



**TWRISTIAETH CANOLBARTH CYMRU  
MID WALES TOURISM**

**ADRODDIAD BLYNYDDOL 2022/23  
ANNUAL REPORT 2022/23**

**Contents**

P2	Chairman's Foreword
P3	Board of Directors of Mid Wales Tourism
P4	Executive Summary
P5	Membership
P7	Marketing
P8	Projects & Campaigns
P9	Meet the Team
P10	Financial Summary

## Rhagair | Chairman's Foreword

I'd like to begin by reflecting on the recent challenges in our industry. Previously, concerns like the VAT increase to 20% and a 1.5% National Insurance hike seemed significant, but recent events have far surpassed these. In the past year, we've grappled with the Ukrainian and Middle Eastern conflicts, a severe cost of living crisis, soaring interest rates over 5%, and inflation exceeding 10%.

Additionally, the Welsh Government's four major consultation papers are poised to significantly impact our sector, as we're already witnessing with the 182-day rule's effect on self-catering holidays. Looking ahead, we face the prospect of full business rates among other changes, following a particularly tough trading year.

Despite these challenges, our industry focuses on the positives. We're seeing a decline in inflation, stabilization in interest rates, and healthier forward bookings compared to last year.

We believe that many people, having skipped holidays this year, will not forego another year, especially with economic indicators improving. This should bode well for us.

At Mid Wales Tourism, we've consistently supported our members, partners, and community groups, thanks to our dedicated team led by Val. We've proactively navigated new legislation and regulations, a topic for further discussion in our Members Forum.

I extend my gratitude to the MWT team and our Board of Directors for their unwavering dedication throughout the year, particularly in the Mid Wales region.

A special acknowledgment is due to our CEO, Val, who is retiring soon after 24 years of exceptional service. Her profound impact and professionalism have been pivotal, earning her the MBE in the recent King's Birthday Honours. We still have much to accomplish before her retirement, but her legacy is assured.

Finally, I wish everyone a Merry Christmas and a prosperous 2024.

**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 and 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  
Vacancy

##### Ceredigion

Rowland Rees-Evans *Chairman*  
Louise Lloyd

##### Powys

Charles Dark resigned  
Greg Loweth

#### Co-opted Directors

Dylan Roberts  
Jonathan Jones, CBE  
1 Vacancy

#### 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

It is clear that the past year has presented significant challenges for the tourism industry. Emerging from the COVID-19 pandemic, our businesses faced a series of hurdles, including staff shortages and disruptions in the supply chain. Adding to the uncertainty, recent events such as the conflict in Ukraine and the cost-of-living crisis have made navigating this landscape even more complex.

In times of such uncertainty, a united and strong voice for Mid Wales Tourism is essential. Our core mission at Mid Wales Tourism (MWT) is to showcase Mid Wales as a premier regional destination in Wales. However, achieving this goal would be impossible without the steadfast support of the business community.

Throughout this challenging year, our connection with our members has remained steadfast. In addition to regular updates through newsletters and social channels, we've continued to host regular online MWT members' meetings. These sessions have provided a platform for us to offer support and guidance, whilst providing an opportunity for businesses to come together, share insights, and voice common concerns. This collaborative exchange helps deepen our understanding of the challenges and needs of our member businesses.

Our commitment to public relations and media initiatives remains strong. These efforts not only benefit our members but also contribute significantly to our regional campaigns.

Additionally, our membership of the Wales Tourism Alliance (WTA) has enabled us to maintain a strong connection with UK and Welsh Government officials. We extend our gratitude to WTA Chairman Suzy Davies and Executive Director Adrian Greason-Walker for their tireless advocacy on behalf of our businesses. Keeping our political leaders and officials informed about the challenges we face is of paramount importance.

We wish to express our profound gratitude to our members. Without your continued support, executing the wide range of activities that define our successful regional tourism presence would be impossible. We extend our thanks to all our members, our Chairman - Rowland Rees-Evans, all MWT directors and our dedicated team - Zoe, Claire, and Davina. We also acknowledge Martin, Julie and Duncan for their specialised support and expertise, our colleagues in the Wales Tourism Alliance and colleagues in Visit Wales.

At the heart of our daily operations lies a resolute commitment to supporting our member businesses. We focus our energy on supporting you, executing marketing initiatives that promote Mid Wales as a must-visit destination, and advocating for the tourism sector's interests on both regional and national platforms.

In these uncertain times, the unity and resilience of our business community are more critical than ever. Together, we will navigate these challenges and ensure that Mid Wales continues to shine as a leading destination.

Thank you for your ongoing support and dedication to the success of Mid Wales Tourism.

**Valerie Hawkins MBE, Chief Executive**

## Aelodaeth | Membership

Mid Wales Tourism (MWT) is a key player in the tourism sector in Wales, and our strong membership base is a testament to its professionalism and credibility. As of 31st July 2023, MWT's network encompass 566 member businesses, including 28 new members who joined within the year.

Our MWT team is committed to providing consistent, daily support to members. Our primary goal is to help bolster our member businesses, fostering collaboration with partners to strengthen and sustain the tourism sector in Mid Wales. A significant aspect of MWT's efforts involves participation in political lobbying, ensuring the voices of our members are heard regionally and nationally.

This year marked a significant advancement in our marketing capacity with the move of our Visit Mid Wales website to a new marketing platform, a strategic move to enhance the promotion of our region in future years. This is one of the many innovative approaches MWT adopts to continually evolve and improve our collaborative efforts in the tourism sector.

**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. Members enjoy exclusive access to marketing and PR opportunities.

**Information, advice and support** - the 'Members Area' on mwtcymru.co.uk and our MWT Cymru Facebook group, members meetings and webinars, one2one support and our members' helpline are all exclusively for our members. Regular enews updates, social network channels and our tourism conference are a few of the ways we support members and the wider tourism community.

**An independent voice for the tourism business community** - MWT represents the tourism business community on 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



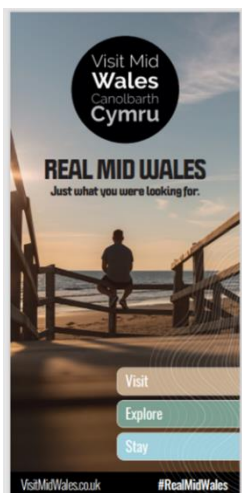
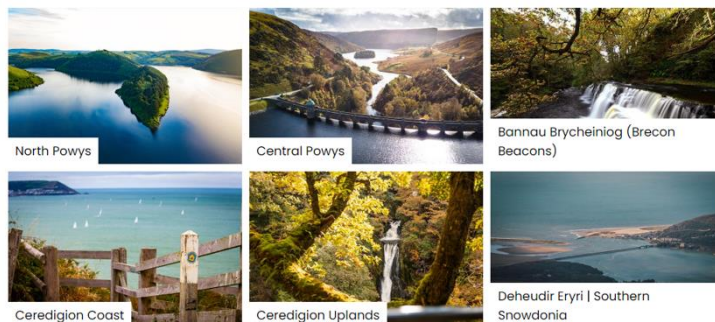
MWT's unified marketing strategy, which emphasises a unique 'sense of place,' is critical for promoting the Mid Wales region and requires ongoing investment. All MWT's visitor-oriented marketing activities are unified under the 'Visit Mid Wales' brand.

Our core objective is to elevate Mid Wales as a premier destination, offering our members a prominent platform to showcase their individual businesses, as well as highlighting local towns, communities and scenic places to visit. In September 2022, MWT launched the new look VisitMidWales.co.uk and showmewales.co.uk websites.

These updates were part of a transition to our new Simpleview marketing platform which enables seamless integration with a variety of booking channels for both accommodation and non-accommodation businesses.

Additional features of our upgraded platform include tools for managing seasonal promotions, creating online planners and itinerary builders, event upload form, shortlisting facility and the option to develop specialised channels for specific business sectors including business events and wedding venues.

Mid Wales Destinations



The 2022 launch of the DL-sized 'Mid Wales Visitor Guide,' a collaborative project with Town Maps UK, received a warm reception from tourists.

This guide, set to be published annually, along with our 'Bedroom Browser' and 'Tear-off Map Pads,' offers a range of printed materials for visitors.

The MWT Media Hub includes the circulation of members press releases, MWT editorial and specialist support for media/journalist visits. Our MWT team is supported by Duncan Foulkes PR to maximise PR & media opportunities.

## Special Projects

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:



### **Communications Plan: Global Tourism Marketing & Product Distribution**

In October 2022, Visit Wales appointed MWT to aid in crafting and executing a Communications Plan for the Mid Wales, South East Wales, and South West Wales regions.

MWT Cymru's plan encompasses support for Visit Wales and its strategic partners in promoting the Tourism Exchange Great Britain (TXGB) across Wales and enhancing the visibility of Travel Trade opportunities for Welsh businesses.

The plan is anchored by three key goals: increasing the visibility of TXGB, simplifying access to information about TXGB, and motivating businesses to participate in TXGB and other initiatives offered by Visit Wales.

These objectives have shaped our approach, leading to a range of activities and stakeholder interactions. These include sustained engagement with key stakeholders, refining business communication strategies, creating TXGB sector-specific case studies, organising presentations and aiding the Meet in Wales / Business Events and Travel Trade teams to bolster business participation in Visit Wales initiatives.

### **Visit Wales Product Database | Helpdesk & Business Support**

MWT assists NVG in its role as Visit Wales Data Stewards, manages the Welsh Language Helpdesk and maintains major event records on Wales Tourism Product Database (WTPD). Our team works with Visit Wales colleagues to improve the overall quality of the WTPD.

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

### **Llwybrau Mawddwy Paths**

MWT developed a marketing and media campaign to support the launch of 8 new walking trails developed by Cwmni Nod Glas in the Dinas Mawddwy area and to assist the launch event. We utilised our extensive media network to raise awareness of the new trails.

### **Wales Tourism Alliance**

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



## 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.

## 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](http://www.visitmidwales.co.uk) & [www.showmewales.co.uk](http://www.showmewales.co.uk)  
Corporate Website: [www.mwtcymru.co.uk](http://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 2023**

	2023 £	2022 £
Turnover	166,201	151,550
Direct costs	(47,839)	(44,800)
<b>Gross profit</b>	<u>118,362</u>	<u>106,750</u>
Administrative expenses	(119,357)	(109,506)
<b>Operating loss</b>	<u>(995)</u>	<u>(2,756)</u>
<b>Loss on ordinary activities before taxation</b>	<u>(995)</u>	<u>(2,756)</u>
Tax on loss on ordinary activities	72	401
<b>Loss for the financial year</b>	<u>(923)</u>	<u>(2,355)</u>