



**TWRISTIAETH CANOLBARTH CYMRU
MID WALES TOURISM**

**ADRODDIAD BLYNYDDOL 2016/17
ANNUAL REPORT 2016/17**

Contents

P2	Chairman's Foreword
P3	Board of Directors of Mid Wales Tourism
P4	Executive Summary
P5	Membership
P6	Marketing
P7	Contracts for Other Organisations
P8	Meet the Team
P9	Financial Summary

Chairman's Foreword

As we reach the end of our 26th year of trading, Mid Wales Tourism (MWT) continues its vital work to support the tourism business community. As a 'business-led' organisation we are committed to delivering activities which support the growth and development of a strong and sustainable tourism industry.

The tourism sector in Wales annually hosts 9.5 million overnight UK stays contributing £1750 million to the Welsh economy, 1 million overseas visitors and 75 million day visitors. 80% of income generated is from the UK market.

MWT activities include support for individual businesses, community tourism groups and organisations via membership services, industry representation, marketing support and tourism projects in collaboration with other tourism organisations.

This year, our regional marketing work has included significant new investment in our flagship 'visitor-facing' channels – VisitMidWales.co.uk & showmewales.co.uk, ensuring that MWT continues to be well-placed to promote both member businesses, and the wider tourism offer to potential visitors now and in the future.

Membership of the Wales Tourism Alliance, Mid Wales Chamber of Trade and Visit Wales Regional Tourism Forum enables MWT to represent members' interests and those of the wider tourism community at a National level and we provide support to local tourism groups and associations.

As this is my first AGM as Chairman I would like to thank:

- All members for their support over the last year and for their continued support to MWT. It is pleasing to note that our membership figures remain strong.
- The Executive and staff that I have worked with over a number of years for their hard work and commitment and for the welcome and professional advice they have given to me and our members.
- The Directors of Mid Wales Tourism for their support and valued contribution to the company. This is a new Board which was put together at the last AGM and we are blessed with a team which has wide and varied skills set that is helping move the company forward in challenging times.

As a Company we are looking forward to the challenges ahead and with all our hard work and experience I am confident that the Tourism sector in Mid Wales will benefit.

Rowland Rees-Evans
Chairman

The Board of Directors of Mid Wales Tourism

MWT is a Not for Profit Company Limited by Guarantee - it has no shareholders and is owned by its members. All profits are re-invested to support the main aims and objectives of the organisation. All Directors are non-executive.

MWT Directors are appointed to the Board on the following basis:

- 6 Trade Directors – 2 elected by members to serve for a period of 3 years from each of the three Local Authority areas of Mid Wales (Powys, Ceredigion & Meirionnydd)
- 3 Co-opted Directors – appointed by Board members
- 3 Local Authority Directors – 1 council nomination from each of the 3 Mid Wales Local Authority areas

We are grateful to all Board members, past and present, for their contribution to the well-being of MWT

Key objectives for which the organisation is established are:

- To represent the interests of tourism operators and provide services for them
- To assist in the promotion and development of the tourism industry in Wales
- To encourage the development and promotion of tourism in ways which are compatible with the need to protect the environment
- To promote Mid Wales as an area for holidays, business, travel and conventions directly and in conjunction with other organisations in the United Kingdom and overseas
- To engage in commercial activities which will support the foregoing objectives

MWT Board of Directors during the year under review are:

Trade Directors

Gwynedd

Meurig Jones (appointed 9/12/16)
Sharon Peake-Jones (appointed 9/12/16)
Anne Lloyd-Jones (resigned 9/12/16)
William Moeran (resigned 9/12/16)

Ceredigion

Rowland Rees-Evans *Chairman*
Louise Lloyd (appointed 9/12/16)

Powys

Owen James (appointed 9/12/16)
Neil Bale (appointed 9/12/16)

Co-opted Directors

Dylan Roberts (appointed 9/12/16)
Ian Rutherford
Paul Boland
Tony Bywater (resigned 9/12/16)

Local Authority

3 Vacancies

Executive Summary – Review of the Year

Keeping ahead of new developments of the fast-moving world of tourism is not always easy and especially so for our smaller businesses, where your time is at a premium.

Our MWT team work hard to ensure that we are on hand to support our member businesses - it's what we do!

You can access MWT information 24/7 on MWTCymru.co.uk – our online hub – and via our MWT Members Helpdesk, local trade days, e-news updates and increasingly via social media channels.

This year we have seen a record number of members visit our offices in Machynlleth for one2one sessions, and we also offer webinar sessions - help in the comfort of your own home or business - if you want a website review, how to make the most of the Guestlink services or general marketing advice & support.

Members have access to marketing opportunities and our continual programme of investment in the latest marketing technology helps to promote and showcase the region, as well as helping our member businesses gain and maintain competitive advantage in the marketplace.

Exclusive 'Members Only' services include website builds, one2one marketing reviews, Pr & media support as well as a great range of local and national supplier discounts and services offered exclusively to MWT members

Importantly, MWT provides an independent voice for the tourism business community through our membership of Wales Tourism Alliance, the Mid Wales Chamber of Trade and representing the MWT members on the Visit Wales Regional Tourism Forum.

MWT 2016/17 highlights include:

- Significant re-development in our VisitMidWales.co.uk & ShowmeWales.co.uk marketing online channels
- MWT member offer enhanced to include new supplier benefits & services
- Working with partners to deliver tourism projects including Mid Wales Media Collaboration Project and our new Real Mid Wales Campaign
- Representing tourism business interests as Regional Members of Wales Tourism Alliance, and members of Mid Wales Regional Tourism Forum and the Growing Mid Wales Partnership

As we approach our 27th year of trading, our primary focus is to assist our members to meet future challenges and opportunities. We will continue to collaborate and support other tourism organisations to help grow the tourism economy in Mid Wales and beyond. Working together is good for individual businesses and for the tourism sector as a whole.

Valerie Hawkins,
Chief Executive

Membership

MWT membership provides businesses with a means to invest in a business-led partnership, committed to supporting the growth and development of a strong and sustainable tourism industry in Wales.

Members have exclusive access to a range of benefits and services including marketing opportunities, business benefits, regional & national lobbying and independent one-to-one advice.

MWT's small team provide the day-to-day administration, supporting members as well as undertaking the recruitment of new members. At the end of July 2017, MWT membership stood at 591 businesses and we have also been delighted to welcome 51 new member businesses in the course of the year.

Marketing - MWT invests in the very latest marketing technology promoting the Mid Wales region. Visitor information is promoted across a range of channels providing members with a competitive advantage

Save with affinity deals - Membership benefits and specialist suppliers are reviewed annually, ensuring that businesses get the best value possible.

Information, advice & support - provided to members via e-newsletters, social media channels, local trade meetings and events, mwtcymru.co.uk website and helpline which means that help and advice is there when you need it.

An independent voice for the tourism business community - MWT represents tourism businesses regionally and nationally through the Wales Tourism Alliance.

PP & Media Support - MWT has its own Media Officer providing MWT members with specialist advice and support

"A strong industry-led organisation is vital for the maintenance of a strong and stable tourism industry – one that contributes so much to the economy of Wales."

Membership for all Tourism Business Sectors, Community Associations, National Organisations and Commercial Sectors

Accommodation Sectors

Hotels
Bed and Breakfast
Guesthouses
Farm Accommodation
Self Catering
Groups & Hostels
Holiday Parks
Camping & Touring
Glamping

Non-Accommodation Sectors

Visitor Attractions
Activity Centres
Venues
Meetings & Conference
Event Organisers
Restaurants,
Cafes & Inns
Small Retail
Activity & Tour Guides

Community Tourism

Groups
Tourism Associations
Town Councils &
Community Groups

National & Commercial

National Organisations &
Local Authorities
Commercial Suppliers
Self-Catering Agencies &
Marketing Consortia



MWT Marketing Channels: **VisitMidWales.co.uk & ShowMeWales.co.uk**

MWT provides online visitor information and destination guides using the very latest digital technology generating in the region of 1m user sessions and 5m page views per annum.

MWT visitor-facing websites were completely rebuilt early in 2017 in order to upgrade to a fully responsive format working across all devices and introducing new features including visitor shortlist and new search capability.

Great Days out in Mid Wales 2017/18

Our annual publication, the Mid Wales Bedroom Browser is distributed to MWT accommodation members, larger businesses, and other selected locations.

This publication is supported by a range of advertisers including community groups, national organisations, attraction and activity businesses, tourism organisations and associations. MWT also produce a tear-off Mid Wales map featuring our Bedroom Browsers advertisers which are well received by holiday parks, TICs and hotels.

MWT Guestlink Helpdesk

MWT provides expert advice and support for all MWT members and Guestlink+ services users. Guestlink channels provide members with access to e-commerce solutions, channel and content distribution including OTA's, data feeds, digital print & itineraries, book online options for individual businesses and affiliate marketing channels.

Show Me™ Wales & Wales Trails Apps & Widgets



The Show Me Wales app is an 'Around Me' app featuring things to do and places to visit. Android & Apple versions are regularly upgraded to latest platform requirements.

Widgets are plugins for businesses own websites with information available in different formats including search, eshop, map, list or slider. Businesses can update details in real time via Guestlink.



The Wales Trails app features Wales Coast Path, national walking and cycling routes and scenic rail trails all linking to things to do and places to visit.

Visitor Information & Destination Guides

Visitmidwales.co.uk
Showmewales.co.uk
Widgets – various

Great Days Out Publications

Mid & West Coast Wales
Bedroom Browser
Tear-off Map & Guide

MWT Apps

Show Me Wales
Wales Trails

Facebook

Visit Mid Wales

Twitter

Show Me Wales
Visit Mid Wales

Projects in Collaboration with other Organisations

MWT specialises in the management and delivery of tourism related projects which include business development and networking, regional marketing and promotion, digital marketing including website builds, database management, events marketing and campaign management.



Tourism Media E-Commerce and distribution channels

MWT Guestlink Helpdesk provides support for all businesses and organisations using Guestlink e-commerce solutions and distribution channels. We also provide support to local authority tourism teams that use the NVG system.

Visit Wales Official Data Partner

MWT is the official Visit Wales Data Partner, providing Guestlink Helpdesk support for businesses across South and Mid Wales that wish to update their Visit Wales website listings.

Both 'NVG' and 'Guestlink' are part of the Tourism Media Group that specialise in tourism solutions for businesses and destinations.

Visit Wales - Regional Tourism Engagement Fund Project

Visit Wales provide grant support for areas (destinations) to develop collaborative projects. MWT is the Lead body for the Mid Wales Media Collaboration Project and was awarded further RTEF support for a new #RealMidWales Social Media project commencing July 2017.

Project partners for both RTEF Funded Projects are Cambrian Mountains, Mid & North Powys, Ceredigion and Dyfi Biosphere destination areas.

Mid Wales Media Collaboration (RTEF - June 2016 - March 2017)

This project aimed to raise the profile of the Mid Wales region and its destinations undertaking a range of media related activity including the provision of specialist PR/media support for businesses and communities, engaged media specialists to develop new content in the form of articles, journalist visits and social media content and worked with video specialists to produce a series of six videos to promote the region.

Real Mid Wales Social Media Campaign

Real Mid Wales aims to focus to the real people, the real characters and the real culture to change perceptions, raise awareness and promote what is special and unique about Mid & West Coast Wales region.

We will deliver targeted advertising campaigns using social platforms to achieve greater reach, and create content that will inspire, surprise and be unmistakably 'Real Mid Wales'

Meet the Team

Val Hawkins - Chief Executive is responsible for leading and taking the Company forward and overseeing delivery of all projects managed by MWT. Val leads on some of our major contracts. She is also the Company Secretary.

Zoe Hawkins - Zoe is responsible for the co-ordination and delivery of MWT digital solutions including new website development, social media and database development

Davina Roberts - Davina provides administrative support assisting with membership, MWT projects and MWT Guestlink Helpdesk

Claire Owen – Claire joined the team in September 2016 as Membership & Business Development Executive

Company Accountants and Solicitors

Company Solicitors

Morris & Bates
P.O. Box 1
Alexandra Road
Aberystwyth
SY23 1PT

Company Accountants

Martin Davies
8 Bro Nantcellan
Clarach
Aberystwyth
SY23 3PH

Mid Wales Tourism is a Company Limited by Guarantee
Registered in Wales No: 2612356

Registered office: The Station, Machynlleth, Powys, SY20 8TG
Tel No 01654 702653 Fax 01654 703235

Visitor Websites: www.visitmidwales.co.uk & www.showmewales.co.uk

Corporate Website: www.mwtcymru.co.uk

Social Media Channels

Consumer

Facebook.com/VisitMidWales
Twitter.com/showmewales

Corporate

Facebook.com/mwtcymru
Twitter.com/mwtcymru

Financial Summary

Mid Wales Tourism - Cwmni Twristiaeth Canolbarth Cymru

Registered number: 02612356

Balance Sheet as at 31 July 2017

	Notes	2017 £	2016 £
Fixed assets			
Tangible assets	2	28,179	29,250
Current assets			
Debtors	3	15,563	18,883
Cash at bank and in hand		9,470	16,854
		<u>25,033</u>	<u>35,737</u>
Creditors: amounts falling due within one year	4	(16,033)	(24,159)
Net current assets		<u>9,000</u>	<u>11,578</u>
Total assets less current liabilities		<u>37,179</u>	<u>40,828</u>
Provisions for liabilities		(236)	-
Net assets		<u>36,943</u>	<u>40,828</u>
Capital and reserves			
Other reserves		24,324	24,324
Profit and loss account		12,619	16,504
Total reserves		<u>36,943</u>	<u>40,828</u>