Visit Mid
Wales
Canolbarth
Cymru

Mid Wales Tourism / MWT Cymru

Established in 1991, MWT is a regional Destination Management & Marketing Organisation (DMO) providing:

- Destination Marketing
- Business Membership & Support
- Policy Advocacy / Industry Representation
- Tourism Consultancy / Project Delivery

MWT is a Not for Profit (third sector) organisation owned and run by the Mid Wales tourism community

MWT Communities Stakeholders & Partners

- Individual tourism business (Accommodation, attractions, activities, event organisers)
- Community Tourism Groups & Town Councils
- Commercial organisations including marketing agencies
- Strategic Tourism Organisations (National organisations, LA's)
- Tourism Suppliers

MWT is the leading tourism organisation in Mid & West Wales. Our core membership of 600 + members support the vital work we do to promote Mid & West Coast Wales as a 'must visit' destination, a fantastic place to stay & visit.

Marketing Mid Wales

- MWT promotes Mid & West Coast Wales as a 'must visit' destination, a fantastic place to stay & visit.
- All consumer-facing regional marketing in branded as ‘Visit Mid Wales’
- This includes any print, Pr & Media, social channels and web
- VisitMidWales.co.uk our regional ‘hub’ for the areas within the region, market towns, scenic places & things to see, do & stay

Mid Wales Brand

REAL

Mid Wales offers an unbranded, unpretentious, authentic destination that can be shared and loved by all. Full to the brim with real, authentic experiences, people, place and culture – Mid Wales is completely unique to its own, and so are we.

An extension of our product, we don't care for formalities or overpromises, we're all about the real. No filter.

Think Less...

"Explore this hidden gem, nestled in the heart of Mid Wales' beautifully quaint countryside. Why not spend time wandering the historic market towns and charming architecture, there's truly something for everyone here"

More...

"Uncover a place you'll love. Get familiar with the striking market towns of old or get out and about, losing yourself in something new. It's your choice."

Mid Wales Destinations

North Powys

Central Powys

Bannau Brycheiniog (Brecon Beacons)

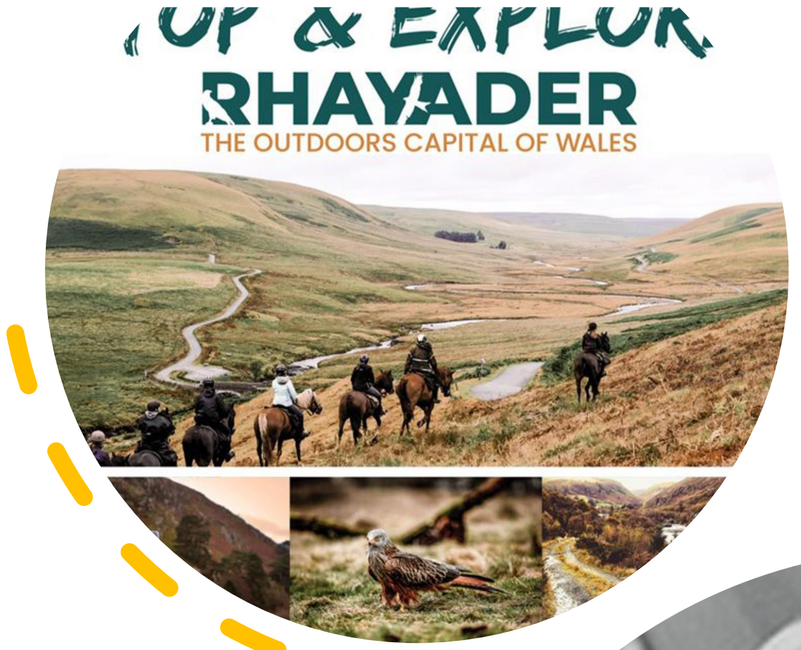
Ceredigion Coast

Ceredigion Uplands

Deheudir Eryri | Southern Snowdonia

Visit Mid Wales Media Hub

- Support Media Visits
- Press releases published in national press, online, TV channels and radio
- Editorial content & Information sharing
- Mid Wales Blog & Website
- Members PR Support & Advice



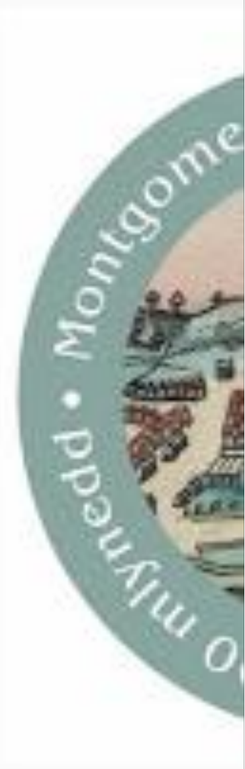
Visit Mid Wales Canolbarth Cymru

Press releases, features and articles

SEP 27

Archive presents a series of events to celebrate broadcasting in Wales

ckets are now on sale for a
ies of special events from the
les Broadcast Archive and its

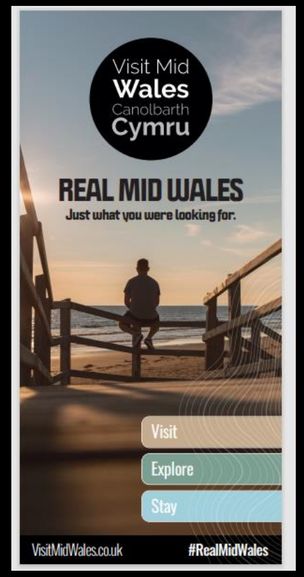


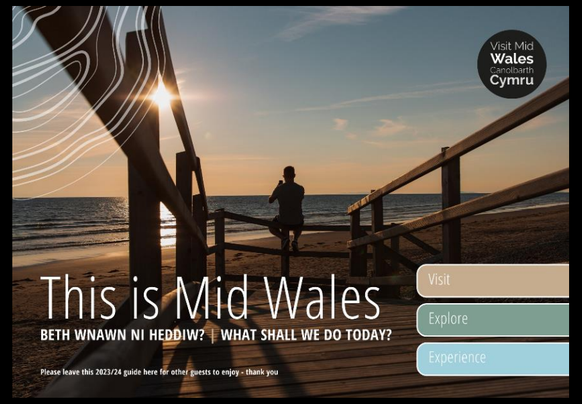
SEP 27

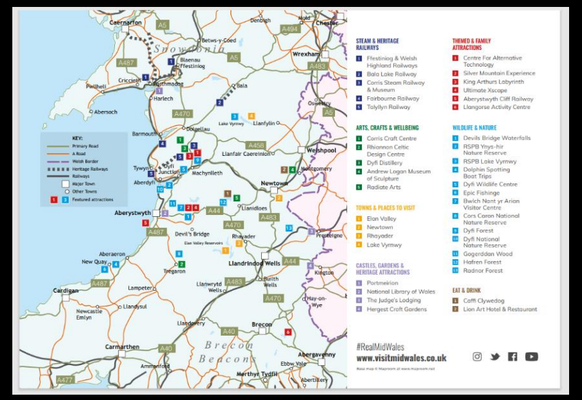
Wee
cele
Cast

A weekend
being plann
800th anniv
Castle later

Mid Wales Publications 2023







Visit Mid **Wales** Canolbarth **Cymru**

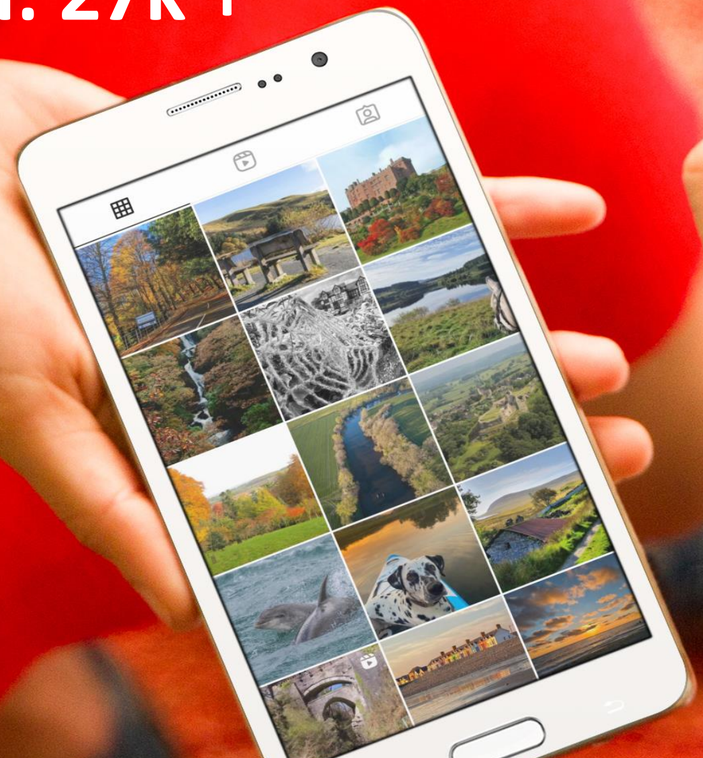
Online Marketing Insights

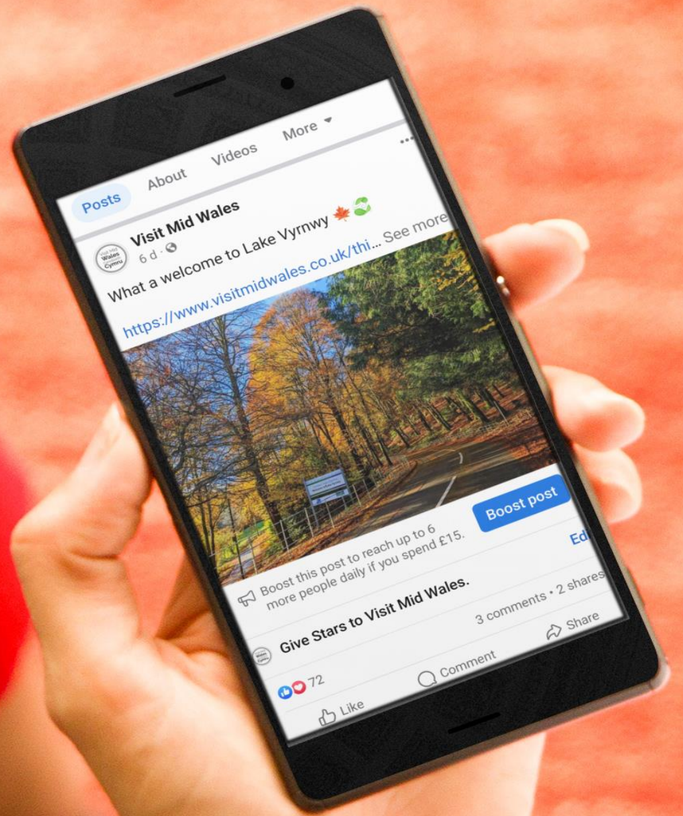
- 700k+ Unique Users
- 1.7+ Million Page Views
- 85k+ Direct Referrals To Businesses

- Page Likes: 14k +
- Followers: 16k +
- Reach: 400k +

- Followers: 9400+
- Reach: 27k +

Visit Mid Wales Canolbarth Cymru





Published by Later · 27 June ·

Elan Valley heading westbound to Cwmystwyth and Aberystwyth and all places wonderful in between 😍

Enjoy a scenic drive in Mid Wales: https://www.visitmidwales.co.uk/.../rhayader-to-devils...

.

#walesbytrails #visitmidwales #visitwales #findyourepic #elanvalley #cambrianmountains #walesadventure #exploremidwales #discovermidwales #bestofwales ... See more

See Insights and Ads

Boost post

558

37 comments 68 shares

Visit Mid Wales

Published by Later · 14 February ·

ıt just be us, but we prefer snowdrops on Valentine's Day 🥰

ı for sharing @hafrenforesthideaway

yvalentinesday #lovemidwales #visitmidwales #realmidwales

ights and Ads

Boo

10K

68 comments 3

l Wales

by Later · 17 February ·

Lights and Let the Stars Shine Bright ✨

anniversary to @breconbeacons for being an International Dark Sky
's all do our part to reduce light pollution and enjoy the beauty of th
17 Feb, switch off all non-essential lights from 19:30 to 20:30 and joi
start of Welsh Dark Skies Week (17-26 February).

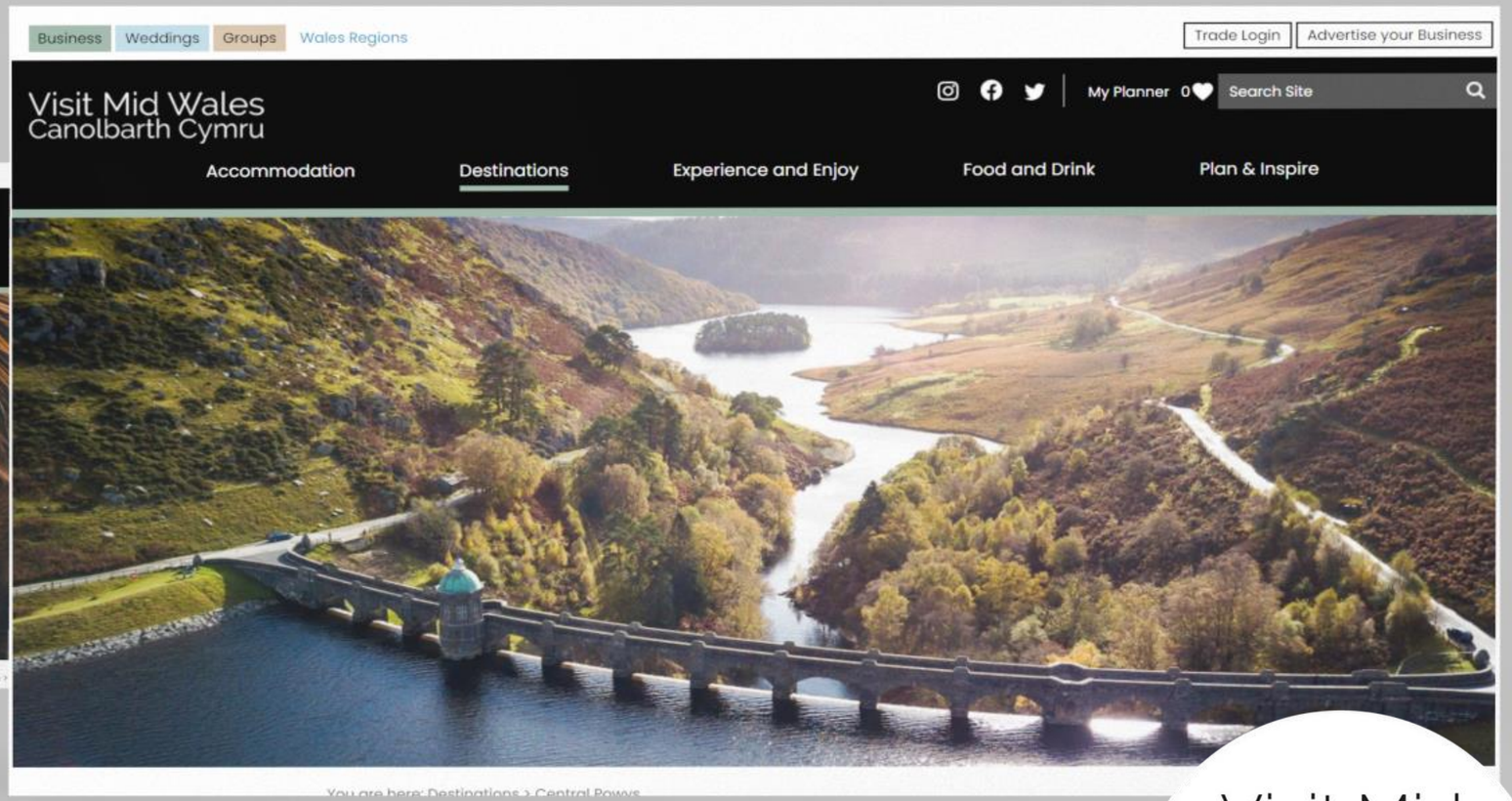
cons National Park was awarded International Dark S... See more

l Ads

New Website Launched August 2022

DESTINATION DATA

- 3000+ Web Pages
- 59 Bus & Railway Stations
- 139-Walking Routes/ Trails
- 46 Scenic Paces (lakes/Rivers etc)
- 23 beaches
- 41 Towns & Villages



NEW FEATURES

- New Booking Capabilities via FreetoBook, Sykes, Supercontrol ,TXGB & Moree
- New Business Platform
- Shortlisting Facility
- Newsletter Sign Up
- Event Upload Form

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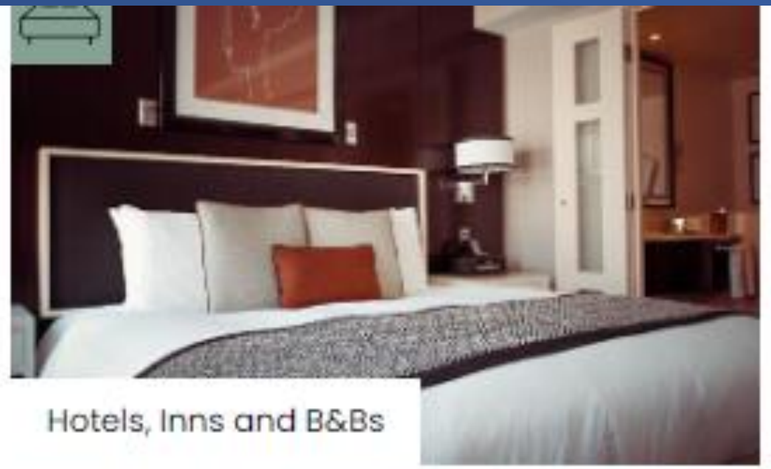


Hotels, Inns and B&Bs

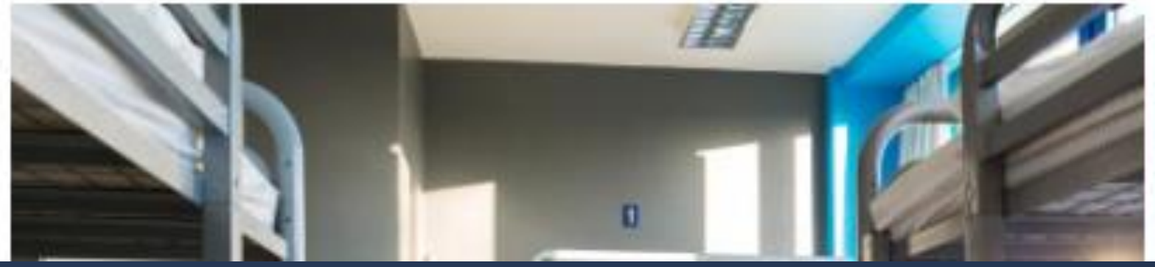
Self Catering & Holiday Cottages in Mid Wales

Touring & Camping in Mid Wales

Glamping in Mid Wales

Holiday Parks & Resorts in Mid Wales

Holiday Home Parks



Visit Mid Wales
Canolbarth Cymru

My Planner 0 Search Site

Accommodation Destinations Experience and Enjoy Food and Drink Plan & Inspire

You are here: Special Offers

Autumn / Winter Special Offers

Great Autumn/Winter Getaway Deals in Mid Wales

Discount Code Offers

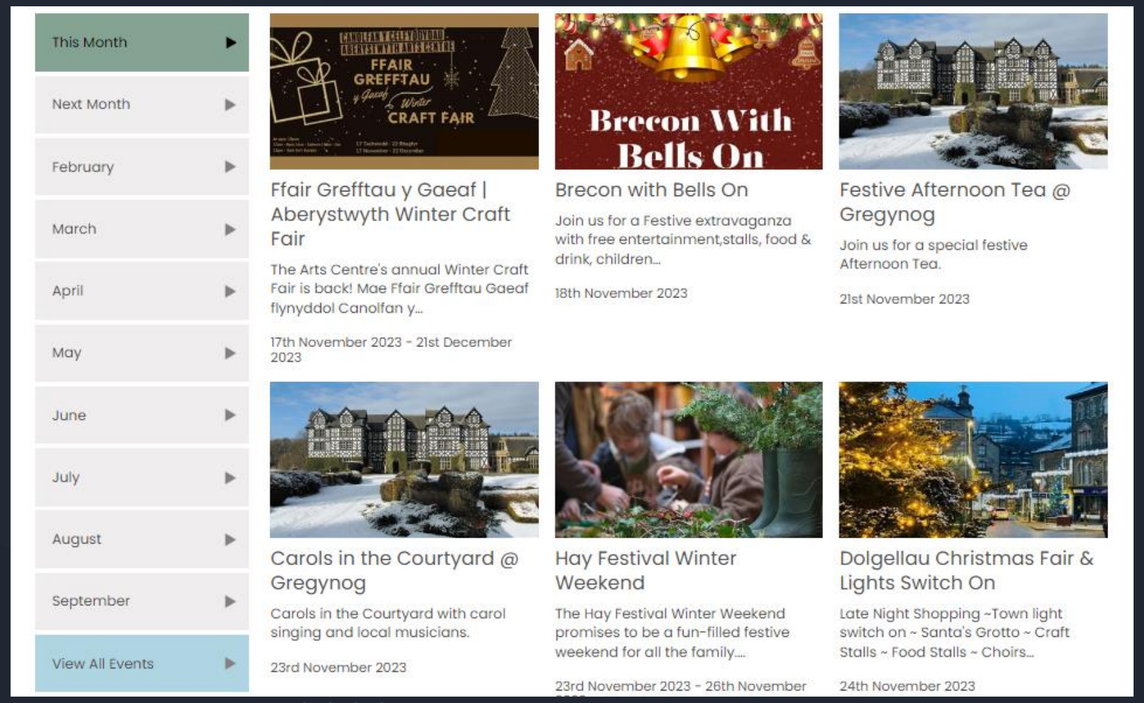
Support businesses and book direct - special discount codes apply

Gourmet Getaways

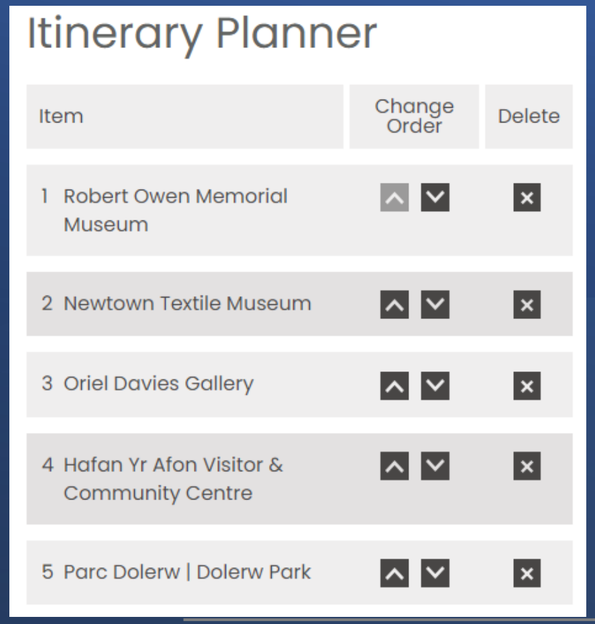
Escape the hustle and bustle and enjoy a gourmet getaway in Mid Wales.

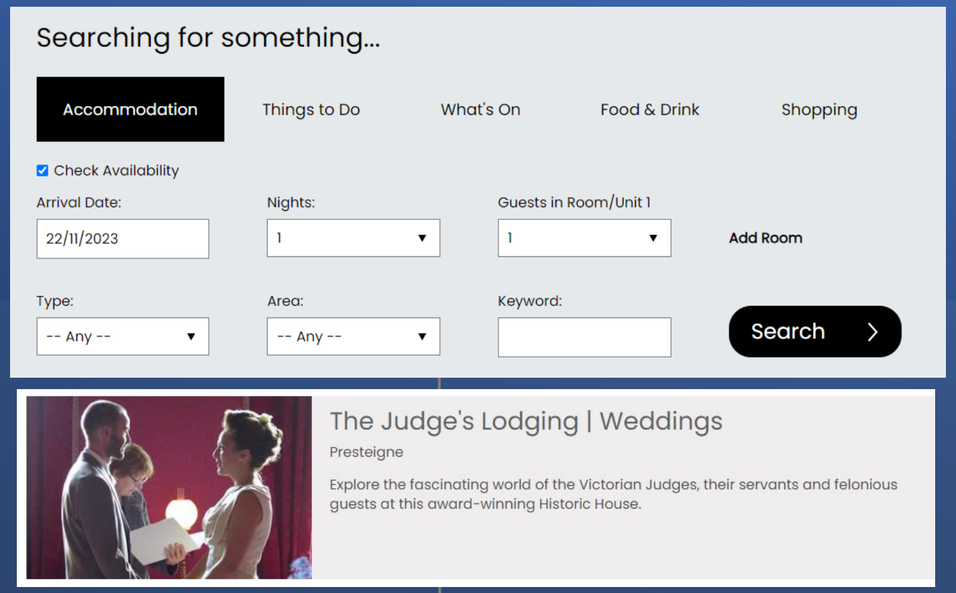
Visit Mid Wales | Seasonal & Themed Offers

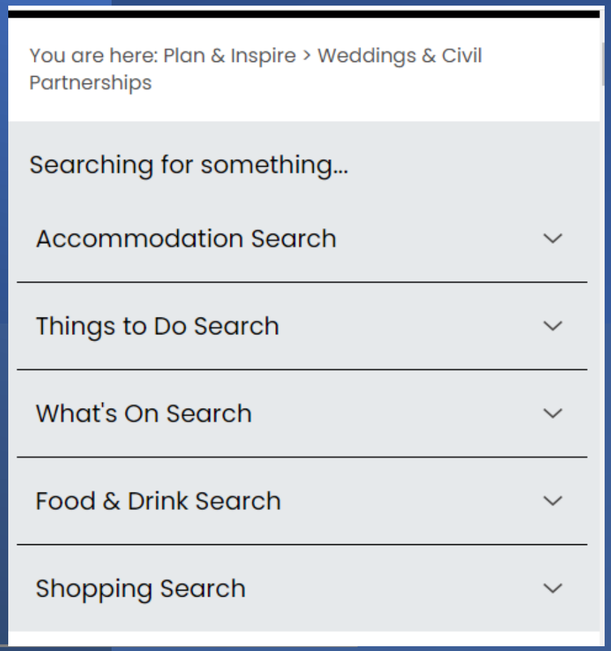
VisitMidWales.co.uk Special Features

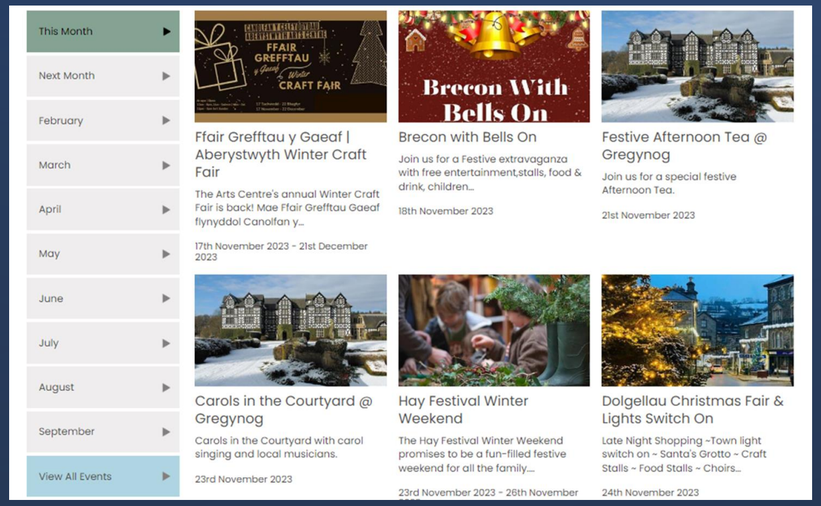


- Special Offer Options
- Personalised Itinerary Planner Options
- Business Events & Wedding Venue Channels
- What’s Nearby on every page
- Events & Festivals section by month









Events & Festivals – listed by month

Themed Tours

Llyn Efyrnwy | Lake Vyrnwy

Y Trallwng | Welshpool

Y Drenewydd | Newtown

Machynlleth

Trefaldwyn | Montgomery

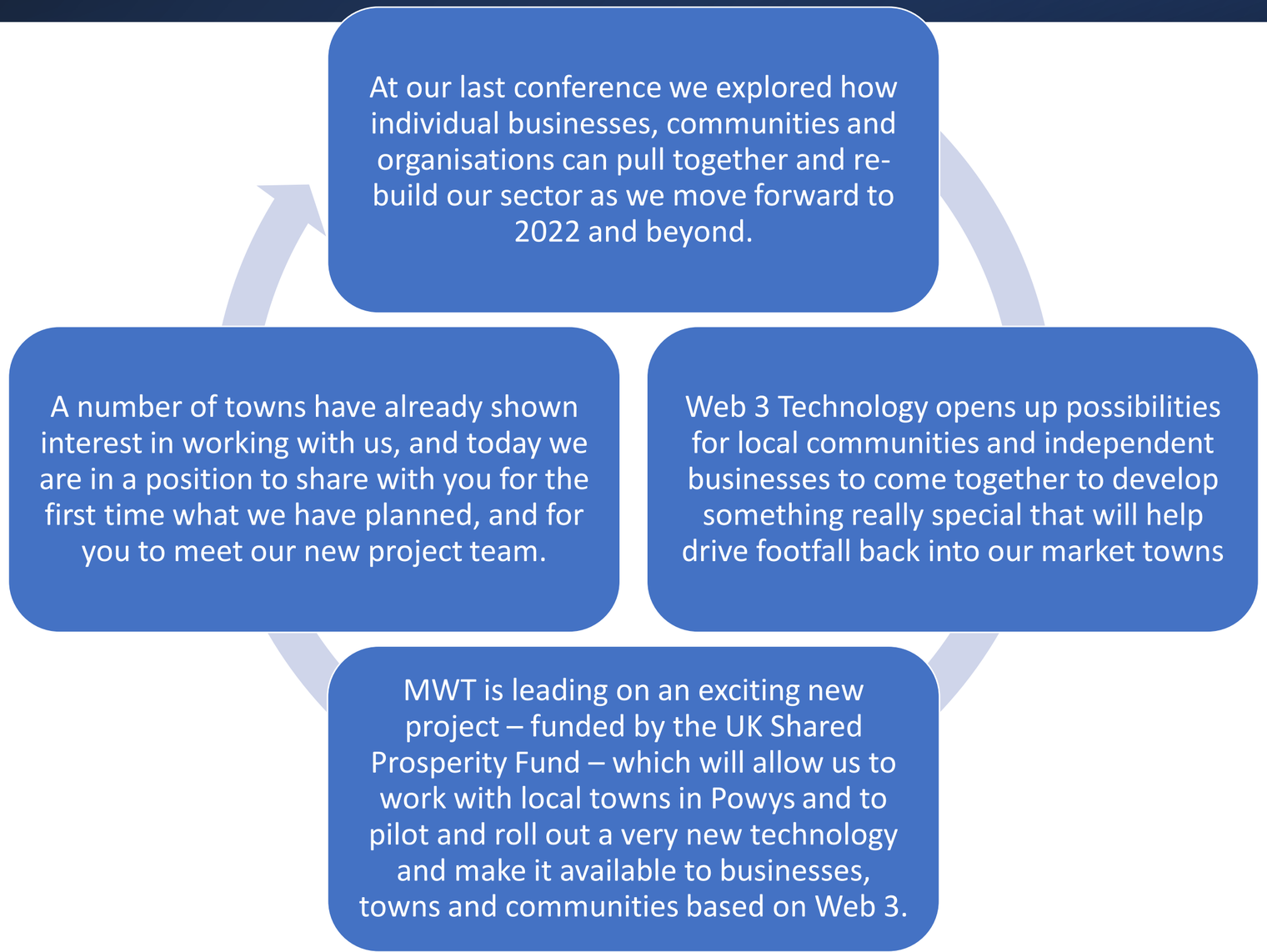
Visitor Economy and Sustainable Communities

Tourism sector is an ecosystem - the success of our individual business is intrinsically linked to the success of our local communities.

Good regional marketing & promotion can only do so much – we need thriving local towns, cultural offers and experiences, local events and festivals and retail and hospitality businesses to build our region to be a resilient, competitive and compelling region to live, work and visit.

Our Mid Wales visitors come to get away from the hustle & bustle of their day to day lives, experience our local towns, culture and heritage, our small independent artisan producers, crafts, galleries, museums – they don't travel to Mid Wales just to stay in a hotel, holiday park or cottage.

Supporting Sustainable Communities



Introducing Web 3.0

Web 3.0

Charles Symons - Buzzmint

WEB3.0

Buzzmint.

What is Web 3?

Buzzmint.

When did you last ask
how the internet works?
Buzzmint.

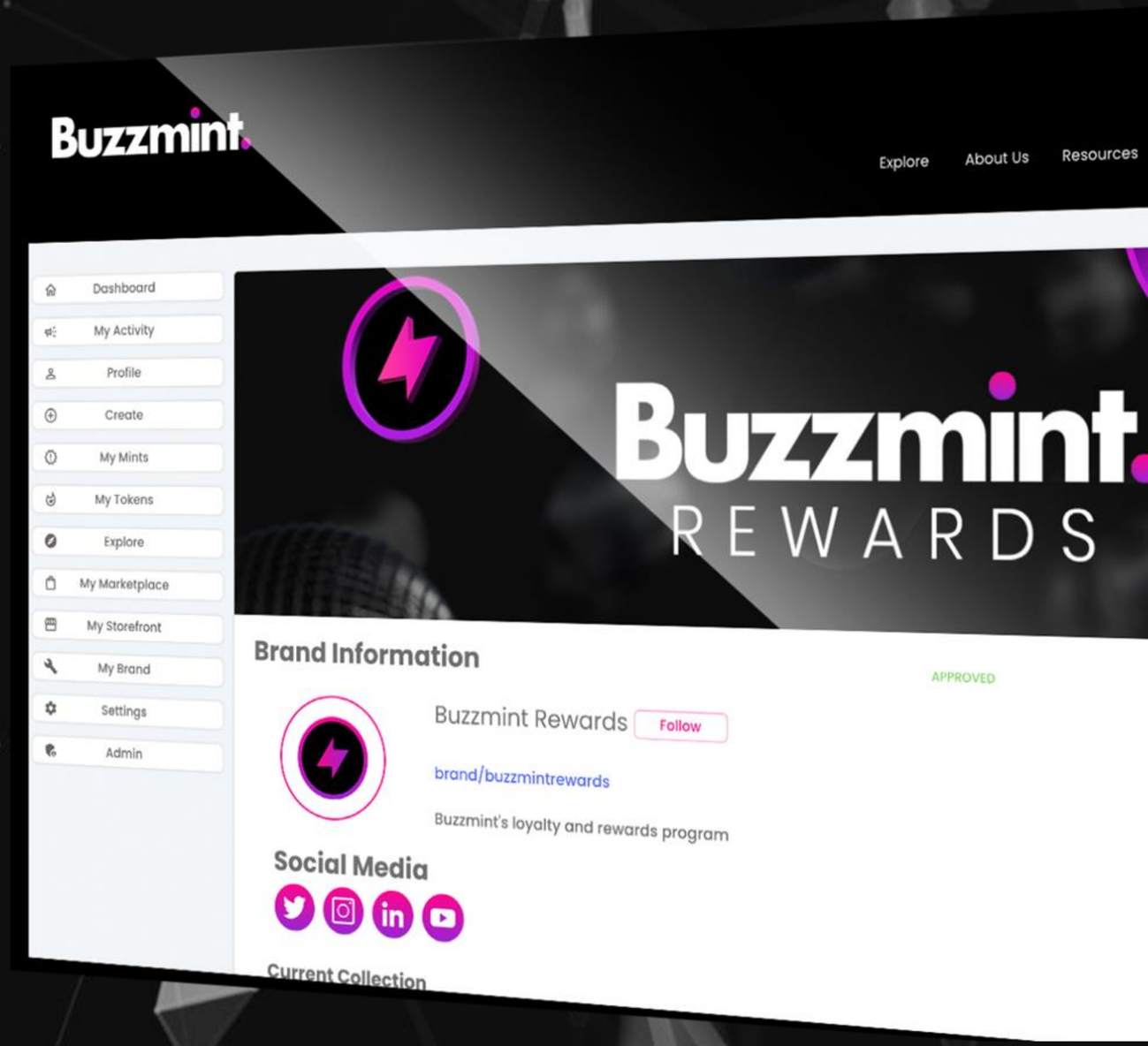
Do you own your digital self?

Buzzmint.

Who is Buzzmint?

A Web 3 agency & enterprise level SaaS based platform that allows businesses and creators to quickly and easily deploy Web 3 token products of purpose and value!

- New digital experiences
- Community growth
- Engagement
- Collaborative Web3 projects
- Establish new business models

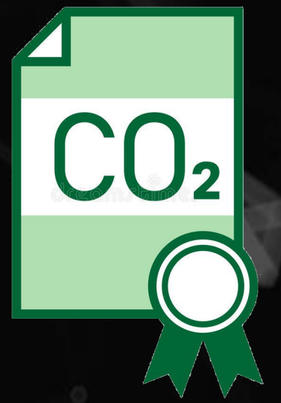


OUR WEB 3 FOCUS

COMMUNITY

BUSINESS & BRANDS

GOVERNANCE



Buzzmint.

Web 1

Read Only

Web 2

Read & Create, Tech Giant Domination

Web 3

Read, Create & Own through tokenisation

Buzzmint.

What is a Token?

Buzzmint.

It is a tamper proof, digital unit or asset held on the blockchain which can only ever belong to one person at any one time.

Buzzmint.

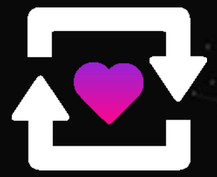
Who is using Web3

and many more...

Buzzmint.

Token Examples

Access Tokens

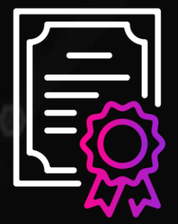


Loyalty & Rewards

ESG Actions

Vouchers, physical goods

Ownership & Licensing of content



Governance and Certification

Buzzmint.

Web3.0 Ownership

Web2 relies on social media sites to store, distribute, and benefit from content.

Web3, however, allows businesses and people to utilise tokens to build connected communities and to incentivise community participation.

Buzzmint.

Web3.0 Collaboration

Web3 and tokenisation allows organisations, group and communities of any size to collaborate and become directly connected not reliant on big tech platforms.

Each Web 3 project belongs in equal measure to the people involved and not on single entity.

Buzzmint.

Web3.0 Opportunity

Web 3 works like Lego blocks, where every part can be interconnected and reused.

This paves the way for leveraging existing projects to unlock something new, making it easy to generate innovative new projects with real value.

Buzzmint.

What does this mean for the tourism industry?

Buzzmint.

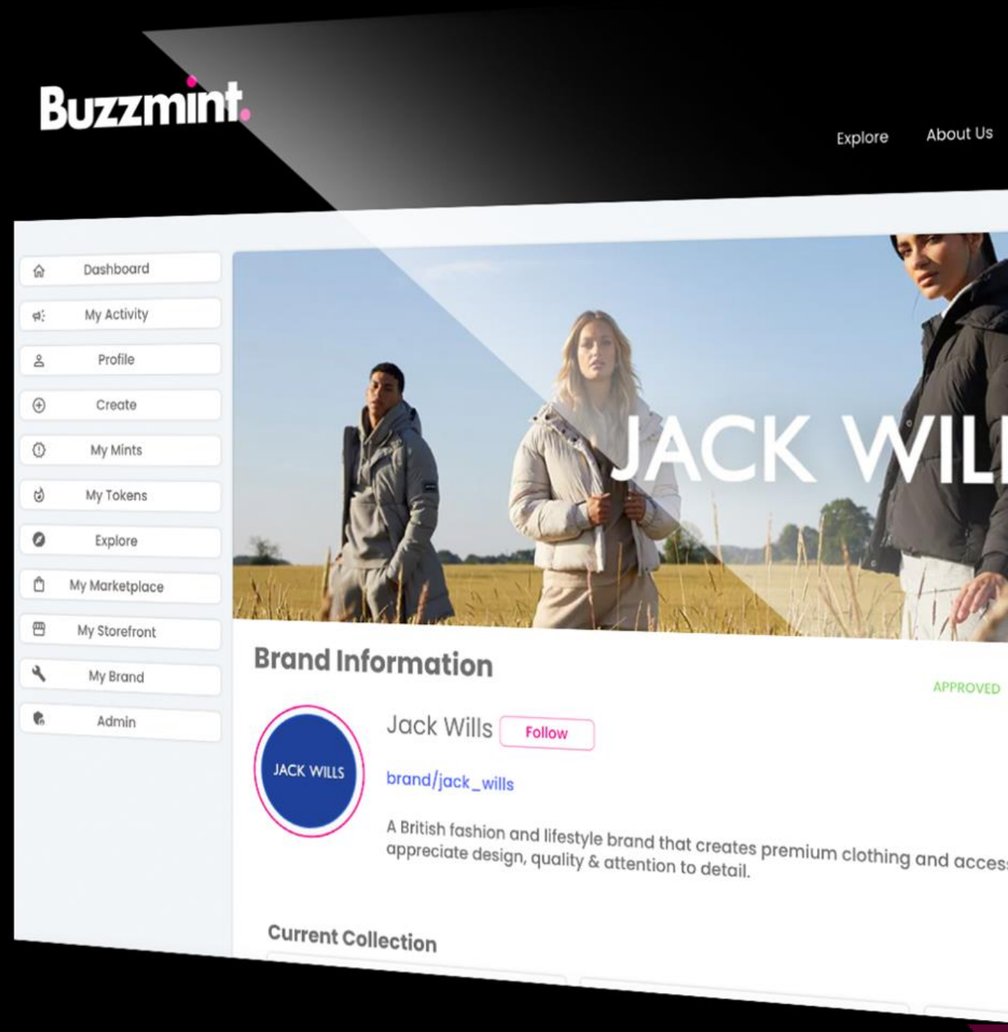
Web3 & Tourism

- Redefine Loyalty Programs
- Provide Unique Travel Experiences
- Create active engagement

Buzzmint.

So what do we provide?

A platform for communities and businesses to quickly and easily create Web 3 token projects which help them connect, grow and generate new revenue streams and future proof their digital engagement.



What does Buzzmint deliver?

- A fast and easy to set up brand area
- Simple single, multiple or utility digital asset creation
- Fully customizable storefront that is integratable with brand websites
- Full analytics on activity
- Ability to market Projects
- Enable ‘digital twin’ with physical goods
- Unlock benefits via smart contracts
- Low financial risk vs large gains

Buzzmint.

Example - Jack Wills

Jack Wills customers buy JW Club token which gives them access to private sales, discounts, events and competitions throughout the year. There can be different tiers of membership

CLUB JACK WILLS

CLUB JACK WILLS

SKI SQUAD JACK WILLS

Members get rewarded via 'Airdrops' - tokens that can be redeemed like events, tickets, meet + greets and comps. All dropped into their BM wallets.

Builds a bigger and stronger community for Jack Wills. Members feel like they are closer to the brand and can interact more than they could ever do before...

Buzzmint.

Lapada

- Digital twin tokens of membersart/antique
- Proof of authenticity certificates
- Exclusive LAPADA community token
- Access to exclusive gated community

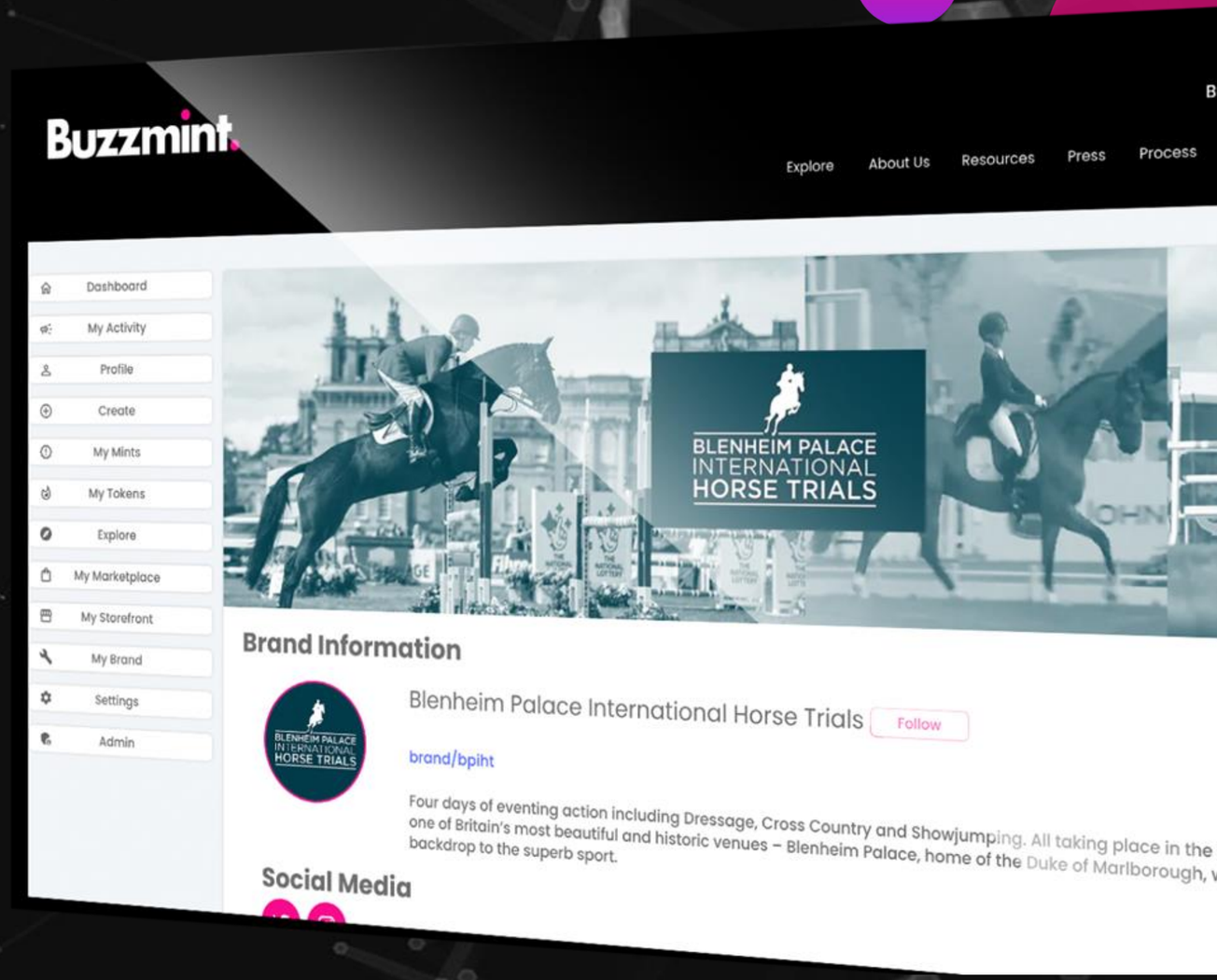
LAPADA

THE ASSOCIATION OF
ART & ANTIQUES DEALERS

Buzzmint.

Blenheim Palace

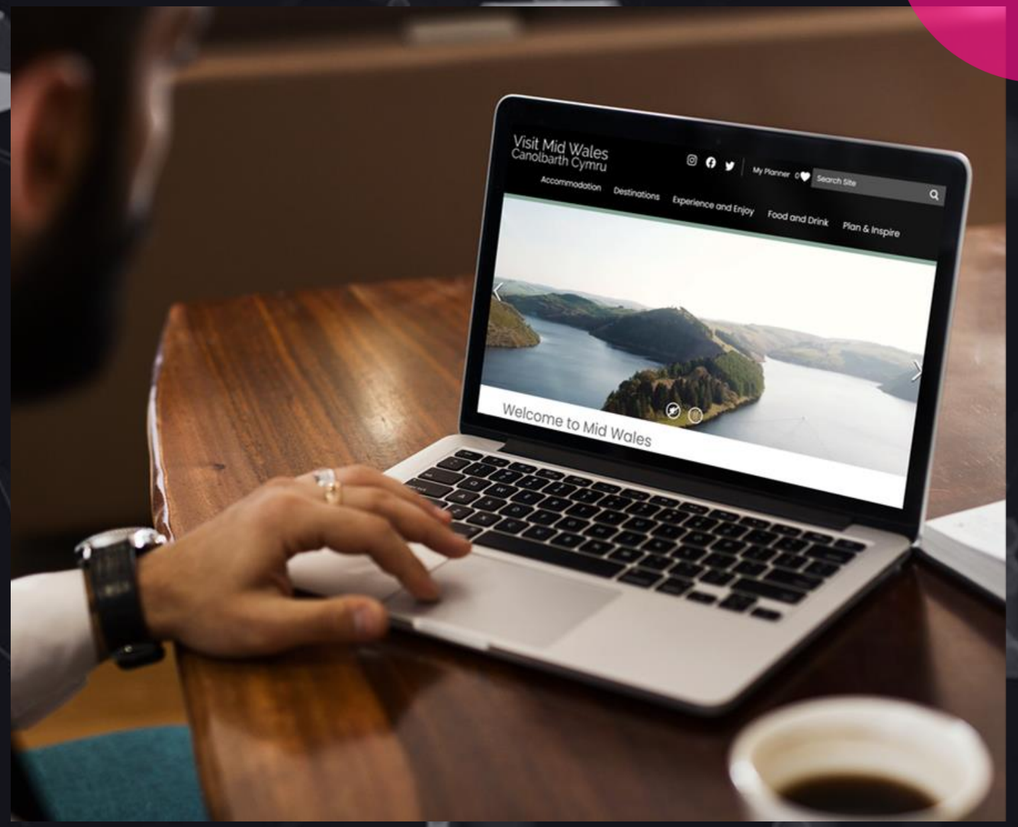
- Plant 200K Trees
- People purchase a tree token
- Token gives them access to BP
- Token becomes a ticket
- Counts to carbon offsetting & verification of ESG actions



Buzzmint.

Finally, a platform that provides..

- Siloed Tourism Businesses with comprehensive cross-promotion
- A scalable community loyalty and rewards program
- The ability to cost-effectively create connected communities beyond ‘Big Tech’ platforms
- The means to direct ‘tailored’ marketing initiatives to visitors to Wales
- True marketing gamification
- The ability to cross promote and build cross border communities and tourism providers



Buzzmint.

The businesses that will **win tomorrow** are those that invite their **audience in to contribute and play active roles within their community**.

Buzzmint.

This is what Web 3 does!

Buzzmint.

Introducing MWT's new community centred tourism project

Funded by UK Government

Powys

Tyfu Canolbarth Cymru Growing Mid Wales

MWT Cymru

Meet the project team.....

Zoe Hawkins | Project Lead
Guy Edwards | Project Manager
Jo Lewis | Project Co-ordinator (North Powys)
Project Co-Ordinator (South Powys)

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Canolbarth Cymru

Community Centred Tourism:

A loyalty & rewards token platform for Mid Wales Towns & Local Communities

Guy Edwards – Project Manager

Welcome to the Mid Wales Token

Our local community loyalty scheme will provide a foundation stone (or token!) to build stronger partnerships, positively enhance the visitor experience and encourage repeat visits.

And it would be a UK first!

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Imagine a new way to **add real value, encourage and reward customer engagement**

Improve **customer retention** and **loyalty** through **new thinking** and **technology**

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Canolbarth Cymru

The Mid Wales Token Project

- MWT awarded UK Shared Prosperity Funding (SPF) to develop an innovative rewards and incentives platform for local communities in Powys.

- The platform will support local community businesses in Mid Wales, MWT Members and ultimately visitors to Wales with access to rewards and benefits, enhancing town centre footfall, overall experience and encouraging repeat visits.

- MWT use expertise to help facilitate collaboration, partnerships and connections with local businesses, communities, tourism and towns across Powys.

- Gain valuable insights and learnings that could be applied to other towns in Wales

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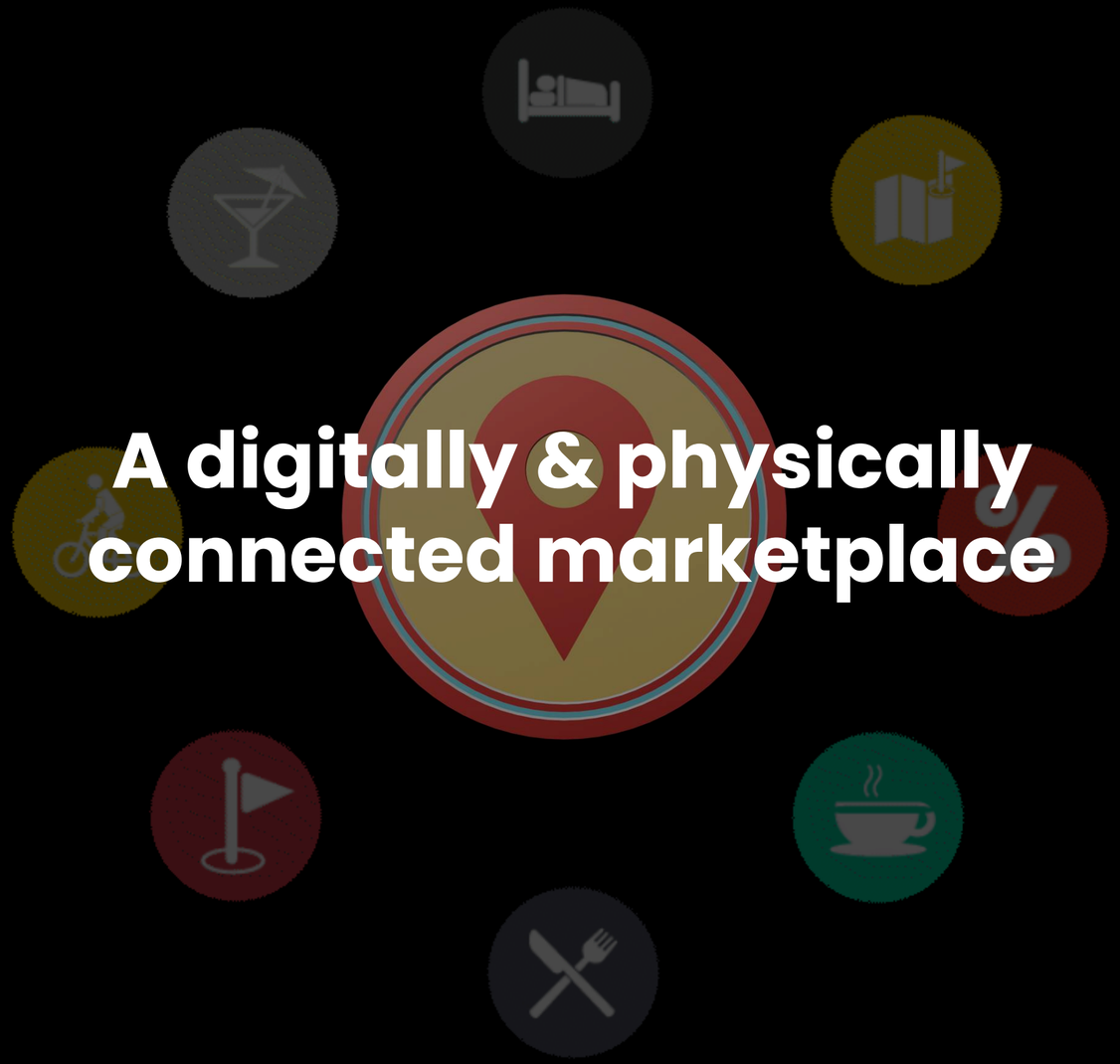

A digitally & physically connected marketplace

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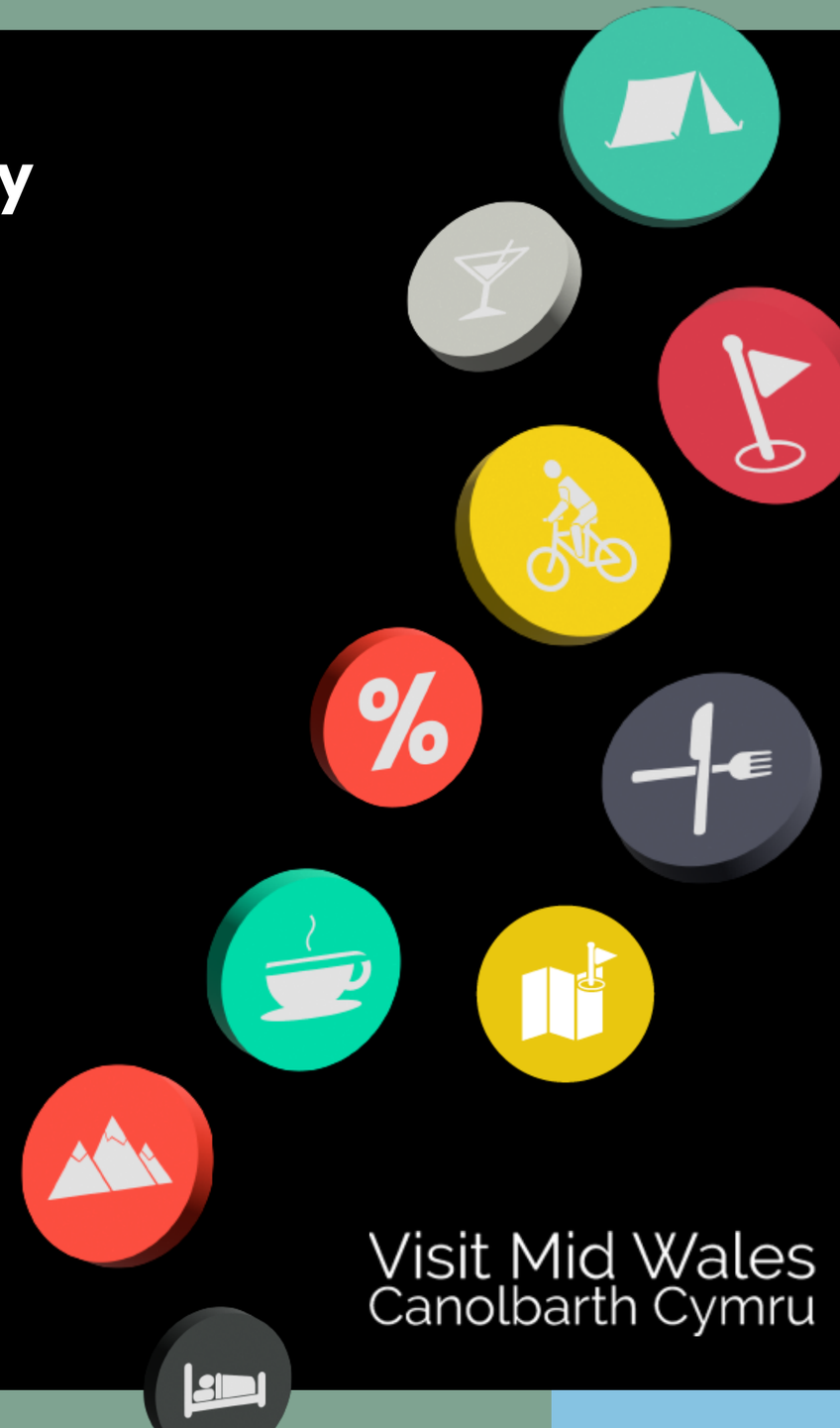
Canolbarth Cymru

Challenges facing towns & local businesses today

- Consumers are prioritising low price and/or convenience
- The loss of independent shops and local businesses
- The growing dominance of big chains
- Additional business challenges and priorities
    - Decreasing footfall / occupancy / revenue / guests
    - Decrease in direct trade and spend or bookings
    - Increase in costs, overheads, and cost of living
    - Marketing, advertising, Instagram or Facebook Groups
    - Improving customer engagement, loyalty and retention



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What are we looking to achieve?

- Connect businesses directly to their customers and prospective customers
- Enable businesses to offer a simple, intuitive and easy to use loyalty and rewards scheme
- Drive footfall back into town centres, give something of value?
- Enable businesses of any size to airdrop timely rewards and offers directly into the wallets of their customers
- Gamify local shopping, make it fun, ideas to spend your time?
- Be able to create tickets and sell or distribute them immediately through a marketplace / noticeboard / store front
- Feel part of a community that’s connected at incredibly low cost

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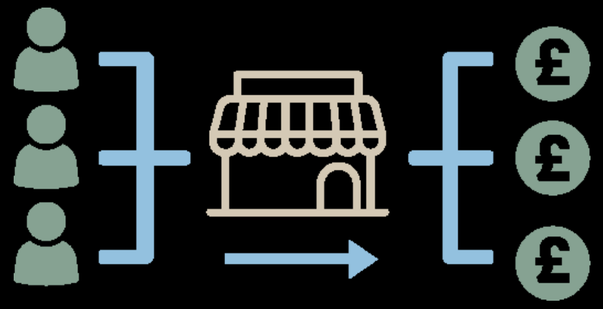
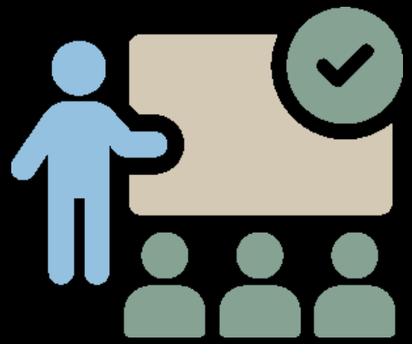
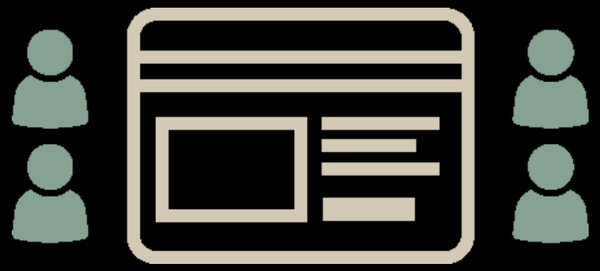
Our Approach



MWT has appointed a project team who will work with local businesses and groups



MWT Cymru will provide ongoing guidance, support and marketing



Adopting a collaborative approach to help participants maximise the benefits

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Canolbarth Cymru

Our Approach Stage 1 - Engage with businesses

On-board Local Businesses

- Present the project and model
- Lock down ‘always on’ rewards
- Build a ‘shopping list’ of rewards
- Build partnerships with tourism operators
- Agree cross marketing promotion

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Our Approach Stage 2 - Partnering with tourism companies

On-board Tourism businesses

- **Accommodation providers:**
  This includes hotels, bed and breakfasts, holiday cottages, caravan and campsites.
- **Activity providers:**
  Such as adventure sports, water sports, and hiking tours.
- **Tourist attractions:**
  This includes museums, historical sites, and theme parks.

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Our Approach Stage 3 - Marketing to consumers

On-board Local Communities

- Launching Beta version - ‘free’
- Marketing the project and programs
- Promoting the benefits to strategic partners
- Measuring the success of the program
- Involving all community stakeholders

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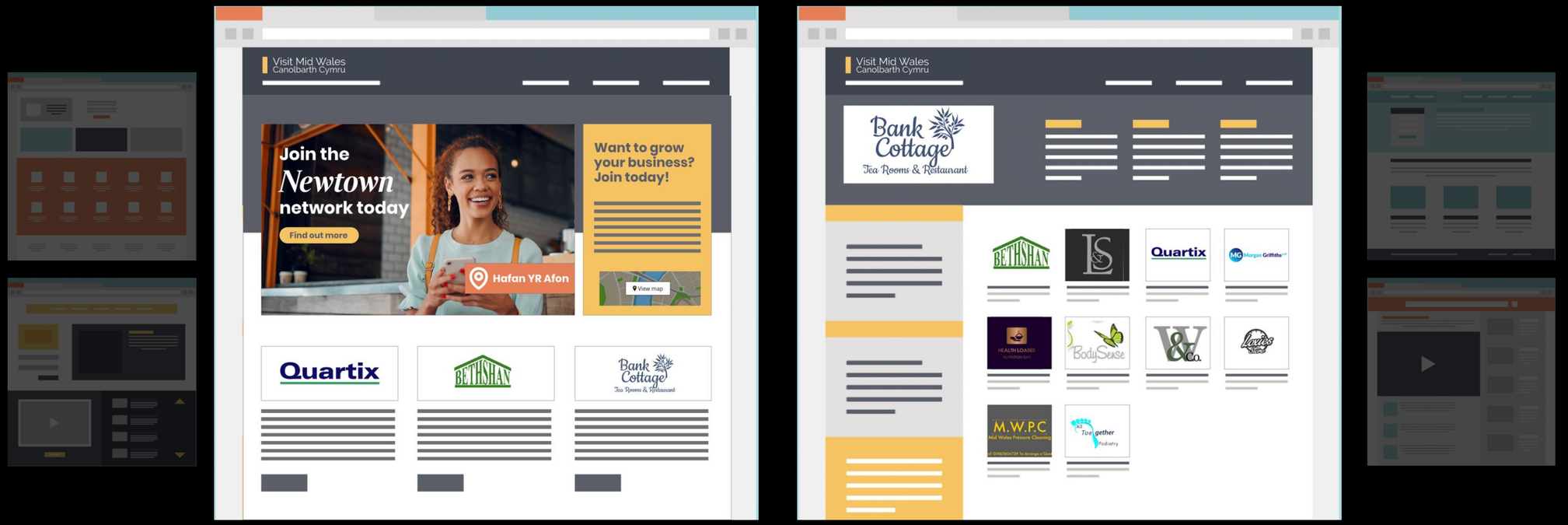
How it works
The Mid Wales Token Platform

Visit Mid Wales
Canolbarth Cymru

Platform For Businesses

B2B Site for suppliers to manage their account
Creating tokens and rewards



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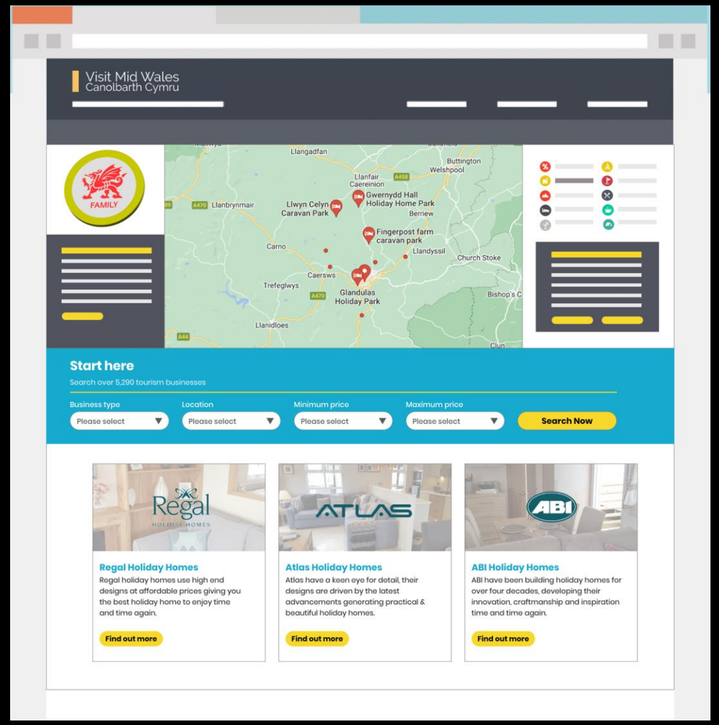
Website for Consumers

Consumer website to attract new customers



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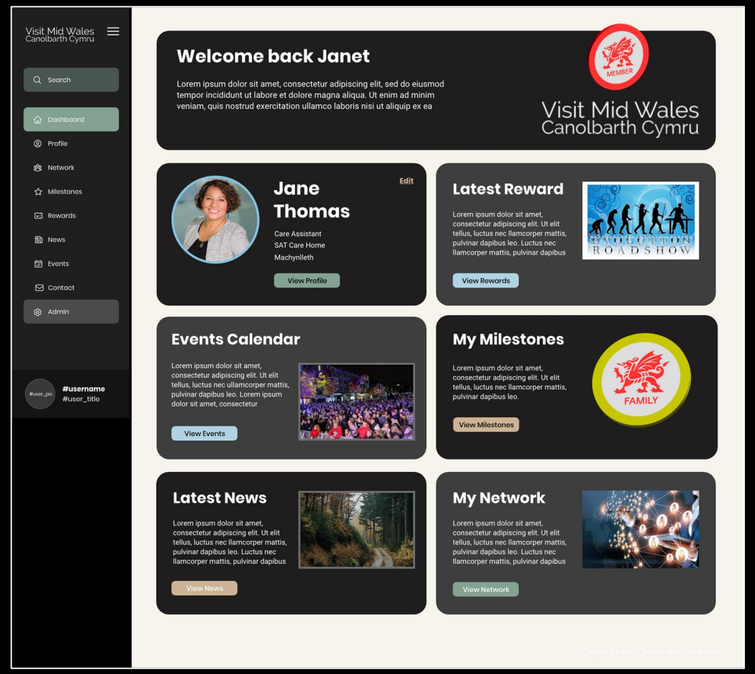
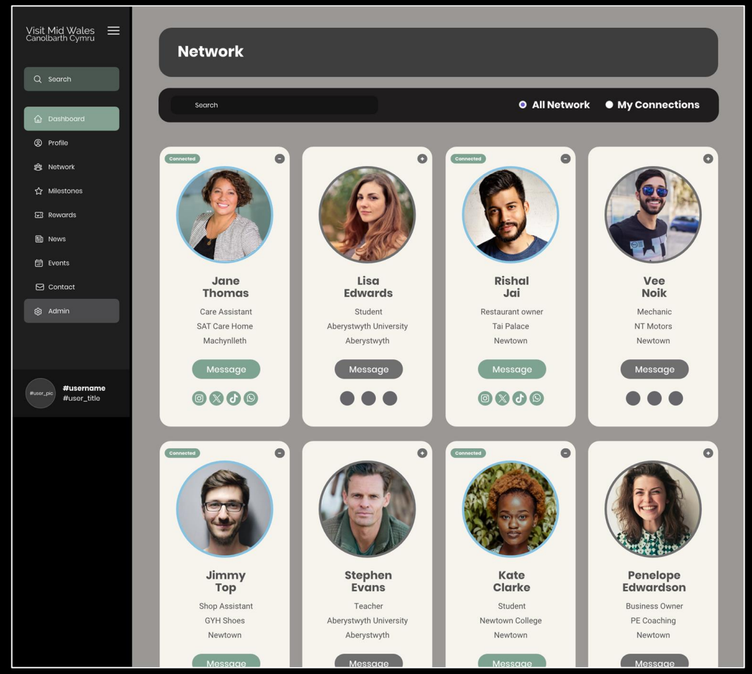
Portal for Individuals

Access to a Portal and community





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Summary of benefits from using the Token Platform

Tokenisation can facilitate many benefits

- Personalised offers, incentives & vouchers
- Cross-business promotion
- Active community engagement & sharing
- Supporting and enhancing local tourism
- Local causes and initiatives
- Encouraging civic participation and collaboration
- Encouraging and promoting healthy lifestyles
- Encouraging local shopping and supporting businesses
- Enhancing education and skills development
- Promoting sustainable practices

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