

BLUE MTNS

VISITBLUEMOUNTAINS.COM.AU

EXPAND YOUR POSSIBILITIES, BECOME A MEMBER

Join our growing membership base and 1000+ industry contacts so you don't miss out on key destination marketing for the Blue Mountains region.

Find out how you can unlock fresh opportunities, elevate your business, and grow your professional network.

WHO WE ARE

Industry led, membership based, not-for-profit.

WHAT WE DO

Destination marketing, advocacy, industry networking, sales missions, crisis recovery support.

OUR VISION

Lead our visitor economy industry to be number one in NSW and provide the best experience to visitors.

WE REPRESENT THE BLUE MOUNTAINS

We are the official tourism organisation for the Blue Mountains region, recognised by Blue Mountains City Council, Destination New South Wales and Tourism Australia.

JOIN BMT - SUPPORT TOURISM!

Take advantage of our current membership offer – join now and get three months free. By joining you are supporting us so we can support you. Visit bmtessentials.store to join.

MEMBER BENEFITS

- Members' discount on Blue Mountains Tourism Essentials – an online store making digital marketing through Blue Mountains Tourism easy and flexible.
- Be seen by visitors and industry peers – be featured on the Visit Blue Mountains website, social media, e-newsletter and magazine and reach a combined audience of 500,000!
- Be listed on our website and benefit from our professional marketing campaigns driving traffic to visitbluemountains.com.au
- Opportunity for co-operative marketing.
- 5–10% discount on Blue Mountains magazine advertising.
- Join our BMT Facebook group and connect with over 1000 local business members.
- Subscribe to our industry e-news of 1000+ businesses – receive updates and news. Share your business' news.
- Free tickets for our monthly networking events with speakers and key industry updates.
- Benefit from grants BMT secures that are invested in destination marketing.



HOW WE SUPPORT YOUR BUSINESS

Opportunity to join industry famils, media visits, major trade shows and other co-op marketing initiatives.

Members were promoted through 700+ in person meetings with international buyers at ATE24, AIME24, G'day Australia 24 and Focus on North Asia 24.

SOCIAL MEDIA / OUR AUDIENCE

WEBSITE TRAFFIC

332K

users in the
past 18 months

FACEBOOK FOLLOWERS

20K



INSTAGRAM FOLLOWERS

10K



Visit Blue Mountains e-news
sent to 10K database (consumer).

BMT industry e-news
sent to 1.5K database (B2B)

In the past three years our social
channels have reached 5 million people!

TESTIMONIAL

"Absolutely no doubt we've received value for money with our Blue MountainsTourism membership.

The marketing was executed so professionally and with the extensive reach we generated booking revenue from our event beyond our expectations. Will definitely renew our membership."

Blue Mountains Botanic Garden Mount Tomah