



Direct north owned brochures displays in Broome accommodation – Exclusive & professional brochure display for direct north clients.

direct north is Broome's pre-eminent direct marketing service promoting Broome businesses to the most qualified prospects available, those here in Broome right now.

direct north has been opening your market throughout the Kimberley since 1999 with prominent brochure displays in high traffic areas focusing on Hotel Receptions & Caravan Parks in and around Broome.

Join over 60 off Broome's tourism elite and promote your Broome operation in the very best of company to up to 5000 every night in the reception of their guest accommodation.

| | | |
|----------------------|------------------|-------------------------|
| A4 brochure | 12 months | \$1650 inclusive |
| A5 brochure | 12 months | \$1450 inclusive |
| DL brochure | 12 months | \$1250 inclusive |
| Business card | 12 months | \$1050 inclusive |

Currently with over 20 brochure displays throughout Broome, direct north is always eager to widen our exposure and install, stock and restock an exclusive direct north brochure display to any establishment with high traffic completely free of charge.

Direct north supplies and installs brochure holder in all direct north owned display racks and is fully responsible for ensuring displays are fully always stocked. All outlets have the ultimate discretion to decline to display any brochure for whatever reason.

This is a 12 month a year service as Broome is a 12 month a year destination. Extrapolate the cost of 78 annual visits to 20+ different locations and it works out at less than \$1 per visit (A4 display – DL \$0.67) to ensure your direct marketing material is attracting attention from the right people. Those here in Broome each day.

Direct north promotes a fair and open playing field that's accepting of all businesses than chose to trade here in Broome, but we don't extend a discount because you only operate here for 3 months of the year. You pay the same.

Join Broomes best operators promoted in Broome's best Hotels. Count the beds.

Total overnight beds = best exposure available - Almost 5000 people at capacity in Broome, now.

Everyday – 52 weeks a year – That's a big audience of qualified prospects here in Broome, now.

Plus these additional brochure display locations to add to the numbers below



Your complete Broome Accommodation market

| | 100% Occupancy | 80% Occupancy | 60% Occupancy |
|---|----------------|---------------|---------------|
| Hotel beds | 3745 | 2996 | 2247 |
| Caravan Park Cabin beds | 245 | 196 | 147 |
| Caravan Park Van beds | 956 | 765 | 574 |
| Total Broome beds every night of the year. | 4946 | 3957 | 2968 |

Do you want me to help your get exposure and maintain it year round? Here's where I'll promote your business.



31 Rooms

| | |
|--|-----------|
| 9 x Studio (1x queen) | Pax 18 |
| 16 x Deluxe Studios (1x queen) | Pax 32 |
| 3 x 2 story 2 b/r Villa (1x queen & 2x single) | Pax 12 |
| 3 x 2 room villa deluxe (1x king or 2x single) | Pax 12 |
| Max Persons | 74 |



42 Rooms

| | |
|--|------------|
| 12 ensuite rooms (1x Queen or 2x twin) | Pax 24 |
| 10 private (1x Queen & 1x Single Bed) | Pax 33 |
| 4 private (1x Queen & 2x single Beds) | Pax 16 |
| 16 Rooms (75x Backpacker beds) | Pax 75 |
| Max Persons | 148 |



34 Rooms

Reviewing Display agreement currently.



167 Rooms

| | |
|---|---------|
| 28 Studio (1x Queen) | Pax 56 |
| 72 x 1 b/r Appt (1x Queen) | Pax 144 |
| 55 x 2 b/r Appt (1x Queen & 2x Single) | Pax 220 |
| 12 x 3 b/r Villa (1x Queen & 2x Single) | Pax 48 |

Max Persons 468



44 Rooms

| | |
|-----------------------------|---------|
| Appt (1x Queen & 2x single) | Pax 176 |
|-----------------------------|---------|



243 Rooms

| | |
|---|---------|
| 185x Studio (1x Queen & 2x Single) | Pax 700 |
| 43x 2br bungalows (Queen & 2 single) | Pax 172 |
| 2x 3br Bungalows (1x queen & 5x single) | Pax 12 |
| 7x villas (1x King) | Pax 14 |
| 6x suites (1x King) | Pax 12 |
| 1x 1br bungalow (1x Queen) | Pax 2 |

Max Persons 912



54 Rooms

| | |
|--|---------|
| 46 x 1 b/r Appt (1x King & 1x rollaway) | Pax 138 |
| 8 x 3 b/r Villas (2x King & 2x single + 1x rollaway) | 40 |

Max Persons 178



32 Rooms

| | |
|--|--------|
| 7 x 3 bed bungalows (1x Queen & 4 single) | Pax 42 |
| 7 x 3 bed bungalows (2x Queen & 2 single) | Pax 42 |
| 6 x 2 bed bungalows (1x Queen & 1x single) | Pax 18 |
| 12 x 1 Bed bungalow (1x Queen) | Pax 24 |

Max Persons 126



The Mangrove

| | | |
|--------------------|---|------------|
| 68 Rooms | 8 x Standard room (1x Queen & 1x single) | Pax 24 |
| | 8 x Courtyard room (1x Queen Bed) | Pax 16 |
| | 46 x Executive suite (1x Queen & 1x single) | Pax 138 |
| | 4 x Premier (1x Queen plus spa) | Pax 8 |
| | 2 X Standard suites (1x Queen plus spa) | Pax 4 |
| Max Persons | | 190 |



Moonlight Bay

| | | |
|---------------------------|--|------------|
| 50 Room | 38 x 1 bedroom (27x Queen) | Pax 54 |
| | (11 x Queen & 1x single) | Pax 33 |
| Bayside Appts 12 Units | 12 x 2 bedroom (1x Queen & 2x single) | Pax 48 |
| | 6 x 1 b/r units (1x Queen) | Pax 12 |
| | 6 x 2 b/r units (1x Queen & 2x single) | Pax 24 |
| Max Persons | | 172 |



| | | |
|--------------------|--------------------------------------|------------|
| 136 Rooms | 29x Standard (1x Queen & 1x single) | Pax 87 |
| | 13x Courtyard (1x Queen) | Pax 26 |
| | 21x Superior poolside (1x Queen) | Pax 42 |
| | 68x Poolside (1x Queen & 1 day bed) | Pax 204 |
| | 4x Family room (1x Queen & 2 single) | Pax 16 |
| | 1x Spa room (1 Queen) | Pax 2 |
| Max Persons | | 377 |



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|--------------------|--|------------|
| 174 Rooms | 45x 2 bedroom Configuration options | |
| | (2x King or 1 king & 2 single or 4 single) | Pax 180 |
| | 62x 1 br appts (1 king or 2 single) | Pax 124 |
| | 10x studio (1x king or 2x single) | Pax 20 |
| | 12x suite (1 x king or 2x single) | Pax 24 |
| Max Persons | | 348 |



| | | |
|--------------------|--|------------|
| 58 Rooms | 15x Family Rooms (1x Queen & 3x singles) | Pax 60 |
| | 12x Deluxe Rooms (1x King) | Pax 24 |
| | 31x Studio (1x Queen & single) | Pax 93 |
| Max Persons | | 177 |



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|----------|---|------------|
| 96 Rooms | 1,2 or 3 br Pavilions. (1x Queen & 1x single) | Pax 207 |
| | Max Persons | 207 |



| | | |
|----------|-------------------------------------|------------|
| 37 Rooms | 12 Superior (1 Queen & 1 Single) | Pax 36 |
| | 25 Standard (1x double & 1x Single) | Pax 75 |
| | Max Persons | 111 |



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|----------|--------------------------------------|------------|
| 49 rooms | 16x 1br Appt (1x king) | Pax 32 |
| | 24 2br Appt (1xKing & 2x single) | Pax 96 |
| | 9 3br bungalows (2xking & 2x single) | Pax 54 |
| | Max Persons | 182 |

Caravan Parks



| | |
|----------------------------------|------------|
| 57 Ensuite sites (Assume 2/site) | Pax 11 |
| 72 Campsites (Assume 2/site) | Pax 144 |
| 17x Parkhomes (1x Double) | Pax 34 |
| 16 Chalets (1x Double) | Pax 32 |
| 9 cabins (1x Double) | Pax 18 |
| Max Persons | 239 |



| | |
|---|------------|
| 44 cabins (6off 1x Double, 3off 1x Double & 1x single, 35off 1x Double & 2x single) | Pax 161 |
| 162 camp sites (Assume 2/site) | Pax 324 |
| Max Persons | 965 |



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|--------------------------------|---------|
| 120 camp sites (Assume 2/site) | Pax 240 |
|--------------------------------|---------|