



**TWRISTIAETH CANOLBARTH CYMRU
MID WALES TOURISM**

**ADRODDIAD BLYNYDDOL 2021/22
ANNUAL REPORT 2021/22**

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Rhagair | Chairman's Foreword

To say that the past 12 months have been interesting is an understatement! As an industry, we always seem to be challenged at every opportunity and this last year has been no exception.

Many of you will remember that last November we had a very successful conference in Llandrindod Wells and, on that day, I pointed out that some black clouds were looming on the horizon. These included the VAT rate returning to 20%, business rates being reintroduced, the threat of interest rates rising, inflation increasing, a second home tax and, finally, the proposed visitor levy. At that time, nobody was aware of the imminent war in Ukraine and the effect that this would have on world energy prices. As we are all too aware, all these issues have a direct impact on our bottom line and our profitability.

As a businessman it is difficult to understand why our government is intent on penalising one of its main industries by introducing a visitor levy at this precarious time. I genuinely believe that the industry needs help and support, and not the introduction of any new legislation that will put many businesses in an impossible situation.

On a more positive note, however, as a company we have invested in a new digital marketing platform and interactive website that will keep MWT at the forefront of the digital marketing experience which seems to be continually evolving.

Val and her team have had a busy year and have completely changed our marketing platform and rebuilt our visitor websites. The general feedback across Mid Wales seems to suggest that, overall, the tourism industry has fared reasonably well over the past 12 months, however, given the concerns mentioned earlier, we all need to be cautious as we move forward into next year and beyond.

It was with much sadness that we heard of the passing of Ian Rutherford in February 2022. Ian was a long-standing director and vice chairman of Mid Wales Tourism and his contribution to tourism in Wales for over 50 years was immense. He is sadly missed.

Finally, as chairman I would like to personally thank:

- All our members for their continued support in these difficult times. I am sure that we all appreciate the work that has gone on behind the scenes to keep us informed of the ever-changing situation.
- Also, to the Board of Mid Wales Tourism for their valued contribution across all areas of the business.
- To Val, our chief executive and all the staff for their hard work, commitment, professional advice and the assistance they have offered us all as members.

Lastly, may I take this opportunity to wish you all a Happy Christmas and a much improved 2023.

Rowland Rees-Evans, MWT Chairman

Bwrdd Cyfarwyddwyr Twristiaeth Canolbarth Cymru 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 3 local authority areas of Mid Wales (Powys, Ceredigion and Gwynedd - 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 MWT Board members, past and present, for their contribution and support.

MWT Board of Directors during the year under review are:

Trade Directors

Gwynedd

Meurig Jones

Paul Fowles - resigned Jan 22

Ceredigion

Rowland Rees-Evans *Chairman*

Louise Lloyd

Powys

Charles Dark

Greg Loweth

Co-opted Directors

Dylan Roberts

Jonathan Jones, CBE

1 Vacancy

Local Authority

3 Vacancies

Key objectives for which MWT 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 and travel in the United Kingdom and overseas.
- To engage in commercial activities which will support the foregoing objectives.

Crynodeb Gweithredol | Executive Summary

MWT's core remit is to raise awareness of Mid Wales as a place to visit, support our member businesses and represent the interests of the tourism sector on various regional and national forums.

It is fair to say that it has been a challenging time for everyone. We thought that the global coronavirus pandemic had tested our resilience to the limit, but since emerging from Covid lockdowns, we have seen new problems emerge that will undoubtedly lead to long term changes in our sector. Challenges include severe staff shortages, supply chain issues, effects of climate change, outbreak of war in Ukraine and the gathering storm of the cost-of-living crisis. The ongoing political dramas hardly help us to navigate an already difficult situation.

MWT directors and staff continue to work with our member businesses, tourism organisations and local communities. With the support of the Wales Tourism Alliance (WTA), we maintain links with UK and Welsh Government officials to ensure that they have the latest business intelligence to steer a path that will help our businesses and local communities to thrive.

Marketing Mid Wales - Powys, Ceredigion and Southern Snowdonia - as a 'must visit' destination is a key activity. New marketing investment has included the launch of our new Mid Wales Visitor Guide in partnership with Towns Maps UK.

This year, we have moved to a new digital marketing platform which will support all our destination marketing activity in future years. It will also provide members with enhanced business listings and a range of new online promotional and seasonal campaign options. PR/Media work supports members and provides content for our regional campaigns.

An important event that keeps MWT in close touch with partner organisations, suppliers and local communities is our Mid Wales Tourism Conference, last held in November 2021 at the Metropole. Supported by Cambrian Training Company and Visit Wales, we were delighted to hold the first face to face event for businesses in Wales following lockdown.

Adopting smarter ways of working will be a priority of 2023. We will continue to hold regular virtual meetings and webinars, maintaining our online resource on MWTcymru.co.uk and our social media channels to keep members informed.

We owe huge thanks to WTA chairman Suzy Davies and executive director Adrian Greason-Walker who have worked relentlessly representing communicating the needs of our businesses to government. Ensuring that our politicians are well-briefed on the challenges facing our industry is more important than ever.

I would like to thank Zoe, Claire and Davina for all their hard work, our chairman Rowland Rees-Evans and fellow MWT directors for their expertise and support and our members, without whom we would be unable to continue to do what we do. We now look forward to what we hope are improved prospects for 2023.

Valerie Hawkins, Chief Executive

Aelodaeth | Membership

MWT is the leading tourism trade organisation in Mid and West Wales and being a member is a mark of professionalism and credibility. At the end of July 2022, MWT's membership stood at 566 businesses which included 33 new members who joined during the course of the year.

MWT's team provides day-to-day support, as well as undertaking recruitment of new members. Our aim is to support individual member businesses and work with partners to create a strong and sustainable tourism industry.

Importantly, members contribute to regional and national political lobbying. We always look out for new, smarter ways of working together which this year has seen the introduction of a new visitor guide to help promote the region.

Marketing - Visit Mid Wales marketing promotes Mid Wales as a 'Must Visit' destination and provides members with a competitive advantage on our web and social media channels. Members enjoy exclusive access to marketing and PR opportunities.

Membership benefits and specialist suppliers - promoted on our members' hub on MWTcymru.co.uk and via our enews updates.

Information, advice and support - help and advice is provided online at the mwtcymru.co.uk exclusive members' area and via one2one support and our members' helpline. Virtual meetings and webinars, regular enews updates, social network channels and our tourism conference are a few of the ways we support members

An independent voice for the tourism business community - MWT represents the tourism business community on Wales Tourism Alliance, Cross Party Group for Tourism, Mid Wales Regional Forum and other groups.

"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

Hotels
Bed and Breakfast
Guesthouses
Farm Accommodation
Self-catering
Groups and Hostels
Holiday Parks
Camping and Touring
Glamping

Non-Accommodation

Visitor Attractions
Activity Centres
Meetings and Events
Organisers
Restaurants, Cafes and Inns
Small Retail, Activity Workshops and Experiences
Individual Tour Guides

Community Groups

Tourism Associations
Town Councils
Local/Area Community Organisations
National & Commercial
National Organisations
Local Authorities
Commercial Suppliers
Self-catering Agencies
Marketing Consortia

Marchnata | Marketing

Visit Mid Wales' regional marketing activities support all our accommodation businesses, visitor attractions, activity providers, event organisers, local suppliers and communities.



Adopting a co-ordinated approach and a distinctive 'sense of place' for visitors interested in visiting the region, our marketing activities require continual investment in order to promote the Mid Wales and to maximise new opportunities as they arise. Members can opt-in to content calls for our seasonal campaigns on Visit Mid Wales which include seasonal specific content, short breaks and attraction/activity offers.

During summer 2022, we undertook the huge task of moving digital platforms to a completely new marketing system. This involved moving our extensive marketing database and re-building both VisitMidWales.co.uk and ShowMeWales.co.uk websites. Our new platform will provide an excellent foundation to support businesses and the region as we move into what looks like choppy waters ahead.

New Mid Wales Visitor Guide

Also new for 2022 was our new Mid Wales Visitor Guide. This new publication in DL format was developed in partnership with Town Maps UK and includes a digital version. Advertisers have various options and the publication includes a centrefold map and branded display stands.



Mid Wales Media Hub & MWT Marketing Support

Mid Wales Media Hub provides specialist support for media visits. Providing editorial and responding to enquiries from journalists are a few of the many ways that Duncan Foulkes PR and our membership teamwork with media contacts to promote the region.

A number of high-profile media visits were hosted in Mid Wales this year and we are grateful to members who have supported this activity.

This year we have introduced a series of webinars with invited suppliers to assist members identify new booking software ahead of the closure of the Guestlink web booking platform in early 2023.

We continue to provide marketing reviews, web build solutions and advice on eCommerce and ePayment solutions, channel and content distribution, including OTAs and product database support exclusively for members.



Show Me™ Wales

ShowMeWales.co.uk is our pan-Wales channel features things to do, places to stay and places to visit in Wales.

Special Projects

MWT specialises in the management and delivery of tourism-related projects which includes business support, regional destination marketing campaigns and tourism product database management.

Tourism projects undertaken this year have included:



Visit Wales Product Database | Helpdesk & Business Support

MWT Helpdesk provides support and assistance for businesses and organisations across Wales that wish to update their Visit Wales business listings.

MWT assists NVG in its role as Visit Wales Data Stewards, manages the Welsh Language Helpdesk and maintains major event records on Wales Tourism Product Database (WTPD). Our team works with Visit Wales colleagues to improve the overall quality of the WTPD.

Wales Tourism Alliance

MWT provides specialist support to assist WTA to maintain its website, online diary and enews communications.



Wales Tourism Product Database | Communications and Support

The WTPD database supplies business listings on the visitwales.com, meetinwales.com and traveltrade.visitwales.com websites, and via API data feeds to third party websites.



Visit Wales engaged MWT Cymru to review engagement between businesses published to the WTPD database (productlisting.wales) and the effect this has on overall data quality.

We undertook an audit and survey of businesses to review current processes including systems, communications and perceived and actual barriers which resulted in a series of evidence-based recommendations.

The aim of the survey was to establish the current understanding by businesses of the WTPD database and identify any actual or perceived barriers they had experienced in updating their listing.

Questions were designed to assist and improve our understanding of a business' perceptions of the WTPD and their real-world experiences. On completion, our final report and recommendations were provided to the Visit Wales Digital Team.

Dyma'r Tîm | 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 Cymru. Val leads on some of our major contracts and is the Company Secretary.

Zoe Hawkins - Zoe is MWT Cymru operations manager responsible for digital solutions, visitor-facing websites, MWTCymru.co.uk and assisting with delivery special projects.

Davina Roberts - Davina provides administrative support to the MWT Cymru team including assisting with membership administration and Helpdesk.

Claire Owen - Claire leads on MWT Cymru membership, PR support and communications.

Julie Jones - Julie works part-time assisting with accounts administration.

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
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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 | Twitter.com/VisitMidWales

Corporate Facebook.com/mwtcymru | Twitter.com/mwtcymru

Financial Summary

Mid Wales Tourism - Cwmni Twristiaeth Canolbarth Cymru
Detailed profit and loss account
for the year ended 31 July 2022

This schedule does not form part of the statutory accounts

	2022 £	2021 £
Turnover	151,550	191,130
Direct costs	(44,800)	(79,695)
Gross profit	<u>106,750</u>	<u>111,435</u>
Administrative expenses	(109,506)	(111,039)
Other operating income	-	7,793
Operating (loss)/profit	<u>(2,756)</u>	<u>8,189</u>
Interest payable	-	(12)
(Loss)/profit before tax	<u>(2,756)</u>	<u>8,177</u>