

Cyflwyniad i Farchnata B2B (Busnes i Fusnes)

Mae gweithio gyda marchnadoedd B2B ar Ddigwyddiadau y Diwydiant Teithio a Busnes, yn gyfle gwych i sicrhau llwybr effeithiol i farchnadoedd byd-eang a chyrraedd cynulleidfaoedd targed i'ch busnes twristiaeth.

Cynulleidfaoedd

Y Diwydiant Teithio - Teithio hamdden i ddatblygu rhaglenni teithio a theithiau hamdden byr a hir.

Cwmnïau Teithio, Asiantaethau Teithio Ar-lein, Cwmnïau Rheoli Cyrchfannau, **Unigolyn/Teithiwr Cwbl Annibynnol, teithiau grŵp.**

Digwyddiadau Busnes - Teithiau busnes corfforaethol ar gyfer cyfarfodydd, cymhellion, cynadleddau, digwyddiadau/arddangosfeydd a digwyddiadau adeiladu tîm.

Perchnogion a threfnwyr digwyddiadau Cymdeithasau, Corfforaethol, Cymhelliant ac asiantaethau a Chwmnïau Rheoli Cyrchfannau **Teithiau Busnes Grŵp**

An introduction to B2B (Business to Business) Marketing

Working with the B2B markets on Travel Trade and Business Events, provides a great opportunity to leverage an effective route to global markets and reach target audiences to your tourism business.

Audiences

Travel Trade – **Leisure travel for** holiday products, programmes and itineraries for short and longer trips.

Tour operators, independent travel agents, DMCs (Destination Management Companies), OTAs (Online Travel Agents). **Individual/FIT (Fully Independent Travel), group travel.**

Business Events - **Corporate business travel** for meetings, incentive experiences, conferences, events/exhibitions and team building events.

Association, Corporate, Incentive event owners and planners, agencies and DMCs (Destination Management Companies). **Group Business Travel**



Y Diwydiant Teithio – Gwyliau Teithio Hamdden

Angen

Cyfraddau net / cyfraddau grŵp / cyfraddau â chomisiwn, amserlenni teithio enghreifftiol, cwmnïau trefnu lleol / Cwmnïau Rheoli Cyrchfan / Sefydliadau Rheoli Cyrchfan

Darparu

Rhaglenni, teithiau, profiadau, amserlenni teithio wedi'u teilwra

Digwyddiadau Busnes – Teithio busnes corfforaethol

Angen

Cyfraddau archebu gorau ar gael, capasiti lleoliadau, Trefnwyr lleol / Cwmnïau Rheoli Cyrchfan/ Sefydliadau Rheoli Cyrchfan, cynnyrch a pheccynnau sense of place

Darparu

Profiadau cymhelliant / digwyddiadau adeiladu tîm / ciniawau gala / lansio cynnyrch / cyfarfodydd / Cynadleddau / arddangosfeydd

Travel Trade – Leisure Travel Stays sell to consumers

Need

Net rates / group rates / commissionable rates/ sample itineraries / products and packages / ground handlers / DMC / DMO

Deliver

Programme / tours / experiences / custom made itineraries

Business Events – Corporate Travel

Need

Availability and commitment of booking rate at least 6 - 12 months can be up to 4 years in advance / venue capacities / accommodation options 3-5* boutique, serviced to outdoor team building glamping / transport operators / DMC / DMO / PCO / sense of place / money can't buy memorable experiences / destination or academic, business strengths / bespoke itineraries or programme RFP

Deliver

Incentive experiences / team building events / gala dinners / product launches / meetings / Conferences / exhibitions



Cyflwyniad i Farchnata B2B (Busnes i Fusnes)

An introduction to B2B (Business to Business) Marketing

Cwrdd Yng Nghymru - cylch gwaith:

- Cynnig rhaglen cymorth i ddenu digwyddiadau cymdeithasau rhyngwladol sy'n cyd-fynd â sectorau allweddol a chryfderau cyrchfan (yn fewnol)
- Ambassaor Wales / Llysgennad Cymru rhaglen gynadledda a gwneud cais am ddigwyddiadau rhyngwladol drwy (cefnogaeth contractwr Sarah Fleming Associates)
- Llwyfannau Marchnata Digidol ar gyfer cynhyrchion a gwasanaethau'r diwydiant (yn fewnol)
- Llwyfan Digwyddiadau ac Arddangosfa (yn fewnol)
- PR a llwyfan cyfryngau (Eight PR contractor)

Erbyn:

- Hyrwyddo Cymru fel cyrchfan hyfyw a chroesawgar ar gyfer digwyddiadau busnes
- Targeddu Cymdeithasau, Corfforaethau, Adeiladu Tîm ac asiantaethau Cymhelliant, cynllunwyr a phrynwyr sy'n eu haddysgu ar Gymru fel cyrchfan digwyddiadau busnes
- Denu busnesau ar gyfer cynadleddau, arddangosfeydd, lansio cynnyrch, ciniawau gala, cyfarfodydd bwrdd, ymdeimlad o brofiadau lle, ni all arian pen uchel brynu profiadau, gweithgareddau adeiladu tîm – yn genedlaethol ac yn rhyngwladol
- Gweithio ar draws sectorau, busnesau a'r byd academiaidd allweddol i osod Cymru fel cyrchfan ar gyfer cydweithio, cyfarfodydd a digwyddiadau
- Rhoi llwyfan i ddiwydiant Cymru i gynnyrch a gwasanaethau Cymru gystadlu ar lwyfan rhyngwladol
- Alinio pob ymdrech i
 - Deddf Rhaglen ar gyfer Cenedlaethau'r Dyfodol
 - Strategaeth Digwyddiadau Genedlaethol Cymru 2022-2030,
 - Strategaethau rhyngwladol a thwristiaeth

Meet In Wales - remit:

- Offer a subvention support programme to attract International association events aligned to key sectors and destination strengths (in house)
- Ambassaor Wales / Llysgennad Cymru conference programme and bidding for international events through (Sarah Fleming Associates contractor support)
- Digital Marketing platforms for industry products and services (in house)
- Events and Exhibition platform (in house)
- PR and media platform (Eight PR contractor)

By:

- Promoting Wales as a viable, welcoming destination for business events
- Targeting Associations, Corporates, Team building & Incentive agencies, planners and buyers educating them on Wales as a business events destination.
- Attracting businesses for conferences, exhibitions, product launches, gala dinners, board meetings, sense of place experiences, high end money can't buy experiences, team building activities – nationally & internationally
- Working across key priority sectors, business and Academia to position Wales as a destination for collaboration, meetings and events
- Providing Wales Industry with a platform for Wales products and services to compete on an international stage
- Align all efforts to
 - Programme for Government Future Generations Act
 - The National Events Strategy for Wales 2022-2030,
 - International and tourism strategies.



Profiadau Cymhelliant / Adeiladu Tîm / cyfarfodydd corfforaethol a phrofiadau / Cynadleddau a chyfarfodydd

Enghreifftiau o geisiadau gan farchnadoedd rhyngwladol

- Cymdeithas Ffermwyr Cnydau Tatws Canada sy'n edrych i Gymru i ddysgu am reoli cynydu – sgysiau cynnar gyda ICCWales a Chymru a Phrifysgol Aber (IBERS) ar reoli cynydu a thir âr
- Evostar Cynhadledd Cyfrifiant bio-ysbrydoledig Ewrop Prifysgol Aberystwyth, a ddaeth â'r Llysgennad Dr Christine Zarges allan o daith gerdded gweithgareddau cynhadledd o gwmpas Aberystwyth a chicio'r profiad bar.
- Eweithredwr Cymhelliant Gwlad Belg Digwyddiadau VIP clasurol taith yrru ceir clasurol 7 diwrnod ledled Cymru.
- Darparwr Adeiladu Tîm yr Iseldiroedd trwy Grŵp Teithiau Gorwelion - profiad cymhelliant 3 diwrnod ym Mhrisiau Brycheiniog, cerdded ceunentydd, profiad awyr dywyll, heicio, gweithgaredd dŵr Cwm Elan.
- Carvelle Tours gweithredwr Norwy – taith amaethyddol benodol 7 diwrnod o amgylch Cymru gyda Chymru Trosglwyddo DMC ar brofiadau, cwrdd â busnesau lleol
- Gweithredwr Norwy Berg Hanson – taith 5 diwrnod Pan fydd Cymru yn ystod o weithgareddau, atyniadau, profiadau, llety sy'n defnyddio DMC Cymru
- Yr Iseldiroedd – Harpers Bazar – Saethu lluniau gwanwyn yng Nghymru yn ogystal â chymhelliant 3 diwrnod Gorllewin Cymru

Incentive Experiences / Team Building / corporate meetings and experiences / Conferences and meetings

Examples of requests from international markets

- Association of Canadian Potato Crop farmers looking to Wales to learn on crop management – early talks with ICC Wales and Wales plus Aber University (IBERS) on crop management and arable land
- Evostar Europe's leading bio inspired computation conference Aberystwyth University brought by Ambassador Dr Christine Zarges out of conference activity walking tour of Aberystwyth and kick the bar experience.
- Belgium Incentive Operator Classic VIP Events - 7-day classic car driving tour pan Wales
- Netherlands Team Building provider through Horizons Tour Group - 3-day incentive experience in Bannau Brycheiniog, gorge walking, dark sky experience, hiking, water activity Elan Valley
- Norway operator Carvelle Tours – 7-day specific agricultural tour of Wales with Wales DMC hand on experiences, meet local businesses
- Norway Operator Berg Hanson – 5-day tour Pan Wales range of activities, attractions, experiences, accommodation using Wales DMC
- Netherlands – Harpers Bazar – Spring photoshoot in Wales plus 3- day incentive West Wales



PR '24

- Strategy & Planning
- Proactive Media Relations
- Speaker submissions for events
- Brand storytelling & management
- Sector strengths
- Academia
- Ambassador Wales | Llysgennad Cymru
- Regular press releases – sector strategy continuation
- Marketing opportunities – extending the storytelling of Wales

— YOU?

- Product updates for e-news & social
- News
- Images
- Copyright approval for images etc



Monthly Report: January 2024

European Cancer Stem Cell Research

Life Lessons from a Life Scientist

Go to www.menti.com
Enter the code
2921 1220



Or use QR code

Dr Lee Parry

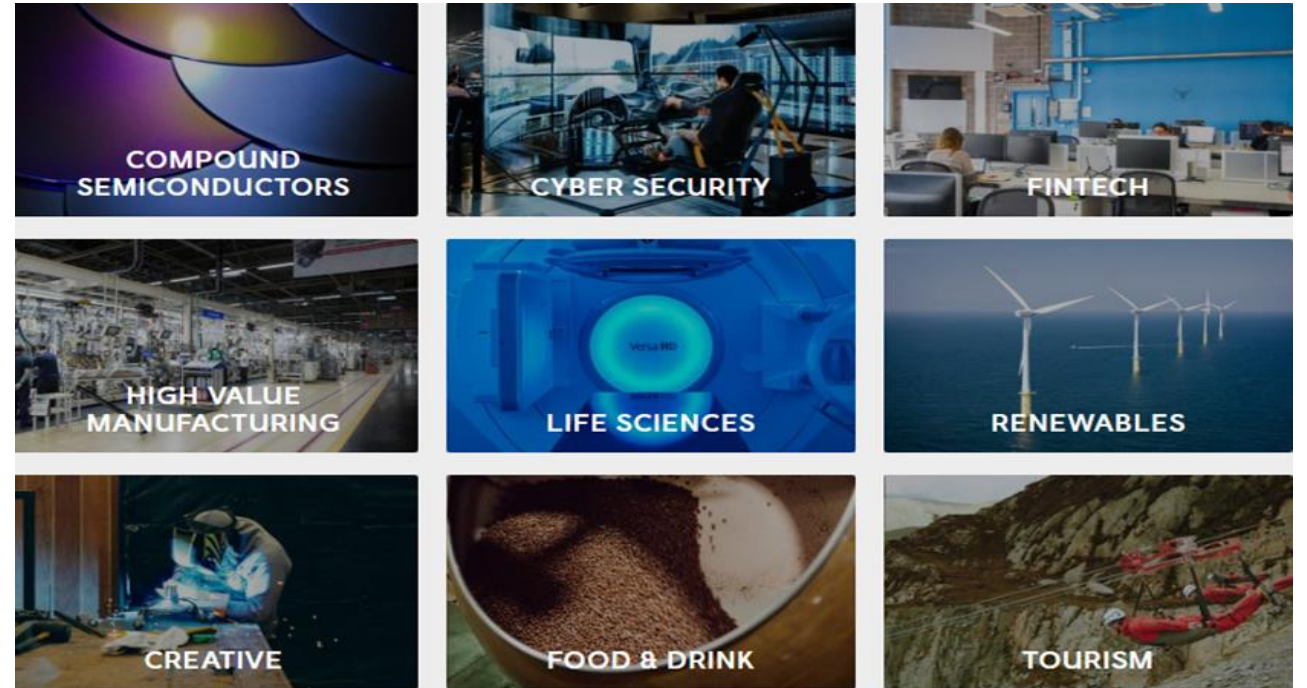
- What my parents think I do
- What my friends think I do
- What society thinks I do
- What my boss thinks I do



LYSGENNAD CYMRU AMBASSADOR WALES

MeetInWales manages a pan Wales Conference programme called Ambassador Wales | Llysgennad Cymru. The aim is to bring Universities, Academics and business leaders to a common understanding and goal to identify, propose, pitch and bid for suitable events into Wales that fit with our Programme for Government programme and across our sectoral work.

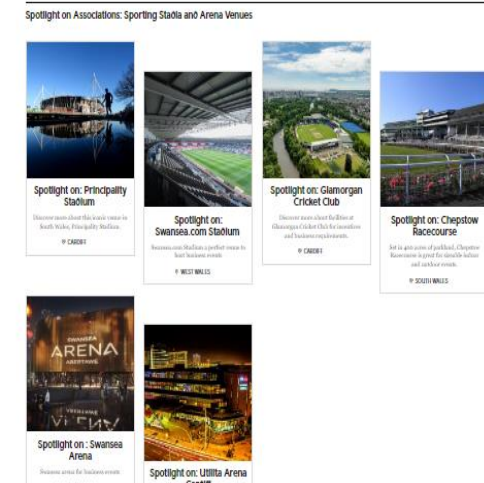
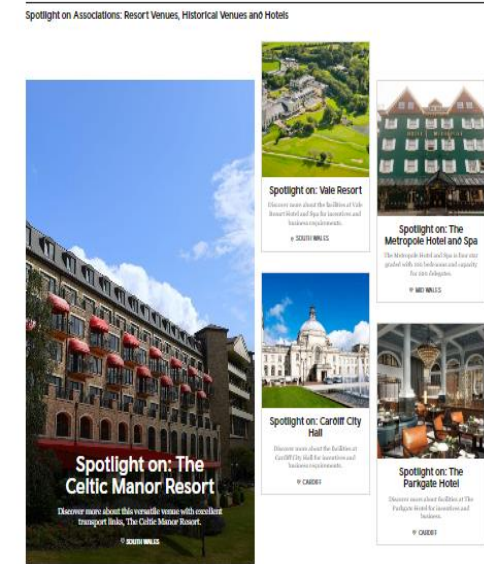
Ambassadors volunteer their time to help bid for conferences to bring economic growth and value to a destination. These events also need to suit and work for Wales, be purposeful, responsible and of benefit to Welsh suppliers, destinations and communities.



Digital Marketing

- **MeetInWales.com** – global market facing website – redesigned in 2018 and moved off the Visit Wales platform fully in 2022 to work with Business Event clients only.
- **MeetInWales X** - social media platform for global market – doesn't perform as well as our LinkedIn account but attracts mainly European agencies looking for new destinations.
- **Ambassador_Wales** and **Llysgennad_Cymru X** – set up to attract new ambassadors to join the Wales ambassador programme and for existing ambassadors to share content.
- MeetInWales LinkedIn – social media platform for global market which attracts the best engagement for the Business account.
- Business Events Tourism Product Database

We have gained over 6,000 organic global companies with an interest in Wales visiting the website or following us on social media since 2018.



Digital Marketing focus on Wales strengths, sectors and ambassadors plus key product information and resources including presentations and videos to support client planning

Wales strengths

A sustainable approach to Business Events in Wales
Established in Wales, we're proud to offer a sustainable approach to business events in Wales.

A creative approach to business events in Wales
Creative Wales is leading the way in business events in Wales.

Wales is leading the way for future generations
Discover how we're leading the way in business events in Wales.

Business Events make a difference in Wales
How business events play a vital role in our society.

Bringing history to life through Business Events
Bringing history to life through Business Events.

Collaborate with business events in an agile, innovative nation
Wales is an agile and innovative nation with a rich global network.

Spotlight on: Wales' key industry sectors
Learn more about the key industry sectors that Wales has to offer and how we can help you plan your next step.

Spotlight on: Academic Venues in Wales

Toolkit

Download images and films of Wales
Download images and films of Wales to include in your business events proposals and marketing.

Business Events Destination presentations
Destination presentations for Wales for the Business Events market, to support programme planning.

John Jackson
CEO, Experts Wales

"As the CEO of Experts Wales, I am honored to champion the spirit of competition and unity that sports fosters. In the virtual arena of gaming, we redefine boundaries and celebrate diversity. Together, as ambassadors of Wales on the global stage, let's showcase the resilience, skill, and camaraderie that define our sports community. Embracing the digital realm, we pave the way for a future where passion knows no borders, and Wales stands as a beacon of excellence in the ever-evolving world of competitive gaming."

Adam Amor
Director, Hubon Media

"Wales offers such a diverse range of venues and locations to host events. Whether you're looking for a city centre spot in the heart of our capital or a space to take in our breathtaking landscapes, we really have it all!"

Dr Alfredo Cramerotti
Director, Molymp and President, IAT International

"I am thrilled to be able to bring the 2023 Congress of IAT-International Association of Contemporary Art to Wales. Part of a 500-strong global network of content makers and cultural leaders, the delegates will travel across North Wales and grasp the contemporary visual culture that artists, curators, managers, galleries and producers can bring to the Welsh audience. Internationally, as part of the Congress, a symposium on art and advanced technologies (ART) with key international experts in the field is also being held. Wales is synonymous with cutting edge technology and culture, thus is the natural home for such gathering of thought leaders."

Richard Hebblewhite
Senior Lecturer in Games & Media, Wrexham University, Director of Games Talent Wales, Global Regional Coordinator for Global Game Jam

"With a vibrant indie games developer culture and growing AAA industry, there has never been a better time to choose Wales as your preferred destination for all things games and digital creative related. The blend of national university and city infrastructure, talent development programmes and key games industry growth provide a platform for success. Through my leadership roles at Wrexham University, Games Talent Wales and Global Game Jam, I have seen first-hand the rise of Wales' importance as a key player in the growth of indie sector both nationally and internationally. Whether you are looking to invest, recruit, access new markets or grow your network, Wales has much to offer in terms of creative talent and technical expertise with a host of diverse industry bodies and events. With our rich cultural heritage, awe-inspiring scenery and against the backdrop of growing cities and communities, Wales has to be on your list of places to visit when planning your next step."

Cyber Security

Professor, Dr Christian Kanuert
Chair of Policing and Security and Director of the International Centre for Policing and Security, Faculty of Life Sciences and Cyber Security, University of South Wales

Dr Juan D. Hernández Vega
Senior Lecturer, School of Computer Science & Informatics at Cardiff University

Wales Perfumery
Unlock team motivation through scent! Our bespoke team building experiences blend fragrance crafting with your business ethos. Craft soaps, forge bonds, embark on a sensory journey tailored to your business needs and designed to inspire.

📍 MORGENTHAU
Activity

Motor Safari
MOTOR SAFARI – THE GATEWAY TO ADVENTURE – Discover Motor Safari's fantastic venue situated at 1,300 feet above sea level on top of the highest village in Wales.

📍 WIGERHAM
Activity

Bay Island Voyages
Operating highly sophisticated, rigid inflatable boats, we introduce you to an unprecedented combination of adventure and sensitive appreciation of South Wales' offshore wildlife and scenery.

📍 CARDIFF
Activity

Rip n Rock
Family run, AWARD WINNING and TOP RATED Adventure activity company on Trip Advisor. We offer single or multi activity days out, all over South Wales, from the expanses of the Gower peninsula to the wild and watery beautiful Neath Valley.

📍 SWANSEA
Activity

Loving Welsh Food
We offer a variety of activities for business events - e.g. Food tours, Taste of Wales evening event, Welshcake demos, Welsh food presentations and tastings. A great way to enjoy and find out about Welsh food & drink.

📍 CARDIFF
Activity

Llangorse Multi Activity Centre
Llangorse Multi Activity Centre is the home of the largest indoor Climbing and Riding Centre in Wales. Activities include Sky Trek with 2km of zip lines high above the ground and an indoor climbing centre.

📍 BRECON
Activity

Adventure Revonnâ

Small World Theatre
Small World Theatre is home to the theatre company of the same name. It is a beautiful, creative near zero carbon venue with access to technical support and accessible facilities; presenting live events, classes and aerial circus training.

📍 CARDIGAN
Venue

The Angel Hotel
Set in an ideal location at the heart of the bustling market town of Aberystwyth, The Angel Hotel has a reputation for attentive, friendly service, great food, award-winning afternoon teas and a stylish yet comfortable atmosphere.

📍 ABERYSTWYTH
Venue

Royal Welsh Showground
Location of the Royal Welsh Agricultural Society at Llanelwedd and the venue for a number of events throughout the year, including the now famous Royal Welsh Agricultural Show.

📍 BUTH WELLS
Venue

Centre for Alternative Technology
The Centre for Alternative Technology's WISE Building is an award-winning venue with impressive facilities for delivering conferences, meetings, practical training or exhibitions.

📍 MACHYNELLETH
Venue

Conference and Event Venue, Aberystwyth University
The university offer large scale conference and events venues supported by a range of facilities and services for your event.

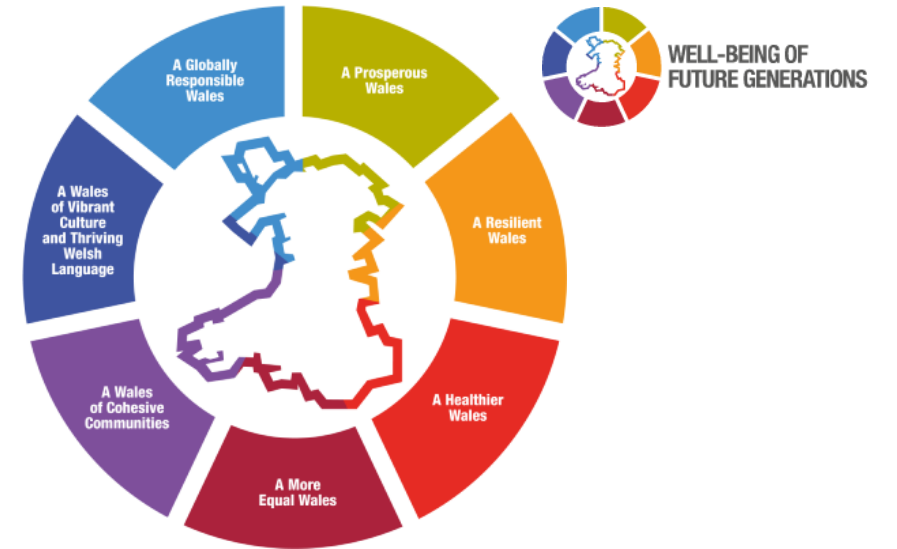
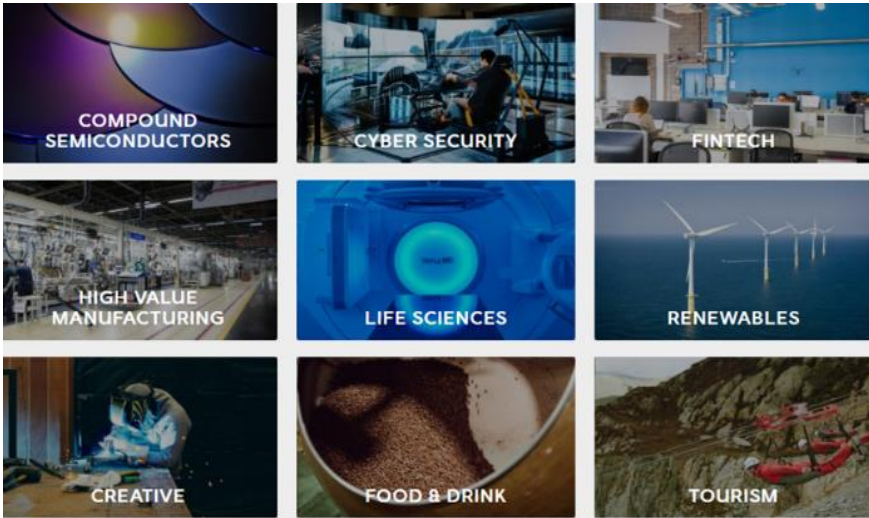
📍 ABERYSTWYTH
Venue

Venue Cymru
Venue Cymru provides over 10,000sqm of purpose built event space in an unparalleled seafront location with easy access across the UK and beyond. An experienced team of in-house event professionals are ready to support you and your event.

📍 LLANGUNID
Venue



Academic & Sectoral alignment



LYSGENNAD CYMRU AMBASSADOR WALES

People, Place & Planet



MeetInWales Subvention Fund £

Applications from £5k to £25k
per event to enhance and amplify
the delegate experience



Analytics 12month overview

Top Countries: United Kingdom, USA, China, Germany, India, Ireland, Canada, France, Netherlands and Spain

Top 10 Searches: Cardiff, Tourism Product Listings, Ambassador Programme, Capacity Charts, Incentives, North Wales Golf, Mid Wales, Call of the Wild, Swansea Arena

Top Product Listings Venues

Wales Millenium Centre
ICC Wales
The Parkgate Hotel
Venue Cymru
Nant Gwrtheyrn
Chepstow Racecourse
Royal Welsh College of Music and Drama
The Celtic Manor Resort
Chateau Rhianfa
The Royal Mint

Top Product Listings Operators

Cambria @ASA
Adventure Tours UK
Meet In Cardiff
Great Western Railway
South Wales Personal Tours
Worldspan PLC
DMC Wales
Loving Welsh Food
Orchard
Meet North Wales

Top Product Listings Activity

Plas Menai National Outdoor Centre
Call of The Wild
A J Ludlow Colours
Angela Gray's Cookery School
Go Below
TYF
Loving Welsh Food
Inspire2Adventure
The Vale Resort & Hensol Castle
Adventure Beyond

Top Product Listings Accommodation

Celtic Manor Resort
Twr Y Felin
Asheston eco barns
Ashburnham hotel
Fforest
Bodysgallen Hall
Bryn Meadows Golf Hotel
Raddison Blu Hotel
Vale Resort
Llanerch Vineyard
Roch Castle



Mid Wales

- Home to:
- 2,000 miles/3,219km of breath-taking countryside, mountain and coastal scenery and Bannau Brycheiniog (Brecon Beacons) National Park , Dark Sky Reserve and a wealth of Agricultural knowledge, businesses and experiences .
- The internationally renowned Hay Festival and Royal Welsh Agricultural Show.
- Fforest for groups really wanting to embrace the great outdoors, wellness and get back to nature, named one of National Geographic's top three glamping spots in the world (2017).
- Cambria@ASA Wales based DMC specialist for agricultural experiences.
- Europe's foremost eco-centre the Wales Institute for Sustainable Education (WISE) based at The Centre for Alternative Technology (CAT) dedicated to the development and education of sustainable living.
- Influential Incentive Businesses: Ynyshir Restaurant and Rooms, The National Library of Wales, CAT, The Metropole Hotel – for classic car driving groups, Great Little Trains, Elan Valley Dark Sky Park, Red Kites centre, Rhiannon Welsh Gold Centre



The great outdoors in Mid Wales

Discover the natural beauty of Mid Wales with its safe open spaces perfect for wellbeing. With breath-taking scenery full of waterfalls, lakes, rolling green hills and some hidden gems along the way, it's the perfect location for an incentive experience or team building event.



Elan Valley

Set in 73 square miles/189 square kilometres of lush green countryside, reservoirs and lakes, the Elan Valley Estate is owned by Dŵr Cymru/Welsh Water and vested by The Elan Valley Trust, so the whole area is managed in an environmentally friendly way. Take a private guided walk with one of the local rangers, and learn about some of the hidden secrets of this fascinating valley and the wildlife that live here. For exclusive groups there's also an opportunity to explore inside the Pen Y Garreg Dam, there's also plenty of other activities on offer including canoeing, cycling and hiking tours. The estate also has a Dark Sky park award, so no better way to get back to nature, revive your mind and body in the great outdoors.



Vale of Rheidol Railway

Trains played an important part in keeping this area on the move, as ore and timber were transported along these narrow gauge lines. The railway was opened in 1902, but its success as an industrial transporter was fairly short-lived, as the closure of local mines and two World Wars saw the line fall into decline. Now run by a charitable trust, the railway has been restored to its former glory. Have lunch or afternoon tea served in a private carriage with a crewmember as your exclusive guide. Take in the beautiful scenery as the steam locomotive travels through mountains and waterfalls, and you may even be lucky enough to spot a red kite. It's one of the best ways to see the lush green countryside around Aberystwyth.



Devils Bridge Falls

Ride the Vale of Rheidol Railway to the end of the line and you'll reach Devil's Bridge, home to a spectacular series of waterfalls that tumble down into a steep wooded ravine in the heart of the Cambrian Mountains. Known as waterfall country, these unique waterfalls have attracted visitors since the 18th century, including William Wordsworth who wrote about the "Torrent at the Devil's Bridge. Embark on either the Nature trail, waterfall and three bridges walk – a beautiful scenic walk not for the faint hearted with over 650 natural stone steep steps to climb, or the Punchbowl and three bridge walk which is less strenuous with just over 300 natural steps.



Centre for Alternative Technology (CAT)

This world-renowned eco centre in Mid Wales has one of Europe's steepest water-balanced cliff railways and sits within the UNESCO Dyfi Biosphere. For over 40 years, CAT have been actively engaging with the community to deliver environmental and sustainable living solutions to combat climate change. With onsite accommodation, bespoke team building experiences, meeting spaces and experts on hand to deliver inspirational and motivational activities, visitors can spend a full day discovering more about this extraordinary place and perhaps take away some new sustainable living tips and skills.



Star gazing, Bannau Brycheiniog National Park

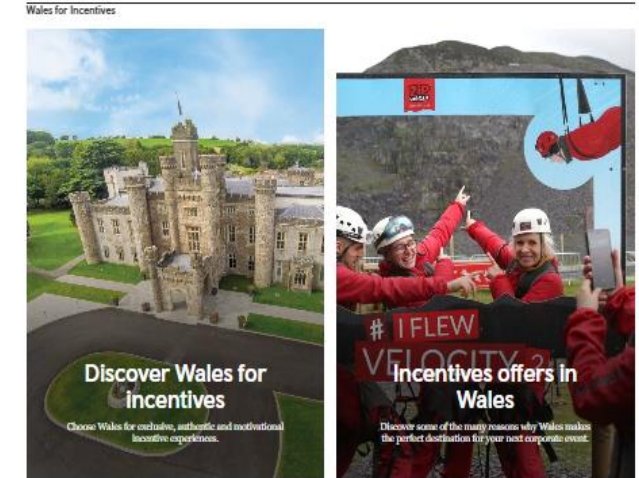
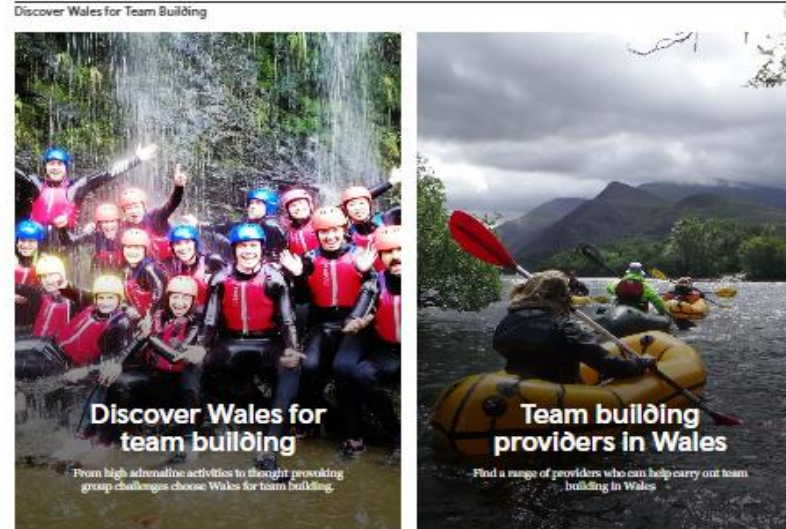
While much of the UK and Europe is blighted by light pollution, in Wales we're lucky to have places to see our natural wonders under dark skies. Experience the night sky on an evening's adventure in the Brecon Beacons Dark Sky Reserve, one of only 13 locations worldwide to be named a Dark Sky Reserve. Using telescopes to explore the moon and planets in detail, whilst discovering constellations, planets and galaxies. Dark Sky Wales Training Services also offer bespoke group training events.

Digital Marketing focus on Wales strengths, sectors and ambassadors plus key product information and resources in

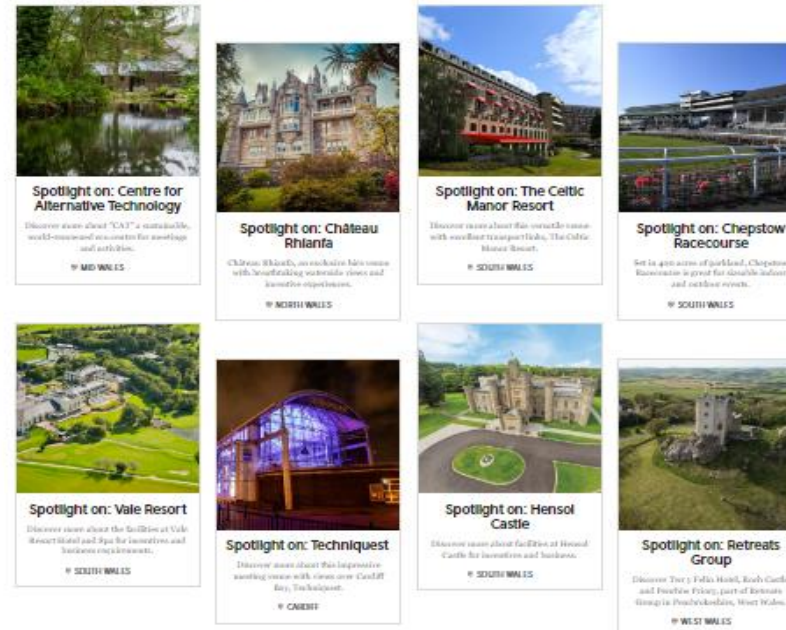
Request for help:

- Consider a Business Events product listing what is your offer?
- Send your news and updates through Productnews@gov.wales to add to our news and updates page and send us any new incentive team building small meeting and experience case studies that we can use to help promote your business.
- Work with us, MWT and our DMCs to develop itineraries and packages suitable for the market and let's promote Mid Wales effectively.
- Follow us on social media, share any content that is relevant to you, and please, from your own LinkedIn account ask your followers to like our MeetInWales page

@MeetInWales | MeetInWales.com



Spotlight on: Team Building Experiences



Spotlight on: Incentive Venues and experiences



Get in touch:

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