



'Great Days Out by train' campaign with Transport for Wales

Calling all attractions, Transport for Wales is launching a 'Great days out by train' campaign this summer highlighting attractions within a short walk or bus ride away from their train stations. This is your opportunity to get your attraction included in the campaign.

The campaign will run from 1st July for 8 weeks (final dates tbc) to generate awareness of using the train to enjoy days out in Wales over the summer holidays. This is a multi-channel campaign which will include PR, paid social, Out of Home and other digital awareness channels and will provide exposure for your attraction to help generate additional bookings and interest for the summer season.

To get involved TfW is asking attractions to offer an incentive, this can be 2 for 1 on entry tickets, one free child's place per one paying adult, 10% discount, or it can be a strong value-added incentive.

Deadline to get involved is **15th May 2024**. For more information contact Victoria.leyshon005@tfwrail.wales

Introduction to AI: A Free one hour webinar, Thursday 9th May, 10am-11am

Join SMART Busnes' webinar that unveils the untapped potential of AI and shows you how simple steps can lead to big wins for your business.

AI is a resource that can help a small business to save time and money. It may seem intimidating at first, but it doesn't have to be!

In one hour, with live demos, learn how to:

- change images
- create marketing text (for your website, Facebook, Instagram)
- automate repetitive tasks to save you time
- and more!

At the end of the webinar you will be able to create a free AI account and be confident using it at your own pace.

Book your place

TXGB Webinar, Tuesday 14th May, 2pm

Reach new customers.



Did you know, accommodation, attractions, tours and events can reach new customers through a broad range of distribution channels and unique campaigns, brought together in one platform?

That platform is Tourism Exchange Great Britain (TXGB), but what is it and how

does it work? What are the benefits for your business?

Join us as we present a short webinar introducing TXGB, including case studies and answers to frequently asked questions.

If you want to enable more online bookings, or become bookable online for the first time, this free 30 minute webinar is for you.

Register Here

Corris Caverns Open Day, Wednesday 15th May, 10am or 1pm



There's so much going on at Corris Caverns and you're invited to join their Open Day on Wednesday 15th May.

Choose from a morning session (starting 10am) or afternoon session (starting 1pm).

During your visit, you'll get to meet the Craftspeople in the 9 Craft Workshops and hear about their handmade crafts and fun craft activities. You'll get to visit King Arthur's Labyrinth and Corris Mine Explorers their underground attractions and also the outdoor Welsh Legends Maze. Refreshments will be served in the Corris Cafe.

To register your interest please email Shirley@ccl.Wales with your choice of Morning or Afternoon session and the number of people from your business attending.

Accommodation Networking Event at Strata Florida, Wednesday 22nd May, 1-4pm

The Strata Florida Trust has been developing a range of courses, archaeology field school, free to enter exhibition and other events

over the past few years and as they continue to expand, they're keen to work closely with local accommodation providers so that they can recommend great places to stay locally to their visitors and course participants.

This free event will run throughout the afternoon on 22nd May, so feel free to drop in whenever suits you and enjoy a cup of tea and some refreshments.

Strata Florida Trust Accommodation Networking Event



Are you an accommodation provider in Ceredigion or the Cambrian Mountains? Join us for our upcoming event!

We are developing our programme of courses and events at Strata Florida, and we want to work more closely with local accommodation providers so that we can recommend great local places to stay (ideally within 10 miles of Pontrhydfendigaid) - from B&Bs to self catering cottages and camping.

Our event is a great opportunity to learn more about our courses, free to enter Mynachlog Fawr Exhibition and Archaeology Field School at Strata Florida, to pick up leaflets and information, and to chat to staff and volunteers about the accommodation you provide.

This project is funded by the UK Government through the UK Shared Prosperity Fund, supported by the Cynnal y Cardi Fund via Ceredigion County Council

Drop in session
Wednesday 22 May
1pm - 4pm
Y Beudy,
Mynachlog Fawr,
Abbey Road,
Pontrhydfendigaid
SY25 6ES

www.strataflorida.org.uk info@strataflorida.org.uk 01974 831 760 @ystradfflur



If that date doesn't work, please get in touch with Strata Florida, they'd love to have a chat about the accommodation you provide and the courses and events on site.

Free parking is available on site. The postcode is SY25 6ES. Drive past the entrance to the abbey, and the car park is entered through a gate on your right opposite the building with red shutters (there will also be signs on the day). Call 01974 831760 with any problems on the day.

There is no need to register for the event, but if you are interested in attending, please let Carys Aldous-Hughes know: carys.aldous-hughes@strataflorida.org.uk

Visit Wales: A campaign tailored to tails!



Are you a dog friendly business? Do you go the extra mile to ensure our four-legged friends are welcomed? If so, this is your opportunity to be part of Visit Wales' early summer marketing campaign where they'll be targeting dogs (and their owners) to choose Wales for their short breaks and holidays.

Get involved

Reminder - Future Proofing Fund Eligibility Checker now Live

Check if you're eligible for funding now, before applications open soon.

The Welsh Government's [Future-Proofing Fund](#) will give micro, small and medium enterprises in the retail, hospitality and leisure sectors up to £10,000 to invest in measures to future proof their business. The Fund is due to open mid-May.

An eligibility checker for the Fund has been launched at: [Eligibility checker](#)

Webinars to support eligible businesses to fill out an application will be held during the next two weeks, see dates and book here: [Future Proofing Fund Webinars](#)

The Guidance Notes for the Fund are available [here](#)

Share your views - a few short surveys

Reminder - MWT Cymru Quick How's Business Survey - thank you to everyone who has responded so far.

In case you missed our short poll emailed to members' last week, Zoe Hawkins, our CEO, will be representing MWT Cymru at upcoming meetings of The Wales Tourism

Alliance and Mid Wales Regional Tourism Forum; we are therefore asking members to complete our short survey to enable us to provide an up-to-date picture of how business is going and bookings / visitor numbers are looking across the region.

Your responses / feedback will be anonymous.

[Complete poll here](#)

Other Surveys - Have your Say!

Transport for Wales Timetable Review Survey

TfW has spent some time reviewing their longer-term rail timetable commitments relating to the Wales and Borders services and the outcomes of this review have now been published. See links below.

TfW intends to deliver these timetables over the next few years, however, as they stress: "it is still vitally important that we take your feedback on board. Whilst we're unable to make fundamental changes to the approach we've outlined, some timing and service adjustments could still be made. We're particularly interested to hear if there are things you think we could do differently to help people in your areas make better connections either onto other trains or onto local or national bus routes." We encourage you to complete their feedback form before the review closes on 13th May 2024.

[English](#)

[Cymraeg](#)



Wales Coast Path Business Survey

If you're located near the Wales Coast Path or National Trails in Wales, Natural Resources Wales want your thoughts to help them understand what future support businesses and organisations need to take full advantage of the opportunities the paths provide.

[More Here](#)

Mid Wales Business Digital Connectivity Survey

Growing Mid Wales has announce the launch of the Business Digital Connectivity Survey, aimed at businesses across the region, to better understand their current

and future needs. The survey will close on 24 May 2024.

[Read more](#)

[Complete survey](#)

The Value of Tourism – Gwynedd STEAM Survey 2023

Business in Gwynedd providing visitor accommodation or running an attraction are encouraged to complete the 2023 STEAM Survey before 31st May, to ensure a full picture of visitor numbers and local spending is captured.

The research is used nationally to calculate the value and number of visits to the area.

[Click here to complete](#)

The Countryside Code for Wales

'Respect, Protect and Enjoy' the countryside in Wales.



We attended a recent Countryside Code Workshop and are pleased to share an updated toolkit including illustrations, photos, posters, leaflets and videos from Natural Resources Wales; all of which you are welcome and encouraged to add to your websites and share with your visitors / guests on social media.

[View / Download Toolkit](#)

Members' Meeting Recording

Thank you to everyone who joined us online for our April members' meeting where Zoe Hawkins, our new CEO, presented her priorities for leading MWT Cymru forward and her plans for 2024 and beyond.

This part of the meeting was recorded and you can now watch/listen to Zoe's presentation click the link below

MWT Members Meeting



Welcome to MWT Membership

A warm welcome to our new MWT members -

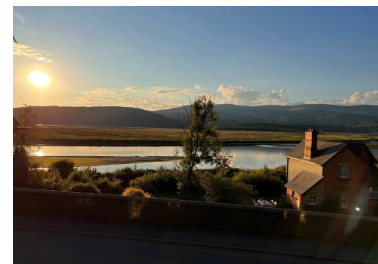
Williams Coaches, Brecon

A reliable and award winning minibus and coach hire company. Williams Coaches has a large fleet, and can offer a full meet-and-greet service, whatever your trip or tour requirements. All drivers are fully trained and experienced. When it comes to business, their coach hire service can also make sure you make the right impression: luxurious to standard-class vehicles available - all packed with fantastic features. Commissionable travel trade rates upon request.



Dyfi Hideaway, Penestaer near Machynlleth

A luxury holiday cottage in the Dyfi Valley near Snowdonia, sleeping up to 6 guests. Pet and family friendly. Log burning stove and cinema projector for those cosy nights.



Hidden Gem Escapes, Llangurig

'Willow' is a rustic yet modern glamping pod with two spacious bedrooms sleeping up to five guests. Suitable for two couples; one master bed in the living area and a smaller double and single bunk above in bedroom two, or an ideal stay for a couple with or without children.



Noddfa House B&B, near Llanfair Caereinion

Noddfa House is a small friendly, relaxing bed and

breakfast with three bedrooms, overlooking the beautiful Banw valley in Mid Wales. With the owner a keen cook and baker, they are always happy to provide tea/cakes, packed lunches for days out and evening meals if required.



And a warm welcome to the new owners of **Maesmawr Hall Hotel in Caersws**, John and Lisa Brant.

Maesmawr has been a member of MWT for many years, but has recently changed hands. [Read their story in this County Times article, here.](#)



Mid Wales News & Press Releases

- 07/05/24: [Chance to see iconic Canaletto painting at National Library of Wales](#)
- 03/05/24: [Routes revealed for opening stage of 2024 Tour of Britain Women in Wales](#)
- 30/04/24: [Wonderwool Wales 2024 "one of the best ever" shows](#)
- 24/04/24: [Wonderwool Wales 2024 targeting 6,000 visitors for this weekend's show](#)
- 23/04/24: [Ffestiniog & Welsh Highland Railways launches a new bilingual app](#)
- 23/04/24: [Busy year of wacky and wonderful outdoor events at Llanwrtyd Wells](#)
- 23/04/24: [Double helping of top notch music and dance at Gregynog next week](#)
- 22/04/24: [RWAS Business breakfast to promote opportunities for Ceredigion businesses](#)
- 22/04/24: [Elan Valley Lakes project through to Mid Wales Growth Deal final stage](#)
- 19/04/24: [Cohort of 12 selected for RWAS Rural Leadership Programme](#)
- 17/04/24: [Royal Welsh Showground to host Agricultural Shows Conference of Wales](#)
- 17/04/24: [Vineyard cultivates collaboration to boost tourism](#)
- 16/04/24: [Tourism boost as Welshpool hosts start of 2024 Tour of Britain Women](#)
- 15/04/24: [Newtown Textile Museum reopens early with Braid Society exhibition](#)
- 11/04/24: [In the Welsh Wind Distillery announced April release of first whisky](#)

Please remember to submit your events and email your press releases to press@mwtcymru.co.uk on an ongoing basis

Submit events

Email press releases

Recent Updates

Missed our April e-news? Featuring:

- Wales Ambassador Scheme
- Workplace Recycling Regulations
- Visit Mid Wales Guide
- Powys Cultural Tourism Survey
- Welcome new MWT members
- Diary Dates
- Latest news and press releases

Catch up here

- [Latest Visit Wales Industry newsletter](#)
- [Latest Business Wales newsletter](#)
- [Latest Visit Britain newsletter](#)

MWT Cymru Facebook Group & Useful Links

If you haven't already, please make sure you join us on our MWT Cymru Members' Facebook 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](#)

Mid Wales Tourism | The Station, Machynlleth, SY20 8TG United Kingdom

[Unsubscribe zoe@mwtcymru.co.uk](#)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by members@mwtcymru.ccsend.com powered by



Try email marketing for free today!