

JOIN US IN PROMOTING OUR REGION TO THE WORLD!

We've been working hard in recent years with the support of Mayo County Council, Moy Valley Resources IRD and Ballina Chamber to promote the Ballina, North Mayo and West Sligo region as a tourism destination.

We have some of the most spectacular coastline, dynamic outdoor activities, great local food and drink offerings, a wealth of festivals and events and the warmest welcome along the Wild Atlantic Way.

Join us for 2019 in a collaborative marketing campaign to bring more visitors to our beautiful area, grow our economy and build a sustainable future for the next generation.

Become a member today from just €12 per month and avail of exclusive member benefits!

Membership Brochure 2019

SUPPORTED BY:



WHAT WE'VE ACHIEVED TO DATE



Developed a brand identity and website, showcasing all the area has to see and do

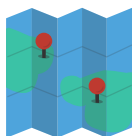


Grown a 20k-strong social media following across four channels @MayoNorth

Assisted with the development and promotion of over 50 festivals and events



Quarterly e-zine promoting our members to over 5,000 subscribers



Created engaging content for visitors including maps, brochures and videos



Attracted significant media coverage of our tourism offering in print, TV and radio

Fostering connections between communities and businesses through networking, seminars and working groups



Building meaningful and beneficial partnerships with Mayo County Council, Fáilte Ireland and other agencies



Attendance at trade fairs promoting the region and meeting tour operators



Planning and delivering fam trips to visitor attractions for local industry and national media

OUR 2019 OBJECTIVES

- Local Tourism Ambassador Programme
- Grant applications to obtain additional funding for tourism projects
- Increase in Digital Marketing activity
- Media FAM trips, in collaboration with our members
- Meetings with and presentations to tour operators/DMCs, in collaboration with Mayo.ie
- Build destination presence at trade fairs and events
- Strategic support of festivals and events that will attract visitors to the region
- Season extension activity and targeting of new markets
- Increase in PR activity
- More networking events, including the inaugural North Mayo Tourism Awards
- Website revamp with a fresh new look

WHY BECOME A MAYO NORTH MEMBER?

Members will have access to the following benefits:

A full individual business listing with images on MayoNorth.ie and acknowledgement of your support on our Members page

Mayo North 2019 window sticker and certificate of membership for display at your property or service, and use of our logo for your website

Your business or business offer will qualify to be featured in our quarterly newsletter, going to over 5,000 subscribers around Ireland and overseas

The opportunity to attend tourism trade fairs with a delegation of Mayo North Members at a shared (reduced) cost, under the Mayo North destination brand

The opportunity for your business/service to be part of a series of visits from media and travel writers (regional/national/international) in 2019/20

A supply of Mayo North maps and information leaflets for your business

A number of posts per year on our social media promoting your business

Free stand/space at Mayo North expos and seminars

Your business or service featured in our "Tourism Trendsetters" social media campaign in 2019, where we will profile individuals from member businesses, telling your story and amplifying your business to our online communities

Access to our image library for use on your social media/marketing material

MEMBERSHIP RATES

Business type	Rate
Hotels/Restaurants/ Gastropubs	Calculated based on individual capacity (flat rate + beds/seats) <i>Please contact us to discuss</i>
B&B/Self-catering	€100 annual flat rate + €12.50 per room
Restaurants	(incl. gastropubs) FLAT FEE: €300 per year + €5 per seat
Cafés	Ballina town: €15 per month, or €150 upfront Outside Ballina: €12 per month or €100 upfront
Visitor Attractions	Not for profit – free Others: €200 - €1000 per year based on visitor numbers.
Activity Providers	€15 per month, or €150 upfront
Pubs	Ballina town: €15 per month, or €150 upfront Outside Ballina: €12 per month or €100 upfront
Other businesses – e.g. shops, beauty salons etc.	Ballina town: €15 per month, or €150 upfront Outside Ballina: €12 per month or €100 upfront
Individual membership	€25 - Special category for individuals that recognise the value of tourism and wish to lend their support to the marketing of the area. In return, members will receive regular newsletters.

Together we are stronger ...

Our mission statement:

”To work collaboratively with stakeholders to promote North Mayo as a year-round tourism destination, showcasing its culture, heritage and natural landscape, and developing new experiences in an ethical, sustainable manner, to best benefit the region and its people.”

HOW TO JOIN

Please complete and return this booking form, together with the appropriate contribution, no later than February 22nd to: MayoNorth.ie, c/o Ballina Tourist Office, Pearse St, Ballina, Co. Mayo. **T:** +35396 80090 **E:** info@mayonorth.ie

PLEASE COMPLETE THIS BOOKING FORM USING BLOCK CAPITALS



Name: _____

Address: _____

Business Name: _____

Contact No: _____ Email: _____

I am paying by: Cheque PO Bank Draft EFT Cash

(SEPA Standing Order form available, please contact us)

I agree to pay € _____ membership annually/monthly (Delete as appropriate)

Category: B&B Café Visitor Attraction Activity provider

Pub Other business Individual (€25)

SIGNATURE: _____ Date: _____

ONLINE OPTION: Payment can be made directly to bank (please contact us if you require a SEPA Standing Order form); just notify us at info@mayonorth.ie.

Bank of Ireland, Pearse St, Ballina, Co. Mayo.

For the account of: Mayo North Destination Steering Group,

ACCOUNT NUMBER: 79861005 SORT CODE: 90-52-72

BIC: BOFIIIE2D

IBAN: IE35 BOFI 9052 7279861005