



Supporting Tourism Businesses in Wales for Over 30 Years



JOIN US

- Accommodation
- Attractions & Activities
- Event Organisers
- Food & Drink
- Retail
- Town Councils & Community Groups
- Local & National Organisations & Suppliers

Collectively, our voice is stronger.

WHO WE ARE

MWT Cymru, also known as Mid Wales Tourism, is your tourism trade body for Mid Wales.

- Business-led
- Not-for-profit
- Independent
- The official destination marketing organisation (DMO) for Mid Wales
- Qualified and experienced team

We support, promote and represent over 600 tourism businesses and organisations throughout Wales.

WHAT WE DO

- Destination marketing
- Marketing for our members
- One-to-one support and advice
- Championing the tourism sector
- Lobbying for the industry

We provide bespoke support for our members, and we undertake marketing campaigns to put Mid Wales on the map.

Our www.visitmidwales.co.uk and www.showmewales.co.uk channels receive over 2 million visitors per year.

We work closely with Visit Wales, the national tourism team of Welsh Government, and with local authorities and other organisations, to represent and lobby for the tourism sector in Mid Wales.

We are active members of the Wales Tourism Alliance and Mid Wales Regional Tourism Forum.

"It's strange to say this, but time importance of MWT {Since COVID-19} has gone sky high for me. The times we have spoken have been so valuable, positive and helpful. I am proud to be associated with MWT they are an exceptional team"

Gareth Tuckwell
Welsh Hideaways

Membership is open to any business, individual, community group or tourism association that is interested or involved in any way with the visitor economy in Mid, West and South Wales and its surrounding areas.

Associate membership is also available to businesses in North Wales.



SUPPORT

- At the end of the phone/email when you need us
- Workshops & training opportunities for your professional development
- Access to our Members' Only Facebook Group
- Regular E-news updates straight to your inbox
- Access exclusive Members' Area on www.mwtcymru.co.uk - links and guidance, supplier directory, industry news & events

MARKETING

- Listings on www.visitmidwales.co.uk and www.showmewales.co.uk (2 million visitors pa) and Show Me Wales app
- Commission free bookings on www.visitmidwales.co.uk
- Simultaneously manage your listing on www.visitwales.co.uk (if graded)
- Direct links to your contact details, championing 'Book Direct' message
- Social Media opportunities @visitmidwales (Facebook / Instagram)
- Press and PR opportunities - press releases, journalist visits
- Free 'Bedroom Browsers' for accommodation members | discounted advertising for non-accommodation
- Menu / leaflet sharing between members

"Membership is the most cost-effective thing I've done to advertise my business by far. My website hits absolutely sky-rocketed when I joined membership. I couldn't believe the difference it made. Throughout Covid-19, membership has been a brilliant support."

Rainwild Spa | Aberystwyth

DISCOUNTS & SAVINGS

- Websites
- Online booking software
- Guestlink + products
- Event / attraction / accommodation widgets
- Card Cutters (card payments)
- Leaflet distribution
- Photography, video, 360 Virtual Tours
- Free Attractions & Activities Pass - free or discounted entry to participating member attractions/activities
- And more...

"WORKING TOGETHER HAS NEVER BEEN MORE IMPORTANT"

Val Hawkins, MWT Cymru Chief Executive

MWT Cymru is proud to champion the tourism sector in Mid Wales. We can only do this with the support we receive from our fantastic members.

Throughout the challenges of Covid-19, working together has never been more important. We will continue to:

- Provide support & information
- Lobby and liaise with UK, WG and Local Authority officials
- Work with local communities
- Adapt our marketing to deliver a targeted regional campaign, based on behavioural analysis of our visitors

Together, we are a stronger voice for tourism. By joining us you'll be supporting the work we do for the destination and for the industry. Thank you.



Join Us

Cost from £95+VAT per annum

Pay monthly, quarterly or annually

Apply online: mwtcymru.co.uk

Call us with any questions:

01654 702653

