



POWYS PUBLIC SERVICES BOARD

Step 9	Undertake market research and establish an effective infrastructure to support active enjoyment of the environment and adventure tourism.
PSB lead	David Powell
Partners involved	Welsh Government Visit Wales
Scope of the step What needs to be done to deliver the step?	<p>Tourism is one of the key outcomes of Vision 2025 which the Authority wants to focus on.</p> <ul style="list-style-type: none"> • Tourism and leisure based activity and attractions will increase <p>We will monitor the economic value of tourism to the economy of Powys, focusing on: -</p> <ul style="list-style-type: none"> • An increase in tourism income measured via the STEAM data categories: - <ul style="list-style-type: none"> ○ Visitor Numbers ○ Visitor Days ○ Total economic spend ○ Average spend per visitor day • By 2021 the number of visitors to the midwalesmyway.com website will increase from 15,867 to over 17,500 per year
Where are we now? Current position, knowledge, information	<p>Tourism is a significant measure as we know that Powys is attractive to tourists with tourism currently making a large contribution to local economies especially in terms visitor accommodation, food and drink and events. Those in the county working in the tourism industry have shared their view that we need to promote the area so tourists return for future visits, visit out of main season and tourism promotes the local identity and positive uniqueness of the area.</p> <p>Tourism is one of the priority business sectors we want to support and grow. We will continue to develop a strategic tourism offer and strategy that is focused on: -</p> <ul style="list-style-type: none"> • Current tourism work programme focussed on promoting and developing the County's tourism offer, in 4 destination partnership areas: - • Marketing activity – digital and traditional media channels using Mid Wales My Way visitor branding • Event support and development with the potential to promote Powys as an “Events County” • Destination development, including the delivery of specific projects and external funding to improve the tourism offer. • Opportunities for improved co-ordination, prioritisation of resources and sharing best practice



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<p>Activity to date</p> <p>What has been done already?</p>	<ul style="list-style-type: none"> • Contributed to Growing Mid Wales regional economic action plan development • Ongoing support for Brecon TC in opening volunteer run visitor centre in Brecon – opened end of May 2018 and reused considerable amounts of former TIC equipment and displays • Support for Y Gaer stakeholder and communications groups • Urdd Eisteddfod planning meetings, and successful delivery of tourism presence at May 2018 event • Attended Volva Ocean Race in Cardiff Bay (3rd June) to promote Mid Wales My Way in partnership with Visit Wales • Approval granted by Visit Wales for 3 Sisters RTEF project – grant of £95,000 revenue for Mid and North Powys Destination in partnership with Ceredigion CC • TAIS Visit Wales fund - EOI for Wales Way infrastructure development project (£160k capital) submitted in May, and invited for full application in July 2018 • Attended Powys CC Strategic event meeting - 9th May 2018, and supporting Greg Thomas in developing Powys Event Strategy – ongoing work • Team catch ups with Countryside Services – 11th April & 2nd July – C/S assisted in the development of the Wales Way TAIS project • Wales Road Race meeting to discuss event promotion for 2019 – 10th April 2018 • Attended Mid & North Powys Destination meeting – 16th May 2018 • Attended Brecon Beacons Destination officer group – 13th June 2018 • Attended Mid Wales Tourism Forum Meeting - 20th June 2018 • Planning and staffing Tourism & Regeneration presences at RWAS Spring Fair (May 19th – 20th) and Royal Welsh Show (23rd – 26th July) • Marketing, staffing and event management support for Armed Forces day, 8th July
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<p>Activity for coming 3 months</p> <p>What do you plan to do?</p>	<ul style="list-style-type: none"> • Questionnaire to go out to all authorities to identify all events they are carrying out • Questionnaire to go out to event organisations • Continue to collect information from Council Members to produce a list of all the events they know of that occur in their wards • Next Events Working Group meeting scheduled for the 10th September • Promotion of Major Event, Tour of Britain cycle Race – Stage 1 route through south Powys on Sunday 2nd Sept. Partnership marketing with Sweetspot (Tour organisers) Welsh Government Major Events Unit, Carmarthenshire County Council and Newport City Council • Mid Wales My Way visitor facing digital marketing activity, online and via key social media channels • Working with Blas Cymru on a Wales Way food project, identifying high quality food producers / outlets along the Wales Way corridors in Powys • Attend the Mid Wales Regional Tourism Forum in Lampeter (21st September 2018) • Implementation of the current Visit Wales RTEF funded project (value £115k), which includes a new 'Race to the Sea' challenge event (27th October 2018) in partnership with Ceredigion County Council and other Mid Wales destination partners • Planning for Regen / Tourism presence at the Winter Fair • Attend the autumn Destination partnership meetings / forums to support destination development initiatives across Powys
<p>Barriers</p> <p>Is something/someone getting in the way?</p>	<p>Not in current financial year, but forward planning is increasingly difficult due to budget / resource uncertainties.</p>