



Membership Pack 2017

Supporting tourism businesses in Wales for over 25 years | www.mwtcymru.co.uk



Members Helpline: 01654 702653

Email: info@mwtcymru.co.uk

Website: www.mwtcymru.co.uk

MWT Cymru | The Station | Machynlleth | Powys | SY20 8TG

Industry: [@mwtcymru.co.uk](https://www.facebook.com/mwtcymru) | www.facebook.com/mwtcymru

Visitor: [@visitmidwales](https://www.facebook.com/visitmidwales) | [@showmewales](https://www.facebook.com/visitmidwales) | www.facebook.com/visitmidwales

Membership Benefits

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

Support

- As the official Destination Management Organisation for Mid Wales, we help to provide strategic leadership for the tourism industry
- We are the largest tourism membership and marketing organisation in Mid, South & West Wales, representing your business and the tourism industry at regional, national and international level
- We work closely with Wales Tourism Alliance, Visit Wales and Visit Britain to champion our members interests
- Join us and receive free specialist business and marketing advice from our friendly and experienced team

Marketing

- We promote Mid, South and West Wales as a leading destination to national and international visitors
- We are official data partners for Visit Wales, helping businesses update their listings on www.visitwales.com
- Feature on our visitor facing websites www.visitmidwales.co.uk (commission free) and www.showmewales.co.uk, which receive over 765,000 unique visitors per year
- Be part of our Show Me Wales app
- Sign up with our popular Bedroom Browser and Tear off maps
- Get involved in our social media activity
- Be included in Press and PR
- Be part of the FairBooking campaign and feature on the national Fairbooking UK website

Discounts/ Savings on

- Credit/debit card processing
- Web design
- Event, attraction and accommodation widgets
- Brochure distribution
- Print
- FREE Attractions Pass
- Much more...

Communication

- Receive regular member e-newsletters with updates and useful info
 - Hear from expert guest speakers at our tourism industry conference
 - Come along to our AGM and network with other members
 - Get all the latest tourism trade news and events in one place via our MWT Cymru website
 - Visit www.mwtcymru.co.uk for all membership and marketing benefits, and our 'Online Chat' which connects you directly to the MWT Cymru team in Machynlleth
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10 Reasons why you should be a member of MWT Cymru

1

We attract visitors to Wales and to your business

The tourism sector in Wales annually hosts 10 million overnight stays and 89 million day visitors. By joining MWT Cymru, you support the destination marketing activity we undertake to promote the regions of Mid, South and West Wales: Online, Mobile, Apps, Press and PR, Social Media and Print.

2

We support the tourism industry

MWT Cymru is committed to delivering activities which support the growth and development of a strong and sustainable tourism industry in Wales. As a member, we will provide you with all the marketing tools, advice and support you need to help get more visitors through your doors.

3

Our websites and Apps lead the way

MWT Cymru run www.visitmidwales.co.uk (commission FREE) and www.showmewales.co.uk which generate in excess of £174,000 worth of bookings every year for our accommodation members. Last year our websites received over 765,000 unique visitors. They have recently been re-developed with significant investment to be fully responsive across all devices. MWT Cymru developed Wales' only complete Wales wide tourism app – Show Me Wales, which has been downloaded over 26,000 times and counting.

4

Update everything all in one go, when it suits you

Our systems are fully integrated. You'll have your own access to GuestLink, the UK's leading property management system, so there's no need to update multiple websites with your business or event details. Update everything all in one go: the Visit Wales website, our destination websites and app, your own business website, and partner websites including Booking.com; saving you valuable time and energy.

*N.B. If you already use a different availability and booking system you can still join membership and be on our websites; there are a number of other systems that we work with. **Please get in touch.***

5

Raise your profile in more places, exclusively with us

Our accommodation, attraction and event widgets can feed your business or event information across to any website that has the widget installed (over 85 so far). For example, an accommodation provider might 'plug-in' attractions or events to show visitors what's going on in their area. Or an attraction or event organiser might have an accommodation widget to encourage overnight stays.



6

Be part of highly successful marketing campaigns

MWT Cymru is at the forefront of delivering innovative marketing campaigns, whether it's our popular Bedroom Browser, the development of our Wales Trails and Show Me Wales Apps, the Fairbooking Wales initiative, or the work we're doing on the 'Real Mid Wales' campaign. Becoming a member will open up a whole host of opportunities to get involved and promote your business, area or event.



7

Be included in social media and Press and PR activity

We are successful in generating local, regional and national press coverage for the destination and for our members. Send us your press releases, quirky stories and news so that we can push them out to our media contacts. Members may also have an opportunity to host press trips and benefit from the invaluable press coverage these generate. Like us on Facebook and follow us on Twitter so we can help raise your profile to our followers.



8

Save money with discounts and savings on a range of services

Members can access a whole host of preferential rates, including discounts on processing credit and debit cards, web design, as well as a FREE attractions and activities pass which gives you free or discounted entry to several attractions throughout Wales.



9

Stay in the Loop

Receive regular member e-newsletters with updates and useful info – whether its latest grants, opportunities to get involved with our latest marketing projects, dates for your diary, or topics and issues affecting Wales' tourism industry. Hear from expert guest speakers at our tourism industry conference and come along to our AGM and network with other members.



10

We're the good guys!

We are not a commercial marketing company who will take your money and not care if your marketing works or not. MWT Cymru is a social enterprise (Not for Profit Organisation - Limited by Guarantee). For 25 years and counting, our committed team has been working hard to represent, support and promote your interests.

Whilst we work closely with Visit Wales we do not receive centralised funding from them or the Welsh Assembly Government to support our core activities. All profits are re-invested into our key objectives. Find out more at www.mwtcymru.co.uk

The work we undertake to support the tourism business sector is paid for by MWT members - You own MWT!

Last but not least, an extra reason for self-catering properties...

Freedom and Flexibility

If you are signed up with a marketing agency like Sykes or Hoseasons, that's fine. It doesn't preclude you from joining membership with us. We give you the freedom to generate your own commission free bookings to supplement those from your agency **OR** the flexibility not to have online availability and booking on our websites at all; your web entry can simply refer visitors to your agency.

The choice is yours.

Features of your entry: www.showmewales.co.uk | www.visitmidwales.co.uk

- Central and secure management via Guestlink
- Full description (translated into 22 different languages)
- Up to 20 images
- Add PDFs, social media and YouTube links
- Events linked to your business entry | Cross promotion via 'Nearby' recommendations
- Availability and booking for accommodation (optional)
- E-ticketing for attractions and events (optional)
- Display special offers and promotions

Show Me Wales App: Compatible with all mobile phones, inc. sat nav directions to every business, 'Around Me' functionality for visitors to use on the ground & extensive search capabilities.

*"I have been a member of MWT Cymru for over ten years. The team is so **supportive**, helping me with all aspects of tourism marketing. **I wouldn't be where I am without them.**"*

Diane Lewis | The Secret Hideaway | Lake Vyrnwy

*"MWT Cymru is a **professional and well established** tourism association offering **excellent business advice and support** to its members."*

Mark Soanes | Call of the Wild Ltd | Neath

*"I completely appreciate all the assistance, marketing and hard work that the staff at MWT Cymru do... **The results are quite unbelievable with bookings flowing in every year...** This is proof alone of how the partnership between MWT Cymru and myself as a member works so well."*

Lisa Markham | Maes y Wennol | Tywyn

Be Part of it.

Join Membership Now!

Membership Fees

Select which category best describes your business. If you don't fall under any of these categories please contact us for rates.

Accommodation: Self-Catering, Serviced, Hostels & Bunkhouses, Alternative				
Number of SC Units OR	Number of Guest Rooms	Annual Subscription	Inc. Vat	Pay monthly
1	1-3	£145.00	£174.00	£14.50
2-5	4-6	£165.00	£198.00	£16.50
6-10	7-10	£180.00	£216.00	£18.00
11-14	11-20	£215.00	£258.00	£21.50
15-30	21-35	£275.00	£330.00	£27.50
31+	Over 36	£335.00	£402.00	£33.50

Accommodation: Caravan & Camping			
Number of Units/Pitches	Annual Subscription	Inc. VAT	Pay monthly
1-10 units or 1-100 pitches	£150.00	£180.00	£15.00
11-20 units or 100+ pitches	£170.00	£204.00	£17.00
21-29 units	£220.00	£264.00	£22.00
30+ units	£250.00	£300.00	£25.00

Visitor Attractions, Activities, Events & Tour Guides			
Number of Visitors	Annual Subscription	Inc. Vat	Pay monthly
Up to 5,000	£95.00	£114.00	£9.50
5,000 - 15,000	£145.00	£174.00	£14.50
15,000 – 30,000	£170.00	£204.00	£17.00
30,000 – 50,000	£210.00	£252.00	£21.00
Over 50,000	£265.00	£318.00	£26.50

Other Tourism Businesses & Organisations			
	Annual Subscription	Inc. Vat	Pay monthly
Small Food/Drink/Retail	£95.00	£114.00	£9.50
Venues (Wedding/Conference)	£125.00	£150.00	£12.50
Community Group (Town Council/Trade Assoc.)	£95.00	£114.00	£9.50
National Suppliers	£250.00	£300.00	£25.00
Marketing Agency	£250.00	£300.00	£25.00
Local Authority: POA			

Multi-Businesses

Additional businesses are only charged £50+VAT per business type.

For example, if you have a 4 room guesthouse and 1 self-catering cottage, only the full price of the guesthouse will be charged and £50 for the additional business (self-catering).

If you'd like to discuss any aspect of membership please call our friendly team on 01654 702653

MEMBERSHIP APPLICATION FORM

Please complete and return this form to us at the address below OR apply online at
www.mwtcymru.co.uk/join-mwt

APPLICANT INFORMATION

Name:

Business Name:

Job Title:

Email:

Correspondence Address:

Town:

County:

Postcode:

Phone:

Mobile:

MAIN BUSINESS INFORMATION

Business Name:

Business Address:

Town:

County:

Postcode:

Email:

Phone:

Web:

Business Type:

No of Units/Rooms if applicable:

ADDITIONAL BUSINESS INFORMATION IF APPLICABLE

Additional Business Name:

Address:

Phone:

Town:

County:

Postcode:

Business Type:

MEMBERSHIP FEE

Exc VAT:

Inc VAT:

PLEASE SELECT A PAYMENT METHOD

PAYMENT VIA DIRECT DEBIT (PLEASE TICK YOUR CHOSEN OPTION: MONTHLY/QUARTERLY/ANNUALLY).

WE WILL SEND YOU A LINK TO PROCESS YOUR DD PAYMENTS ON RECEIPT OF THIS FORM.

Monthly

Quarterly

Annually

PAYMENT VIA CREDIT/DEBIT CARD

Card No:

Card Holder Name:

Expiry Date:

Start Date:

CVC:

PAYMENT VIA CHEQUE. I/WE ENCLOSE A CHEQUE MADE PAYABLE TO MID WALES TOURISM

SIGNATURES

I/we have the authority to become a member of MWT Cymru and hereby apply to become a member

Signature:

Date:

Print Name:

Date:

Data protection Act: MWT takes great care in dealing and processing your data in accordance with the provision of the Data Protection Act 1998 as a member of MWT you will receive communications from us for marketing opportunities and MWT updates. Please indicate if you would like to opt out of these communications:

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