

MWT Cymru

Five star restaurant with rooms triumphs at the Mid Wales Tourism Awards

Immediate: October 21, 2019

A contemporary Welsh restaurant with rooms in Aberystwyth, which opened for business in 2007, won the award for Best Guest Accommodation at the inaugural Mid Wales Tourism Awards.

Gwesty Cymru collected the accolade, sponsored by NFU Mutual, at a glittering awards ceremony held at The Hafren, Newtown, which was attended by Deputy Minister for Culture, Sport and Tourism, Lord Elis-Thomas. Compere was Welsh tourism personality Jonathan Jones, CBE.

The business goes forward to represent Mid Wales at the National Tourism Awards for Wales in March 2020.

Designed to celebrate and showcase the region's exceptional tourism industry, the biennial awards were organised and managed by MWT Cymru on behalf of Mid Wales Tourism Forum and supported by Visit Wales, the Welsh Government's tourism arm. A dedicated Tourism Awards Advisory Group was established specifically to assist with the awards.

Huw and Beth Roberts, owners of Gwesty Cymru, said: "We are absolutely delighted to win this award which is recognition of all the staff who have worked with us over the past 13 years, especially those who are still with us. They have made it possible for us to develop as a business.

"The award means so much to us. It's a hard business to be in, you have to work so hard to get the rewards and recognition. This makes it all worthwhile."

Gwesty Cymru was opened to provide a platform for celebrating Wales, the Welsh language and Welsh talents including food, furniture, poetry, art, style and service, thereby providing the visitor with a true sense of place.

The business has eight rooms and a seafront dining restaurant located at the centre of Aberystwyth's Victorian promenade, with spectacular views overlooking Cardigan Bay.

Having achieved a Visit Wales five-star grading for the past 12 years, Gwesty Cymru has held the Visit Wales Gold Business Award since 2010 and won numerous other awards, including Ceredigion Best SME. The business has also been commended in the National Tourism Awards for Wales.

Recommended in the Michelin Guide, The Good Hotel Guide and Harden's Restaurant Guide, the business has a five-star Food Hygiene rating.

The restaurant thrives on locally sourced produce, served to customers by staff focused on providing a genuine warm Welsh welcome

Huw and Beth have transformed a B&B, which employed four people to a restaurant with rooms employing 24 people. In-house training is key to continuity in each area of the business, with staff encouraged to fulfil their potential. Most senior managers/supervisors have been nurtured and developed internally.

Gwesty Cymru actively engages on social media to connect with the tourism industry locally and internationally, attracting visitors from Switzerland, Germany, Denmark, Spain, America, Canada and across the UK.

Runners up for the award were The Royston, Llanbrynmair and The Nags Head, Garthmyl.

Granted an Awards Trust Mark by the Independent Awards Standards Council, the awards were open to all businesses, organisations and individuals who contribute to tourism within Mid Wales.

MWT Cymru is the regional destination marketing and membership organisation for Powys, Ceredigion and Meirionnydd district of Southern Snowdonia. As a not-for-profit social enterprise company, MWT Cymru supports and represents more than 550 tourism businesses and organisations across the region.

Picture caption:

Huw, Beth and Nerys Roberts from Gwesty Cymru, Aberystwyth, receive the Best Guest Accommodation Award from Cathy Davies of sponsor NFU Mutual at the Mid Wales Tourism Awards held at The Hafren, Newtown.

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