

FOR IMMEDIATE RELEASE

Moreton Bay Region Industry & Tourism (MBRIT) Achieves Record Growth, drawing over 150,000 to region's events calendar!

Moreton Bay Region Industry and Tourism (MBRIT) has today released a 2022-2023 report card which details key achievements and outcomes from activities delivered in the past financial year.

Highlighting a year of extraordinary accomplishments, MBRIT celebrates a remarkable annual performance which includes the execution of tourism development initiatives, innovation, destination and community events and a significant destination marketing campaign plan generating \$2M for the local economy. Some highlights for the past financial year include:

- Delivery of the region's inaugural Destination Management Plan
- Delivery of 21 tourism industry development workshops and events for over 130 tourism operators
- Visit Moreton Bay leisure social media engagement grew by 73%
- Launch of region-wide lifestyle publication, Moreton Life (240,000 copies distributed to-date)
- Successful delivery & growth of four destination events including the Moreton Bay Food + Wine Festival Jetty to Jetty Fun Run (record attendance) and Redcliffe Kite Fest
- Delivery of the 48 City of Moreton Bay Community Events with record community satisfaction over 80%
- Over 570 attendees to all Business Conference Luncheons, plus over 620 attendees to the Moreton Bay Business & Innovation Awards
- Overarching media strategy attributing to \$83.3M in Advertising Space Rate (ASR) value
- MBRIT's digital and print media platforms alone (Moreton Daily and Moreton Life) generated an annual reach of over 18.5M

MBRIT is not only the official Local Tourism Organisation (LTO), but also delivers the region's community events calendar as well as Innovate Moreton Bay on behalf of the City of Moreton Bay. With a dedicated team, MBRIT has achieved exceptional results and an unwavering commitment to the growth and prosperity of the City of Moreton Bay.



Media Release

MBRIT CEO Natassia Wheeler reinforced the organisation's commitment to delivering positive outcomes for the City of Moreton Bay:

"The City of Moreton Bay is undeniably one of the tourism growth destinations for Southeast Queensland, already demonstrating this with over \$550M in visitor spend, 2.3m in visitor nights and an average per night visitor spend of \$250. The outcomes of the past financial year could not have been achieved without the support and investment of the City of Moreton Bay."

Lucy Thompson owner of award-winning, Maiala Park Lodge praised MBRIT for the impact the organisation has had on local business.

"We launched Maiala Park Lodge during one of the COVID closures, and MBRIT's support and expertise helped us to integrate quickly into the tourism industry," said Lucy.

"They have provided us with high quality professional development opportunities, and cultivated valuable networking events that create an atmosphere of being part of the larger tourism team in our region."

Hip Hop Brewers owner, Shaun Reeves, says the opportunities created by MBRIT has helped achieve rapid growth for his business since opening earlier this year.

"The team at Hip Hops Brewers is blessed to have the MBRIT team with us on our brand-new journey. In our short period of startup and trading, we've attended events and festivals and been involved in networking functions, all curated by MBRIT, that have supercharged our startup craft brewery and taproom venue," said Shaun.

"The MBRIT team are always available for advice and can be relied on to run amazing events. Not to mention their willingness to open up their extensive networks for businesses in our region. The media and exposure opportunities we have are priceless."

Under the brand 'Innovate Moreton Bay (IMB)', MBRIT has played a pivotal role as the delivery partner on behalf of the City of Moreton Bay in nurturing the region's innovation ecosystem.

To-date, the IMB has delivered 45 events, pitch sessions, and workshops, supporting, developing, and growing the region's startups and entrepreneurial network.

Media Release



Natassia Wheeler thanked the City of Moreton Bay for its invaluable support and collaboration.

“With the support and trust of City of Moreton Bay, MBRIT has been able to achieve outstanding results in Destination Management, Community and Events, and Innovation and Entrepreneurship programs,” Ms Wheeler said.

MBRIT has released a full 22/23 report card with full details on program outcomes. The report card is available for download here: www.mbrit.au/mbrit-2022-23-report-card

MBRIT is contracted by City of Moreton Bay to deliver three contracts and receives a \$5.7M funding contribution.

Businesses, industry and local community are encouraged to connect with MBRIT directly by visiting their website www.mbrit.com.au.

ENDS

For further information, please contact:

Luke Steers

GM Corporate & Community Marketing

Moreton Bay Region Industry & Tourism

luke.steers@mbrit.com.au

0449 745 992

About Moreton Bay Region Industry & Tourism (MBRIT)

Moreton Bay Region Industry & Tourism (MBRIT) is the local tourism organisation for the City of Moreton Bay. MBRIT is committed to promoting and supporting the region's tourism industry to maximize visitor experiences and economic growth. To learn more or to connect visit

www.mbrit.com.au