



Membership Prospectus

2023 – 2024



About Us

Welcome to Mackay Isaac Tourism

Mackay Isaac Tourism (MIT) is your Regional Tourism Organisation responsible for marketing and promotion of the Mackay and Isaac regions.

Our consistent marketing campaigns, growing digital channels and social media presence ensure we are in the perfect position to inspire more visitors to experience everything we have to offer and to disperse into our region.

Overnight visitor trips to Mackay have increased by 13% in the last 3 years showing strong visitor growth compared to pre-covid numbers.

Vision: We develop, connect and promote our region's experiences to the world.

Mission: We support stakeholders in developing products and experiences to inspire visitors to explore our region.

Our role as a Regional Tourism Org.

Tourism Australia

Brand awareness of Australia: driving international visitation to Australia.



Tourism & Events Queensland

Brand awareness of Queensland: driving domestic and international business to Queensland.



Mackay Isaac Tourism

Marketing Mackay and Isaac (and everything in between): putting our destination message out to attract and entice visitation.



Visitor Information Services

Local information and booking agents for consumers: encourage visitors to stay longer, spend more and travel further within the Mackay and Isaac regions.

What we offer Our Members

MIT offers business involved in the tourism industry the opportunity to invest in membership, which helps to fund the service provided. As a Not-For-Profit, your membership fees help support us in providing the below activities.

Visitor Information Services

The Mackay Region Visitor Information Centre (VIC) at Sarina Field of Dreams and the Mackay Visitor Information Kiosk at Bluewater Lagoon welcomes over 15,000 visitors each year and attends to thousands of enquires. As a member, you are able to display your brochures free of charge as well as purchase additional advertising space in the VIC.

Industry Development

We ensure members receive quality training by working closely with Queensland Tourism Industry Council (QTIC) and Tourism and Events Queensland (TEQ) to connect or facilitate relevant development programs. We are committed to keeping members up to date on visitor trends, marketing opportunities, grant programs and crisis communications. Facilitating the Mackay Isaac Destination Tourism Plan, we align industry stakeholders and identify future opportunities for the region.

Marketing and Media

We market our destination to attract visitors to the region, increase average length of stay and overnight visitor expenditure. We promote our region and businesses to visitors via our website, Facebook and Instagram. For consistent destination messaging we offer our members access to destination information, logos, and resources. In addition, we also help content creation and promotion of Mackay Isaac.

Advocacy and Support

As a member based organisation, we are committed to supporting and advocating for the Mackay Isaac region to local media, council and state government to build a sustainable regional tourism industry.

Partnerships

Mackay Isaac Tourism, on your behalf, works closely with Tourism and Events Queensland and Tourism Australia to maximise the promotion of the region.

Connect With Us

Working with Mackay Isaac Tourism

Follow & like the Mackay Isaac Tourism corporate and destination pages on Facebook as well as Instagram and LinkedIn. When posting, use #visitmackay and #ourisaac.

 @mackayisaactourism (corporate)

 @mackayisaacregion (destination)

 @mackayisaacregion

 @mackayisaacregion

 @mackayisaacregion

 #visitmackayisaac

Mackay Isaac Tourism look forward to working with you in developing and growing the tourism industry in our region. Please do not hesitate to reach out with any questions or further assistance. You can contact the team by calling 0447 108 824 or email development@mackayregion.com

Working with Tourism & Events Queensland

Follow Visit Queensland on Facebook, Instagram and LinkedIn. When posting, use #thisisqueensland. Click [here](#) to view the Working with TEQ checklist and subscribe to TEQ e-newsletters here: [subscribe](#)

Best of Queensland Experience Program

Click here for information about TEQ's [Best of Queensland Experiences Program](#) (BOQ).

Once you create your ATDW listing, you will automatically qualify for the program. TEQ's [Ultimate Transformational Experience Guide](#) is a great resource to work through to create better value for your guests and your business.

Australian Tourism Data Warehouse

Update your listing or register your business: [Australian Tourism Data Warehouse \(ATDW\)](#).

By listing your business on ATDW, your business will appear on mackayisaac.com, Queensland.com and Australia.com websites as well as through ATDW's extensive network of over 200 tourism distributors.



Membership Packages

1. Tourism Supporter - \$100 +gst

Offering entry level membership benefits suitable for business or individuals who want to support & connect with the tourism industry.

Benefits Include:

- Subscription to the MIT industry newsletter
- Membership certificate and logo use
- Opportunity to be a preferred supplier to MIT
- Complimentary tickets to networking events
- Listing on the MIT members directory
- Opportunity to be nominated in Tourism Awards
- Opportunity to leverage your business at MIT events (eg sponsorship & incentive prizes)

2. Tourism Associate - \$350 +gst

Hospitality, event & retail business are supported through this level of membership and, where suitable, will be included in specific marketing and media promotions such as PR and trade fairs.

Additional Benefits Include:

- Invitation to workshops, training & mentoring
- Free Australian Tourism Data Warehouse (ATDW) listing and support
- Opportunity to be part of the Best of Queensland Experiences Program (BOQEP)
- Brochure display at Visitor Information Centers
- Product listing on MIT website (via ATDW listing)
- Access to the MIT image library & content
- Opportunity to host networking functions
- Access to Letters of Support

3. Tourism Business - \$550 +gst

This membership is suitable for new or established businesses interested in the baseline tourism benefits available for experience-based operators and accommodation providers.

Additional Benefits Include:

- Ability to further showcase your business through purchasing VIC display advertising
- Advertising in the Mackay Isaac Visitor Guide
- Access to destination media, logos & content
- Opportunity for inclusion in marketing campaigns, collateral, itineraries & blogs
- Participate in trade, media, and volunteer fairs to showcase your business
- Opportunity to sell your product on the MIT website and via our VIC (commission applies)
- Access to exclusive member only events
- Provide relevant updates in industry e-news
- Advice for promotions and special events

4. Premium Tourism Business - \$2,500 +gst

Premium membership is for established tourism business or looking to be involved in a variety of marketing campaigns, fairs and trade expos. This membership will partner with MIT in trade and media activities, while contributing to destination marketing outcomes for Mackay Isaac.

Additional Benefits Include:

- Distribute a joint media release to MIT database with any newsworthy developments
- Dedicated blogs featured on the Mackay Isaac website and leisure social media
- The opportunity to participate in trade and consumer shows that are supported by MIT
- Opportunity to be represented at Australian Tourism Exchange by MIT
- Receive leads from trade and media events
- Invitations to VIP trade or media dinners

5. Ultimate Tourism Business - \$5,000 +gst

Ultimate Tourism membership is for operators who are serious about tourism and believe themselves to be major contributors and leaders to the region's tourism story. These members will be exposed at the highest levels with all calls to action on MIT platforms.

Additional Benefits Include:

- Website banner advertising
- Quarter page feature advertisement in the regions Visitor Guide
- Invitation to strategy sessions with MIT
- Invitation to attend an exclusive dinner with key stakeholders and board members
- Recognition in every fortnightly industry e-news as a key partner of MIT
- VIP seating at the Mackay Isaac Tourism Awards
- 2 x Complimentary Tickets to the Mackay Isaac Tourism Awards

Tourism Specialist: Multiple Membership Discount

Are you a specialist in tourism with more than one business? Receive a 25% discount on membership prices when you register more than one business as members of MIT (does not apply to Tourism Supporter membership).

New Members

Our Development Manager will help set you up for success to make the most of your membership. Email development@mackayregion.com

	1. Supporter	2. Associate	3. Business	4. Premium	5. Ultimate
Subscription to the MIT industry newsletter	✓	✓	✓	✓	✓
Membership certificate and logo use	✓	✓	✓	✓	✓
A dedicated membership team to assist and offer support and advice	✓	✓	✓	✓	✓
Opportunity to be a preferred supplier to MIT	✓	✓	✓	✓	✓
Complimentary tickets to networking events	✓	✓	✓	✓	✓
Listing on the MIT members directory	✓	✓	✓	✓	✓
Opportunity to be nominated in Tourism Awards	✓	✓	✓	✓	✓
Tickets to attend the Mackay Isaac Tourism Awards	\$	\$	\$	\$	2
Opportunity to leverage your business at MIT events (eg sponsorship & incentive prizes)	✓	✓	✓	✓	✓
Invitation to attend workshops, training & mentoring sessions	\$	✓	✓	✓	✓
Free Australian Tourism Data Warehouse (ATDW) listing and support		✓	✓	✓	✓
Opportunity to be part of the Best of Queensland Experiences Program (BOQEP)		✓	✓	✓	✓
Brochure display at the MIT Visitor Information Centre and Kiosk		✓	✓	✓	✓
Product listing on MIT website (via your ATDW listing)		✓	✓	✓	✓
Access to the MIT image library and destination content		✓	✓	✓	✓
Opportunity to host networking functions		✓	✓	✓	✓
List your consumer events on the Mackay Isaac website (Via ATDW)		✓	✓	✓	✓
Access to Letters of Support for project developments		✓	✓	✓	✓
Ability to further showcase your business through purchasing VIC display advertising		\$	\$	✓	✓
Advertising in the Mackay Isaac Region Visitor Guide		\$	\$	✓	✓
Access to destination digital media, logos & content		**	✓	✓	✓
Opportunity for inclusion in marketing campaigns, collateral, itineraries & blogs		**	✓	✓	✓
Participate in trade, media, and volunteer famils to showcase your business		**	✓	✓	✓
Opportunity to sell your product on the MIT website and via our VIC (commission applies)			✓	✓	✓
Access to exclusive member only events			✓	✓	✓
Provide relevant business updates in industry e-news			✓	✓	✓
Advice for promotions, launches, celebrations and other special events			✓	✓	✓
Distribute a joint media release to MIT database with any newsworthy developments			**	✓	✓
Dedicated blogs featured on the Mackay Isaac website and leisure social media				✓	✓
The opportunity to participate In trade and consumer shows that are supported by MIT				\$	\$
Opportunity to be represented at Australian Tourism Exchange by MIT				\$	\$
Receive leads from trade and media events				✓	✓
Invitations to VIP trade or media dinners				\$	\$
Website banner advertising					✓
Quarter page feature advertisement in the regions Visitor Guide					✓
Invitation to strategy sessions with MIT					✓
Invitation to attend an exclusive dinner with key stakeholders and board members					✓
Recognition in every fortnightly industry e-news as a key partner of MIT					✓
Seated in the VIP section of the Mackay Isaac Tourism Awards					✓

Visitor Information Services

Visitor Information Centre & Kiosk

Mackay Isaac Tourism operates two Visitor Information Centre locations in the Mackay Isaac Region. Our locations are within the Sarina Field of Dreams Parkland and Mackay Bluewater Lagoon.

Sarina is the gateway to our region's visitors servicing the drive market, including International visitors, Queenslanders and Grey Nomads from as far south as Victoria.

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 Volunteer Ambassadors.

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

For More Information

If you have any questions or require assistance, please email us at vic@mackayregion.com

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 travelers 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 24 hours per day. 7 days a week
- 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

To sign up to be bookable on Bookeasy, email vicmanager@mackayregion.com

Additional Advertising Opportunities

Digital Screens

\$450 +gst for 12 months

Location: Sarina

One large internal screen running for 8 hours a day and one large external screen running for 24 hours a day, providing constant exposure for your business as part of a looping video.

- 20 x 30 second slots available
- High resolution video ad
- Digital screens will run a 20-minute video loop with destination and advertising videos

AI Poster Advertising

\$500 +gst for 12 months

Location: Sarina

Advertise above brochure racking & merchandise shelving with an AI landscape poster giving your business prime positioning within the centre.

- 8 x slots available
- Prime advertising position located above brochure racking and merchandise shelving

Location: Mackay

AI portrait poster located on the wall of the kiosk, where it can be seen by visitors 24 hours a day

- 3 x slots available
- Prime advertising position located outside the Mackay Kiosk and visible on entry to the Bluewater Lagoon

Pull Up Banner (Inside VIC)

\$450 +gst for 12 months

Location: Sarina

The pull up banners are located inside, in prime position for all visitors entering the VIC to see.

- 2 x slots available
- Prime advertising position
- Opportunity to advertise to all visitors entering the VIC in Sarina

A-Frame (Outside VIC)

\$500+gst for 12 months | \$150+gst for 3 months

Location: Sarina & Mackay

Place an A-Frame's outside the entrance of the VIC. Located in prime position for visitors to see even if they do not enter the centre.

- 8 x available Sarina / 6 x available Mackay
- Prime position for visitors, displayed outside for 8 hours a day during VIC operating hours

For More Information

If you are interested in advertising in the Visitor Information Centre or Kiosk, please email vicmanager@mackayregion.com

Marketing Opportunities

Mackay Isaac Visitor Guide

	MEMBER	NON-MEMBER
Business Listing	\$0	\$350 +gst
1/8 Page	\$600 +gst	\$750 +gst
1/4 Page	\$1100 +gst	\$1500 +gst
1/2 Page	\$2000 +gst	\$2500 +gst
Priority Page	\$4500 +gst	

The Visitor Guide is the region's most popular and most important publication, designed to help visitors discover our region better. This is distributed throughout Queensland's network of Visitor Information Centres, at major trade and consumer events, to passengers arriving at the Mackay Airport, within the region at various local events and through members businesses. An electronic copy will also be available for visitors to peruse and download on our website and through social media channels.

Advertising in the Visitor Guide is your opportunity to highlight your business to a wide range of consumers, regionally and throughout the state, who are actively looking to visit the Mackay Isaac Region. We urge you to take advantage of this opportunity and showcase the best our region has to offer and entice visitors to explore our region.

For More Information

If you are interested in advertising in our Visitor Guide, please email development@mackayregion.com

Regional Map

Small Advert	\$495 +gst	\$605 +gst
Large Advert	\$660 +gst	\$770 +gst

Advertising on the Mackay Region map is your opportunity to have your business promoted to an engaged audience of visitors who are actively seeking directions, places to stay, where to eat, and things to do. It will feature breakout destination maps across the Mackay and Isaac Regions and branch out to include Airlie Beach and the Whitsundays.

The Mackay Region map will be printed in time for the ever-increasing, events calendar and traditional influx of winter visitors, a market which our regional maps have always proven hugely popular. Visitors will see your business prominently featured, in their search for places to eat, stay and play. Please find enclosed the rate card for the Mackay Region Map.

For More Information

If you are interested in advertising in our Visitor Map, please email vicmanager@mackayregion.com

Website Banner

\$500+gst for 12 months | \$150+gst for 3 months

Mackayisaac.com is the official website for visitors to our region. Banner ads offer prime advertising position on our website with a direct link to your product increasing exposure & bookings.

For More Information

If you are interested in advertising on our website, email communications@mackayregion.com

Please note: All rates are exclusive of GST. Products must be relevant and suitable. Rates do not include artwork production costs. Prices subject to change.

Destination Marketing Campaign)

MIT run a major marketing campaign each year which we invite all our members to participate in. All members are promoted during this campaign via our website with the option to buy in to gain higher visibility and increased exposure.

Through powerful imagery, unique messaging and engaging calls to action, we drive awareness of the Mackay Isaac Region as the perfect leisure destination.

For More Information

For more information on our next Destination Marketing Campaign, please email the team at communications@mackayregion.com



Mackay Isaac Tourism



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