PRESS RELEASE FROM LAKE VYRNWY TOURISM

(FORMERLY THE LAKE VYRNWY MARKETING ASSOCIATION)

FOR IMMEDIATE RELEASE - NO EMBARGO

Bumper year expected for Lake Vyrnwy tourism.

Amid months of increased enquiries and bookings, businesses in Mid-Wales are being urged to become part of the Lake Vyrnwy Tourism group (LVT - marketing the Vyrnwy, Cain and Tanat valleys) to help get their names out there in time to make the most of the summer.

Lake Vyrnwy Tourism’s chair, and Managing Director of the Lake Vyrnwy Hotel, Anthony Rosser, says he’s expecting a bumper year, with some of the best advance booking numbers for the past 30 years.

He says he believes it’s linked to the end of COVID restrictions.

“2022 continued the great rush to the countryside following the lockdowns of the pandemic.

“Finding solace in nature, and inspiration and peace in the great outdoors seems to have become a phenomena, and Lake Vyrnwy is the perfect place; under an hour from the motorway but a million miles from anywhere.”

Lake Vyrnwy Tourism is made up of a number of businesses including accommodation providers, cafes and activity companies, but it’s hoped it could also be so much more, with anyone including local artists and sole traders also encouraged to join.

“Membership is not just for “tourism” businesses, but for all who work with, serve, welcome and trade with all the myriad of people who do us the privilege of spending their leisure time (and hard-earned cash) here in beautiful mid Wales - and especially Lake Vyrnwy and surrounding communities” says Mr Rosser.

Members of the group are listed on the online directory, have the opportunity to feature on the ever-increasing social media activity, and get the chance to get together for joint marketing.

The group is a corporate member of Mid Wales Tourism (MWT), so everyone who’s signed up gets access to wider regional marketing, and benefits from a range of support options from MWT.

But Mr Rosser says everyone on board also gets their voice heard at higher levels of governance - all the way to the Senedd.

“From a policy and lobbying perspective, we have formal links with local Government, and representation at national level through the Mid Wales Tourism Forum, which in turn feeds directly to the policy and decision makers in Cardiff.”

Bethania Adventures is a family-run boating company based on the shores of the lake.

Kim Lippitt, who’s part of the management team, says they’re expecting another great season.

“Over the past couple of years we have seen a massive upswing on people wanting to get out on the water.

“Paddleboarding is the new 'it' sport and its popularity has grown massively.

“Couple that with the amazing scenery, warm welcomes and numerous activities and this keeps people coming back multiple times a year, year after year.”

She’s part of Lake Vyrnwy Tourism, and says the idea is they can all help each other out.

“We believe strongly that through cross promotion we can help Lake Vyrnwy tourism to grow and be beneficial to everyone with a business in the Vyrnwy valleys and beyond.

“People always ask us at the boathouse where they can get a drink? A coffee? Or where can they stay or have a meal? We will always point them in a local direction and this is what Lake Vyrnwy Tourism aims to do on a bigger scale!”

As a special offer and to really kick start Lake Vyrnwy Tourism once again, ALL new and existing members will get FREE membership for 2023 - worth £50!

For more information about Lake Vyrnwy Tourism, or to join the group, please get in touch with one of the team by emailing lakevyrnwytourism23@gmail.com

ENDS

If you would like to speak to Anthony Rosser for further quotes, please email anthony@lakevyrnwy.com or call the Lake Vyrnwy Hotel And Spa on 01691 870692.

All attached photographs can be used, with attribution to Lake Vyrnwy Tourism.