



*Mudgee
Region*

Mudgee Region Tourism 2024-25 Annual Prospectus

Partnership & Advertising Packages

GULGONG RYLSTONE KANDOS MUDGEE & SURROUNDS

About Mudgee Region Tourism

Mudgee Region Tourism (MRT) is an independent incorporated body funded by the Mid-Western Regional Council (MWRC) and by its Partners and Sponsors. MRT is the lead local tourism organisation responsible to the region's destination marketing, professional industry development and visitor servicing throughout Gulgong, Rylstone, Kandos, Mudgee and surrounds.

Our 2024–25 partnership model is designed to be accessible to all businesses involved in or supporting tourism in the Mudgee Region. Additional marketing options are available based on what is right for your business.



Why partner with Mudgee Region Tourism?

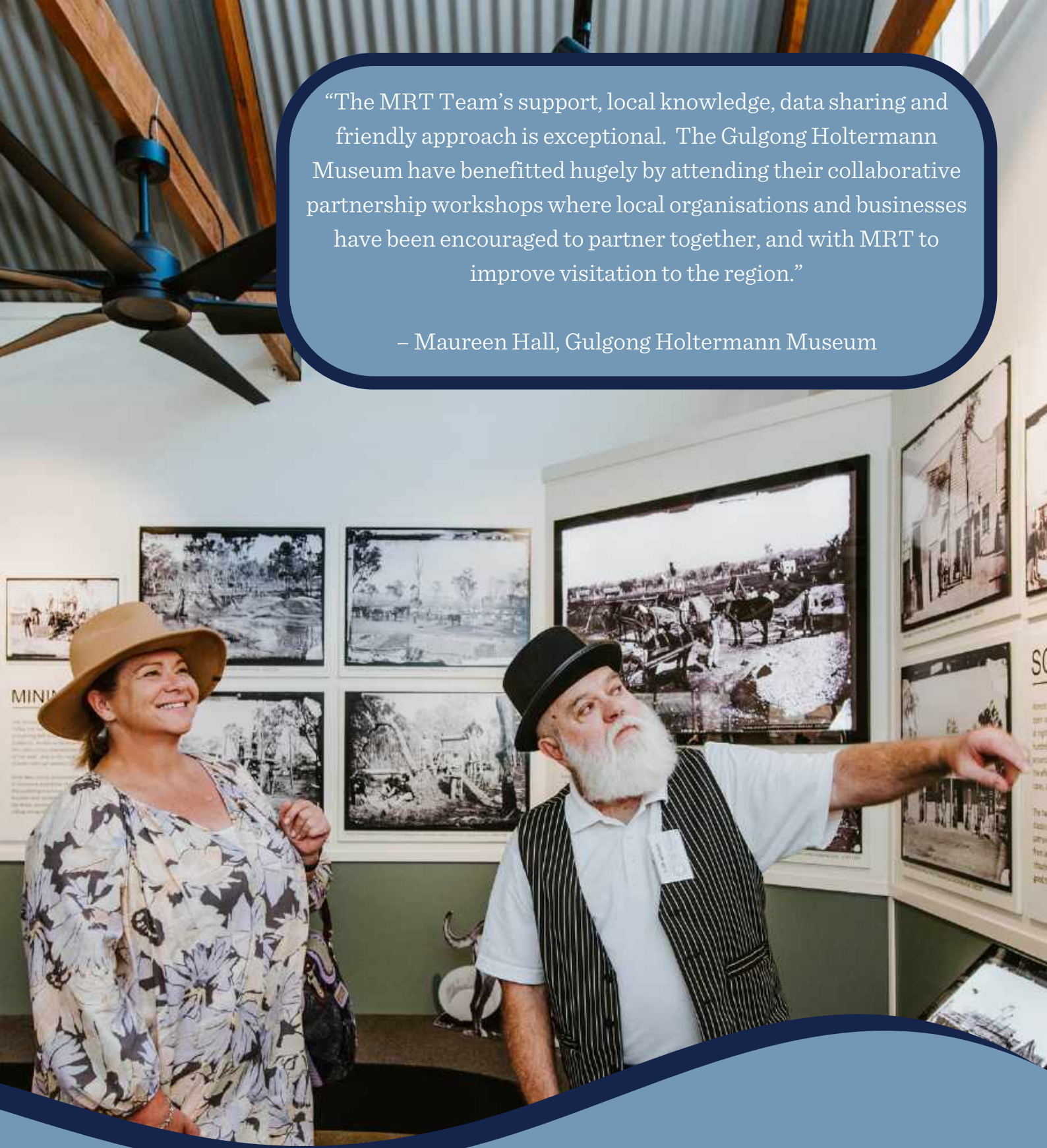
In 2023 visitor spend accounted for 31% (\$253.2m) of total spend in the Mudgee Region. This figure continues to showcase that tourism is everyone's business. Together we are stronger, and your MRT partnership ensures the region has a united focus to grow visitation and spend. MRT is the unified voice for the tourism industry and a core reason for your MRT partnership is to support sustainable tourism growth in our region.

Partnering with MRT ensures that we can continue to grow brand awareness and the appeal of the Mudgee Region by showcasing the breadth and diversity of our offerings in the most competitive tourism market. The success of MRT as the peak marketing body for the region contributes to your business success. Collectively your partnership with MRT contributes to sustainable tourism development and growth.



“The MRT Team’s support, local knowledge, data sharing and friendly approach is exceptional. The Gulgong Holtermann Museum have benefitted hugely by attending their collaborative partnership workshops where local organisations and businesses have been encouraged to partner together, and with MRT to improve visitation to the region.”

– Maureen Hall, Gulgong Holtermann Museum



In 2023 MRT achieved significant growth milestones including record levels of web traffic and web page views, and increased social reach and engagement:

- Web traffic 277k – increase of 120%
- Web page views 760k – increase of 110%
- Social Media followers 52.5k – increase of 5%
- Social Media reach 7.6m – increase of 201%
- What’s On website – 93.9k views since launched in May ‘23

MRT Partnership

\$800 + GST

For 2024–25 there is one partnership level to reflect the importance of all Partners to MRT.

By simplifying our Partner offering you are able to select the marketing opportunities that best suit your business.



Partnership Inclusions

Partner Privileges (see next page)

Magazine Directory Listing [1]

Business Webpage on visitmudgeeregion.com.au [2]

Marketing Campaign Eligibility

Paid Print & Digital Package Add-on Eligibility [3]

Online Retail & VIC store eligibility including liquor sales [4]

Product // Experience Famil [5]

Annual Fee \$800 + GST

Payment plan available – 50% to be paid by 31 May 2024

Weekly instalments fully paid by 27 December 2024

Fees apply: \$15 one-off set-up fee & \$14.95 insufficient funds fee – full terms available online.

The Fine Print

- [1] Must secure partnership by magazine print deadline to be included in the print advertising and the magazine business directory listing
- [2] Webpage pulls content from your ATDW business listing
- [3] Digital packages are at an additional cost. See pages 8–9
- [4] Subject to approval and retail Terms & Conditions
- [5] Partner to select their preferred famil date and time via online calendar

List My Business Twice

Available to MRT Partners only

- Additional webpage category for your business
- Additional Magazine directory listing
- Additional DL flyer category in VIC

\$150 +GST

Why choose this add-on?



My business spans two categories & I want to be represented in both.

Partnership Privileges



Partner Update Emails

e-newsletters that include industry insights, workshop invitations, funding program information, Partner opportunities, media alerts and more



MRT Partner Facebook Group

Exclusive access to Mudgee Region Tourism Partner Facebook group for regular updates and to connect with other MRT Partners



Online Partner Portal

Exclusive access to MRT's online Partner Portal with access to the latest tourism industry resources, MRT image library, monthly data, grant opportunities and more



DL Brochure Display at VIC

Display your business information and gather a captive market with a visual DL display at the Mudgee award-winning visitor information centre



Industry Development

Invitation to regular FREE industry development workshops and seminars based on topics that are important to Partners



Digital Assets

'Proud Partner of Mudgee Region Tourism' digital banner to display on your webpage, in your emails and all other digital communication. Links to visitmudgeeregion.com.au



Event Promotion

Partner event promotion through whatsonmudgeeregion.com.au and a weekly EDM as well as regular social media stories and posts across a range of platforms



Mudgee Region Magazine

Opportunity to advertise in Mudgee Region magazine [4] with a print run of 40,000 and distribution within the region and at key events out of region



Funding Assistance

Funding application guidance including listing all available grants within our Partner portal as well as being included in the Partner update and assistance with applications



Skilled Staff

Access to a variety of skilled staff with various tourism, marketing, administration and visitor experience backgrounds



Sculptures in the Garden Facebook and Instagram ad outcomes:



Reach: 128,205

Impressions: 267,342

Engagement: 4,339

Total link clicks: 3,410

Ad spend: \$1,500

“We were incredibly happy with the outcome of this paid ad in generating additional awareness for Sculptures in the Garden and in particular the number of link clicks direct to our online bookings.”

– Amber Norton-Knight, Rosby Wines & Gallery

Mudgee Region Tourism delivers a range of creative multimedia destination marketing activities to promote the Mudgee Region. These ‘always on’ marketing initiatives allow us to maximise engagement and conversion for our destination.



visitmudgeeregion.com.au website

- 277K+ unique visitors annually

Mudgee Region electronic digital mail (eDM)

- 26K+ subscribers

Mudgee Region social media channels

- 52k+ followers across Facebook & Instagram
- TikTok channel launched January 2024
- Video Podcast series launched February 2024

whatsonmudgeeregion.com.au website

- Launched in May 2023
- 93.9K+ annual views
- 10.2% click-through-rate

MRT
Digital Reach

Marketing & Advertising

Marketing and advertising is your opportunity to specifically market and put the spotlight on your business using MRT channels. As a MRT Partner we don't charge any additional fees on these packages. All spend goes directly to the marketing of your business.



Print Package – Mudgee Region Magazine

This quality, free-to-readers, print publication showcases the best of Gulgong, Rylstone, Kandos, Mudgee and surrounds. Either a template ad or your own artwork* is permitted. The Mudgee Region magazine is distributed in region and at key out-of-region consumer events. Publication date is August 2024.

Full page \$2,000 +GST
Half Page \$1,200 +GST
Quarter Page \$750 +GST
Back Cover Full Page \$5,000 +GST



Why choose this add-on?

- I want to advertise my business to visitors in the Mudgee Region and surrounds
- I want to advertise my business to local residents
- I want to advertise my business at key out-of-region consumer events

Digital Marketing Package

The first 20 businesses to buy this package before 31 May 2024 will receive a special MRT Partner saving and pay \$500/package (package priced at \$1,250 from 1 June 2024). Additional businesses who purchase this package before 31 May will still receive a significant saving and pay \$750/package. Partners can book up to four Digital Marketing Packages to run across the year.

- 1 x \$500 or 2 x \$250 paid social media ads across Facebook and/or Instagram
- 1 x blog post on Mudgee Region site written by a professional tourism copywriter
- 1 x organic post on Facebook and Instagram linked to your blog post (+52k followers)
- 1 x e-newsletter feature tile (audience of 26k)
- Feature tile on visitmudgeeregion.com.au for one month

\$750 +GST before 31 May // \$1,250 +GST from June 01

Why choose this add-on?

- ✓ I want to market my business to potential new visitors from out of region
- ✓ I want to market my business in region during specific dates



Digital
Package
Add-Ons

Digital Package Add-Ons

Social Media Package

- Fee-free paid social media ad across Facebook and/or Instagram

\$250 +GST minimum spend

Why choose this add-on?

- ✓ I want to market my business to potential new visitors from out of region
- ✓ I want to market my business to potential new visitors from out of region

Digital Spotlight Package

Mudgee Region Tourism regularly communicates to a social media following of +52k and a website visitation of +277k. Partners can book up to four Digital Marketing Packages to run across the year.

- 1 x organic post on Facebook/Instagram (+52k followers)
- 1 x e-newsletter feature tile (audience of 26k)
- Feature tile on visitmudgeeregion.com.au for one month

\$350 +GST

Why choose this add-on?

- ✓ I want to market my business to visitors out of region who are already engaged and following MRT digital channels
- ✓ I want to market my business to local residents who are already engaged and following MRT digital channels

Blog Spotlight Package

Partners can book up to four Blog Spotlight Packages to run across the year.

- 1 x blog post on visitmudgeeregion.com.au written by a professional tourism copywriter
- 1 x organic post on Facebook and Instagram linked to your blog post (+52k followers)

\$450 +GST

Why choose this add-on?

- ✓ I want to tell the deeper story of my business or event to visitors and locals who are already engaged and following MRT digital channels

Other Partnership Packages

Weddings & Function Partnership Package

- 1 x Business Webpage on dedicated Wedding & Functions microsite
- Magazine directory listing [2]
- Paid print & digital add-on eligibility

Non-Partners \$250 +GST

Partners \$150 +GST



Note: The Wedding & Functions Package is available as a sole partnership package, with the Marketing & Advertising Packages also available for purchase.

Tourism Supporter Package

Mudgee Region Tourism recognises the importance of collaboration with our Tourism Supporters to achieve quality visitor services and experiences in the region. The Tourism Supporter Package is designed for professional services, local trade providers and local producers who do not have a shop front, as we love to promote and support local operators.

The MRT Partner Update e-newsletter provides data and insights into the Mudgee Region visitor economy, including market demands and changing travel and tourism trends.

- MRT Partner update e-newsletter
- Magazine directory listing [2]
- DL brochure display & potential to sell retail products at VIC

\$250 +GST

The Fine Print

[1] Tourism Supporter Package is only available to approved businesses within the Mid-Western Regional Council LGA

[2] Must secure package by print deadline to be included in the Mudgee Region magazine business directory listing

[3] Subject to approval and retail Terms & Conditions

Partner with MRT

Have more questions?

Visit:

90 Market St, Mudgee

Email:

marketing@visitmudgeeregion.com.au

Call:

(02) 6372 1020

Ready to sign-up online?

Head to visitmudgeeregion.com.au

Click on the 'Discover' option in main menu

Select 'Partner with Us'

Or scan QR code to fill out online partnership form here:



Mudgee Region

