

Welcome to your November MWT Members' Newsletter



## Final reminder: Mid Wales Tourism Industry Conference - Book Now



**Thursday 23rd November 2023 at The Metropole Hotel in Llandrindod Wells. If you haven't already booked your ticket, now's the time to do so.**

Join us, and gain insights from industry experts, engage with over 100 tourism professionals and suppliers, and connect face-to-face.

[View Agenda](#)

The Mid Wales Tourism Conference provides an opportunity to cover the topics that matter most to tourism businesses. It is the one big tourism event of the year in the region not to be missed, no matter how big or small your business is.

**97% of attendees to our last conference in 2021 rated their conference experience as superior or above average.**

[Book Ticket/s](#)

[Visit Website](#)

[Press Release](#)

## 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

## A quick round-up

It's been a busy few weeks at MWT, so please accept our apologies for a slightly later than usual newsletter this month!

It was great to meet so many members and businesses at the Visit Wales Roadshows in Newport, Llangollen, Aberystwyth and Swansea.

Zoe, our Operations Manager, represented our members and the region at [Discover Wales](#) and made some great connections with UKinbound tour operators.

Val, our CEO, headed to Windsor to collect her MBE for services to tourism and the economy in Wales.



Val, Zoe & Claire pictured at Chirk Castle for a meeting with Visit Wales and North Wales Tourism



Jason Thomas, Director Culture Sport & Tourism, speaking at the Visit Wales Roadshow

# MWT Cymru AGM & Members' Forum

## 5th December

Our AGM and Members' forum will be held on Tuesday 5th December at Hafan yr Afon, Newtown, Powys - **all members welcome**.

Tea & coffee will be available from 10am for networking and to meet MWT Directors and staff. The formal business of the AGM will commence at 11:00am and the Members' Forum will finish by 12:30pm. If members wish to stay for lunch following the meeting, please book this directly with Hafon yr Afon.

Following the formal business of the AGM, Val Hawkins, MWT Chief Executive, will present an overview of our 2024 business plan, outlining the range of new marketing opportunities, membership benefits and business support available to you as a regional tourism member.

The final agenda item is a members' and Directors' 'open discussion'. We do hope you will be able to attend the meeting, present your views and help shape the direction of MWT in the coming year.

[RSVP Here](#)

## Voice of Mid Wales Tourism sector must be heard, says Plaid Cymru leaders



Plaid Cymru leaders in Dwyfor Meirionnydd have emphasised the importance of Mid Wales tourism and hospitality businesses having their voices heard in Cardiff and Westminster as they deal with a raft of new rules impacting their sector.

Liz Saville-Roberts and Mabon ap Gwynfor, MP and MS respectively for Dwyfor Meirionnydd, were speaking after meeting staff, directors and members of MWT Cymru (Mid Wales Tourism) at the Trefedddian Hotel, Aberdyfi last month.

[Read more](#)

## Changes to waste recycling

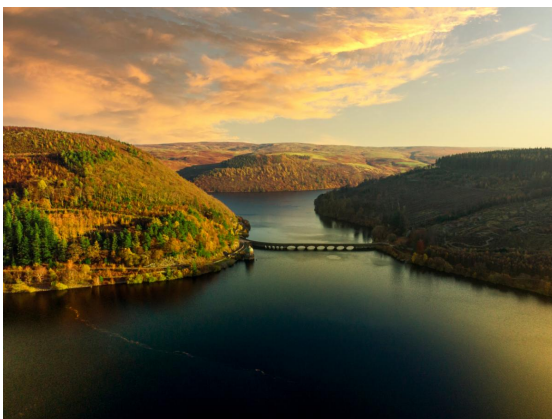
From 6 April 2024, it will become law for all businesses, charities and public sector organisations to sort their waste for recycling.

This includes hospitality and tourism - restaurants, bars, pubs, bed and breakfasts, hotels, campsites and caravan parks, holiday accommodation, and licensed premises, and many more types of businesses.

***Ruth from WRAP Cymru will be covering these changes at our Mid Wales Tourism Conference next week!***

[Find out more](#)

## Filming Offer for MWT Members this Autumn



As the leaves turn gold and crimson, the skilled team at AMP Digital in Mid Wales presents an exclusive Autumn Filming Offer just for MWT members.

With their special 'content bucket' offer, you can have an entire day's worth of footage expertly curated. This versatile content can be utilised for a myriad of purposes, enhancing your online presence and captivating your audience.

[Read More: Autumn Filming Offer](#)

## Top 6 Tips for Working with Visit Wales

Visit Wales have updated their top tips. The following guide now outlines six ways in

which you can work with Visit Wales to make the most of their resources. including:

- Registering to use the free Cymru Wales Brand assets site
- Becoming Quality Assured and maximising use of your Visit Wales website listing/s.
- Signing up to the consumer newsletter and social channels
- Working with Visit Wales to share news and product updates
- Signing up to the industry newsletter and following on social.
- Growing sales with Tourism Exchange Great Britain (TXGB) and the VisitBritain Shop.

[View the guide, and more information about working with Visit Wales, by clicking here.](#)

## Welcome new MWT Members

### **Strata Florida Trust**

Pontrhydfendigaid, Ceredigion

Rich with history, wildlife and culture, Strata Florida is the perfect place to visit. From impressive ancient monuments, to their exhibition giving visitors the chance to glimpse the fascinating history of Mynachlog Fawr, and a magnificent landscape to explore on foot or by bike.



### **Welsh Mountain Cider**

Llanidloes, Powys

Welsh Mountain Cider specialises in making fine, natural ciders, and grafting and growing hardy apples and pear trees. Book a guided tour and tasting for the full experience. Guided tours take visitors through their museum orchard of over 450 varieties of apple and 50 varieties of pear.



[Tours & Tastings](#)  
[Cider & Tree Nursery |](#)  
[Shop](#)

### **Y Talbot**

Tregaron, Ceredigion

Y Talbot is a characterful Grade 2 Listed Inn located on the market square in Tregaron, tastefully renovated, retaining its character whilst providing top quality food, drink and accommodation and offering warm, friendly service.



[Accommodation](#)  
[Bar & Restaurant](#)  
[Function Venue](#)

Head Chef Dafydd Watkin invites you to enjoy their excellent menus, drawing on the superb fresh produce from West Wales. Y Talbot has established a first

class reputation for its food, is listed in the Michelin guide and has been awarded 2 AA Rosettes.

---

### **Bechan Retreats**

Aberbechan, Newtown

Bechan Retreats holiday properties comprises 4 lodges/cabins on Pant Farm, a 90 acre working beef & sheep farm 2 miles from Newtown with rolling permanent pasture and ancient woodland.



---

## Latest Mid Wales News & Press Releases

It's always rewarding to see our press releases and those of our members appearing in a number of different media. Remember, if you have a press release that you would like us to distribute for you, please email [press@mwtcymru.co.uk](mailto:press@mwtcymru.co.uk)

---

### **Mid Wales a haven for wellbeing breaks this autumn and winter**

Mid Wales is an ideal destination for a short break this autumn and winter as people look to boost their wellbeing by escaping to the countryside and seaside.



That's the view of the woman who heads up the independent organisation representing more than 600 tourism and hospitality businesses across Powys, Ceredigion and the Meirionnydd region of Gwynedd.

Val Hawkins, chief executive of MWT Cymru, believes the glorious Mid Wales countryside and seaside beaches are the perfect places to recharge the batteries and boost mental and physical wellbeing.

[Read full article](#)

---

13/11/23: [Adam Jones appointed Royal Welsh show's new director of horticulture](#)

30/10/23: [Tom Cave returns with victory on the Visit Conwy Cambrian National Rally](#)

30/10/23: [New loco completes 2023 service as Corris Railway focuses on next project](#)

27/10/23: [Vale of Rheidol Railway to acquire Brecon Mountain Railway](#)

26/10/23: [Llanwrtyd Wells memorial half marathon raises over £700 for MNDA](#)

19/10/23: [Decolonising the National Art Collection](#)

18/10/23: [Mid Wales features prominently in 2024 Welsh Rally Championship calendar](#)

11/10/23: [Free entry for school trips to the Royal Welsh Winter Fair](#)

---

## Recent Updates

Missed our October e-news? Featuring:

- Exciting developments at MWT
- Visit Wales Industry Roadshows
- Fire safety legislation & guidance
- A tribute to Peter Lloyd Harvey
- WPG - working with MWT members
- Happy retirement to Swancott Pugh, Plas Y Nant
- Autism Awareness
- Assistance Dog Owners and their rights
- Acas free webinars
- Welcome new MWT members
- Latest news and press releases

[Catch up here](#)

---

[Catch up with VisitBritain news here](#)

[Read the latest 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](http://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](mailto:zoe@mwtcymru.co.uk)

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

Sent by [members@mwtcymru.co.uk](mailto:members@mwtcymru.co.uk) powered by



Try email marketing for free today!