

MUDGEE REGION TOURISM 2021-22 ANNUAL PROSPECTUS PARTNERSHIPS + ADVERTISING PACKAGES GULGONG, RYLSTONE, KANDOS, MUDGEE + SURROUNDS



“Capital of country chic”
—Australian Financial Review, 03.03.21



Your business + visitation = growth

OUR VISITOR ECONOMY

Mudgee Region has enjoyed strong visitation growth of 32% since 2014, as reported by Tourism Research Australia. We now welcome on average 691,000 visitors annually, resulting in more than 1M overnight visitors, worth over \$199M to the visitor economy each year.

Research and tourism insights indicate Mudgee Region connects perfectly with those wishing to escape the city for a contemporary country escape. There is confidence in further growth of the visitor economy over the next 3-5 years.

Mudgee Region Tourism is an independent not-for-profit local tourism organisation, funded by its members, sponsors, a contract with Mid-Western Regional Council and various other retail revenue streams. The organisation is the primary body responsible for the promotion of our destination as well as visitor servicing.

By partnering with Mudgee Region Tourism, you can promote your business to over 1M overnight visitors annually and work collaboratively with 350+ like-minded local businesses to support the ongoing promotion of the region.

We offer multi-media advertising solutions to increase awareness and confidence in your brand and offering. Join us to keep the visitor economy thriving across Gulgong, Mudgee, Rylstone, Kandos and surrounds.

What sets us apart from many other boutique destinations, is our incredible collaboration. Our authentic and contemporary country lifestyle, loving community, thriving industries and historic villages, making us who we are.

Congratulations!

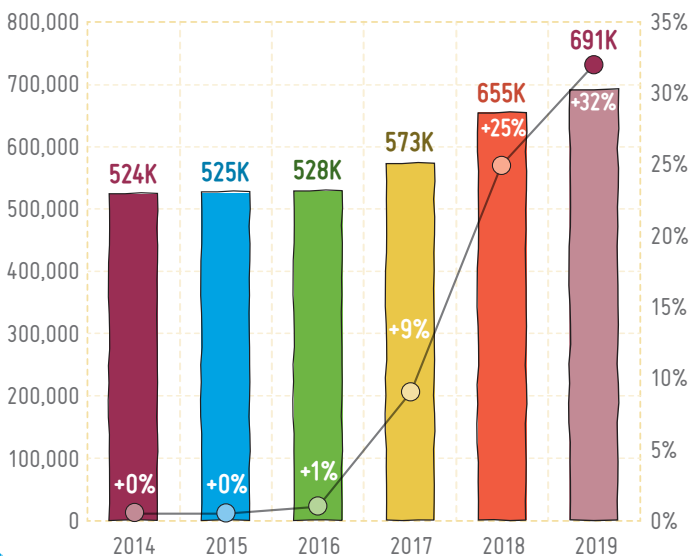
“Your sustained work to generate awareness and excitement about the region over the last few years created a springboard for your very effective campaign to get Mudgee Region at the top of every post-iso wish list, article and conversation. What a result. It felt like the world and his wife were in region to enjoy themselves.”

Huntington Estate // Partner // June 2020

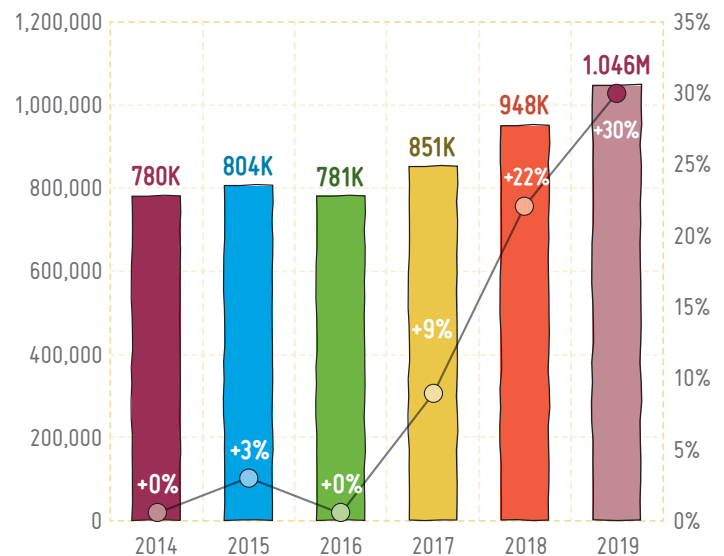
CHECK OUT OUR GROWTH

Tourism Research Australia, on behalf of Destination NSW, prepare 4-year average reports for each NSW Local Government Area. A 32% visitor growth over 6 years is a phenomenal result and testament to the quality of experiences and collaborative nature of our destination.

LGA PROFILE — TOTAL VISITORS (4 YEAR AVERAGE)
INCLUDING % CHANGE SINCE 2014



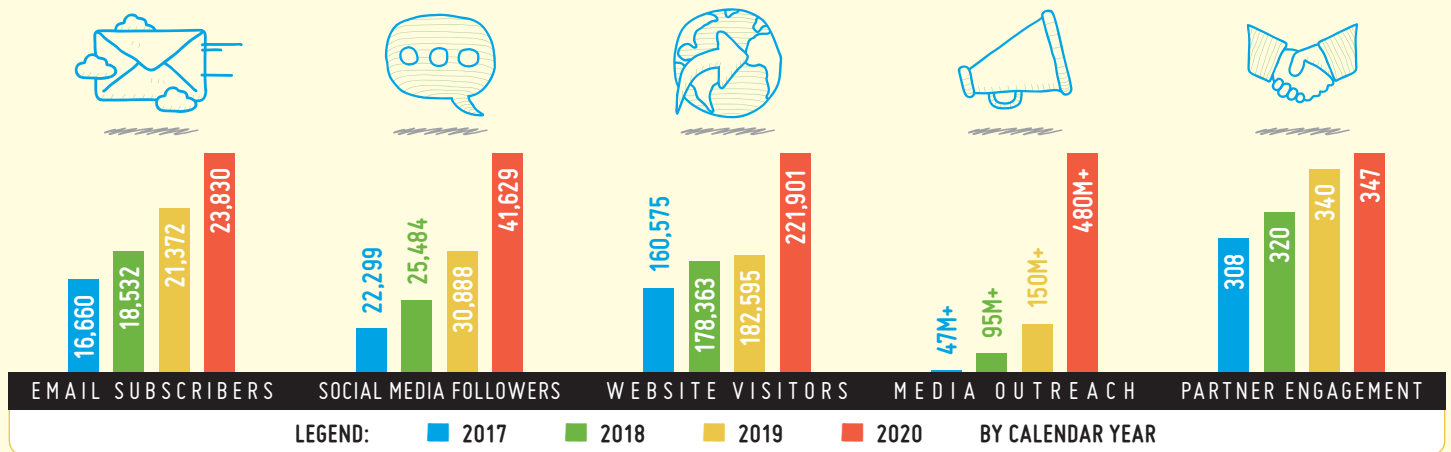
LGA PROFILE — OVERNIGHT VISITORS (4 YEAR AVERAGE)
INCLUDING % CHANGE SINCE 2014



Promoting your business

GROWING DISTRIBUTION FOR THE REGION

We continuously grow the audience we are reaching through a multi-media approach to marketing the region. This infographic shows how many customers we are reaching and the number of partners we collaborate with.



IN PERSON SERVICES

Our Accredited Visitor Information Centre in Mudgee welcomes 34,000+ people annually. In mid-2021, we will be relocating to a beautiful new space at 90 Market Street, as part of the new Mid-Western Regional Council art gallery and precinct development. Our new Visitor Information Centre will be the ideal base for residents, visitors and our local business community to meet and collaborate, learn about the region and engage with locally made + sourced produce and goods. We partner with three satellite Visitor Information Services located at Gulgong, Rylstone and Kandos.

Best we've been to!

“We've travelled extensively in Australia and this is by far the BEST info centre we've ever been to!

It actually reflects the region and is choc full of local produce! Great lay out, brochures and excellent service.

Make it your first stop in town! ”

Visitor TripAdvisor Review // Jenny // Dec 2020



New VIC premises at 90 Market Street — planned opening August 2021

Print Advertising

MUDGEE REGION MAGAZINE

PUBLICATION
date

AUGUST 2021

This quality, free-to-readers, print publication (around 96 pages, A4 in size) showcases the best of Gulgong, Rylstone, Kandos, Mudgee and surrounds. 90,000 magazines will be printed with an estimated readership of over 200,000, strategically distributed to encourage visitation, improve the experience of in-region visitors and inform local residents. Partners of Mudgee Region Tourism are invited to advertise in the publication and encouraged to distribute magazines across their own outlets. Visitors to the Visitor Information Centres also receive a copy. Annually, 20,000 copies are tipped-on to the mid-year edition of *Australian Traveller Magazine*.

BONUS MAP INCLUSION!

Print advertising partners (Silver + above) will also receive a location pin + business listing on the Mudgee Region Map



Individual Annual Promo Price Guide (check out our bundled packages + save)

- ★ Full page ad + map pin with business listing = \$8,450
- ★ Half page ad + map pin with business listing = \$4,200
- ★ Quarter page ad + map pin with business listing = \$2,100
- ★ Eighth page ad + map pin with business listing = \$1,050

QUARTER PAGE	FULL PAGE
	EIGHTH PAGE
	HALF PAGE

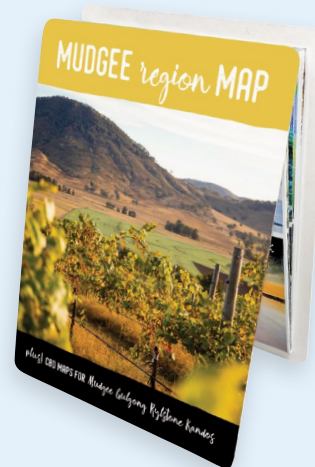
MUDGEE REGION MAP

PUBLICATION
date

AUGUST 2021

- ★ **Pocket size:** Z-CARD® concertina fold-out map
- ★ **Distribution:** 40,000 in-region visitors
- ★ **Map Area:** Mid-western regional area + surrounds (plus Gulgong, Rylstone, Kandos + Mudgee town maps on reverse side)
- ★ **Key:** a range of experiences + business categories
- ★ **Index:** business listing with map reference + magazine advertisement page reference
- ★ **Matrix:** drive times between towns

Individual Annual Price Guide ★ Location pin and business listing = \$760



> available to customer facing business outlets who advertise in the Mudgee Region Magazine.



VISITOR INFORMATION BAYS

Option for Silver members and above to advertise their business across five signs located around the region at prominent tourism bays and high foot traffic locations. Limited space available; first in basis.

Add-on Annual Price Guide ★ A5 size ad, includes artwork = \$550

> Pricing throughout this guide is exclusive of GST

Digital Advertising

VISITMUDGEEREGION.COM.AU

The **NEW!** destination website [visitmudgeeregion.com.au](https://www.visitmudgeeregion.com.au) launched October 2020. Mudgee Region's #1 mobile responsive website attracts 180,000+ unique visitors annually. You can tap into the thousands of unique visitors and connect them to your business. There is also an opportunity to convert more bookings by featuring a **BOOK NOW** button for your product or experience — ask us how!

Individual Annual Promo Price Guide

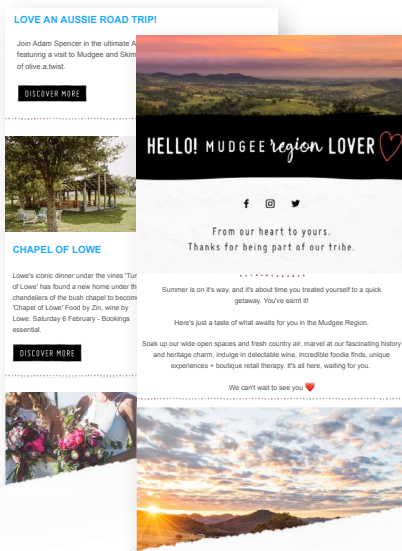
- ★ Webpage = \$800
- ★ One-month feature tile on home page + digital ad every page = \$1,950



ELECTRONIC DIRECT MAIL (EDM)

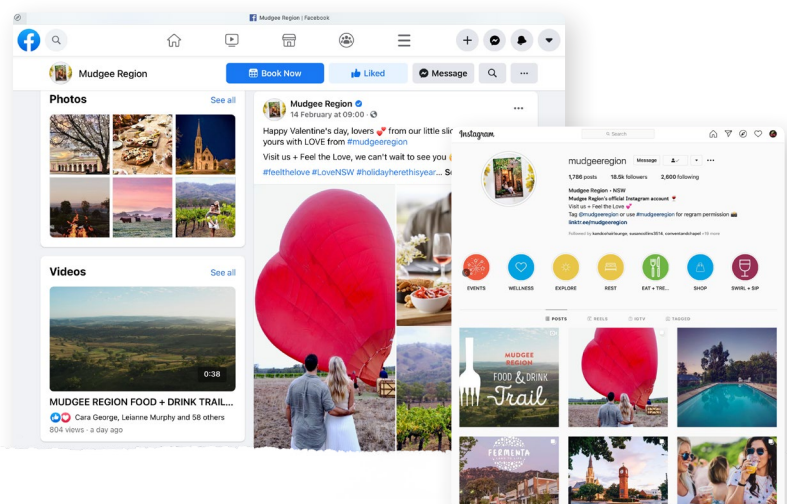
With 23,000+ subscribers in our Mudgee Region Lover tribe, we invite members to promote their business/event with digital banners in our monthly email promotion. Includes click through to your webpage on [visitmudgeeregion.com.au](https://www.visitmudgeeregion.com.au).

- ### Individual Annual Promo Price Guide
- ★ Large digital banner = \$680
 - ★ Small digital banner = \$455



SOCIAL MEDIA

Across Facebook, Instagram and Twitter, we regularly communicate the benefits of visiting our region through a social following of 42,000+. Native social media posts are available through top tier partnerships and event promotional solutions. No individual pricing available, however we encourage all partners to [#mudgeeregion](https://www.instagram.com/mudgeeregion) for potential reposts.



BOOKABLE PRODUCT SOLUTIONS

Don't miss the opportunity to maximise sales to your accommodation or experience. We have a **BOOK NOW** feature for visitors to check real-time availability + make an instant booking, whether it be a tour, tickets for an event, an immersive class, an attraction or accommodation. Our **BOOK NOW** feature is your solution to convert more bookings. Bronze partners + above have the opportunity to take advantage of this feature — enquire with us to learn more.

> Pricing throughout this guide is exclusive of GST

Membership Advertising Packages

	PLATINUM	GOLD	SILVER	BRONZE	BASIC	
PROMOTIONAL INCLUSIONS	Partner privileges > <small>see Partner Privileges box for full list of inclusions</small>					
	Magazine directory listing ¹					
	Business webpage ²				-	
	Campaign Partner eligibility				-	
	Bookable Product + Experience promotion eligibility ³				-	
	Online retail store eligibility				-	
	Product // Experience famil ⁴	TEAM	TEAM	INDIVIDUAL	VIRTUAL	VIRTUAL
	Magazine advertisement ¹	HALF PAGE OR 2x QTR PAGE ⁵	QUARTER PAGE	EIGHTH PAGE	-	-
	Map location pin + listing ¹	2x PINS	1x PIN	1x PIN	-	-
	Website feature tile on all webpages for one month	PRIORITY POSITION		-	-	-
	eDM banner ad	LARGE	SMALL	-	-	-
	VIC liquor sales eligibility			-	-	-
	BONUS free Bronze package			-	-	-
	Social Media native post		-	-	-	-
	VIC window decal promotion + subscriber competition for one month		-	-	-	-
ANNUAL FEE + DISCOUNTS	2021-22 ANNUAL FEE	\$5,500	\$3,500	\$2,000	\$800	\$300
	Weekly equivalent (approx)	\$106	\$67	\$38	\$15	\$6
	MULTIPLE + SAVE 10% Save 10% on additional equivalent or lower tier partnerships for multi-business promotion, same owner.	\$4,950	\$3,150	\$1,800	\$720	\$270
	UPGRADE + SAVE 5% Upgrade your 2020-21 partnership to a higher tier in 2021-22 + save 5% on the higher tier.	\$5,225	\$3,325	\$1,900	\$760	-
	MAINTAIN PLATINUM + SAVE 5% For those who retain their 2020-21 Platinum partnership in 2021-22.	\$5,225	-	-	-	-
PAYMENT OPTIONS + DEADLINES	EARLY BIRD + SAVE 5%	PAY IN FULL BY 10 MAY 2021				
						-
	BY DEADLINE	PAY IN FULL BY 24 MAY 2021				
PAYMENT PLAN Fees apply: \$12.00 one-off set-up fee + \$14.95 insufficient funds fee, full terms online	50% BY 24 MAY + WEEKLY INSTALMENTS BY 20 DEC 2021					
					-	

Sponsorship Packages

> Sponsorships available to non-tourism businesses only — on request.

		DIAMOND	RUBY
PROMOTIONAL INCLUSIONS	Partner privileges > see Partner Privileges for listed inclusions		
	Magazine directory listing ¹		
	Logo on 'Our Sponsors' webpage + click through		
	Magazine advertisement ¹	HALF PAGE ⁵	QUARTER PAGE
	Crew News — permanent recognition + click through to business website	PRIORITY POSITION	
	Crew News promotion — 1x feature per year		
ANNUAL FEE	ANNUAL FEE	\$3,000	\$2,000
	Weekly equivalent	\$58	\$38
PAYMENT OPTIONS + DEADLINES	EARLY BIRD + SAVE 5% - PAY IN FULL BY 10 MAY 2021		
	BY DEADLINE - PAY IN FULL BY 24 MAY 2021		
	PAYMENT PLAN - 50% BY 24 MAY + WEEKLY INSTALMENTS BY 20 DECEMBER 2021 Fees apply: \$12.00 one-off set-up fee + \$14.95 insufficient funds fee, full terms online		

¹ Must secure partnership by print deadline to be included in print advertising and business directory listing ² Webpage pulls content from your business ATDW listing ³ Bookable Product accessible via 123Tix + V3, commission may apply ⁴ In-person famils are subject to COVID restrictions permitting ⁵ Template ad or own artwork permitted in Platinum Membership + Diamond Sponsorships only **Note:** Mid-term partnerships available on a pro rata basis, excludes print inclusions + payment plan

PARTNERSHIP PRIVILEGES

- ★ Weekly Crew News (e-newsletter includes industry insights, workshop invitations, funding program info, partner opportunities, media alerts + more)
- ★ Exclusive access to Mudgee Region Tourism Partner Facebook group for regular updates + to connect with partners to amplify collaborative efforts + business support
- ★ Exclusive access to online Partner Portal for the latest local, national and global industry resources
- ★ Virtual familiarisations; partner to submit a 15-minute video tour of product or experience
- ★ DL brochure display at VIC
- ★ Invitation to workshops + seminars
- ★ Opportunity to advertise with print and digital solutions
- ★ 'Proud Partner of Mudgee Region Tourism' digital banner, links to visitmudgeeregion.com.au
- ★ Event promotion through online calendar and "What's On" VIC promotion
- ★ Potential to sell retail product at VIC
- ★ Discounted stallholder opportunities
- ★ Mudgee Region Magazine and website directory listing¹
- ★ Invitation to Annual General Meeting
- ★ Funding application guidance
- ★ Access to a variety of skilled staff with various marketing and visitor experience backgrounds
- ★ Promote your public holiday trading hours over the festive season + public holiday weekends



Online

- > Go to visitmudgeeregion.com.au
- > Go to Partner Services
- > Go to Partnership Opportunities
- > Complete online form
- > Read Terms + Conditions
- > Receive email with invoice
- > Pay by deadline*

Need assistance?

Visit the team at **84 Market Street Mudgee**
Email partners@visitmudgeeregion.com.au
Call **02 6372 1020**

*Mudgee Region Tourism has engaged the services of an external debit agency to facilitate payment plans for those eligible. Fees may apply. All partners agree to consider full terms and conditions outlined on our website. 1.21% credit card surcharge applies to direct MRT payments.

MUDGEE REGION TOURISM

84 Market Street, Mudgee

02 6372 1020

visitmudgeeregion.com.au



MUDGEE
REGION

reset your senses

FRONT COVER image credit Destination NSW
BACK COVER image credit Amber Creative