



**TWRISTIAETH CANOLBARTH CYMRU
MID WALES TOURISM**

**ADRODDIAD BLYNYDDOL 2020/21
ANNUAL REPORT 2020/21**

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Rhagair | Chairman's Foreword

Our 30th year of trading has thankfully been slightly easier than 2020. As an industry we were able to trade through most of the summer and although this will not make up for all the lockdown periods it certainly feels better than it did a year ago.

As a company we have met more regularly this year and have even managed to have one meeting at the office in Machynlleth, which was a welcome change to our normal zoom meetings.

Although we are a Not for Profit organisation, it is pleasing to see that our accounts are just above the breakeven point. I want to thank Val and the team for their efforts not just for the past 12 months but right through this pandemic. It has not been easy.

There is one change within the industry that I would like to note. We have a new Chair of the Welsh Tourism Alliance, Suzy Davies. On behalf of MWT I would like to wish her well in her new role. I also, need to thank Andrew Campbell, the previous Chair, for all he has done for the industry over the past 3 years and wish him well in the future.

I also need to mention Steve Hughson, someone who has probably suffered more than most during this period, he should be congratulated on his sterling work as Chair of the Mid Wales Tourism Forum. The forum is important, as it is our direct link to Visit Wales and Welsh Government.

There have not been many positives during this pandemic but one that does stand out is that Mid Wales has become a recognised destination and as an industry we need to capitalise on this. This is a challenge for all of us as I think we can all agree that 'staycationing' is here for the long haul.

There are other challenges on the horizon that will affect us in the coming year, such as the return of vat to 20%, the increase in national insurance contributions, the return of business rates and finding new staff, being a few of the major issues.

Finally, as Chairman I would like to personally thank:

- All members for your continued support in these difficult times, and I am sure that you all appreciate the work that has gone on behind the scenes to keep you informed of the ever changing situation.
- Also, to the Board of Mid Wales Tourism for their support and valued contribution across all areas of the business.
- To Val our Chief Executive and Staff for their hard work and commitment and for the welcome and professional advice they have given me and you as members.

Lastly may I take this opportunity to wish you all a Happy Christmas and for a much improved 2022.

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 MWT Board members, past and present, for their contribution and support.

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

Charles Dark
Greg Loweth

Co-opted Directors

Dylan Roberts
Ian Rutherford

Local Authority

3 Vacancies

Key objectives for which MWT 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 and travel in the United Kingdom and overseas.
- To engage in commercial activities which will support the foregoing objectives.

Crynodeb Gweithredol | Executive Summary

MWT's core remit is to support, grow and develop a resilient tourism sector and we do this through the delivery of membership services, regular communication with businesses and the organisations that support the visitor economy, regional marketing to raise awareness of Mid Wales as a place to visit and stay, and representing the interests of our members on various regional and national forums.

Since the start of the Covid pandemic in March 2020, our industry has endured significant disruption to trading including extended lockdowns, circuit breaker lockdowns, staff on furlough, ever changing guidance from UK and Welsh Government and phased re-opening. It's fair to say that it has been a difficult time for everyone involved in tourism, testing our resilience to the limit.

MWT Directors and staff have worked throughout this difficult period to support our member businesses, tourism organisations and local communities. With the support of the Wales Tourism Alliance (WTA), we have maintained regularly contact with UK and Welsh Government officials to help mitigate the worse effects of the pandemic.

We have also laid the foundations for recovery. We have invested in our Visit Mid Wales regional marketing including new branding & positioning, photoshoots, website revamp, social channels and media activity.

Positioning Mid Wales – Powys, Ceredigion and Southern Snowdonia - as a 'must visit' destination has enabled our businesses to emerge from lockdown in a stronger position to benefit from the staycation trend.

We have invested in smarter ways of working and supporting members including the introduction of virtual member meetings, developing our online resource on MWTcymru.co.uk and using our social media channels to maintain high levels of information, advice and support for members.

As we move into what we hope will be clearer waters, our businesses and organisations face new challenges including staff shortages, supply chain issues and rising prices. Ensuring that our politicians are well briefed on the challenges facing our industry will be more important than ever.

We owe huge thanks to WTA Chairman Andrew Campbell and Executive Director Adrian Greason-Walker who have worked relentlessly representing and communicating to Government the needs of our businesses.

I would like to thank Zoe, Claire and Davina for all their hard, our Chairman Rowland Rees-Evans for always being on hand to respond to media interviews, our MWT Directors for their expertise and support, and our members without which we would be unable to continue to do what we do. We now look forward to what we hope are much-improved prospects for 2022.

Valerie Hawkins,
Chief Executive

Aelodaeth | Membership

MWT is the leading tourism trade organisation in Mid & West Wales and as a tourism member it's a mark of professionalism and credibility. At the end of July 2021, MWT's membership stood at 593 businesses which included 38 new members who joined during the course of the year.

MWT's small team provides day-to-day support, as well as undertaking recruitment of new members. Our aim is to support individual member businesses and work with partners to create a strong and sustainable tourism industry.

We always look out for new smarter ways of working which this year has seen the introduction of virtual members meetings. MWT Members enjoy exclusive access to marketing and PR opportunities, supplier services and independent one2one advice. Importantly, members contribute to regional and national political lobbying effort.

Marketing – Visit Mid Wales marketing promotes Mid Wales as a 'Must Visit' destination and provides members with a competitive advantage on our web and social media channels.

Save with affinity deals - Membership supplier benefits and specialist suppliers are promoted on our members hub on MWTcymru.co.uk and via our enews updates.

Information, advice and support - help and advice is online on mwtcymru.co.uk exclusive members' area, one2one support and our members' helpline. Enews updates, social channels, annual tourism conference, virtual meetings are a few of the ways we support members

An independent voice for the tourism business community - MWT represents the tourism business community on the Wales Tourism Alliance, Cross Party Group for Tourism, Mid Wales Regional Forum and other groups.

"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



VISIT MID WALES – RAISING THE PROFILE OF MID WALES AS A ‘MUST VISIT’ DESTINATION

Visit Mid Wales regional marketing activities support all our accommodation businesses, Visitor Attractions, Activity Providers and event organisers and local suppliers and communities.

Continual investment is needed to promote the Mid Wales region and to maximise new opportunities as they arise including the recent rise in staycations. Adopting 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.

Xmas 2020 saw the introduction of our first campaign focused on helping to kickstart Covid recovery. Members promoted vouchers for gifts, short breaks and attraction / activity offers on Visit Mid Wales that could be redeemed for future visits.

During Autumn 2020 and Spring 21 we undertook photoshoots, developing new on brand content in readiness to undertake a social media campaign as soon lockdown was lifted. We supported the national ‘Good to Go’ campaign and Wales’ ADDO campaign across all our visitor marketing channels.

Mid Wales Media Hub continues to provide specialist help and support for media visits, providing editorial and responding to journalist enquiries are a few of the many ways that Duncan Foulkes PR and our Membership Team works with media contacts to promote the region.

We continue to build on the #RealMidWales messaging and key themes developed in previous years to deliver a distinctive ‘sense of place’ for visitors interested in visiting the region.

VisitMidWales.co.uk is MWT’s hub for all our marketing campaigns and generates 1.2 million users, 10 million page views and over 100,000 direct referrals to businesses annually. Online features include a visitor shortlist, itineraries, product search and eCommerce functionality. Our social channels now have more than 28,000 followers.

MWT Marketing Support

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



Show Me™ Wales

ShowMeWales.co.uk is our pan-Wales channel features things to do, places to stay and places to visit in Wales.

This channel supports web widgets that can be shared across third party sites and are available free of charge to members in a variety of different formats.

Projects and Campaigns

MWT specialises in the management and delivery of tourism-related projects which includes business support, regional destination marketing campaigns and tourism product database management.

Tourism projects undertaken this year have included:



Visit Wales Product Database / Business Support

MWT team works with Visit Wales colleagues to improve the overall quality of the Wales Tourism Product Database (WTPD) 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.

Wales Tourism Alliance

MWT provides specialist support to assist WTA to maintain the WTA website, online diary and enews communications.

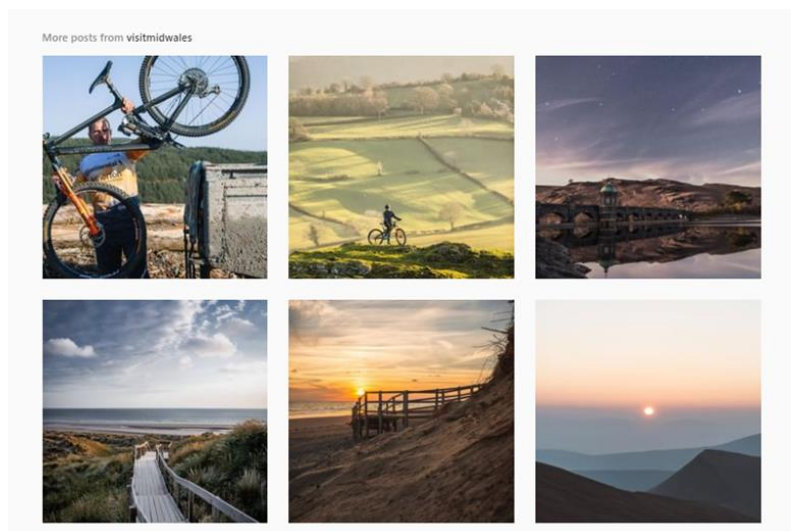


This is Mid Wales – May 2019 – March 2021

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 guides incorporating new on brand video and images and 'next generation' workshops.

New Mid Wales brand guidelines have been developed and incorporated across all Visit Mid Wales website and social channels.



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 leads on MWT Cymru membership, PR support and communications.

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

Andrea Price - Andrea joined the MWT team on a part-time basis following her graduation in Tourism & Marketing degree from Aberystwyth University.

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 Profit and Loss Account for the year ended 31 July 2021

	2021 £	2020 £
Turnover	191,130	188,335
Direct costs	(79,695)	(74,642)
Gross profit	<u>111,435</u>	<u>113,693</u>
Administrative expenses	(111,039)	(120,082)
Other operating income	7,793	11,738
Operating profit	<u>8,189</u>	<u>5,349</u>
Interest payable	(12)	(9)
Profit on ordinary activities before taxation	<u>8,177</u>	<u>5,340</u>
Tax on profit on ordinary activities	(1,737)	(1,197)
Profit for the financial year	<u><u>6,440</u></u>	<u><u>4,143</u></u>