

Membership 2026

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



Supported by

WHAT WE DO....

Mayo North Tourism work collaboratively with the support of Mayo County Council, Moy Valley Resources IRD, Ballina Chamber of Commerce & Tourist Office and our members. Join us in 2026 in a collaborative marketing and PR campaign to attract more visitors to the area, helping the local economy to grow, whilst building a sustainable future for the next generation in rural Ireland.

2025....A LOOK BACK

This year marked incredible achievements that further solidify our position as a leader in community-driven tourism:

- Significant growth across our digital platforms:
 - Website: 206,890 page views & 105,592 active users
 - Social Media: Facebook: 7.5m views / 103k interactions/ 7.5k web clicks (47.5k followers) Instagram: 2m views, 23.3k interactions and a reach of 349.6k (16.3k+ followers)
- Hosted numerous content creators and journalists, resulting in prominent national and international media features.
- Worked with MSLETB tourism and customer care students to strengthen links between education and wider visitor economy.
- Represented North Mayo at festivals, events, and consumer shows both at home and internationally.
- Supported new businesses by providing exposure to help businesses build visibility, attract customers and embed themselves within the local visitor economy.
- Over 80 editorial pieces published across local, national & international outlets.
- Collaborated with community groups and event organisers to promote over 150 local events and festivals.

WHY BECOME A MEMBER?

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.

By joining Mayo North Tourism, you are not only elevating your business but also investing in the collective success of our community. As a member, your business gains unparalleled visibility and access to national campaigns, all while directly engaging with a growing audience of potential visitors.

Member Benefits:

- Full individual business listing with images on our website MayoNorth.ie.
- Features on our social media channels, with a collective following of **70,000+**.
- Inclusion in national **PR** programme, press trips, and media features.
- Access to image and video library.
- Feature in our marketing e-zines promoting you to **10k+ subscribers**.
- Use of our logo for your marketing materials.
- Representation of your business at **national and international events & trade fairs**.
- Inclusion in campaigns that have generated millions in tourism-related revenue.

Behind the Scenes:

Our dedicated team works tirelessly to promote North Mayo as a year-round tourism destination by:

- Writing engaging **blog posts** that highlight culture, heritage, natural landscapes as well as things to do and see in the area.
- Managing impactful **social media campaigns** that reach thousands of potential visitors daily (Social reach in 2025 was **over 3.9million** people).
- Creating suggested **travel itineraries** tailored for tourists visiting North Mayo.
- Crafting **press releases and PR content** to maintain positive media attention for the region.

OUR 2026 PLANS



Our efforts so far have established Mayo North Tourism as a trusted leader in promoting the region. From building a strong destination brand and fostering key partnerships to delivering impactful marketing campaigns, we continue to make North Mayo a must-visit destination for tourists worldwide. Now, as we look forward to 2026, we are committed to taking our achievements to the next level. See outline of our 2026 plan here:

Digital Campaigns and Engagement:

- Continue our local tourism brand ambassador and social influencer campaigns.
- Increase our online presence through targeted advertising campaigns.
- Sustain online engagement to promote new and existing attractions (to include our global promotion of Killala Bay's artificial reef as a unique diving and marine experience).
- Continue our national PR programme promoting North Mayo nationally and inviting media to experience our area for themselves.

Festival and Event Support:

- Continue to promote festivals, events, and community initiatives.
- Collaborate with community groups and businesses to support tourism growth.

Tourism Development Initiatives:

- Build on the recognition of the "Best Community-Led Tourism Initiative" award to strengthen our brand nationally and internationally.
- Support Fáilte Ireland's North Mayo Destination Experience Development Plan (DEDP).
- Host networking events and support development of new tourism products.
- Apply for additional marketing funding, using memberships as match funding.



LET'S WORK TOGETHER

We encourage your input to help shape the future of Mayo North Tourism. Share your ideas, suggestions, and event information for our "What's On" section to reach a wider audience.

If you're not already a member, we strongly encourage you to consider joining us in 2026 to be part of our shared success.

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 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.

- ACCOUNT NAME: Mayo North Destination Steering Group
- ACCOUNT NUMBER: 79861005
- SORT CODE: 90-52-72
- BIC: BOFIE2D
- 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: _____