Welshpool Town Council, The Vicarage Gardens, Welshpool, Powys, SY21 7DD
Tel: 01938 553142 Email: office@welshpooltowncouncil.gov.uk

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Author	Kimberly Wright Events & Markets Manager
Title	Bedroom Browser 2027-2028
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OFFICERS RECOMMENDATION

To consider booking a quarter page advertisment in the MWT Bedroom Browser for 2027/28 at a cost of £425.

1. Purpose

1. To consider advertising Welshpool Town Council and Welshpool as a destination in the 2027/28 Bedroom Browser, produced by MWT Cymru.

2. Background

1. The Bedroom Browser is an A4 landscape brochure designed for placement in guest bedrooms, holiday cottages and accommodation establishments throughout Mid Wales. It is produced annually and distributed to MWT Cymru accommodation members ahead of the Easter season, providing year-round visibility to visitors staying in the region.

3. Benefits

1. The Bedroom Browser offers several benefits to Welshpool Town Council, including:
    1. Year-long exposure – the brochure remains in accommodation establishments throughout the main visitor season and beyond.
    2. Targeted audience – advertising reaches visitors who are already staying in Mid Wales and actively looking for things to do and places to visit.
    3. Wide distribution – the Bedroom Browser is distributed to thousands of accommodation businesses across the region.

4. Proposed Advert

1. It is proposed that the Town Council considers a quarter-page advert promoting Welshpool as a destination inline with the Visit Welshpool brand. The advert will be include places to visit, things to do and more.

5. Costs

1. The quoted rates for the 2027/28 Bedroom Browser are as follows:
2. Leaflet Insert – 6,100 leaflets = £540 + VAT
3. Quarter Page – 135mm x 95mm = £425 + VAT
4. Half Page – 135mm x 200mm = £645 + VAT
5. Full Page – A4 Landscape = £1,265 + VAT
6. Inside Front/Back Cover – A4 Landscape = £1,430 + VAT

6. Recommendation

1. To consider booking a quarter page advertisment in the MWT Bedroom Browser for 2027/28 at a cost of £425.

7. Decision

1. To resolve to adopt the recommendations as above.