

# Membership 2023

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



*Supported by*



## 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 in 2023 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](https://mayonorth.ie)
- Grown a collective 60K-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
- Created a series of short videos focusing on North Mayo its people and places
- 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 9,000+ 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](https://MayoNorth.ie)
- Feature on our social media channels (60k 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
- 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 2023 PLAN:

- Continue our local tourism brand ambassador and social influencer campaign to help us promote our area and its offerings to a wider audience
- Completion, launch and promotion of Phase I our brand new video series, 'People and Places of North Mayo', featuring 30 member businesses
- Continue to increase our online presence and reach new audiences with a mix of activity including targeted advertising campaigns
- Deliver a new town guide booklet together with Ballina Chamber of Commerce
- Continue our national PR programme promoting North Mayo nationally and inviting media to experience our area for themselves
- Use our brand new photography image bank to further promote the beauty of the region
- Apply for further marketing funding, using your membership as match funding
- Support Fáilte Ireland in the roll-out of the North Mayo Destination Experience Development Plan (DEDP) which will deliver an exciting new tourism road map for the region
- Continue to work with retailers and other businesses to support them in meeting and guiding tourists Hosting networking events
- Supporting with the development of new tourism product
- Supporting the promotion and marketing of Ballina 2023 on our website and all social channels
- Continued support of all festivals and events in the region via our online marketing channels and PR activity

## 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/€10 per month)
- **Pubs/bars (no food):** In Ballina: €180, Outside Ballina: €120 (€15/€10 per month)
- **B&B/Individual self-catering property:** €180 (€15 per month)
- **Tour/activity provider:** €150 (€12.50 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](http://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](mailto: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: \_\_\_\_\_