



**TWRISTIAETH CANOLBARTH CYMRU  
MID WALES TOURISM**

**ADRODDIAD BLYNYDDOL 2015/16  
ANNUAL REPORT 2015/16**

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## Chairman's Foreword

The tourism sector in Wales annually hosts 10.5 million overnight UK stays, 1 million overseas visitors and 75 million day visitors. 80% of income generated is from the UK market.

As we reach the end of our 25th 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.

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

Business re-structuring, undertaken to ensure that we are well-placed to support both members and the wider tourism business community, has enabled MWT to concentrate efforts in areas that provide the maximum support for our members.

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 final year as Chairman I would like to thank

- All members for their support over the last fifteen years and for their continued support to MWT. It is pleasing to note that our membership figures remain strong.
- The Chief Executives and staff that I have worked with over the period 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 friendship, support and valued contribution to the company.

Even though over the fifteen years we have seen many challenges, Mid Wales Tourism has survived and I am pleased to be able to hand over a financially viable company into the safe hands of the incoming Chairman.



Anne Lloyd-Jones  
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

Anne Lloyd-Jones *Chairman*  
William Moeran

##### Ceredigion

Rowland Rees-Evans *Vice Chairman*  
*Vacancy*

##### Powys

Calum Milne  
Neil Bale

#### Co-opted Directors

Tony Bywater, MBE  
Ian Rutherford  
Paul Boland

#### Local Authority

*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. How for instance, do you manage the increasing complexity of marketing and social media channel management, yield management/commissions, online reviews, e-commerce solutions etc.

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

Help is available via our MWT Members Helpdesk, online through our enewsletters, social media channels and MWT Cymru website. This year we have seen a record number of members visit our offices in Machynlleth for one2one sessions and we can even offer webinar sessions if you want help from the comfort of your own home or business.

Members also have access to marketing opportunities, additional exclusive 'Members Only' services and support such as website builds, one2one marketing reviews, media support as well as local and national suppliers 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.

Our continual programme of investment in the latest digital marketing technology helps to attract visitors to the region, and also provides a showcase to help our member businesses gain and maintain competitive advantage in the marketplace.

MWT 2015/16 highlights include:

- An increase in members making use of our one2one support services e.g members helpdesk, website design services, one2one marketing reviews and Guestlink support
- Working with partners to deliver new tourism projects including Moving Adventures, and Mid Wales Media Collaboration Project
- Playing an active role in the Wales Tourism Alliance in its transition to an organisation financed entirely through membership subscriptions. MWT has also re-developed WTA's online presence including new website build.

As we approach our 26<sup>th</sup> year of trading, our primary focus is to assist members to meet future challenges and opportunities, and to work in partnership with other tourism organisations to help develop the tourism economy in Mid Wales and beyond. Working together makes sense. It is good for individual businesses and for the tourism industry 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 2016, MWT membership stood at 561 businesses and we have also been delighted to welcome 56 new member businesses in the course of the year.

**Marketing** - MWT invests in the very latest marketing technology promoting the Mid Wales region, providing visitor information across a range of channels, showcasing member businesses, 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

## Marketing

### *Days out in Mid Wales*



'Days Out in Mid Wales 2015/16 – This annual publication is distributed to MWT accommodation members, larger businesses, and other selected locations.

This publication is supported by community groups, national organisations, attraction and activity businesses, tourism organisations and associations.

New for 2015/16, MWT produced a tear-off Mid Wales map featuring our Bedroom Browsers advertisers and are very popular with holiday parks, TICs and hotels.

### Digital Marketing Channels

MWT provides online visitor information and destination guides using the very latest digital technology and our online channels include [visitmidwales.co.uk](http://visitmidwales.co.uk), [ShowMeWales.co.uk](http://ShowMeWales.co.uk) and our two apps: Show Me Wales and Wales Trails.

**FairBooking™ Wales** - an international initiative introduced in 2015 aimed at helping visitors make ethical booking choices, encouraging more visitors to book direct.

**MWT Guestlink Helpdesk** - provides expert advice and support for all MWT members and Guestlink+ services users.

Working with partners to increase the number of distribution channels for members remains a priority. Guestlink channels provide members with access to national channels, third party websites, e-commerce solutions, white label solutions, data feeds, digital print, web booking for individual sites and affiliate marketing channels

### 'Show Me™ Wales', Wales Trails Apps & Widgets



Show Me Wales is a family of channels supporting a host of features. The website includes all our itineraries, widgets, Wales Trails travel section and destinations guides.

**Widgets** are plugins used to populate 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.



Wales Trails is aimed at encouraging visitors to explore Wales car free. The Wales Trails app features Wales Coast Path, national walking, cycle routes and scenic rail trails all linking to things to do and places to visit.

#### Visitor Information & Destination Guides

[Visitmidwales.co.uk](http://Visitmidwales.co.uk)  
[Showmewales.co.uk](http://Showmewales.co.uk)  
[m.showmewales.co.uk](http://m.showmewales.co.uk)  
[FairbookingWales.co.uk](http://FairbookingWales.co.uk)  
 Widgets – various

#### Mid & West Coast Wales Great Days Out Publications

Mid Wales  
 Bedroom Browser  
 Tear-off Map & Guide

#### MWT Apps

Show Me Wales  
 Wales Trails

#### Twitter

Show Me Wales  
 Visit Mid Wales

#### Facebook

Show Me 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 Projects**

Visit Wales provide grant support for areas (destinations) to develop collaborative projects and MWT has been awarded funding for two RTEF-funded projects during 2015/16.

### **Moving Adventures (RTEF - August 2015 - March 2016)**

The aim of this project was to generate a step-change in how visitors travel to and around the Mid Wales area, enabling and encouraging visitors to make greater use of low impact travel options.

Delivered in partnership with Dyfi Biosphere, MWT developed a new travel brand and toolkit to provide businesses and organisations with help to incorporate travel options within their own marketing.

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

Adopting a 'Media Hub' approach, we are providing PR/media support for businesses, tourism associations and communities and engaging media specialists to develop new content in the form of articles, social media content and video in order to raise the profile of the Mid Wales region and its destinations.

Media Collaboration Project partners are Cambrian Mountains, Mid & North Powys, Ceredigion and Dyfi Biosphere destination areas.

## 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 projects. Zoe returned to work in September 2015 following the birth of her daughter.

**Davina Roberts** - Davina re-joined the team on a part-time basis to provide administrative support

**Temporary Appointments:** Hari Wyn Williams was employed on a six month temporary contract terminating September 2015 to cover Zoe's maternity leave.

**Resignations during the year** - Sioned Pugh had responsibility for Membership and resigned in August 2015 and Gemma Howells resigned as Sales Administration in March 2016 following the birth of a baby boy the previous year.

## 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

Consumer Website: [www.visitmidwales.co.uk](http://www.visitmidwales.co.uk) & [www.showmewales.co.uk](http://www.showmewales.co.uk)

Corporate Website: [www.mwtcymru.co.uk](http://www.mwtcymru.co.uk)

### Social Media Channels

#### *Consumer*

Facebook.com/showmewales  
Twitter.com/showmewales

#### *Corporate*

Facebook.com/mwtcymru  
Twitter.com/mwtcymru



## Financial Summary

### Mid Wales Tourism - Cwmni Twristiaeth Canolbarth Cymru Balance Sheet as at 31 July 2016

	Notes	2016 £	2015 £
<b>Fixed assets</b>			
Tangible assets	5	29,250	31,199
<b>Current assets</b>			
Debtors	6	18,883	39,679
Cash at bank and in hand		16,854	2,830
		<u>35,737</u>	<u>42,509</u>
<b>Creditors: amounts falling due within one year</b>	7	(24,159)	(33,141)
<b>Net current assets</b>		<u>11,578</u>	<u>9,368</u>
<b>Net assets</b>		<u>40,828</u>	<u>40,567</u>
<b>Capital and reserves</b>			
Other reserves	8	24,324	24,324
Profit and loss account	9	16,504	16,243
<b>Shareholders' funds</b>		<u>40,828</u>	<u>40,567</u>