

Membership 2022

*Join us in sustainably promoting
our region to the world!*

Supported by



WHAT WE DO

MISSION STATEMENT

To work collaboratively with stakeholders to promote North Mayo and its hinterlands 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.

We work with the support of Mayo County Council, Moy Valley Resources IRD and Ballina Chamber of Commerce and Tourist Office. Join us on the road to recovery in 2022, in a collaborative marketing and PR campaign to attract more visitors to the area, helping the local economy to recover and grow, and building a sustainable future for the next generation in rural Ireland.

SO FAR, WE HAVE ...

- Developed a destination brand identity & website, mayonorth.ie
- Grown a 42K-strong social media following across multiple channels
- Created North Mayo maps and brochures to guide tourists around the region
- Developed strong video content promoting the region
- Held networking and training events and seminars for the local tourism industry
- Gained media coverage for the area on TV, print, radio, online and consistently generated positive publicity for the region
- Developed, supported and promoted festivals and events in Ballina & North Mayo
- Built strong 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 e-zine promoting the area to 5,000+ subscribers

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.

WHY BECOME A MEMBER?

Members will have access to the following:

- Full individual business listing with images on MayoNorth.ie
- Feature on our social media channels (42k followers)
- Inclusion in our national PR programme (press trips, radio, print, TV and online content)
- Access to our image/video library for use on your social media/website
- Opportunity for inclusion in our subsidised 'People of North Mayo' video series commencing in 2022: a 60-sec video profiling your business at a greatly reduced cost
- Your offers featured in our quarterly marketing ezine
- Use of our logo for your website and a window sticker acknowledging your support
- Unlimited free supply of Mayo North maps and information leaflets for your business



OUR 2022 PLAN:

- Help and support you on the road to recovery by delivering relevant tourism training and hosting networking and development events
- Form a destination working group to support the industry locally to respond to sustainability and climate change and promote North Mayo as a sustainable tourism destination
- Develop a local tourism brand ambassador and social influencer campaign to help us promote our area and its offerings to a wider audience
- Commission a new destination video for North Mayo, alongside a new suite of video content from local businesses to promote the region
- Increase our online presence and reach new audiences by developing and implementing a comprehensive digital marketing strategy
- Continue our national PR programme promoting North Mayo nationally and inviting media to experience our area for themselves
- Apply for further marketing funding, using your membership as match funding
- Create a series of creative and targeted advertising campaigns promoting North Mayo
- For the first time, conduct visitor research to inform our marketing and development strategy
- Work with the communities of North Mayo to develop self-guided walking trails in Ballina and beyond to drive footfall
- Continue to work with retailers and other businesses to support them in meeting and guiding tourists
- Reach out to our overseas followers to invite them 'Home to Mayo' in May 2022 and to plan a trip back to North Mayo for Ballina 2023 (www.ballina2023.ie)
- Complimentary ad space in new Mayo North destination booklet

MEMBERSHIP RATES

Membership is open to all types of businesses across the North Mayo region who have an interest in attracting visitors.

- **Hotels and gastropubs** - contact us directly for rates as these will vary based on capacity.
- **Visitor attractions:** €250 - €500 (contact us directly)
- **Cafés:** In Ballina: €180, Outside Ballina: €120 (€15/€12 per month)
- **Pubs/bars (no food):** In Ballina: €180, Outside Ballina: €120 (€15/€12 per month)
- **B&B/Individual self-catering property:** €180 (€15 per month)
- **Tour/activity provider:** €150 (€12 per month)
- **Other business e.g. Retailer/Hair/Beauty/Services** €100
- **Individual membership:** €25

Monthly direct debit option available.

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

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: _____