

A scenic view of a brick building with a lamp post, surrounded by lush green trees and a path leading to a pond. The text is overlaid on the image.

**MWT Members
Meeting
7th September 2022**

Wales Tourism Alliance | Policy Advocacy

<https://www.wta.org.uk/consultation.html>

Welsh Government proposed policy changes impacting the Visitor Economy in Wales:

- Changes to Self Catering Thresholds for businesses on NDR Register
- WG proposed Tourism Levy – policy lead is Rebecca Evans, WG Minister for Finance and Local Government.
- Reform of the School Year
- Statutory Licensing Scheme for Holiday Accommodation
- Land Transaction Tax and property classification

Copies of Open Letters /consultation responses etc all online on <https://www.wta.org.uk/consultation.html>

Issues raised at Regional Tourism Forum and Forum Chairs meet regularly

**A bridge back to Strategic Plan
("Welcome to Wales: Priorities for the
Visitor Economy 2020-2025")**

Grow awareness of Wales in key markets long-term to support Wales' recovery.

Shift perceptions of Wales as a place for tourism in key markets, long-term: – With an emphasis on adventure, culture and landscape

Develop and deliver signature, brand-defining initiatives that will help shift perceptions of Wales now and in the long-term.

Visit Wales Strategic Direction



Tymhorau.
Seasonality.

Ymestyn y tymor traddodiadol.
Extending the traditional
season.

Gwariant.
Spend.

Gwariant dros niferoedd.
Value over volume.

Dosbarthiad.
Spread.

Budd i ardaloedd newydd.
Spreading the benefit.



Projects 2022/23

Visit Wales Product Database (WTPD)

Welsh Helpdesk Support
WTPD Events & Festivals

Visit Wales

Support WTPD Team with
Communications & Business
Engagement
Travel Trade & Business Events



Cwmni Nod Glas

Llwybrau Mawddwy Paths

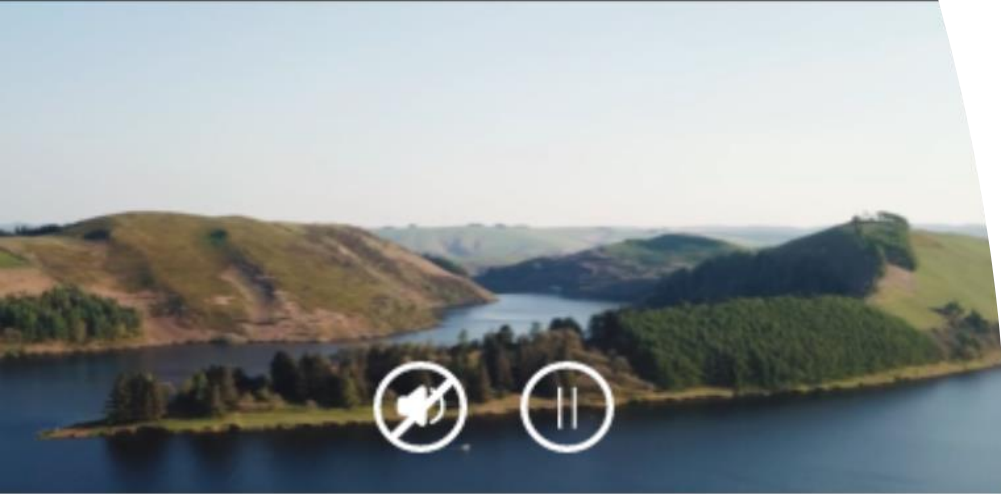
New projects

Visit Wales

Communication Plan for
Global Tourism Marketing and
Product Distribution
2022 – 2025

Project Start Date: Sept 22

Search Site



Welcome to Mid Wales

Mid Wales - the counties of Powys, Ceredigion and
Northern Snowdonia are distinctive parts of Wales
from the foothills of Southern Snowdonia to the

MWT Marketing 2022/23

Visit Mid
Wales
Canolbarth
Cymru

Search Site



Welcome to Mid Wales

Mid Wales - the counties of Powys, Ceredigion and Northern Snowdonia are distinctive parts of Wales. From the foothills of Southern Snowdonia to the

New VisitMidWales.co.uk site launched 31st August 22

Work in progress.....

- Images & content pages
- Product data enhancements
- Autumn / Winter special offers
- Online booking channel integration

Coming soon:

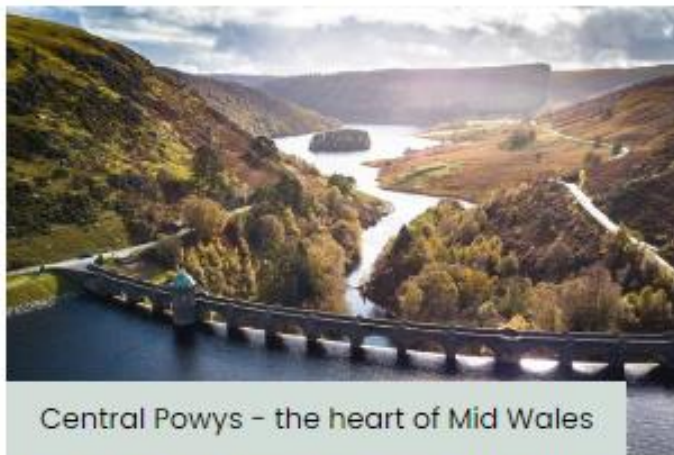
Members log in



Mid Wales Destinations



North Powys



Central Powys - the heart of Mid Wales



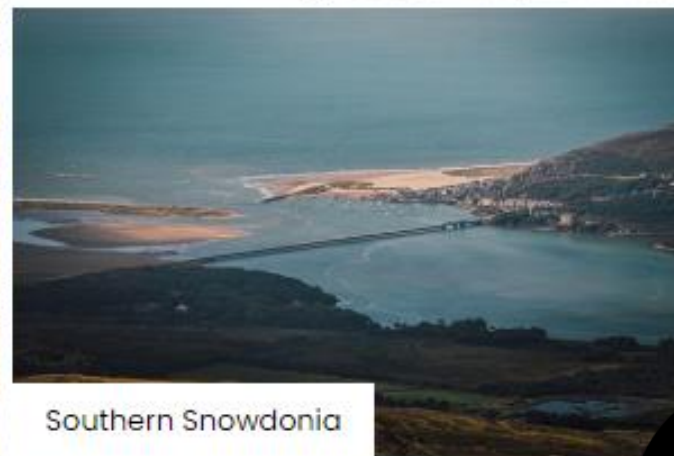
Brecon Beacons



Ceredigion Coast



Ceredigion Uplands



Southern Snowdonia



Hotels, inns and B&Bs



Self Catering & Holiday Cottages in Mid Wales



Touring & Camping in Mid Wales



Glamping in Mid Wales



Holiday Parks & Resorts in Mid Wales



Holiday Home Parks



Group Accommodation in Mid Wales



Guesthouses and B&Bs in Mid Wales



New E-commerce Opportunities

- Seamlessly link a wide variety of your PMS / Booking systems directly into VisitMidWales.co.uk and showmewales.co.uk
- Ticketing / Events /accommodation booking etc
- TXGB – this channel is already linked into the new site. Businesses will need to register. Basic TXGB commission is 2.5% and individual channel commission will vary.
- MWT has invited a number of accommodation booking systems to do virtual sessions over the next few weeks. Dates will be circulated via MWT FB group, MWTcymru.co.uk online diary and enews update
- Confirmed so far includes Free to Book, Eviivo and Bookalet and Anytime Booking.

Mid Wales Media Hub

Press Visits & Itineraries

Media Packs

Editorial & Press Releases

Blog, Social & Web

<https://www.mwtcymru.co.uk/media-enquiries.html>

