

VISIT
Moreton Bay

An aerial photograph of a small, crescent-shaped island in the middle of clear, turquoise water. The island is bordered by dark, jagged rocks. Several palm trees are scattered across the island, and their shadows are cast onto the water below. A person is lying on a colorful towel on the left side of the island, sunbathing. The overall scene is idyllic and tropical.

MBRIT
TOURISM BUSINESS OPPORTUNITIES
2024

ARE YOU ELIGIBLE?

Eligible Business List

To be eligible to receive marketing opportunities and to advertise in the 2024 tourism publications, businesses must:

be currently operating within the wider tourism industry in Moreton Bay Business Categories:

- Accommodation
- Activities & Attractions
- Arts & Culture
- Eat & Drink
- Libraries & Museums
- Shopping
- Tours & Transport
- Retail



FREE 12 MONTH MARKETING PACKAGE

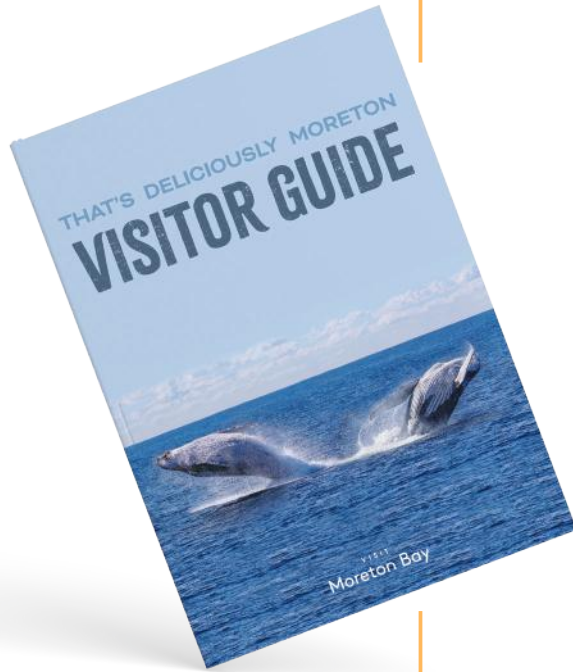


Eligible businesses receive the following annual marketing deliverables free-of-charge.

- One professionally written business listing on website (visitmoretonbay.com.au)
- Annual review of existing imagery with new imagery of business captured (at MBRIT discretion)
- Itinerary features on visitmoretonbay.com.au
- Opportunity to participate in destination marketing campaigns
- Free directory listing in Visitor Guide

MORETON BAY DESTINATION VISITOR GUIDE 2024

ADVERTISING SPACE OPPORTUNITIES



- Distributed nationally through Visitor Information Centres
- Distributed locally to Visitor Information Centres, tourism operators and accommodation providers

40,000 copies printed per annum + digital distribution

Available via digital download from visitmoretonbay.com.au and mbrit.com.au



FULL PAGE
267mm h x 185mm w
\$1050 ex GST



HALF PAGE
132mm h x 185mm w
\$695 ex GST



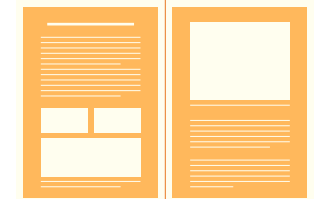
QUARTER PAGE
132mm h x 91mm w
\$395 ex GST



SKYSCRAPER (right page)
267mm h x 57.5mm w
\$695 ex GST

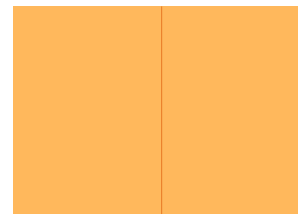


BACK COVER
297mm h x 210mm w + 3mm bleed
\$3500 ex GST



Limited opportunities available

ADVERTORIAL DOUBLE PAGE FEATURE
\$1800 ex GST



INSIDE FRONT DOUBLE PAGE
297mm h x 210mm w + 3mm bleed
\$2500 ex GST



INSIDE BACK DOUBLE PAGE
297mm h x 210mm w + 3mm bleed
\$2000 ex GST

PRECINCT VISITOR GUIDE



- Bribie Island
- Caboolture
- Moreton Bay Central
- Redcliffe Peninsula
- Hinterland

*Includes precinct map

Distribution

- Distributed locally via Visitor Information Centres, tourism operators and accommodation providers

10,000 copies each per annum

Available via digital download from visitmoretonbay.com.au, whatsonmoretonbay.com.au, and mbrit.com.au

ADVERTISING SPACE OPPORTUNITIES

Standard Ad Only

Precinct Visitor Guide – Standard Ad



1/6 PAGE
89mm w x 64mm h
Visitor Guide advertisers only
\$200 ex GST

Non-Visitor Guide advertisers
\$300 ex GST



Moreton Bay Region Industry & Tourism

- Develop and deliver 60+ annual event calendar
- Manage Moreton Bay's destination promotions
- Engage and develop local operators
- Offer Moreton Bay's No.1 local marketing solutions

433 Elizabeth Ave, Kippa-Ring QLD 4021
P: 3453 1400 E: marketing@mbrit.com.au
www.mbrit.au

NETWORKING OPPORTUNITIES

MBRIT understands the key role we play in bringing our industry together and building a stronger region. We invite our members and key industry partners to gather throughout the year to network, have a drink and a laugh and share our collective stories as a region.

The host of the event has the opportunity to showcase to our industry what a great show they can put on and to update the gathering with any information they wish to share in a short 5-minute speech. Other speeches on the night include a welcome from our General Manager Destination Management, Renee Gusa, and update from our CEO, Natassia Wheeler.



MBRIT Responsibilities:

- Provision of invitations to Partners and special guests via fortnightly E-newsletters and social media;
- Coordination or RSVPs and production of name badges and drink tickets;
- Provision of MBRIT representatives to welcome guests and distribute name badges on arrival;
- Provision of sponsor's signage to be displayed per existing sponsorship agreements;

Host Responsibilities:

- Provision of venue for the function;
- Function space must be COVID safe/ COVID clean and able to provide a safe venue;
- Provision of finger food catering for the duration of the function, supplied by the host venue;
- Access to adequate restroom facilities;
- Provision of a small registration table for MBRIT representatives to welcome guests and distribute name badges on arrival;
- Provision of drinkware and storage for beverages in the venue of eskies with ice if necessary;
- Provision of adequate staff to setup of function and service of food and beverage for the duration of the function (Please note: MBRIT staff have alternate responsibilities for the duration of the function);
- Provide MBRIT with names of staff and guests attending the week before the event (max 20 guests).

Sponsors

- MBRIT partners/sponsors signage to be displayed;
- Major Media Sponsors provide promotion and may provide signage to be displayed;
- Additional sponsors may also be part of the function with the approval of MBRIT and the host venue.