



2025 / 2026

# Membership Prospectus



**Mackay Isaac**  
Tourism





# Welcome to Mackay Isaac Tourism

Mackay Isaac Tourism (MIT) is the official Regional Tourism Organisation (RTO) for the Mackay and Isaac regions. We lead the promotion of our diverse landscapes—from rainforest to reef, hinterland to heritage towns—through strategic marketing, digital storytelling, and visitor servicing. With a growing digital presence and strong industry partnerships, we’re inspiring more travellers to explore our region, stay longer, and discover everything in between.

## Our role as a Regional Tourism Organisation

- At MIT we..
- Promote the Mackay Isaac region through strategic marketing and digital storytelling.
  - Support tourism operators with training, insights, and development opportunities.
  - Advocate for our industry at local, state, and national levels.
  - Connect visitors with trusted information through our Visitor Information Centres in Sarina and Mackay.

Together with our members and partners, we’re building a vibrant, visitor-ready region that’s ready to welcome the world.

## Meet the MIT Team



**Jeff Stewart-Harris**  
CEO



**Tamara Griffiths**  
Corporate Services  
Manager



**Nadine Lorenz**  
Manager - Visitor  
Services & Membership



**Emmagen Mula**  
Manager - Tourism  
Operations & Development



**Chloe Remfrey**  
Tourism Officer



**Andrea Busiko**  
Engagement Officer



**Seba Kaigey**  
Visitor Information Centre  
Booking Agent



# Testimonials –

## Don't Just Take Our Word for It

“

Joining Mackay Isaac Tourism has been one of the best decisions we've made since launching Nautical by Nature. As a brand-new operator, entering the tourism space was exciting but also daunting — and from day one, the support from the MIT team has been invaluable.

They've welcomed us into the industry with open arms, connected us with the right people, and helped us amplify our reach through genuine collaboration and shared goals. From marketing opportunities to industry insights and networking events, we've felt encouraged, included, and backed by a team that genuinely wants to see us succeed.

If you're thinking about joining — do it. It's more than just a membership; it's becoming part of a community that lifts each other up and champions our region every step of the way.

— Louise & Adrian Plahn

Nautical by Nature Mackay

“

Collaborating with Mackay Isaac Tourism is crucial for our regional marketing efforts. Their campaigns consistently benefit us by promoting our region alongside like-minded operators, delivering positive results.

— Cath and Nick uit den Bogaard

Comfort Resort Blue Pacific

# What we offer

## Our Members

At MIT, our members are at the heart of everything we do. As the official Regional Tourism Organisation for the Mackay and Isaac regions, we're here to champion your business, amplify your voice, and grow our visitor economy—together.

### Visitor Information Services

Our Visitor Information Centres in Sarina and Mackay welcome over 15,000 travellers annually. As a member, you can:

- Display brochures
- Purchase premium advertising space
- Be featured in local itineraries and visitor recommendations by our friendly and knowledgeable volunteers.



### Marketing & Promotion

We promote the Mackay Isaac region across digital, social, and traditional media channels. Members benefit from:

- Organic exposure on our website and social media platforms
- Access to destination content and resources
- Opportunities to be featured in campaigns, media famils, and itineraries (at cost)



### Industry Development

We help you grow with:

- Access to training and workshops
- Updates on visitor trends, grant opportunities, and tourism insights
- Support in product development and experience design



### Advocacy & Representation

We advocate for your interests at local, state, and national levels. This includes:

- Representing the region in tourism planning and policy discussions
- Supporting infrastructure and funding initiatives that benefit tourism
- Building strong partnerships with councils, government, and industry bodies



### Networking & Collaboration

We create opportunities to connect:

- Attend member events, workshops, and networking sessions
- Collaborate on regional campaigns and initiatives
- Share knowledge and build partnerships with like-minded operators



### Member Resources

Through our Corporate Portal, members can access:

- Strategic plans and research
- Marketing toolkits and brand assets
- Event calendars and promotional opportunities
- Trade resources





# Which Member Are You?

A quick guide to help you find the tier that fits your goals

I am..

**A local business** and I want to be involved to access networking and to be considered an MIT preferred supplier.

We recommend **Friend of MIT**

I am..

**An operator** actively wanting to or working on exposure and marketing.

We recommend **Engage**

I am..

**New to tourism/a small operator** just wanting digital exposure on the website and in the Visitor Information Centres.

We recommend **Essential**

I am..

**An operator** looking to get my business trade and export ready through mentoring and additional support.

We recommend **Growth**

I am..

**An event organiser** focused on promotion and may require event support.

We recommend **Events**

I am..

**A well established operator** with sound understanding of the industry. I'm interested in VIP invitations and contributing to the industry in a strategic and influential way.

We recommend **Premium**





# Membership Benefits

\* Conditions apply  
✓ included in membership  
\$ fees apply  
% discount applies

		\$150	\$425	\$550	\$750	\$1500	\$2750
Business Development & Advocacy		Friends of MIT	Essential	Events	Engage	Growth	Premium
Digital membership badge			✓	✓	✓	✓	✓
Subscription to MIT Monthly Industry eNewsletter, with industry news, grants, events and workshop opportunities etc.		✓	✓	✓	✓	✓	✓
Invitations to VIP media and trade functions, tourism industry forums, consultation workshops and roundtable events							✓
Quarterly CEO Consultation/Briefing Sessions	\$500						✓
Access to CEO stakeholder report with destination statistics and analytic insights	\$500						✓
Invitation to annual MIT Board Lunch							✓
Support with Council development applications					✓	✓	✓
Opportunity to leverage your business through prizes (eg. Sponsorship and lucky door prizes)		✓	✓	✓	✓	✓	✓
Opportunity to host MIT member networking functions	At venue cost				✓	✓	✓
Opportunity to sponsor MIT member networking functions	\$750	\$	\$	\$	\$	\$	\$
Access to project funding letters of support					✓	✓	✓
Access to event funding letters of support				✓	✓	✓	✓
Invitations to attend MIT networking functions & industry workshops	Varied	✓	✓	✓	✓	✓	✓
Opportunity to sit on MIT industry advisory groups to influence regional tourism						✓	✓
Advocacy support on issues and policies affecting tourism industry from Leadership team				✓		✓	✓
Elibility to contribute to MIT Industry News/Members Updates				✓	✓	✓	✓
Elibility to send solus industry updates to MIT corporate database (B2B)						2	4
Access to ATDW & Best of Queensland Experiences Program support and workshops			✓	✓	✓	✓	✓
High-line input into business cases, funding applications and submissions from Leadership team							✓
Corporate Business Listing in MIT's online Business Directory		✓	✓	✓	✓	✓	✓



Marketing, PR & Visitor Services			Value				
Access to destination image gallery and unique selling points			✓	✓	✓	✓	✓
Access to MIT consumer and corporate logo suite			at request	at request	at request	at request	at request
Product/Experience/Event listing on MIT website via ATDW listing			✓	✓	✓	✓	✓
Visitor Information Guide Directory Listing			✓		✓	✓	✓
Eligible to be promoted in TEQ co-op marketing opportunities (at MITs discession)						✓	MIT Preferred
Eligible to buy-into MIT regional marketing campaigns			\$	\$	\$	\$	✓*
Eligible to book 2025/2026 Member Mini Content Shoot	\$1,900		\$		\$	25% off	✓
Invitations to participate in media/PR famils				✓	✓	✓	✓
Consideration for relevant media opportunities where appropriate				✓	✓	✓	✓
Eligible to leverage Mackay Isaac Tourism's media database for product launches and announcements						✓	✓
Eligible to leverage Mackay Isaac Tourism's media database for event launches and announcements				by negotiation			
Eligible to submit content towards MIT's consumer social media content plan*				1	2	4	6
Organic inclusion in MIT developed blog content calendar			✓	✓	✓	✓	✓
Eligible to submit content or work with MIT on dedicated blogs featured on MIT website						1	2
Eligible to list deals on MIT website via ATDW listings				✓	✓	✓	✓
Opportunity to advertise on the Destination Map at reduced members rate*	min 25% saving		\$		\$	\$	25% off
Opportunity to advertise in the Destination Visitor Guide at reduced members rate*	min 25% saving		\$		\$	\$	25% off
Eligibility for inclusion in MIT's Signature Events Calendar				✓	✓	✓	✓
Access to Visit Mackay Isaac visitor information packs				✓	✓	✓	✓
Access to MIT branded marquee*	\$500			✓	✓	✓	✓
Eligibile access to MIT staff/volunteer resources to assist with event information booths*	\$150 / per hr			✓	✓	✓	✓
Opportunity to host VIC volunteer and MIT member famils			✓		✓	✓	✓
Opportunity to attend MIT member famils			✓		✓	✓	✓
Brochures displayed in Visitor Information Centres			✓	✓	✓	✓	✓
Eligibility to purchase additional VIC digital advertisement opportunities (4-week blocks)*	\$75/per month		\$	\$	\$	25% off	✓*
Eligibility for inclusion in digital advertising at Mackay Airport (12-months)							✓
Eligibility to purchase additional VIC print advertisement opportunities (12 month block)*	\$600		\$	\$	\$	25% off	✓



Opportunity to sell your product at the Visitor Information Centres*	on consignment				✓	✓	✓
Opportunity to utilise MIT as an online booking agent for reservations/bookings	at commission		✓		✓	✓	✓
Access to Mackay Isaac Visitor Maps and Visitor Guides for the positive promotion of the Mackay Isaac Region		✓	✓	✓	✓	✓	✓
Trade & Industry Development		Value					
Consideration for inclusion in relevant trade famils					✓	✓	✓
Opportunity to be representated at trade events (eg. ATE) by MIT					✓	✓	✓
Opportunity to attend trade events under the MIT banner*					Discounted	Discounted. MIT preferred	Discounted. MIT preferred
Opportunity to be represented at consumer shows (eg. Caravanning & Camping Expo) by MIT*			✓		✓	✓	✓
Eligible for inclusion in MIT Trade Manual						✓	✓
Eligible for inclusion in MIT Trade eNewsletter to trade database eg. New product alerts						✓	✓
Access to annual trade mentoring program*	\$2,500+				\$	25% off	50% off
Inclusion in trade media/press releases						✓	✓
Access to Mackay Isaac Welcomes You online training program		✓	✓	✓	✓	✓	✓
Awards & Governance		Value					
Elibility to sponsor MITs annual Awards For Excellence Program	Varied	✓	\$	\$	\$	\$	\$
VIP seating at annual Awards Gala Dinner							✓
Elibility to provide lucky door prize at Awards Gala Dinner			✓	✓	✓	✓	✓
Access to award nomination and submission workshops			✓	✓	✓	✓	✓
Vote at the AGM			✓	✓	✓	✓	✓
Opportunity to nominate for a member-based board position as per constitutional guidelines			✓	✓	✓	✓	✓
Discounted marketing opportunities with Drive Queensland*	From \$750		\$	\$	\$	\$	\$
Opportunity to be a preferred supplier to MIT		✓	✓	✓	✓	✓	✓
Ability to nominate for awards		✓	✓	✓	✓	✓	✓

Discounted rates are available for businesses with multiple operations and registered not-for-profit organisations. Contact our team to discuss your eligibility.



# Visitor Information Services

## Visitor Information Centre & Kiosk

Mackay Isaac tourism operates two visitor information centres, Mackay Region Visitor Information Centre located within the Sarina Field of Dreams and The Mackay Visitor Information Kiosk located at The Bluewater Lagoon. Sarina is the gateway to our region's visitors servicing the drive market, including international, intrastate and interstate visitors.

The Mackay Visitor Information Kiosk located in the Bluewater Lagoon precinct provides a source of Visitor Information in the Mackay city area for tourists and the corporate market looking to explore the region. This kiosk is operated solely by our amazing Volunteers.

Both locations offer friendly tourist information services, souvenirs, accommodation and tour bookings, brochures and maps to ensure each visitor maximises their stay in the region.

## Bookeasy

As a member of MIT, it is free to be part of the Bookeasy Network. You only pay a commission of 15% on bookings received. It's a fantastic way to promote and sell your product across the country to a powerful network of active bookers. Through Bookeasy, accommodation, tours, attractions and event bookings can be made for travellers who visit our VIC or directly through our website.

### What's in it for me?

- Real time online bookings (via connection to your channel manager) and secure payment
- Automatic confirmation of bookings by email
- Reservations easily tracked and reported
- Distribute your inventory to a network of over 150 Booking Centres throughout Australia
- Automatically generated commission reports
- Secure transfer of funds
- Reporting exportable to Excel and MYOB
- Free online training is available once you sign up for Bookeasy

### For More Information

For more information on Bookeasy, please contact  
mvsm@mackayisaac.com







## Contact Us

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