



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

2023-24 Partnership prices for our three levels include:

ALLIANCE
\$400 P/A

GOLD
\$825 P/A

PLATINUM
\$3,500 P/A



DESTINATION WOLLONGONG WINS AND HIGHLIGHTS

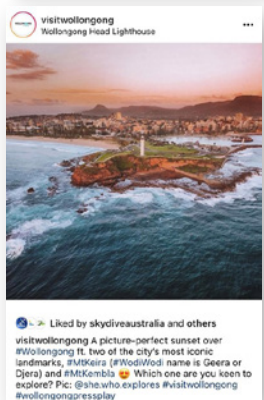
Why partner with the region's largest
tourism advocate and event attractor?



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



Wollongong visitor
guides distributed
in over **300** locations
annually



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



Advocate for tourism,
infrastructure and
investment



**WOLLONGONG.
AUSTRALIA'S
ONLY UCI BIKE CITY**

Helped secure
UCI Road World
Championships and
UCI Bike City status



Grand Pacific Drive
SYDNEY TO WOLLONGONG AND BEYOND...

Collaborative approach with
other destinations promoting
Grand Pacific Drive



Total domestic and international
Visitors: **10.30m**; Nights: **15.5m**;
Expenditure: **\$3.6bn**.

National and International
Visitor Surveys, Tourism Research
Australia end of year Sep 2022.



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



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



Development and
facilitation of
Reconciliation Action Plan

WOLLONGONG
press play



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

* At Destination Wollongong discretion if applicable

| ALLIANCE | GOLD | PLATINUM |
|-----------|-----------|-------------|
| \$400 p/a | \$825 p/a | \$3,500 p/a |

| | | | | |
|---------------|---|-------------------|-----------------|--------------------|
| Digital Media | Half page advertisement in the Wollongong Visitor Guide | | | • |
| | Rotational website advertising on the home page of visitwollongong.com.au for 1 month | | | • |
| | Feature story in our Destination Insider or consumer enewsletter, reaching over 4,800 contacts | | | • |
| | Inclusion in media and trade famils * | | | • |
| | One month product display at the Southern Gateway Visitor Information Centre | | \$100 per month | • |
| | Exposure at trade and business industry events * | | • | • |
| | Opportunity to be featured on our social media channels * | \$100 per feature | • | • |
| | In feed reels | | | • |
| | Access to influencers for collaborations | | | • |
| | Guides features | | • | • |
| | Facebook Static Posts | | Per request | Anytime |
| | Instagram stories | | • | • |
| | Inclusions in Social media "mini" campaigns | | | • |
| | Access to high quality video content and preference on content curation | | | • |
| | Access to external articles and media releases (eg: outincaberra) | | • | • |
| | 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 | • | • | • |
| | 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 | • | • | • |



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