

Membership Brochure 2021



Join us in promoting
our region to the world!

Supported by



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 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 35k-strong social media following across multiple channels
 - ✓ Created maps, brochures and videos for visitors
 - ✓ Held networking events, seminars & working groups for the local industry
 - ✓ Gained media coverage for 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
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IN 2021, WE PLAN TO ...

- Continue our national PR programme promoting North Mayo nationally, inviting media to experience our area for themselves with the aim of extending the 2021 season
- Apply for funding for further marketing, using your membership as match funding
- Create a suite of video content to promote the region
- Develop self-guided walking trails in Ballina and beyond to drive footfall
- Deliver training in businesses to help staff to confidently promote the local tourism offering
- Update promo material and make available to all businesses in hard and soft copy
- Conduct visitor satisfaction research to identify areas for improvement
- Continue with our online marketing campaign
- Reach out to our overseas followers to invite them 'Home to Mayo' in 2022

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
- 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 2021/22
- Unlimited 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
- Access to our image/video 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

Hotels and gastropubs - contact us directly for rates as these will vary

Visitor Attractions: €500

Cafés: €150 (Ballina) €100 (outside Ballina)

B&B/Individual self-catering property €150

Activity Provider: €150

Pubs/bars: €150 (Ballina) €100 (outside (Ballina)

Other business e.g. Retailer/Hair/beauty/service €150 (Ballina): €100 (outside Ballina)

Individual membership: €25

Please note that product/in-kind contributions will also be considered

Our mission statement - Together we are stronger ...

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

HOW TO JOIN

ONLINE:

Payment can be made online at www.northmayo.ie/become-a-member directly to bank (please contact us if you require a SEPA Standing Order form)

EFT/ SEPA DIRECT DEBIT

(SEPA Standing Order form available, please contact us)

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

CASH/CHEQUE

Please complete and return this booking form, together with the appropriate contribution to Mayo North Tourism, c/o Ballina Tourist Office, Pearse St, Ballina, Co. Mayo. T: +35396 80090 E: info@mayonorth.ie

PLEASE COMPLETE USING BLOCK CAPITALS

Name: _____

Business: _____

Address: _____

Contact No: _____

Email: _____

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

Category: Visitor Attraction B&B/SC Café Activity provider
Pub/Bar Other business Individual (€25)

Signature: _____

Date: _____