



Our Partnership Prospectus

WOLLONGONG
press play

WHO WE ARE

Destination Wollongong is charged with delivering local visitor economy growth and to entice consumers by positioning Wollongong and surrounds as a premier regional tourism, events and conference destination. Our organisation operates under the following 5 strategic pillars:

1. Destination Marketing
2. Major Events
3. Business Visitor Economy
4. Tourism Infrastructure and Product Development
5. Cycling

Vision

Wollongong is recognised as one of Australia's ultimate regional destinations.

Purpose

To promote Wollongong, grow the visitor economy and attract investment to the region.

ABOUT OUR WOLLONGONG 'PRESS PLAY' MARKETING PROSPECTUS

Destination Wollongong provides businesses with the opportunity to be involved in our tourism marketing initiatives to stimulate direct spend and visitation in our region.

Our partners comprise of a combination of local tourism operators, accommodation providers, attractions, restaurants and local businesses based in Wollongong and the surrounding region.

The collective investment by our partners allows us to undertake a range of marketing initiatives, which will generate exposure for your business across multiple layers of media, digital channels and distribution systems.

Our marketing program is operated on a financial year and you can sign up to become a partner at anytime.

Prices

2022-23 Partnership prices for our three levels include;

ALLIANCE

\$365 P/A

GOLD

\$750 P/A

PLATINUM

\$3,500 P/A

DESTINATION WOLLONGONG WINS AND HIGHLIGHTS

Why partner with the region's largest tourism advocate and event attractor?



Servicing over **120,000** visitors and tourists through the Southern Gateway Centre



Over **100,000** Wollongong visitor guides printed and distributed



- Access to over **100,000** social followers
- **3 million** people reached per annum
- Curated content strategy with access to influencers and professional content creators



Advocate for tourism, infrastructure and investment



Tourism generates **\$2.5bn** in expenditure and **7.9m** visitors to our region and South Coast.

National and International Visitor Surveys, Tourism Research Australia end of year Dec 2021.



Major events and conferences contribute **\$48 million** annually to our region



Promotion of Wollongong and tourism product via 8 targeted 'Press Play' marketing campaigns

WOLLONGONG *press play*



Helped secure UCI Road World Championships and UCI Bike City status



Development and facilitation of Reconciliation Action Plan



Collaborative approach with other destinations promoting Grand Pacific Drive



Increase your product sales by uploading to Destination Wollongong's Bookeasy platform



Strategic alignment with Destination NSW campaigns, to leverage local regional products

Exposure and Opportunity – Tourism is everyone's business

OUR PARTNERSHIP PACKAGES

ALLIANCE	GOLD	PLATINUM
\$365 p/a	\$750 p/a	\$3,500 p/a
\$1 PER DAY		

Full page advertisement in the Wollongong Visitor Guide - 100,000 copies printed ★ Valued at \$2,500 ★			●
Rotational website advertising on the home page of visitwollongong.com.au for 1 month			●
Feature story in our Destination Insider or consumer e-newsletter, reaching over 4,800 contacts			●
Inclusion in media famils*			●
One month product display at the Southern Gateway Visitor Information Centre		\$100 per month	●
Opportunity to be featured in reels and influencer collaboration via social media * ★ New ★			●
Exposure at trade and business industry events *		●	●
Opportunity to be featured on our social media channels *	\$100 per feature	●	Two features
Brochures to be displayed at the Southern Gateway Visitor Information Centre	\$100 per year	●	●
Digital display advertising at the Southern Gateway Visitor Information Centre	\$100 per year	●	●
Invitations to Partner Functions	Two invites	Three invites	Up to four invites
Preferred venue to host partner functions and workshops *	●	●	●
Business listing in the printed Wollongong Visitor Guide - 100,000 printed and distributed	●	●	●
Full member listing on visitwollongong.com.au	●	●	●
Collaborative approach with other destinations promoting Grand Pacific Drive	●	●	●
Ability to sell product on our website via the Bookeasy platform	●	●	●
Access to Destination Wollongong events calendar to list and promote your events	●	●	●
Invitation to attend industry workshops	●	●	●
Opportunity to submit product offers and deals to promote via our website and monthly newsletters	●	●	●
Ability to participate in Wollongong 'Press Play' marketing campaigns	●	●	●
Wollongong Visitor Guide to be delivered to your business for display	●	●	●
Access to Wollongong 'Press Play' image library and brand Tool Kit *	●	●	●
Ability to use Wollongong 'Press Play' logo on marketing collateral *	●	●	●
Subscription to quarterly Destination Insider newsletter	●	●	●
Specialist Visitor Information Centre staff to promote and sell your product	●	●	●

* At Destination Wollongong discretion if applicable

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E: tourism@visitwollongong.com.au
W: www.visitwollongong.com.au

Southern Gateway Visitor Information Centre
M1 Princes Motorway, Bulli Tops
Visitor Information Centre – open 7 days a week

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