

MINUTES TO BRECON BEACONS TOURISM

19th SEPTEMBER 2017 – PETERSTONE COURT

Attendees:

Laura Thomas (Executive Director BBT), Victoria Parry (BBT), Emily Brookes (BBT) Andrew Fryer (BBT Chair , Carol Williams (BBNPA), David Elsmere (Business Wales) Ian Thomas (Tour Guide), Dianne Worrell –Way2goadventures, Vic Warren , Catia Reselo (Researcher at Cardiff University) , Haydn Jones (Tregoyd Mountain Riders),Bridget Morgan (Winnies Hayloft), Lewis Gwyther(Theatr Brycheiniog), Tracey Evans (Swan Meadow Holiday Cottages) , Sam Dodd Abergavenny (Abergavenny & District Tourist Association), Jackie Godfrey (Bookish), Kayt and Hugh Cooper (The Coach House Brecon), Marjorie Bennett (Garn-y-Skirrid), Sarah Whitticase (Visit Hay), Mike Richards (Ambassador), Rob Rees (Exploring Mid Wales), Jacqui Bult (Elderflower Cottage), Ruth Christopher (Holt Farm Holidays) Jones Valerie Davies (Abersycir Coach House) ,Carl Shaw (Dan-yr-ogof),Amanda Phelps Barnett (Argoed Barns), Christine Crockford (Ty Helyg Guest House), Emma Harrison (Star Bunkhouse), Sheila Jenkins (Cantref Coach House), Hilary & Mark Davies (Glanpant), Julie Bell (Felinfach Griffin), Carolyn James (Brecon Beacons Holiday Cottages), Elaine Morgan (Welsh Venison Centre & Beacons Farm Shop)

Apologies:

Mary Davies (Pyscodlyn Farm), Kevin Walker (Mountain Activities), Colin Evans (Cantref Farm) Sue Macgill (Basel Cottage), Cari Evans (Muddy Boots)

BBT UPDATE

Laura gave an update from Visit Wales that international travel to Wales is on the increase – with Visit Wales announcing that trips to Wales in 2016 were up nearly 11% compared to the year before, with visitor spend increasing by 8% in the same time period.

This is the first time since 2008 that Wales has attracted over a million international visits, while these are the highest spend figures ever recorded for Wales

Year of the Sea 2018 roadshows these will take place at various venues across [wales](#).

The latest Wales Tourism Business Barometer results show that a strong majority (87%) of businesses that serve food and drink to their customers say that they offer Welsh produce.

Laura informed the Members of the [Welsh Government Food Tourism Toolkits](#) These can help businesses develop a better customer experience.

Get involved in VisitBritain's "Join the World" domestic campaign **Join the World**. Promote your business through this new campaign by sharing any relevant content, aimed at the 18-34 year old UK audience, with VisitBritain and use #LoveGreatBritain and #LoveUK on your social posts.

PR Company Hills Balfour , they have delivered six successful press trips. Also feed any PR activity, updates, events or news to email TradeNews@breconbeacons.org. Laura gave an update on how successful the blog posts, Instagram and Facebook have become.

Laura also informed Members of how successful the leaflet distribution service can be and how Members can receive 25% discount. The new Map and Guide 2017/18 is now being distributed to Members.

Brecon Beacons National Park training and Ambassador Dates – email Carol Williams to book

Dates for you Diary

7th November Baskerville Hall Hotel, Clyro

Gala Dinner 30th November at The Manor Hotel Crickhowell

Laura Thomas Presentation – [Click Here](#)

Lucy Von Weber- Visit Wales Funding Opportunities and The Wales Way

Lucy Von Weber explained to the Members about the Wales Way Project.

This will be a suite of tourism routes with international appeal launching in late 2017.

The Wales Way will be a family of three routes that emphasise experiences rather than simply the journey from A to B i.e. the routes will encourage visitors to stop and visit product/areas along their way. The core routes are the A55 intersected by 2 vertical tourism routes covering the A470 and the A487.

Official titles for the 3 principal routes are:

- A55 – The North Wales Way
- A487 – The Coastal Way
- A470 – The Cambrian Way

She also announced that there is no funding support attached specifically to The Wales Way. She expected that organisations will take up opportunities afforded by the range of funding schemes already in place to assist them in product development.

Full details on existing support schemes can be found at

<https://businesswales.gov.wales/zones/tourism/finance> and these include:

- Regional Tourism Engagement Fund (RTEF).
- Tourism Product Innovation Fund (TPIF)
- Tourism Investment Support Scheme (TISS)
- Tourism Amenity Investment Support (TAIS)

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Laura announced that Brecon Beacons Tourism will be holding Funding Workshops to assist members in applying.

Lucy Von Weber Presentation- [Click Here](#)

David Elsmere- Superfast Business Wales

David Elsmere from Business Wales gave a presentation about the project. This a funded Welsh Government service aimed at helping SME businesses adopt and exploit digital technology to help grow their businesses in Wales.

This is a five year programme which tailors each individual business needs and helps them with an action plan and recommendations.

David Elsmere Presentation- [Click Here](#)

Presentation from The Angel Hotel

Daniella who is the Sales Manager gave Members an insight about The Angel Hotel. She informed the meeting that last year they won AA Hotel of The Year Wales 2016/17. Also the hotel is the focal point for the town. It is a privately owned family run business and has been completely refurbished over the past 14 years. The hotel offers a 5 star service with 32 ensuite rooms, 3 meeting/event spaces, catering for up to 150 guests with free car parking and complimentary wife. The sister establishment 'The Walnut Tree' is a Michelin starred restaurant, nearby. And also they have very recently opened The Angel Bakery, next door.

Presentation-[Click Here](#)

Date of Next Meeting

7th November Baskerville Hall Hotel, Clyro