Join us in promoting our region to the world!
WHAT WE DO

We work with the support of Mayo County Council, Moy Valley Resources IRD and Ballina Chamber and Tourist Office to promote the Ballina, North Mayo and West Sligo region as a tourism destination.

Join us as we seek to grown our 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.

SO FAR, WE HAVE ...

✓ Developed a brand identity & website, mayonorth.ie, showcasing the area
✓ Grown a 25k-strong social media following across four channels
✓ Created maps, brochures and videos for visitors
✓ Held networking events, seminars & working groups for the local industry
✓ Gained massive media coverage of the area on TV, print, radio, online
✓ Developed and promoted numerous festivals and events
✓ Built partnerships with Mayo County Council, Fáilte Ireland & other agencies
✓ Attended trade fairs promoting the region to tour operators
✓ Planned and delivered media & tour operator familiarisation trips
✓ Developed a quarterly zine promoting the area to 5,000+ subscribers

IN 2020, WE PLAN TO ...

• Roll out a three-month national PR programme in the first half of the year, promoting the area nationally, and inviting media here to experience our area for themselves
• Apply for funding for further marketing, using your membership as match funding
• Partner with Mayo County Council to deliver Other Voices in Ballina
• Relaunch our updated website
• Grow relationships with tour operators
• Create a suite of video content to promote the region
• Continue to support and develop festivals and events
• Grow and invest in our digital marketing activity
• Conduct a training needs analysis within the local tourism industry, and work to fill in the gaps
WHY JOIN US?

Members will have access to the following benefits:

- Full individual business listing with images on MayoNorth.ie, acknowledgement of your support on our Members page
- Window sticker and certificate of membership for display at your property or service, use of our logo for your website
- Your business or offer will qualify to be featured in our quarterly newsletter, going to over 5,000 subscribers around Ireland and overseas
- The opportunity for your business/service to be part of a series of visits from media and travel writers (regional/national/international) in 2020/21
- Free 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
- Access to our image library for use on your social media/marketing material

We believe that if everyone gives a little, together we can achieve a lot; and the more visitors we can attract to our area, the more all our local businesses will benefit as a result.

MEMBERSHIP RATES

<table>
<thead>
<tr>
<th>Business type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels/Restaurants/ Gastropubs</td>
<td>Calculated based on individual capacity (flat rate + beds/seats)</td>
</tr>
<tr>
<td></td>
<td>Please contact us to discuss</td>
</tr>
<tr>
<td>B&amp;B/Self-catering</td>
<td>€100 annual flat rate + €12.50 per room</td>
</tr>
<tr>
<td>Restaurants</td>
<td>(incl. gastropubs)</td>
</tr>
<tr>
<td></td>
<td>FLAT FEE: €300 per year + €5 per seat</td>
</tr>
<tr>
<td>Cafés</td>
<td>Ballina town: €15 per month, or €150 upfront</td>
</tr>
<tr>
<td></td>
<td>Outside Ballina: €12 per month or €100 upfront</td>
</tr>
<tr>
<td>Visitor Attractions</td>
<td>Not for profit – free</td>
</tr>
<tr>
<td></td>
<td>Others: €200 - €1000 per year based on visitor numbers.</td>
</tr>
<tr>
<td>Activity Providers</td>
<td>€15 per month, or €150 upfront</td>
</tr>
<tr>
<td>Pubs</td>
<td>Ballina town: €15 per month, or €150 upfront</td>
</tr>
<tr>
<td></td>
<td>Outside Ballina: €12 per month or €100 upfront</td>
</tr>
<tr>
<td>Other businesses – e.g. shops, beauty salons etc.</td>
<td>Ballina town: €15 per month, or €150 upfront</td>
</tr>
<tr>
<td></td>
<td>Outside Ballina: €12 per month or €100 upfront</td>
</tr>
<tr>
<td>Individual membership</td>
<td>€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.</td>
</tr>
</tbody>
</table>
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 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: BOFIIE2D IBAN: IE35 BOFI 9052 7279861005