can opt-in/out of channels at any time - DMOs, UK-based domestic distributors, or international OTAs in harder-to-reach markets.

Denmark Farm, Lampeter

www.denmarkfarm.org.uk

[Your cart is empty.](#)

Accommodation

Arriving

	WED 7 DEC	THU 8 DEC	FRI 9 DEC	SAT 10 DEC	SUN 11 DEC	MON 12 DEC
Owl - Eco Lodge Apartment Info	£70.00	£70.00	£90.00	£90.00	£90.00	£70.00
Robin - Eco Lodge Apartment Info	£70.00	£70.00	£90.00	£90.00	£90.00	£70.00
Swallow - Eco Lodge Apartment Info	£70.00	£70.00	£90.00	£90.00	£90.00	£70.00

Rates displayed are the cheapest available, inclusive of VAT and are in Pound Sterling (GBP).

[Previous](#)

Availability Search

Arrival Date: Nights:

Guests in Room/Unit 1

Booking Details:

Arrival Date: **Fri, 12th May 2023** Departure Date: **Mon, 15th May 2023** No. of Nights: **3**



Room 1 - for 1 guest(s)

- Eco Lodge Apartment
- Eco Lodge apartment
- Eco Lodge apartment

Mid Wales Media Hub Duncan Foulkes PR

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



March 2022

TRAVEL | POWYS

‘Where’s everyone gone?’ we wondered. We were in Powys, Wales’ biggest county, at the height of summer. Yet, throughout most of our tour, we felt that we were in a peaceful backwater as we wandered hills, woods and valleys, picturesque villages and along towpaths, as well as following part of the strikingly impressive Offa’s Dyke. We mostly had the magnificent views and gentle countryside all to ourselves, with just sheep, red kites and rabbits for company. Only at Powis Castle, with its famous historic gardens and opulent seventeenth century interiors and treasures, were the tourists well in evidence, as we’d expected. Even there, we found an almost people-free haven in the ‘wilderness’, the woodland from where we could get the iconic view of the Italian Renaissance-style castle across the Great Lawn without having to jostle for the best spot to take a picture.

At our first site at Florest Fields, five miles from the nearest town of Builth Wells, there were so many tracks across the 500-acre farm through woods, alongside streams, up to a waterfall and on to the hills – and all without ever leaving the property. So much space meant that, although there were dozens of families there enjoying the school holidays, we rarely came upon anyone else on the same path as us.

We had picturesque Berries, a very charming small village of black and white timbered houses, much to ourselves, too. The towpath of the Montgomery Canal running by it was only slightly busier with a couple of dog walkers and joggers.

At Mellington Hall, which has to have the grandest ambience – not to mention the longest driveway – of any campsites we’ve encountered recently, we met just two other walkers on the Offa’s Dyke Path which runs through the grounds. Delightful strolls around the parkland were so quiet that we nearly jumped out of our skins when ducks noisily basted us for disturbing their tranquility. Indeed, our tour of Powys provided exactly the sense of ‘getting away from it all’ that we’d been seeking.

As soon as visitors arrive at Florest Fields they’ve handed a map with clearly marked routes to Fio’s Rise and The Lookout, The Waterfall, Barker’s Blin, Spooky Wood and Terrible Hollow. It’s all very laid-back.

Campers are positively encouraged to freestyle their way all over the farm. We quickly embraced that frame of mind of losing oneself in the landscape after we’d set up close to the Long Lake (there’s a fishing lake, too). During the day and early evening campers kayaked, paddleboarded and splashed.

Sunsets were the best, casting dazzling pink ribbons across the sparkling water. Couples hunched over the pits, their kids too worn out by all the outdoor fun to resist bedtime.

On the top of Abercwm Hill above Florest Fields it feels especially isolated. It was glorious. We could see for miles, looking towards the Brecon Beacons and the Black Mountains from the trig point. Sheep paths criss-crossed through the springy winberry bushes on the high open moorland (rather chilly, even in mid August).

As we descended towards Florest Fields, via a rough sheltered track, swallows darted about us. We’d seen wagtails, fieldfares, red kites and rabbits,

MAIN PIC
View from Abercwm Hill above Florest Fields campsite

ABOVE
Stable Pond at Powis Castle

BELOW
A steam engine at Welshpool station on the Welshpool and Llanerchriddock Light Railway



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March 2022 | 29



MWTCymru.co.uk

Member Resource
Hub

MEMBER E-NEWSLETTERS (INC. COVID UPDATES) & MARKETING RESOURCES

E-News Updates:

If you are not receiving e-newsletters and have checked your junk folder and marked us as a 'safe sender', please [let us know](#).

MWT E-NEWS

- ▶ [MWT October e-news \(05/10/22\)](#)
- ▶ [Mid & West Wales Coast Bedroom Browser \(21/09/22\)](#)
- ▶ [Be Bookable on Visit Mid Wales \(13/09/22\)](#)
- ▶ [MWT September e-news \(06/09/22\)](#)
- ▶ [MWT August e-news \(03/08/22\)](#)
- ▶ [MWT July e-news \(12/07/22\)](#)
- ▶ [MWT June e-news \(06/06/22\)](#)
- ▶ [MWT May e-news \(03/05/22\)](#)
- ▶ [Important Guestlink Announcement \(21/04/22\)](#)
- ▶ [MWT April e-news \(04/04/22\)](#)
- ▶ [MWT March e-news \(04/03/22\)](#)

Marketing Resources:

- ▶ [Visit Wales Travel Trade webinar \(Reaching new audiences\)](#)
- ▶ [NTG Training - Digital Marketing Presentation \(March '22\)](#)
- ▶ Free marketing downloads: <https://ntgtraining.co.uk/digital-marketing-introduction-pack/>
- ▶ Travel & Tourism Article on NTG's Blog: <https://ntgtraining.co.uk/digital-marketing-for-the-tourism-industry/>
- ▶ [How to Guide: Facebook Live Streaming](#)
- ▶ [Marketing Focus \(Feb 2021\)](#)
- ▶ [Top Five Tips for a New Year](#)
- ▶ [Common Website Mistakes](#)
- ▶ [Setting up Google My Business](#)
- ▶ [Improve SEO \(Superfast Business Wales\)](#)
- ▶ See Visit Wales toolkits tab (further down the page)

Press & Media

>> [See Mid Wales Media Hub](#)

Elfyn Evans launches Mawddwy walking routes in time for Year of Trails in Wales

7/12/2022

0 Comments



Elfyn Evans (right) with Cwmni Nod Glas Cyf chairman Elwyn Jones, secretary Arfon Hughes and project co-ordinator Rhodri Wigley.



Elfyn Evans (right) with Cwmni Nod Glas Cyf directors, partners and supporters at the launch of Llwybrau Cerdded - Mawddwy - Walking Paths.

World Rally Championship star Elfyn Evans yesterday (Tuesday) launched a series of walking routes in his home village which offer spectacular views of the famous UNESCO Dyfi Biosphere in Mid Wales.

Latest news



Award-winning film shot in the Elan Valley to be screened by BBC 2 Wales tomorrow night

7/12/2022 - 0 COMMENTS

Gathering sheep in a scene from 'Staying (Aros Mae)'.

10TH, 11TH, 17TH, 18TH, 22ND & 23RD DECEMBER



VISIT OUR ELVES' WORKSHOP AND SANTA'S GROTTO PLUS LOTS MORE FESTIVE FUN FOR ALL THE FAMILY

PRE-BOOK YOUR TICKETS AT WWW.SILVERMOUNTAINEXPERENCE.CO.UK

Magical Christmas activities promised at The Silver Mountain Experience

30/11/2022 - 0 COMMENTS

The Silver Mountain Experience in Mid Wales will be turned

Latest News from MWT PR

MWT
Resource
Trade Events
Diary

Events from Dec 7th

calendar by **Tockify**



Mid Wales Tourism (MWT Cymru) Annual General Meeting & Members' Forum

Thu 8th Dec 10:00am - 12:30pm

The thirty first Annual General Meeting of Mid Wales Tourism (a Company Limited by Guarantee) is to be held on Thursday 8th December 2022 at The Brigands Inn, Mallwyd, Machynlleth SY20 9HJ Tea, coffee ...



Britain & Ireland Marketplace (London) DATE TBC

2023 Fri 27th Jan 9:00am - 5:00pm

<https://portal.etoa.org/GBP/s/community-event?id=a1h3z000002zvbjAAQ>



ITB (Berlin)

2023 Wed 8th Mar 9:00am - 5:00pm

www.itb.com/en/



Choose Your Future Ceredigion 2023

2023 Tue 21st Mar 9:00am - 2:00pm

New for 2023

Purchasing for Business

- Purchasing for Business work with over 3,000 businesses of all sizes from the hospitality, leisure, self catering, retail, professional services sectors and many more, to save money, increase profits and so much more, including:
 - Great cost savings on a wide range of products & services
 - Preferred pricing and exclusive discounts with their suppliers
 - Access to their strong and growing buying power
 - Providing top buying tips for a wide range of products and services


Purchasing for **Business**

in partnership with



Save Money | Reduce Costs | Increase Profits
for **FREE!**

www.purchasingforbusiness.co.uk

MWT Focus for 2023 – final thoughts

Membership Services &
Business2Business

Mid Wales Tourism
Conference

Destination Marketing -
focus on area destination sell
key themes and bookable
products

Targeted campaigns &
Promotions

Business Event Venues,
Occasions, Groups & Tours

Lobbying & Representation –
Regional / Wales / UK

It is going to take a huge effort to support our businesses through the cost-of-living crisis. We aim to take advantage of all the opportunities that we can to attract more visitors to Mid Wales.

‘Staycation’ trend likely to continue – lets work together and grow the tourism sector in Mid Wales

Staff and supply chain shortages will continue to be a problem

Quality Counts - Opportunity to build new relationships with our visitors

Public / private / third sector / national / local / communities need to be on the same page - collaboration is key

Use consistent marketing messaging to promote business/ area /region /Wales

Attract International Visitors back to Wales



A huge 'Thank You'

From All MWT
Directors & Staff

@MWTCymru

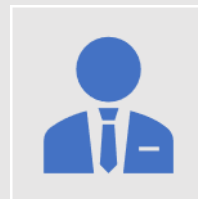
#mwtcymru

MWT 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 Suzy Davies and Executive Director Adrian Greason-Walker

MWT Cymru chairman Rowland Rees-Evans has done a fantastic job in representing the national and regional tourism industry in media interviews projecting a consistently positive message wherever possible.

Finally many thanks to Duncan Foulkes, MWT Media Officer for his amazing support.



Q & A's

Discuss

AOB

2023 Challenges, Opportunities & Trends

