

Membership Prospectus

2020 – 2021





Welcome to Mackay Tourism



Who are we?

Mackay Tourism Ltd (MTL) is the peak tourism organisation for the Mackay and Isaac regions. As a not-for-profit, membership-based, marketing and destination development organisation, MTL promotes the Mackay and Isaac regions for both leisure and business to domestic and international markets. MTL also operates Visitor Information Centres in Sarina and Mackay.

MTL focuses on targeted destination marketing, helps facilitate the access and dispersal of visitors to and within our region, and provides member services such as advocating for local tourism issues and providing business networking and development workshops.

**Free
membership**

will be given at the discretion
of the CEO - Mackay
Tourism Ltd.

Overview from the CEO

2020-21 presents a sea of exciting opportunities for tourism in The Mackay Region, and Mackay Tourism wants you to be a part of it.

Our region has firmly established itself as a desirable tourism destination, and a key pillar to our region's economy. Whether it's the sights of wallabies at sunrise headlined national marketing campaigns, platypus being shared to millions of social media users or the hosting of major events – people now know about Mackay's tourism offerings, and crucially want to visit.

Mackay Tourism stands ready to welcome more visitors than ever before. Our organisation has invested in the highest quality communications, marketing and visitor information services, and through advocacy and business development, our members will be equipped to overcome any challenge.

It gives me great pleasure in announcing that for 2020-21, Mackay Tourism will offer membership free of charge.

These are crucial times for tourism in our region, and only together, as a united industry, can we truly maximise the incredible tourism potential of our region. My team and I look forward to working with and serving you.

Tas Webber
Chief Executive Officer

What's In It For You?

Visitor Information Services

Product Displays

The Mackay Region Visitor Information Centre (VIC) at the Sarina Field of Dreams and the Mackay VIC at Blue Water Lagoon have over 25,000 walk-in customers each year, as well as thousands of emails, phone enquiries and bookings. A benefit of an MTL membership is the display of your brochure in our VIC.

Members can purchase additional VIC displays and digitally advertise.

Mobile Visitor information Centre & Branding

Members have the opportunity to receive the manned mobile VIC and access to MTL destination branding including marquee, media wall, and banners at their events (pending availability).



Industry Development

Workshops and Networking

All members are eligible to attend general and sector specific industry forums, workshops and networking opportunities. This may incur a fee.

Marketing and Trade

Co-Operative Marketing Opportunities

MTL delivers a number of co-operative marketing campaigns throughout the year. Members receive discounts to promote their business, and the region, within these campaigns.

Consumer Trade Shows

Throughout the year, MTL attends key domestic and international consumer and trade shows to promote The Mackay Region. Members will be invited to join MTL staff to promote the region, and their own product.

Mackay Region Visitor Guide

The annual Visitor Guide provides high-quality information and motivation to entice visitors to the region. The brochure offers a wide distribution through the Queensland Visitor Information Centre network, at trade and consumer shows, and is available for tourism operators to display at front desks, information stalls etc.

Communications

Public Relations and Media Opportunities

MTL produces content via media releases, blogs, media segments, Triple M Segment and social media (Facebook, YouTube, Instagram and LinkedIn) to promote the region and engage with audiences both domestically and internationally.

Familiarisations

MTL hosts numerous and diverse familiarisation visits by domestic and international media, trade representatives, influencers and Visitor Information Centre volunteers. Members can showcase their business, and the region, by taking part in these familiarisations.

Industry & Consumer Newsletters

MTL keeps members up-to-date with the latest market insight, business development opportunities and news via a fortnightly e-newsletter. Members can submit business updates or information. The Consumer Newsletter has a database of over 3,000 potential holiday-makers.

Member Benefits

Australian Tourism Data Warehouse

All MTL members receive a subscription with ATDW. ATDW is a national database of businesses and events from across Australia. The information on ATDW is fed to over 200 different tourism websites, most importantly our consumer website, mackayregion.com and queensland.com.

COMMISSION

Commission levels will be agreed upon as commercial in confidence with individual operators, starting at a minimum of 15%

Member's Benefits

Membership Benefits

	Events	Tourism Members
Visitor Information Services		
Brochure in VIC	✓	✓
Participate in volunteer famil program	✓	✓
Purchase VIC display or advertising	✓	✓
Mobile VIC at event	✓	✓
Destination branding for event	✓	✓
ATDW Listing	✓	✓
Industry Development		
Ability to sponsor The Mackay Region Tourism Awards	✓	✓
Ability to sponsor the Mackay Region Tourism Conference	✓	✓
Participate in industry development opportunities (workshops, networking etc.)*	✓	✓
Sponsor development workshops	✓	✓
Industry Development cont.		
Access to annual Event Organisers workshop	✓	✓
Access to tourism operators through Event Packaging workshop	✓	✓
Marketing & Trade		
Digital images, logos and destination wording	✓	✓
Advertise in the Visitor Guide*	✓	✓
Listing on MTL's online Membership Directory	✓	✓
Access to TEQ state-wide marketing campaigns	✓	✓
Access to MTL regional marketing campaigns	✓	✓
Participate in trade famils	✓	✓
Participate in trade shows*	✓	✓
Access to Event Toolkit	✓	✓
Communications		
Access to Industry Newsletter	✓	✓
Participate in media famils	✓	✓
Media releases (upon negotiation)	✓	✓
Extra Benefits		
MTL Certificate and sticker	✓	✓
Vote at AGM	✓	✓
Stand for MTL board	✓	✓
Grant and Event support	✓	✓

Membership Application

Free membership will be given at the discretion of the CEO - Mackay Tourism Ltd.

Business/Product Name		
Best Business Contact Name		Job Position
ABN		
Type of Business		
Tourism Region		
Business Address		
	City	Postcode
Postal Address		
	City	Postcode
Email Address		
Accounts Email Address		
Business Phone Number	Landline	Mobile
Website		
Facebook Page		
Instagram username		

- ☐ I have complied with all local laws and have the correct insurance in place for the business. I accept the terms and conditions set out by Mackay Tourism (please refer www.mackayregion.com/corporate/membership)
- ☐ I would like to take part in familiarisations

Membership Level:

- ☐ Events ☐ Tourism Business

By completing this form, you agree to become a member of Mackay Tourism Ltd and agree to the conditions set out on our website.

Name:

MTL CEO: Tas Webber

Signature:

Signature:

Date:

Date:

Please email your completed application to development@mackayregion.com



Contact us about your membership

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Full Terms & Conditions and Membership outline is available on our website. www.mackayregion.com/corporate/membership

www.mackayregion.com

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