



MISSION BEACH
BUSINESS & TOURISM

Membership

Mission Beach Business & Tourism is the region's peak tourism body, facilitating memberships, promoting sustainable tourism development and marketing this wonderful destination across Australia and around the world.

Tourism is Mission Beach and the surrounding area's most important industry. Every business in our region benefits when tourism is thriving, so it is vital that we support the growth of our number one industry.

Tourism Facts

- Tourism is worth \$100 million per annum to the Mission Beach and Cassowary Coast Shire's economy.
- Tourism accounts for 47% of Tropical North Queensland's export based economy.
- Tourism directly employs over 20,000 people in Tropical North Queensland.
- Tropical North Queensland welcomes almost 2.2 million visitors each year.

Why support tourism?

If you are in business in this region... any business... you benefit from the region's tourism industry... whether your income is derived directly from our 2 million visitors each year or through the local population and networks which support tourism.

How can you get involved?

Tourism has a multiplying effect on an economy so whether you are directly or indirectly involved in tourism, local businesses generate \$100 million as a result of tourism.

Mission Beach Business & Tourism invites you to become a member and support the marketing of your region.

With your membership funds being invested in the marketing, promotion and development of the region to ensure a healthy tourism economy, Mission Beach Business & Tourism's core function is to ensure that members and visitors alike are welcomed and informed about the variety of business and activity surrounding this region.

Membership is a tax deductible investment in the future of your business and tourism in the region.

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Membership Benefits

Tourism Business Membership (Tourism related businesses in Mission Beach)

- Free link to MBB&T website
- Brochure display at the Visitor Information Centre (VIC) 1 x A4
- Active promotion of your business by VIC volunteers & staff, 7 days per week (direct bookings made by VIC subject to usual commission rates where applicable)
- Joint advertising opportunities
- Have your business visited by journalists as applicable
- Trade show and seminar representation
- Visits from VIC volunteers from throughout the region
- Free entry in annual rates sheet
- Attend member networking functions bimonthly
- Opportunity to present your business to staff & volunteers (product training)
- Entitled to use new branding

Associate Membership (Regional & Non Tourism businesses)

- Free link to MBB&T website
- Brochure display at the Visitor Information Centre (VIC) 1 x A4
- Active promotion of your business by VIC volunteers & staff, 7 days per week (direct bookings made by VIC subject to usual commission rates where applicable)
- Attend member networking functions bimonthly
- New members introduction of your product to other members via email (once only)
- Opportunity to present your business to staff & volunteers
- Entitled to use new branding

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Sponsorship Membership 2009/10

Gold Membership \$5,500

- Free advertisement Top Banner on MBB&T website
- Customised membership where possible
- Personalised product training to Visitor Centre volunteer & paid staff
- Dedicated display at MB Visitor Centre
- Shelf display for up to 4 A4 brochures in prominent area of the Mission Beach Visitor Centre with Gold Member signage
- MBB&T Gold Membership Certificate
- Membership list with phone contacts
- First choice for famils
- First choice for generic displays and all generic media advertising at no cost to Gold Member
- Sponsored by added to Mission Beach Business & Tourism stationery
- Highlighted rate sheet entry with Gold Member signage
- Promotion of product/s with banners, posters at any MBB&T promotion
- Promotion of products/activities to other members via email up to 12 times per membership year
- The products own display boards [A-frames & T-frames] flyers and pull up displayed at MB Visitor Centre

Silver Membership \$3,500

- Free advertisement side banner on MBB&T website
- Shelf display for up to 3 A4 brochures in prominent area of the Mission Beach Visitor Centre
- MBB&T Silver Membership Certificate
- Membership list with phone contacts
- Highlighted rate sheet entry with Silver Membership signage
- Promotion of products/activities to other members via email up to 6 times per membership year
- The products own display boards [A-frames & T-frames] flyers and pull up displayed at MB Visitor Centre

Bronze Membership \$1,750

- Free advertisement bottom MBB&T website
- Shelf display for up to 2 A4 size brochures in prominent area of the MB VIC
- MBB&T Bronze Certificate
- Promotion of products/activities to other members via email up to 4 times per membership year