



**TWRISTIAETH CANOLBARTH CYMRU
MID WALES TOURISM**

**ADRODDIAD BLYNYDDOL 2017/18
ANNUAL REPORT 2017/18**

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 27th 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.

As we all await the outcome of Brexit, and whatever it may bring, we have to remember that as an industry the Tourism sector is in a reasonably good place at the moment. However, this may change after March 2019. One thing for sure is the world will not stop next April, but we have to be prepared for any outcome.

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.

Destination marketing & promotion activities have achieved steady growth across both our social media and web channels and the new Visit Mid Wales Instagram channel and #RealMidWales campaign were aimed at a younger target market. At year ending 31st July 18, we achieved 1.26 million users and 9.4 million page views, 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 Chairman I would like to personally 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. We are still a relatively new Board 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 Social Enterprise 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 3 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

MWT Board of Directors during the year under review are:

Trade Directors

Gwynedd

Meurig Jones
Sharon Peake-Jones

Ceredigion

Rowland Rees-Evans *Chairman*
Louise Lloyd

Powys

Owen James
Greg Loweth (appointed 5/12/17)
Neil Bale (resigned 5/2/17)

Co-opted Directors

Dylan Roberts
Ian Rutherford
Emma Thompson (appointed 12/17)
Paul Boland (resigned 5/12/17)

Local Authority

3 Vacancies

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.

Executive Summary – Review of the Year

Keeping up to date with changes that affect tourism businesses is vital to ensure that members are well-placed to meet future challenges and opportunities.

The collective expertise of our MWT staff and Directors, member businesses, partner organisations and local tourism groups work together help support the wider tourism sector.

MWTCymru.co.uk, MWT social media channels, Members Helpdesk, one2one sessions including webinars, local trade days, annual tourism conference, e-news updates all help to provide support to our members.

Our destination marketing activity this year has included enhancements to VisitMidWales.co.uk and Mid Wales Media Hub activity, including our media response service and supporting journalist visits. The development of our visitor-facing social media channels has included the launch of our new Visit Mid Wales Instagram account and the #RealMidWales campaign have all helped to increase visitor engagement.

Promoting Mid Wales as a great place to visit, and MWT business advice and support, help our members gain and maintain an advantage in a competitive 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.

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 MWT members on the Mid Wales Tourism Forum and Growing Mid Wales Partnership.

MWT 2017/18 highlights include:

- **Destination Marketing** - Steady growth across VisitMidWales.co.uk & ShowmeWales.co.uk channels for year ending 31st July 18 - achieved 1.26 million users and 9.4 million page views.
- **Representing tourism business interests** – Wales Tourism Alliance, Cross Party Group on Tourism, Mid Wales Tourism Forum and the Growing Mid Wales Partnership.
- **Campaign/project management** - Lead organisation delivering #RealMidWales Campaign, Real Ceredigion Experiences and Mid Wales Live Stream Slow TV campaign.
- **Membership & Business Support** - MWT member services enhanced to include new supplier benefits & services and Mid Wales Tourism Conference held in Autumn 2017.

Our focus as we approach our 28th year of trading is as always to support our members to meet day-to-day challenges and opportunities. We will continue our work to develop our destination marketing activities, represent our members interests and collaborate with other tourism organisations to support the tourism sector in Wales.

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 2018, MWT membership stood at 586 businesses and we have also been delighted to welcome 36 new member businesses in the course of the year.

Marketing - MWT invests in the latest marketing technology to promote the Mid Wales region. Visitor information is promoted across a range of web and social media channels, supporting the 'destination sell' and 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 provides online visitor information and destination guides using the very latest digital technology.

VisitMidWales.co.uk is MWT's primary online channel generating 1.26m user sessions and 9.4m page views per annum. Features include visitor shortlist, visitor itineraries, product search and eCommerce functionality.

Mid Wales Media Hub - Duncan Foulkes PR

Mid Wales Media Hub provides specialist help and support for media visits, providing editorial and responding to journalist enquiries and help and support for MWT members. This service is provided by Duncan Foulkes PR and MWT's Membership Team.

Great Days out in Mid Wales 2018/19

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 advertisers including community groups, national organisations, attraction and activity businesses, tourism organisations and associations. MWT produce a tear-off Mid Wales map featuring our Bedroom Browser advertisers.

MWT Helpdesk & Marketing Support

MWT provides expert advice and support for MWT members including one2one marketing reviews, web build solutions, e-Commerce and ePayment advice, channel and content distribution including OTA's, data feeds and web widgets.

Show Me™ Wales & Wales Trails Apps & Web 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 utilising MWT's product database. Widgets are embedded on third party websites with information available in different formats including search, eshop, list or slider.

The Wales Trails app features scenic rail trails, Wales Coast Path, national walking and cycling routes, 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

Social Media

Instagram
Facebook
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 support and development, regional destination marketing campaigns and tourism product database management.

Project highlights undertaken this year have included:



#RealMidWales Mid Wales

#RealMidWales is a social media campaign aimed at 27-45-year olds within 2-3 hour drive time. Content creation has included new video and imagery in the new *Mid Wales Visual Style* providing a resource for partners to use in future campaigns and building on the Wales Brand and unmistakably 'Real Mid Wales'.

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

#RealMidWales project partners are Cambrian Mountains, Mid & North Powys, Ceredigion and Dyfi Biosphere



The project has been funded by the Welsh Government's Regional Tourism Engagement Fund which aims to improve the visitor experience and create stronger destinations by working together

#Real Mid Wales Slow TV / Live Stream

#Real Mid Wales Live Stream delivered 8 hours of live video from four amazing locations in Mid Wales, promoting the region in a new and innovative way.

The aim for the campaign was to capture, share and enable target markets to experience natural Mid Wales' landscapes in a way which was raw, giving people a few moments to truly escape from whatever they were doing.

The social media campaign was built around the concept of 'Slow TV' where viewers seek relaxation rather than entertainment.

Project partners: National Trust Cymru, Hafren Dyfrdwy, RSPB Cymru and Natural Resources Wales.



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.



Tourism Media E-Commerce and distribution channels

MWT Guestlink Helpdesk provides support for businesses and organisations using Guestlink e-commerce solutions and distribution channels.

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 and has been on maternity leave from August 2017 following the birth of her daughter.

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

Instagram.com/visitmidwales
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 2018

	Notes	2018 £	2017 £
Fixed assets			
Tangible assets	2	26,432	28,179
Current assets			
Debtors	3	24,650	15,563
Cash at bank and in hand		241	9,470
		<u>24,891</u>	<u>25,033</u>
Creditors: amounts falling due within one year	4	(16,499)	(16,033)
Net current assets		<u>8,392</u>	<u>9,000</u>
Total assets less current liabilities		<u>34,824</u>	<u>37,179</u>
Provisions for liabilities		(87)	(236)
Net assets		<u>34,737</u>	<u>36,943</u>
Capital and reserves			
Other reserves		24,324	24,324
Profit and loss account		10,413	12,619
Total reserves		<u>34,737</u>	<u>36,943</u>