



**BLUE
MTNS**



2024 ANNUAL PROSPECTUS
The Greater Blue Mountains Region

ELEVATE YOUR PRESENCE

Benefits and opportunities

Promote your business to visitors and your industry peers through the Visit Blue Mountains website, digital media channels, newsletter, and magazine. In addition, Blue Mountains Tourism offers various co-operative marketing opportunities for tourism businesses.

Become a member and enjoy discounts on services, and exclusive access to industry famils and expos, media coverage, and networking events.

Who we are

Blue Mountains Tourism (BMT) is an industry-led, membership-based organisation comprising of individuals and businesses that have an active interest in sustainable tourism in the Greater Blue Mountains region. BMT is the region's official Local Tourism Organisation recognised by Blue Mountains City Council, Destination NSW, Tourism Australia, industry, community and media.

Our vision

Lead and support our industry so we can provide the best sustainable tourism experience.



[VISITBLUEMOUNTAINS.COM.AU](https://visitbluemountains.com.au)



— Grand Circular Tourist Drive
..... Blue Mountains Line trains from Sydney Central to Lithgow transportnsw.info

Western Sydney International Airport opening 2026

To Southern Highlands, Illawarra, Wollongong, Goulburn and Canberra (ACT 270km from Penrith)



MEMBERSHIP BENEFITS

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GROW
your brand
awareness

SHARE
information

PROMOTE
your business

MEET
industry
professionals

Become part of the Greater Blue Mountains region tourism family and enjoy the many benefits and opportunities for your business.

Your membership contributes to BMT's destination marketing for the Blue Mountains. Join as a member for only \$150 (ex GST) per annum, which gives you discounts on advertising and services, as well as a range of other benefits:

- 20% discount across all Blue Mountains Tourism Essentials services
- 5-10% discount on Blue Mountains magazine advertising, depending on ad size
- Member only media opportunities – includes media famils
- Free attendance at monthly networking events
- Opportunity to join industry famils, expos and other co-op marketing events
- Business referral and introductions within industry
- Representation at trade events such as AIME and ATE
- Free event listing in Blue Mountains Magazine 'What's On' and website
- Invitation to join BMT Industry FB group and industry only EDM
- Industry representation / advocacy at local, state and federal levels

Renew or join here: www.visitbluemountains.com.au/become-a-member

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Image: Destination NSW

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Introducing

Blue Mountains Tourism essentials

Our marketing services platform, offers all businesses access to market on BMT's digital channels and print media. Available to members and non-members.

Visit: bmtessentials.myshopify.com

It's easy and it's scaleable ...

Choose from our menu of digital products and packages, available online with options to suit all budgets, providing businesses access to BMT's media channels and thousands of potential customers.

For example ...

- 1 Pay to list your business on the www.visitbluemountains.com.au website and be included in our new itinerary tool. Choose the size of image you prefer (small, medium or large), or choose a mix of sizes for different parts of your business.
- 2 **Upgrade your website listing** and drive more visitor traffic to your website when you purchase a **BOOK NOW** button.
- 3 Subscribe to seasonal social media posts to leverage Visit Blue Mountains audience for your business.

To maximise your value, join as a member for only \$150 (ex GST) per annum, which gives you access to discounts across services, and a range of other benefits.



Blue Mountains Tourism marketing channels

Promote your product or services to our growing audience and drive customers to your door. Choose what works for your business – print or digital media – or both. Your business can benefit from our reach.

A photograph showing a group of people in a meeting. A woman in a blue shirt is pointing at a laptop screen with a pen. Another person's hand is visible on the laptop keyboard. The background is blurred, showing other people and office equipment.

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Build your audience! Here's a snapshot of ours...

Facebook



19,300 followers (increase 17% 1 July 23 – 1 June 24)
8.1M impressions
3.1M reach
41K content interactions
70.2K link clicks

Instagram



8,500 followers (28% increase)
164.4K reach
6.1K content interactions
Link clicks 1.8K

LinkedIn



490 industry followers

Consumer & Industry EDMs



10,000 contacts

Magazine: per quarter



42,000

Pocket maps: per six months



50,000

Website traffic



130,000 users
864K interactions

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MARKETING OPPORTUNITIES

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Blue Mountains Tourism website

Market your business on the Blue Mountains destination website visitbluemountains.com.au

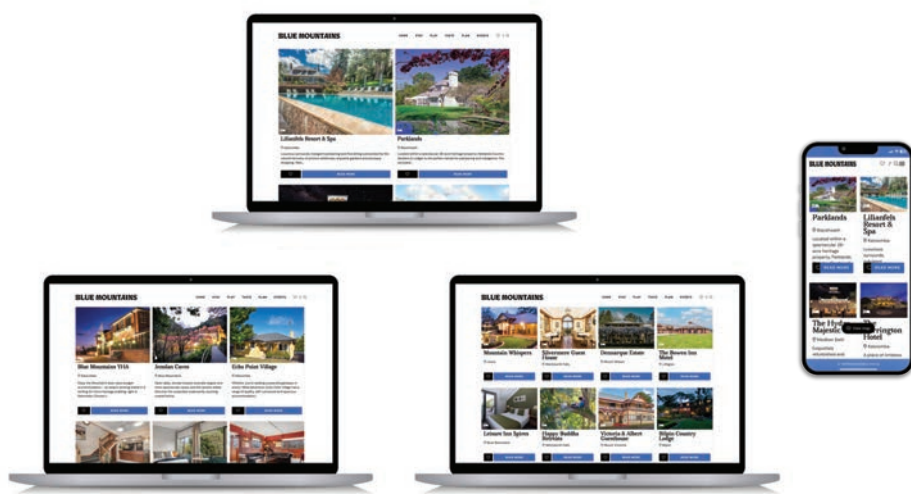
You can buy website listings that will can be added to the itinerary planner as well as masthead images, banner ads and book now buttons.

Visit bmtessentials.myshopify.com to buy your website marketing. Members get a 20% discount when they use the code supplied at the check out.

Note: All imagery and content for your listing must be provided by your business.



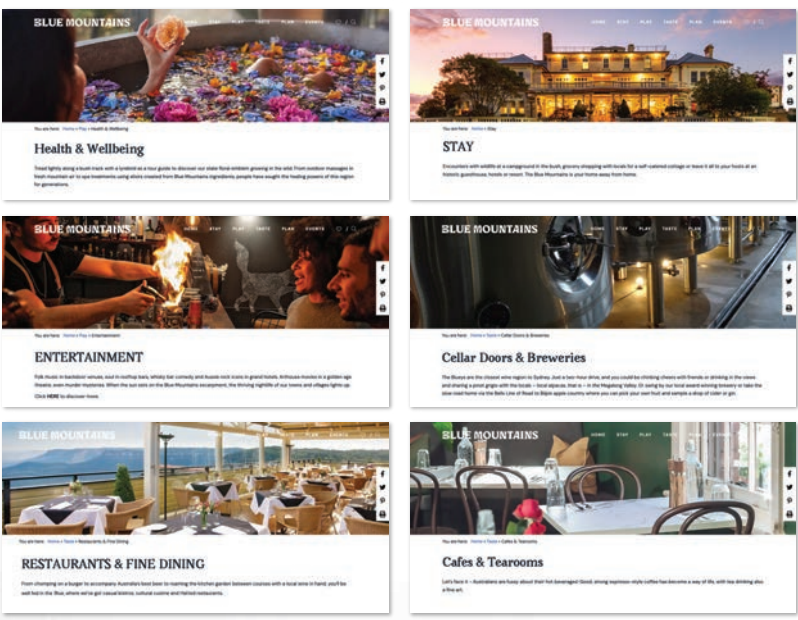
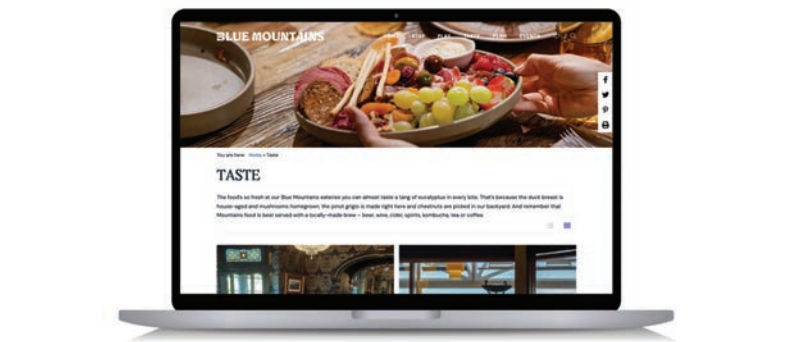
marketing opportunities



Website listings

CATEGORY	PRODUCT DESCRIPTION	DURATION	MEMBERS (EX GST)	NON MEMBERS (EX GST)
WEBSITE & ITINERARY PLANNER	Small image – 1st listing	Annual	\$250	\$313
	Small image – 2nd listing	Annual	\$125	\$156
	Medium image higher ranking – 1st listing	Annual	\$350	\$438
	Medium image higher ranking – 2nd listing	Annual	\$175	\$219
	Large image top ranking – 1st listing	Annual	\$450	\$563
	Large image top ranking – 2nd listing	Annual	\$225	\$281
	Change of mind after supplied image / copy	Annual	\$80ph	\$100ph

marketing opportunities



Blue Mountains Tourism website

Put your business front and centre by advertising in a carousel of up to four images in the masthead of visitbluemountains.com.au.

Mastheads are available on the four section headers ...

STAY, PLAY, TASTE, PLAN

and category mastheads including RESTAURANTS & FINE DINING, CAFÉS & TEAROOMS, HEALTH & WELLBEING, ENTERTAINMENT, CONFERENCES & RETREATS, GARDENS and many more.

Your business name can be included on the image. Each masthead carousel is sold on a monthly basis to a set calendar.

Note: All imagery and content for your listing must be provided by your business.

Website add-ons

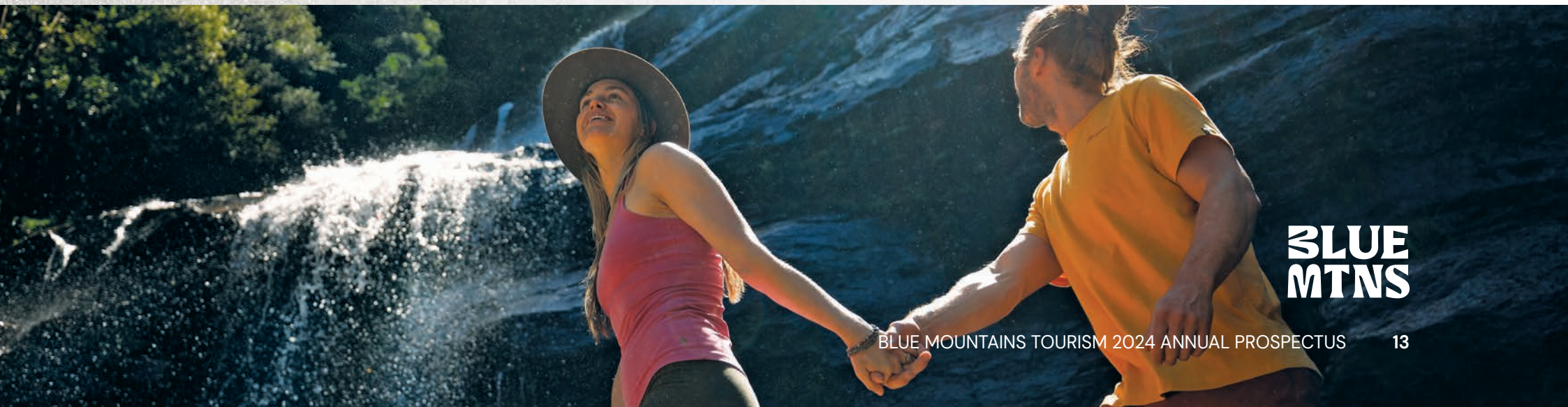
CATEGORY	PRODUCT DESCRIPTION	DURATION	MEMBERS (EX GST)	NON MEMBERS (EX GST)
BOOK NOW BUTTON	Booking button linked direct to your website	Annual	\$50	\$63
WEBSITE SECTION MASTHEAD IMAGE ONLY – Carousel of 4 PCM	STAY section masthead image – in a carousel of 4	Calendar month	\$100 ea	\$125 ea
	PLAY section masthead image – in a carousel of 4	Calendar month	\$100 ea	\$125 ea
	TASTE section masthead image – in a carousel of 4	Calendar month	\$100 ea	\$125 ea
	PLAN section masthead image – in a carousel of 4	Calendar month	\$100 ea	\$125 ea

Blue Mountains Tourism website

marketing opportunities

Website add-ons

CATEGORY	PRODUCT DESCRIPTION	DURATION	MEMBERS (EX GST)	NON MEMBERS (EX GST)
WEBSITE BANNER AD – STAY	Banner ad in STAY section: Resorts & Grand Hotels • Boutique Hotels & Guesthouses • Bed & Breakfasts • Motels & Motor Inns • Self-Contained & Cottages • Family Friendly & Farm Stay • Hostels • Conferences & Retreats	Calendar month	\$250	\$322
WEBSITE BANNER AD – PLAY	Banner ad in PLAY section: • Major Attractions • Health & Wellbeing • Galleries & Museums • Adventure & Activities • Golf Courses • Entertainment • Specialty Shops • Tours & Transport • Gardens	Calendar month	\$250	\$322
WEBSITE BANNER AD – TASTE	Banner ad in TASTE section: • Restaurants & Fine Dining • Cafés & Tearooms • High Tea • Cellar Doors & Breweries • Pubs, Clubs & Bars • Food Services	Calendar month	\$250	\$322
WEBSITE BANNER AD – PLAN	Banner ad in PLAN section: • Itineraries • Media • Tourism Services • Weddings • Conferences & Retreats • Sustainability	Calendar month	\$250	\$322
SPECIAL OFFER	Template: 25 words and photo	2 weeks	\$50	\$63



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Blue Mountains Tourism digital media

Facebook and Instagram

@VisitBlueMountains has an engaged following of 19,300 on Facebook and 8,500 on Instagram.

We've been building our brand on social media, and the momentum is growing. Our social following increased by 19% over the past year. Plan some social media posts to **leverage the Visit Blue Mountains following** for your business.

CATEGORY	PRODUCT DESCRIPTION	DURATION	MEMBERS (EX GST)	NON MEMBERS (EX GST)
SOCIAL POSTS ON FACEBOOK / INSTAGRAM	Social posts x3 (1pcm / 1 season)	3 months	\$240	\$300
	Social posts x6 (1pcm / 2 seasons)	6 months	\$432	\$540
	Social posts x9 (1pcm / 3 seasons)	9 months	\$612	\$765
	Social posts x3 (1pcm / 4 seasons)	12 months	\$760	\$950
PAID SOCIAL ADS	Paid Facebook / Instagram ADS – up to 4 in carousel	3 months	\$240	NA

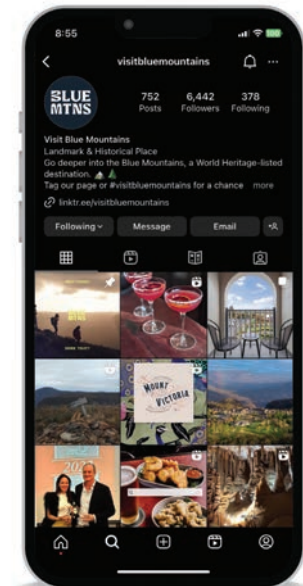
Note: All imagery and content for social posts must be provided by your company.

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@VisitBlueMountains audience

f 19,300 **📷 8,500**

▲ 19% increase over past year



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Blue Mountains Tourism digital media

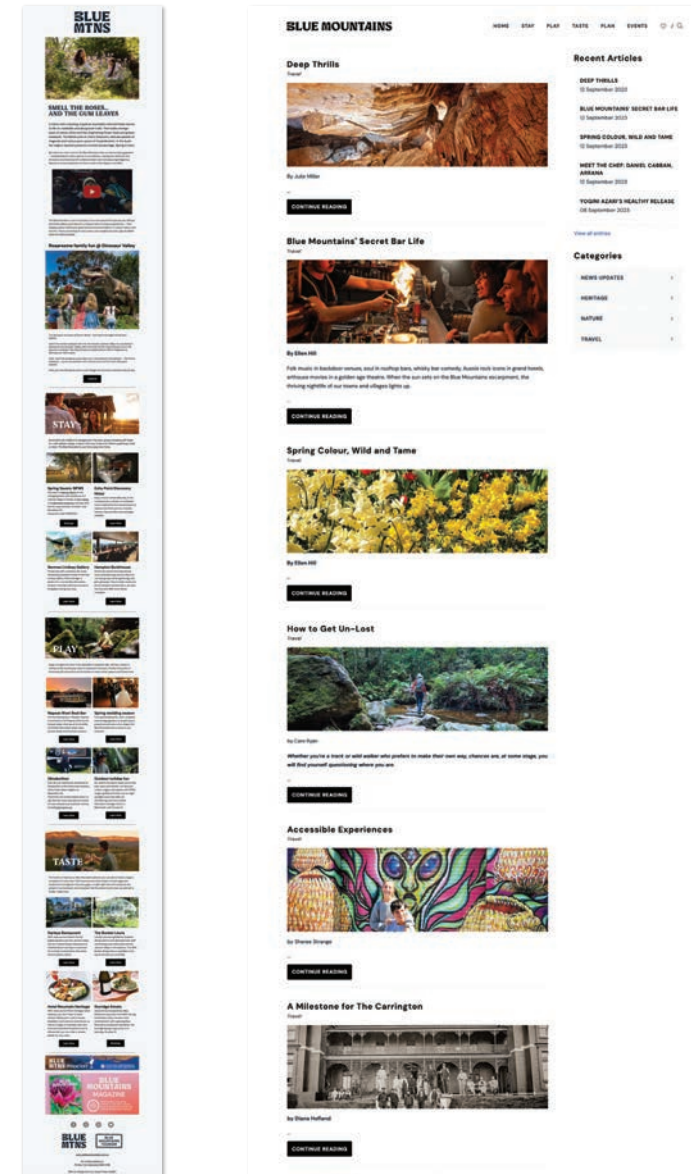
Newsletters and blogs

BMT sends both consumer and industry monthly newsletters to a combined audience of 10,000. Feature articles as well as banner ads are now available for all members to add to their marketing mix. Purchase a marketing bundle and make the most of combined tourism services.

CATEGORY	PRODUCT DESCRIPTION	DURATION	MEMBERS (EX GST)	NON MEMBERS (EX GST)
CONSUMER NEWSLETTER BANNER AD	Banner ad at the bottom of newsletter template	1 month	\$250	\$321.50
CONSUMER HEADLINE STORY	A bespoke headline story in a monthly newsletter	1 month	\$300	\$375
WEBSITE STORY AND MEDIA RELEASE	A bespoke story on the BMT website and a media release (no guarantee of media pickup)	6-12 months	\$1330	\$1660



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Blue Mountains Tourism bundles

Purchase a marketing bundle and make the most of combined tourism services. BMT has something for every business size and every budget.

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Sample bundle ①

PRODUCT DESCRIPTION	DURATION	MEMBERS (EX GST)	NON MEMBERS (EX GST)
1st listing on website – small	Annual	\$250	\$313
Book Now button on website	Annual	\$50	\$63
6 social posts – 2 seasons 1pcm	6 months	\$432	\$540
Total cost		\$732	\$916

Sample bundle ②

PRODUCT DESCRIPTION	DURATION	MEMBERS (EX GST)	NON MEMBERS (EX GST)
1st listing on website – small	Annual	\$250	\$313
1st listing on website – medium	Annual	\$350	\$438
2nd listing on website – medium	Annual	\$175	\$219
with Book Now button on each (x3)		\$150	\$189
6 social posts – two seasons	6 months	\$432	\$540
Website story & media release	6–12 months	\$1330	\$1660
Total cost		\$2687	\$3359

Sample bundle ③

PRODUCT DESCRIPTION	DURATION	MEMBERS (EX GST)	NON MEMBERS (EX GST)
1st listing on website – large	Annual	\$450	\$563
5 extra listings on website – large	Annual	\$1124	\$1405
with Book Now button on each (x6)		\$300	\$378
12 social posts – four seasons/1pcm	Annual	\$760	\$950
Section masthead image x12 months	Annual	\$1200	\$1500
Website story & media release	6–12 months	\$1330	\$1660
Total cost		\$5164	\$6456

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**BLUE
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Read Blue Mountains
magazine online at
<https://qrco.de/bf63kc>

Blue Mountains Tourism print media Magazine

The seasonal **Blue Mountains magazine** has a distribution of 140,000 printed copies each year to strategic locations around the Blue Mountains, Sydney and NSW.

6,500 soft copies are also delivered digitally to the inboxes of your potential customers with direct links to your business.

The free official visitor guide is overflowing with quality content prepared by our award-winning team of travel writers and professional photographers!

Advertising options are on offer to suit all budgets – from low cost feature article inclusions to standalone packages. Members receive a discount.

Pocket maps

An essential resource for visitors, the folded pocket maps are the perfect complement to the magazine.

50,000 folded pocket maps are distributed throughout Sydney and the Blue Mountains every six months. The pocket maps are included as the centre spread of the magazine.

Prices and member discounts are published in the quarterly magazine prospectus.

Email: advertising@bmtourism.com.au

Blue Mountains Tourism media services

Media liaison

The Blue Mountains is world famous, however in the competitive world of tourism, effectively communicating with the media is essential to keep the Blue Mountains top of mind for visitors. BMT coordinates and manages **media famils**, supported by a database of over 3,000 travel, adventure, food & beverage and lifestyle contacts.

Out of region marketing

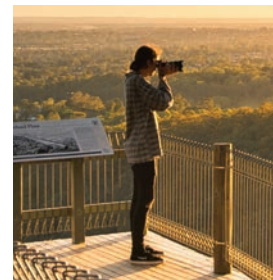
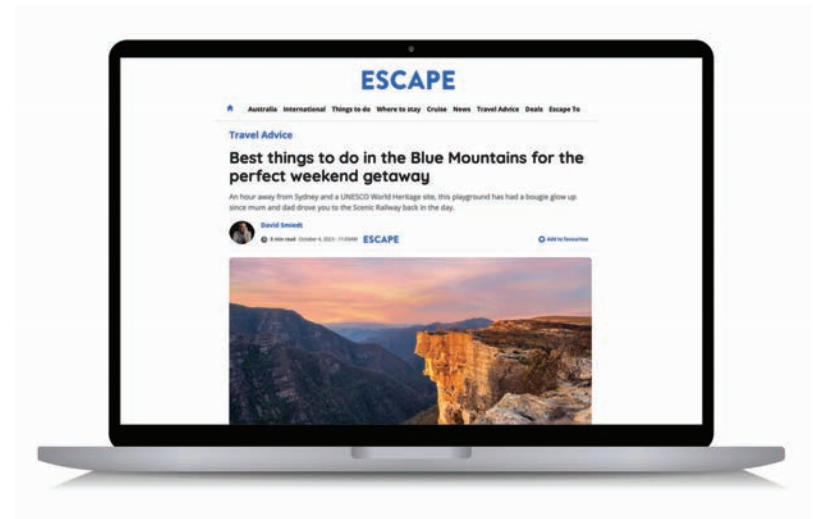
Blue Mountains Tourism participates in **DNSW and Tourism Australia expos and trade events** each year. These key events attract up to 100,00 attendees. Member businesses are invited to attend through our co-op marketing program.

Professional photo shoots

Take advantage of a group rate and have Blue Mountains Tourism facilitate a **photo shoot** to ensure you have access to professional and affordable content for your own use. Invest in commercial and editorial-style photography from local creative media companies with years of experience and knowledge of the local tourism industry.

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MEMBER TESTIMONIALS

Blue Mountains Stargazing

We have made great contacts and received so much exposure, thanks to Visit Blue Mountains Magazine and our feature articles. business has been multiplied by 4 (generated more than \$10,000 worth of business). It is now our 4th source of bookings due to the good PR and media exposure from BMT.

Caroline Boulom and
Dimitri Douchin, PhD.

Blue Mountains Conference and Events

I passionately believe in bringing business events to the Blue Mountains that add significant economic benefits to our region.

As a member of BMT I have connected with many businesses and suppliers and these connections have turned into fruitful collaborations, allowing my event management business to always offer a new and unique experience.

Agnes Zalan, Director

Fairmont Resort Blue Mountains by MGallery

Over the years Blue Mountains Tourism has been a great supporter of the Fairmont Resort Blue Mountains by MGallery. As a member of BMT, we have been included in various marketing activities which have helped grow our reach. The Blue Mountains Tourism team are consistently on hand to assist in the promotion of our events, dining outlets, meeting and event spaces.

Daniela Galyani,
MGallery Marketing Executive

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Enquiries to:
joinbmt@bmtourism.com.au
or sign up at
www.visitbluemountains.com.au

Advertising enquiries: advertising@bmtourism.com.au
Media enquiries: communications@bmtourism.com.au
General enquiries: louclifton@bmtourism.com.au

BLUE MOUNTAINS TOURISM
PO Box 150, Katoomba NSW 2780

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