

Welcome to your December MWT Members' Newsletter



Wishing all our members a very Merry Christmas and a prosperous 2024.
Thank you for your ongoing support.

Christmas Opening Hours

The office will be closed from **Thursday 21st December** and will re-open on **Tuesday 2nd January 2024**.

For any pre-Christmas enquiries please get in touch:

T: 01654 702653

E: members@mwtcymru.co.uk

W: www.mwtcymru.co.uk

Mid Wales tourism leaders call for industry unity & collaboration

The impact of Welsh Government legislation on the industry was one of the main discussion points at our members' forum which followed the annual meeting of MWT Cymru (Mid Wales Tourism) held at Hafan yr Afon, Newtown last week.

Thank you to everyone who attended or sent apologies.



[Read full press release here](#)

[MWT Annual report '22-'23](#)

Mid Wales Tourism Conference: Thank you

Thank you to our delegates, guest speakers, exhibitors and hosts at The Metropole Hotel & Spa in Llandrindod Wells, who all made the 2023 Mid Wales Tourism Conference possible.

The www.midwalestourismconference.co.uk website has been updated with speaker presentations and images - if you weren't able to make it on the day, you can [catch up here](#). Please [contact us](#) if you would like more information about any of the topics covered.

[Details for all the exhibitors can be found here.](#)



Could more international visitors soon be heading to Mid Wales?

Tourism and hospitality businesses across Mid Wales are being encouraged to work with Visit Wales to bring more international visitors to the region.

[Read more](#)

Conference speakers urge Welsh Government to listen to tourism industry

Tourism leaders have called on Welsh Government ministers to listen to the industry when developing policies that will impact businesses.

[Read more](#)

Reminder: Mid & West Coast Wales Bedroom Browser 2024/25

[Interested in advertising? Find all the information you need here](#)

The Mid & West Coast Wales Bedroom Browser is the most effective print publication for advertising attractions, activities, places to eat and drink and



destinations across Powys, Ceredigion & Meirionnydd. The Bedroom Browser is a 35 page spiral bound brochure which remains in 6000 guest bedrooms throughout the year.

Your business could be seen by over 1million staying visitors (based on 45% occupancy) Not only will you be visible in the browser, you will also be featured on our 'tear off map pads' which are distributed to holiday parks, cafes, restaurants and TIC's.

Find out more

Powys County Council Business Advice Sessions

Powys County Council are hosting a series of drop-in events for businesses between 9am and 3pm on the following dates:

- Hafan yr Afon, Newtown, Wednesday 13 December
- The Royal Oak Hotel, Welshpool, Wednesday 24 January
- Y Gaer, Brecon, Thursday 29 February
- Ystradgynlais Library, Thursday 28 March
- Hay Castle, Thursday 25 April

There will also be experts from Business Wales, Development, Bank of Wales, Cwmpas Co-op, Mid Wales Regional Skills Partnership, Severn Wye Energy Agency, and from Powys County Council's regeneration, property, planning, trading standards and environmental health teams.

No appointment is necessary. For more information, visit the [Powys County Council website](#).

Share your views on the school calendar



A [consultation](#) has opened on changing the school calendar, so breaks are spread out more evenly, including a 2-week half term autumn break.

[Read more](#)

[Press release](#)

Submit your views by 12 February 2024

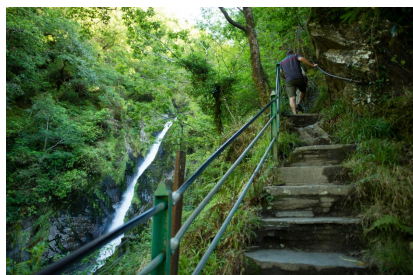
[Respond online](#)

New accessibility toolkit for tourism businesses

This new guide has been produced by VisitEngland but there is loads of great content for businesses in Wales - practical guidance on providing an inclusive welcome, designing accessible buildings, employing disabled people and creating quality accessibility information, and more.

[View here](#)

Devil's Bridge Falls: TXGB Case Study



Watch and read how an introduction to [Tourism Exchange Great Britain \(TXGB\)](#) enabled the Devil's Bridge Falls team to continue taking bookings when their booking system was no longer available.

They can drive bookings on their own website, track reservations and easily manage visitor numbers, from a single, simple-to-use dashboard, as well as access new sales channels where visitors can purchase tickets.

We are delighted that Devil's Falls Bridge has been selected from businesses the length and breadth of Wales to spotlight their adoption of TXGB - congratulations, Victoria, and thank you for spreading the word.

Devil's Bridge Falls case study

What is TXGB?

Travel Trade Experiences

****Opportunity for attractions / activities / experience operators****

Visit Wales' Travel Trade team are regularly meeting operators at exhibitions and workshops or via contact from their enquiry inbox. One of the regular requests is for operators looking for experiences or things to do. These can include an activity such as a cookery class, luxury / VIP experiences, taking a behind the scene tour with an expert or taking a tour when the venue is normally closed to the public e.g. evening private tours.

Operators often like to offer this as an opportunity unique to themselves or something the consumer can't book independently. They are often prepared to pay a premium for this and could be for either groups or FIT ('Fully Independent Tour' or 'Flexible Independent Traveller' - consisting of any type of traveller such as individuals, couples, families etc. who have booked via an agent but are not travelling as part of a group).

We would like to hear from you if you do offer 'experiences' for the Travel Trade. Please send details of your experience or what you can offer the Travel Trade to claire@mwtcymru.co.uk and we will collate a Mid Wales response from all our members to help Visit Wales and our MWT Cymru team fulfil enquiries. Visit Wales may use this content for their website and e-newsletters in future.

If you have any questions about working with the travel trade, or featuring your business on <https://traveltrade.visitwales.com/>, please contact claire@mwtcymru.co.uk.

We are also re-sharing the training webinar (link below): Visit Wales teamed up with Mike Newman of b2me Tourism Marketing Ltd to deliver a free training webinar last year, exploring how the Travel Trade can offer businesses a key opportunity for growth by opening up to new markets. Well worth a watch.

Travel Trade webinar - Reaching new audiences

Places are still available for Britain and Ireland Marketplace (BIM) 2024 and British Travel and Tourism Show (BTTS) 2024, providing opportunities to promote your

tourism business at these leading business to business (B2B) events for the Travel Trade market.

[Find out more](#)

Welcome to MWT Membership

Heart of Wales Line Community Rail Partnership

The Heart of Wales Line is one of Britain's most scenic rural railways. The line runs for 120 miles of dramatic scenery from Shrewsbury to Swansea, crossing two impressive viaducts at Knucklas and Cynghordy and through six tunnels, including one near the magnificent Sugar Loaf.



[Introducing Owen Griffkin, the new Community Rail Development Officer for the Heart of Wales Line Community Rail Partnership.](#)

More Mid Wales News & Press Releases



Powis Castle after dark light display opens for 'A Treasured Christmas' 2023

A Treasured Christmas' awaits visitors to Powis Castle from December 14-23

The grand doors to Powis Castle and Garden in Welshpool are open for a magical 'Treasured Christmas' experience.

[Read more](#)

30/11/23: [Thousands flock to festive Royal Welsh Winter Fair](#)

30/11/23: [Hergest Croft Gardens has third tallest tree in Great Britain](#)

30/11/23: [Magical Christmas experience awaits at The Silver Mountain Experience](#)

29/11/23: [Friends of Museum aim to keep Bronze Age treasure in Ceredigion](#)

23/11/23: [Rali Ceredigion brings FIA European Rally Championship back to Wales](#)

21/11/23: [NFU Cymru Deputy President to open Royal Welsh Winter Fair](#)

21/11/23: [Wales' largest EV charging facility opens at National Library of Wales](#)

21/11/23: [Laura McAllister to give prestigious lecture on Wales' political future](#)

21/11/23: [Salop Leisure named overall best dealership in Swift Group's annual awards](#)

20/11/23: [Premiere of film promoting Rhayader as the Outdoors Capital of Wales](#)

20/11/23: [Busy festive programme at Gregynog](#)

16/11/23: [Free festive parking for three Saturdays before Christmas](#)

If you have a press release that you would like us to distribute for you, please email press@mwtcymru.co.uk

Recent Updates

Missed our November e-news? Featuring:

- Voice of Mid Wales tourism sector must be heard
- Changes to waste recycling
- Filming offer for MWT members
- Top 6 tips for working with Visit Wales
- Welcome new MWT members
- Latest news and press releases

[Catch up here](#)

[Latest news from Visit Wales](#)

[Latest news from VisitBritain](#)

[Latest news from the Wales Tourism Alliance](#)

Reminder - Updating your details

Here are the links you need -

[Visit Mid Wales and Show me Wales](#)

[Adding events to Visit Mid Wales and Show me Wales](#)

[Visit Wales](#)

How to update your details

MWT Cymru Facebook Group & Useful Links

If you haven't already, please make sure you join us on our MWT Cymru Facebook Members Group. This is the fastest way to receive updates as they happen.

Visit website: www.mwtcymru.co.uk

JOIN MEMBERS' FACEBOOK GROUP

Top 6 Tips for working with Visit
Wales

Make the most of your membership
benefits

Tourism Industry Events

Subscribe to Visit Wales updates here

As always, if you need any additional help or support please [contact us](#)

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