

BLUE MTNS



2023-2024 ANNUAL PROSPECTUS The Greater Blue Mountains Region





**BLUE
MTNS**



Enquiries to:
Membership Manager
0406 617 265
joinbmt@bmtourism.com.au
or sign up at
www.visitbluemountains.com.au

Advertising enquiries: advertising@bmtourism.com.au
Media enquiries: communications@bmtourism.com.au
General enquiries: eo@bmtourism.com.au

BLUE MOUNTAINS TOURISM
PO Box 150, Katoomba NSW 2780

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ELEVATE YOUR PRESENCE

Benefits and opportunities

Promote your business to visitors and your industry peers through the Visit Blue Mountains website, digital media channels, newsletter, and magazine. In addition, Blue Mountains Tourism offers various co-operative marketing opportunities for tourism businesses.

Become a member and enjoy discounts on services, and exclusive access to industry famils and expos, media coverage, and networking events.

Who we are

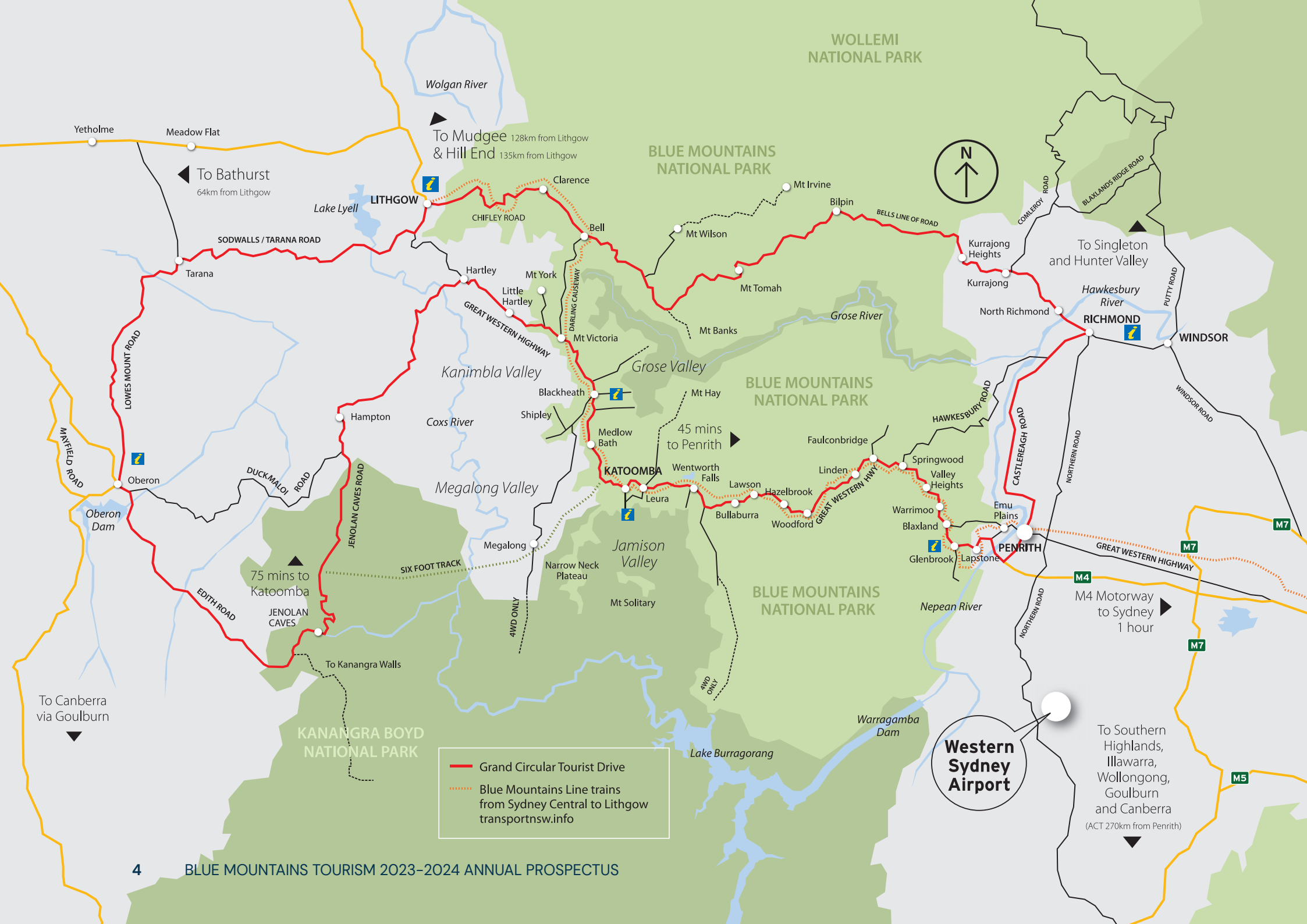
Blue Mountains Tourism (BMT) is an industry-led, membership-based organisation comprising of individuals and businesses that have an active interest in sustainable tourism in the Greater Blue Mountains region. BMT is the region's official Local Tourism Organisation recognised by Blue Mountains City Council, Destination NSW, Tourism Australia, industry, community and media.

Our vision

Lead and support our industry so we can provide the best sustainable tourism experience.



VISITBLUEMOUNTAINS.COM.AU



— Grand Circular Tourist Drive
..... Blue Mountains Line trains from Sydney Central to Lithgow transportnsw.info



MEMBERSHIP BENEFITS

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GROW
your brand
awareness

SHARE
information

PROMOTE
your business

MEET
industry
professionals

Become part of the Greater Blue Mountains region tourism family and enjoy the many benefits and opportunities for your business.

Join as a member for only \$150 (ex GST) per annum, which gives you discounts on advertising and services, as well as a range of other benefits:

- **5-10% discount on Blue Mountains magazine advertising**, depending on ad size. 15% discount across all other Blue Mountains Tourism Essentials services
- **Member only media opportunities**– includes media famils
- **Free attendance** at monthly networking events
- **Opportunity to join** industry famils, expos and other co-op marketing events
- **Business referral and introductions** within industry
- **Opportunity to present** at members networking events
- **Free event listing** in Blue Mountains Magazine 'What's On' and website
- **Invitation** to join BMT Industry FB group
- **Industry representation / advocacy** at local, state and federal levels

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Image: Destination NSW

Introducing

Blue Mountains Tourism

essentials

Our new marketing services platform, offering businesses 'all access' to BMT's digital channels and print media is now available to members and non-members.

It's easy and it's scaleable ...

Choose from our menu of digital products and packages, available online with options to suit all budgets, providing businesses access to BMT's media channels and thousands of potential customers.

For example ...

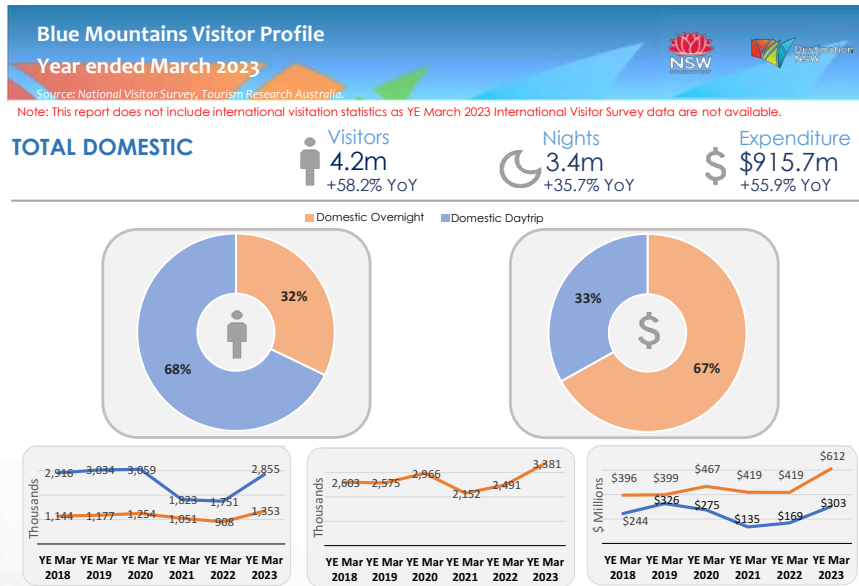
- 1 Pay to list your business on the new **www.visitbluemountains.com.au** website and be included in our new itinerary tool. Choose the size of image you prefer (small, medium or large), or choose a mix of sizes for different parts of your business.
- 2 **Upgrade your website listing** and drive more visitor traffic to your website when you purchase a **BOOK NOW** button.
- 3 Subscribe to seasonal social media posts to leverage Visit Blue Mountains audience for your business.

To maximise your value, join as a member for only \$150 (ex GST) per annum, which gives you access to discounts across services, and a range of other benefits.

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regional tourism

data snapshot – domestic visitors



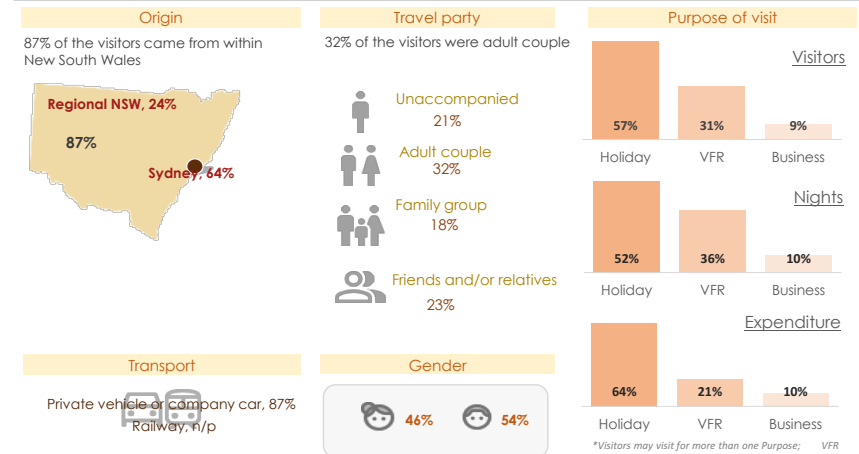
Domestic overnight travel

Visitors: 1.4m (+49.0% YoY)
Nights: 3.4m (+35.7% YoY)
Expenditure: \$612.5m (+46.3% YoY)

Average spend
\$181 per night
\$453 per visitor

Average length of stay:
2.5 nights

#10 for visitors
#10 for nights
#11 for expenditure
In Regional NSW

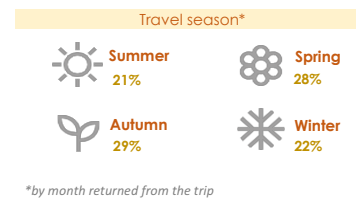
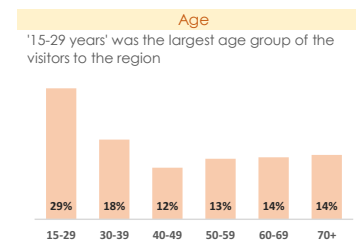
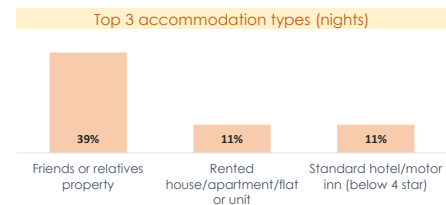
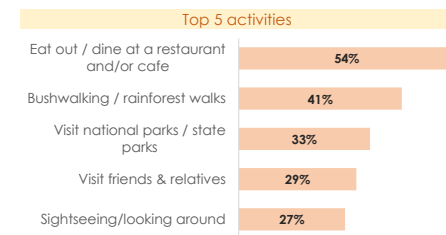


*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

Blue Mountains Visitor Profile

Year ended March 2023

Source: National Visitor Survey, Tourism Research Australia

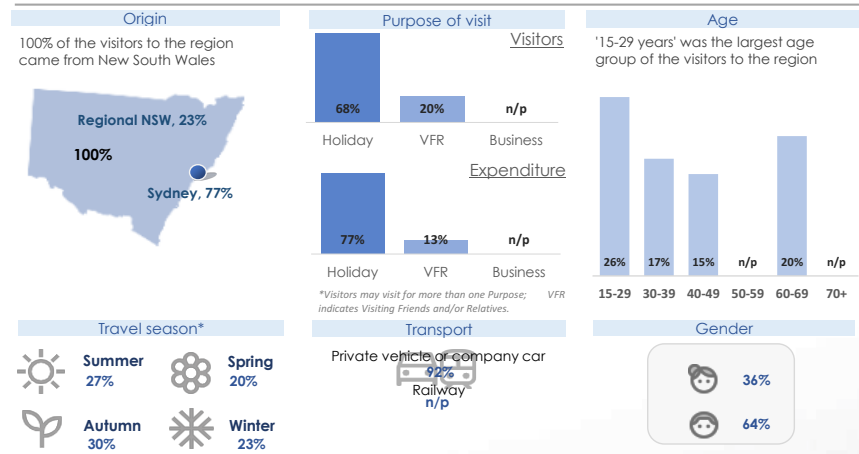


Domestic daytrip travel

Visitors: 2.9m (+63.0% YoY)
Expenditure: \$303.2m (+79.6% YoY)

Average spend
\$106 per visitor

#6 for visitors
#9 for expenditure
In Regional NSW







*by month returned from the trip

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Blue Mountains Tourism marketing channels

Promote your product or services to our growing audience and drive customers to your door. Choose what works for your business – print or digital media – or both. Your business can benefit from our reach.

Build your audience. Here's a snapshot of ours:

	Facebook:	17,000
	Instagram:	6,400
	LinkedIn:	370
	Consumer & Industry newsletter:	6,400
	Magazine: per quarter	42,000
	Pocket maps: per annum	50,000
	Website traffic: unique visitors per month recorded during BLERF	30,000



MARKETING OPPORTUNITIES

Image: Destination NSW

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Blue Mountains Tourism website

Make use of the visitbluemountains.com.au website, which spiked at 30 ,000 unique visits per month during BLERF.

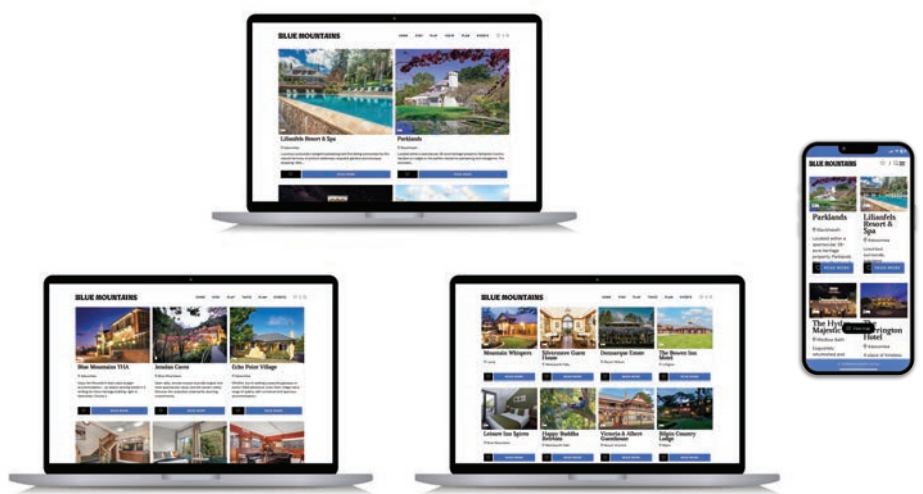
A complete website rebuild, and rebranding was made possible by the NSW Government BLER funding (Bushfire Local Economic Recovery Package) received in 2021 by Blue Mountains Tourism and Blue Mountains City Council.

A new **itinerary planner** allows visitors to create, save and share their own custom itineraries.

Note: All imagery and content for your listing must be provided by your business.



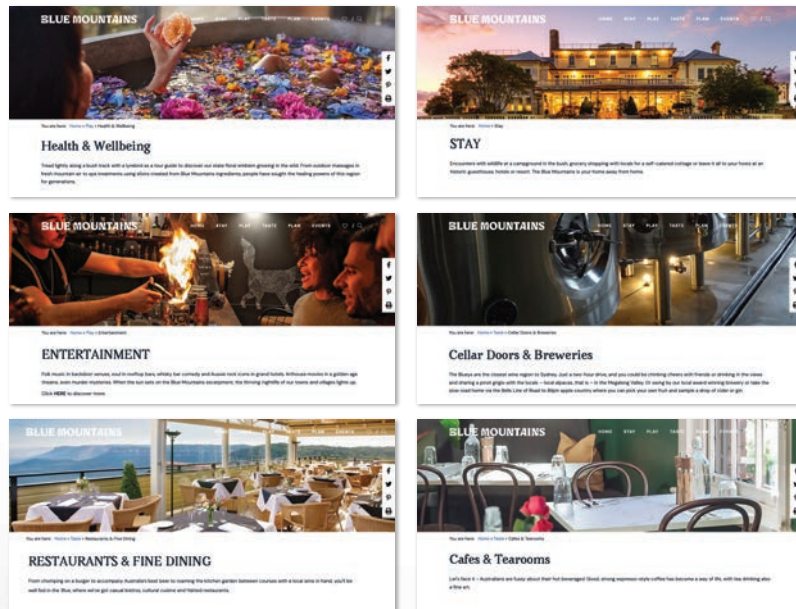
marketing opportunities



Website listings

CATEGORY	PRODUCT DESCRIPTION	DURATION	MEMBERS (EX GST)	NON MEMBERS (EX GST)
WEBSITE & ITINERARY PLANNER	Small image – 1st listing	Annual	\$300	\$345
	Small image – 2nd listing	Annual	\$150	\$173
	Medium image higher ranking – 1st listing	Annual	\$400	\$460
	Medium image higher ranking – 2nd listing	Annual	\$200	\$230
	Large image top ranking – 1st listing	Annual	\$500	\$575
	Large image top ranking – 2nd listing	Annual	\$250	\$288
	Change of mind after supplied image / copy	Annual	\$75ph	\$86ph

marketing opportunities



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Blue Mountains Tourism website

Put your business front and centre by advertising in a carousel of up to four images in the masthead of visitbluemountains.com.au.

Mastheads are available on the four section headers ...

STAY, PLAY, TASTE, PLAN

and category mastheads including RESTAURANTS & FINE DINING, CAFÉS & TEAROOMS, HEALTH & WELLBEING, ENTERTAINMENT, CONFERENCES & RETREATS, GARDENS and many more.

Your business name can be included on the image. Each masthead carousel is sold on a monthly basis to a set calendar.

Note: All imagery and content for your listing must be provided by your business.

Website add-ons

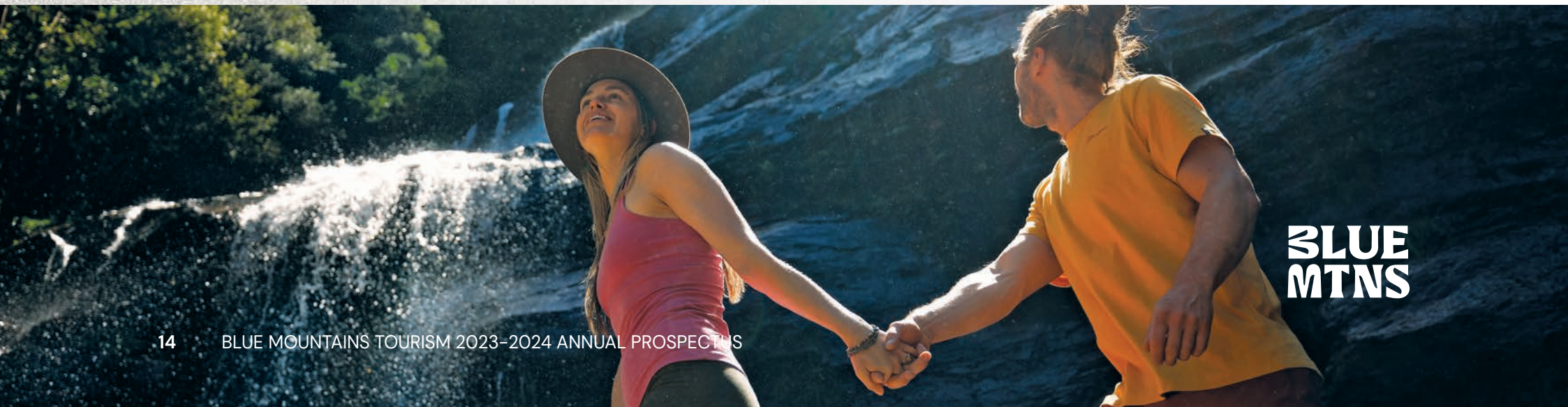
CATEGORY	PRODUCT DESCRIPTION	DURATION	MEMBERS (EX GST)	NON MEMBERS (EX GST)
BOOK NOW BUTTON	Booking button linked direct to your website	Annual	\$50	\$58
WEBSITE SECTION MASTHEAD IMAGE ONLY – Carousel of 4 PCM	STAY section masthead image – in a carousel of 4	Calendar month	\$100 ea	\$115 ea
	PLAY section masthead image – in a carousel of 4	Calendar month	\$100 ea	\$115 ea
	TASTE section masthead image – in a carousel of 4	Calendar month	\$100 ea	\$115 ea
	PLAN section masthead image – in a carousel of 4	Calendar month	\$100 ea	\$115 ea

Blue Mountains Tourism website

marketing opportunities

Website add-ons

CATEGORY	PRODUCT DESCRIPTION	DURATION	MEMBERS (EX GST)	NON MEMBERS (EX GST)
WEBSITE BANNER AD – STAY	Banner ad in STAY section: Resorts & Grand Hotels • Boutique Hotels & Guesthouses • Bed & Breakfasts • Motels & Motor Inns • Self-Contained & Cottages • Family Friendly & Farm Stay • Hostels • Conferences & Retreats	Calendar month	\$250	\$288
WEBSITE BANNER AD – PLAY	Banner ad in PLAY section: • Major Attractions • Health & Wellbeing • Galleries & Museums • Adventure & Activities • Golf Courses • Entertainment • Specialty Shops • Tours & Transport • Gardens	Calendar month	\$250	\$288
WEBSITE BANNER AD – TASTE	Banner ad in TASTE section: • Restaurants & Fine Dining • Cafés & Tearooms • High Tea • Cellar Doors & Breweries • Pubs, Clubs & Bars • Food Services	Calendar month	\$250	\$288
WEBSITE BANNER AD – PLAN	Banner ad in PLAN section: • Itineraries • Media • Tourism Services • Weddings • Conferences & Retreats • Sustainability	Calendar month	\$250	\$288
SPECIAL OFFER	Template: 25 words and photo	2 weeks	\$50	\$58



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Blue Mountains Tourism digital media

Facebook and Instagram

@VisitBlueMountains has an engaged following of 17,000 on Facebook and 6,400 on Instagram.

We've been building our brand on social media, and the momentum is growing. Plan some social media posts to **leverage the Visit Blue Mountains following** for your business.

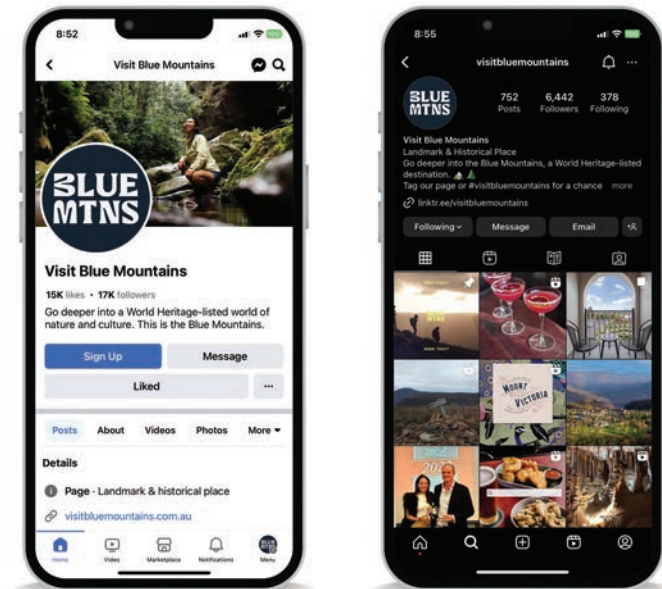
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Co-op Social Media Targeted Advertising

A brand-new service offered by **Blue Mountains Tourism Essentials** co-ordinates multiple complementary businesses to share the cost of targeted social media advertising.

CATEGORY	PRODUCT DESCRIPTION	DURATION	MEMBERS (EX GST)	NON MEMBERS (EX GST)
SOCIAL POSTS ON FACEBOOK / INSTAGRAM	Social posts x3 (1pcm / 1 season)	3 months	\$240	\$276
	Social posts x6 (1pcm / 2 seasons)	6 months	\$480	\$552
	Social posts x9 (1pcm / 3 seasons)	9 months	\$720	\$828
	Social posts x3 (1pcm / 4 seasons)	12 months	\$960	\$1104
PAID SOCIAL ADS	Paid Facebook / Instagram ADS – up to 4 in carousel	3 months	\$240	NA

Note: All imagery and content for social posts must be provided by your company.



Blue Mountains Tourism digital media

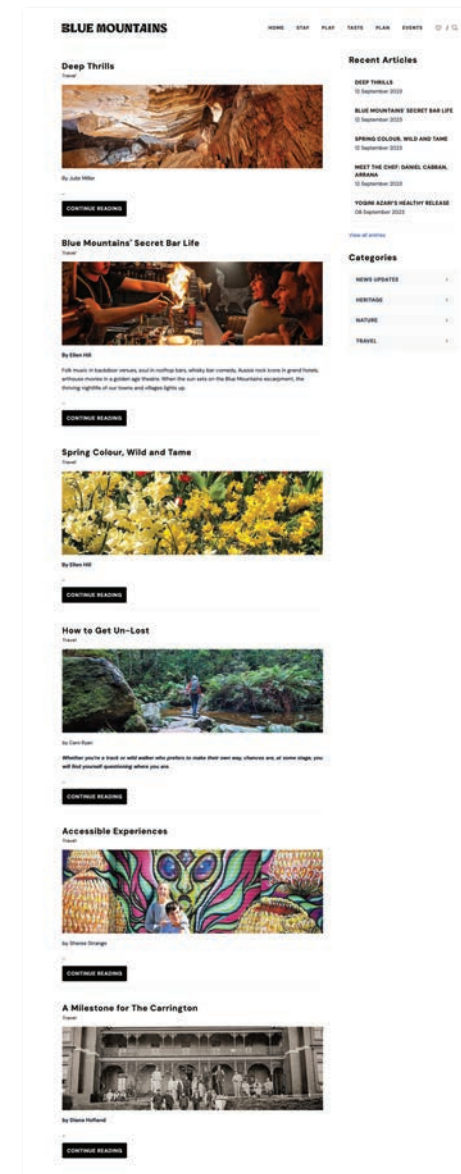
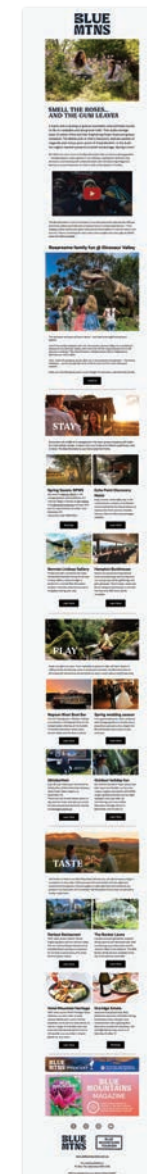
Newsletters and blogs

BMT sends both consumer and industry **monthly newsletters** to a combined audience of 6,400. **Feature articles** as well as **banner ads** are now available for all members to add to their marketing mix. Purchase a marketing bundle and make the most of combined tourism services.

CATEGORY	PRODUCT DESCRIPTION	DURATION	MEMBERS (EX GST)	NON MEMBERS (EX GST)
CONSUMER NEWSLETTER BANNER AD	Banner ad at the bottom of newsletter template	Monthly	\$250	\$288
BLOG & MEDIA RELEASE Bespoke	A bespoke blog and media release (no guarantee of pickup)	6-12 months	\$950	\$1093
BLOG - Themed from Blue Mountains magazine	3x businesses included. A themed blog taken from the magazine. Sold via the magazine and packaged with articles as an added extra.	6-12 months	\$250 ea	\$288 ea
DIGITAL MARKETING BUNDLE	Themed article in Consumer Newsletter x10 businesses	Monthly	\$250 ea	\$288 ea
	Media release (no guarantee of pickup)	Note: All imagery and content for social posts and newsletter must be provided by your company.		
	Social posts x4 weekly posts			

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Blue Mountains Tourism bundles

Purchase a marketing bundle and make the most of combined tourism services. BMT has something for every business size and every budget.

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Sample bundle 1

PRODUCT DESCRIPTION	DURATION	MEMBERS (EX GST)	NON MEMBERS (EX GST)
Full membership benefits	Annual	\$150	NA
1 Small listing on website	Annual	\$300	\$345
Book Now button on website	Annual	\$50	\$58
6 social posts – 2 seasons 1pcm	6 months	\$408	\$432
Total cost		\$908	\$835

Sample bundle 2

PRODUCT DESCRIPTION	DURATION	MEMBERS (EX GST)	NON MEMBERS (EX GST)
Full membership benefits	Annual	\$150	NA
1st listing on website – medium	Annual	\$400	\$460
2nd listing on website – medium	Annual	\$200	\$230
3rd listing on website – small	Annual	\$150	\$173
with Book Now button on each (x3)		\$150	\$173
6 social posts – two seasons	6 months	\$408	\$432
Bespoke blog & media release	<12 months	\$950	\$1093
Total cost		\$2408	\$2561

Sample bundle 3

PRODUCT DESCRIPTION	DURATION	MEMBERS (EX GST)	NON MEMBERS (EX GST)
Full membership benefits	Annual	\$150	NA
1st listing on website – large	Annual	\$500	\$575
5 extra listings on website – large	Annual	\$1000	\$1150
with Book Now button on each (x6)		\$300	\$345
Section masthead image x12 months	Annual	\$1200	\$1380
12 social posts – four seasons/1pcm	Annual	\$768	\$883
Bespoke blog & media release	<12 months	\$950	\$1093
Total cost		\$4868	\$5426

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**BLUE
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Blue Mountains Tourism print media Magazine

The seasonal **Blue Mountains magazine** has a distribution of 160,000 printed copies each year to strategic locations around the Blue Mountains, Sydney and NSW.

6,500 soft copies are also delivered digitally to the inboxes of your potential customers with direct links to your business.

The free official visitor guide is overflowing with quality content prepared by our award-winning team of travel writers and professional photographers!

Advertising options are on offer to suit all budgets – from low cost feature article inclusions to standalone packages. Members receive a discount.

Pocket maps

An essential resource for visitors, the folded pocket maps are the perfect complement to the magazine.

50,000 folded pocket maps are distributed throughout Sydney and the Blue Mountains each year. The pocket maps are included as the centre spread of the magazine.

Prices and member discounts are published in the quarterly magazine prospectus.

Email: advertising@bmtourism.com.au

Blue Mountains Tourism media services

Media liaison

The Blue Mountains is world famous, however in the competitive world of tourism, effectively communicating with the media is essential to keep the Blue Mountains top of mind for visitors. BMT coordinates and manages **media famils**, supported by a database of over 3,000 travel, adventure, food & beverage and lifestyle contacts.

Out of region marketing

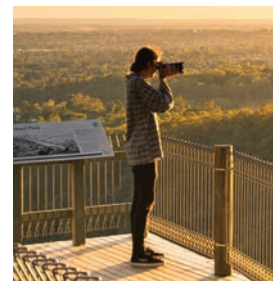
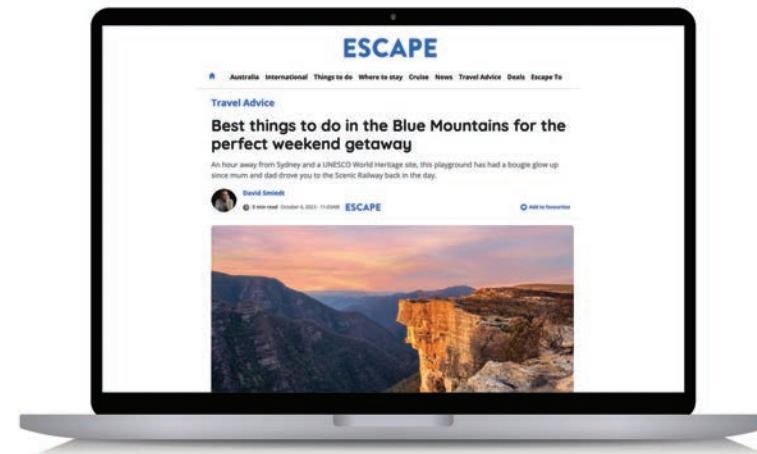
Blue Mountains Tourism participates in **DNSW and Tourism Australia expos and trade events** each year. These key events attract up to 100,00 attendees. Businesses are invited to attend through our co-op marketing program.

Professional photo shoots

Take advantage of a group rate and have Blue Mountains Tourism facilitate a **photo shoot** to ensure you have access to professional and affordable content for your own use. Invest in commercial and editorial-style photography from local creative media companies with years of experience and knowledge of the local tourism industry.

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MEMBER TESTIMONIALS

Blue Mountains Stargazing

We have made great contacts and received so much exposure, thanks to Visit Blue Mountains Magazine and our feature articles. business has been multiplied by 4 (generated more than \$10,000 worth of business). It is now our 4th source of bookings due to the good PR and media exposure from BMT.

Caroline Boulom and
Dimitri Douchin, PhD.

Blue Mountains Conference and Events

I passionately believe in bringing business events to the Blue Mountains that add significant economic benefits to our region. As a member of BMT I have connected with many businesses and suppliers and these connections have turned into fruitful collaborations, allowing my event management business to always offer a new and unique experience.

Agnes Zalan, Director

Fairmont Resort and Spa, MGallery

Over the years Blue Mountains Tourism has been a great supporter of the Fairmont Resort Blue Mountains by MGallery. As a silver member, we have been included in various marketing activities which have helped grow our reach. The Blue Mountains Tourism team are consistently on hand to assist in the promotion of our events, dining outlets, meeting and event spaces.

Daniela Galyani,
MGallery Marketing Executive

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