

DESTINATION WOLLONGONG

2026-28

STRATEGIC MARKETING FRAMEWORK - SUMMARY



OUR MARKETING VISION

Our Position

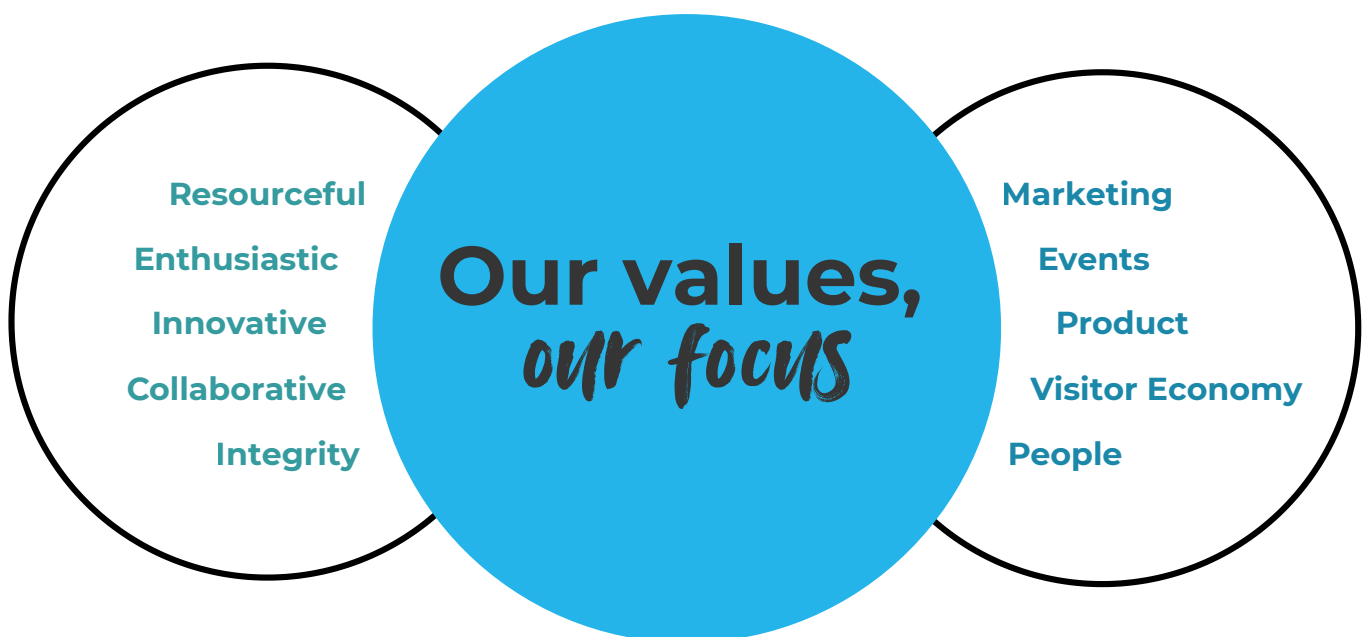
We celebrate Wollongong's diverse natural landscapes, unique experiences and evolving spirit, powered by its passionate local operators. Driving the visitor economy through unique and authentic storytelling and a genuine desire to showcase our region to the world.

Goals

- Drive growth in the visitor economy
 - Define brand and content to increase share of voice
 - Optimise data and reporting
 - Promote tourism with purpose
-

Strategic Priorities

- Promote connectivity to the region
- Leverage business and major events
- Evolve and scale new destinations
- Elevate nature and wellness



OUR BRAND PILLARS

WHO WE ARE

NATURALLY WOLLONGONG

1.

Eco accommodation and sustainable travel
Beaches and ocean bathing
Wildlife and animal encounters
Hiking and escarpment adventuring

MOVE & RESTORE

2.

Wellbeing, relaxation and connection
Run and dawn culture
Sporting events and activities
Cycling, surfing and ocean bathing

EXPERIENCE ADVENTURE

3.

Skydiving & ziplining
Mountain biking and hiking
Cruising and Grand Pacific Drive
Surfing and fishing

EAT, DRINK, DISCOVER

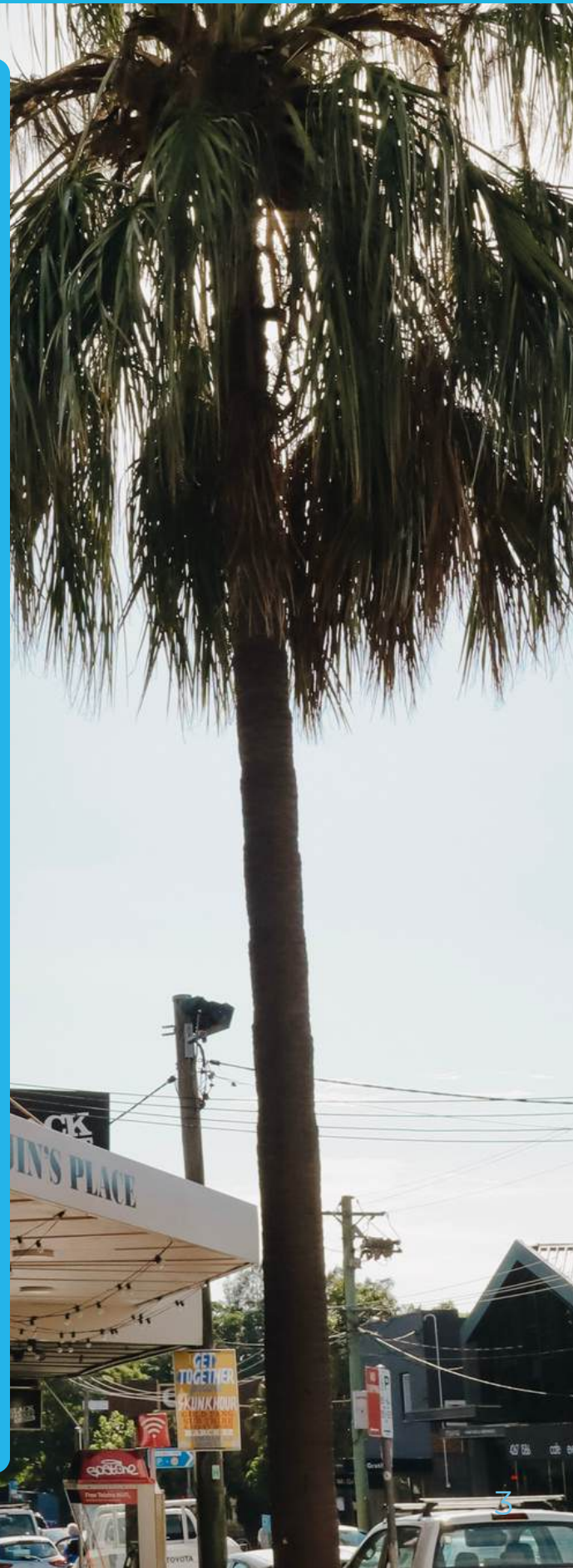
4.

Cafe Culture and The Blue Mile
Nightlife, food, drink and romance
Group activities and entertainment
Arts, culture and live music

PLAY TOGETHER

5.

Family activities
Groups and events
Pet friendly activities and stays
Intergenerational and accessible travel
Sport and entertainment



OUR GOALS

01



DRIVE GROWTH IN THE VISITOR ECONOMY

Strengthening partnerships, expanding tourism offering and supporting investment.

02



DEFINE BRAND & CONTENT TO INCREASE SHARE OF VOICE

Lifting Wollongong's visibility and relevance across earned, owned and shared channels.

03



PROMOTE TOURISM WITH PURPOSE

Championing tourism that delivers lasting benefits for community, environment and economy.

04



OPTIMISE DATA, REPORTING & TECH

Leveraging visitor insights, performance metrics and analytics to make informed decisions and improve outcomes.

INDUSTRY ANALYSIS

TOURISM TRENDS SHAPING OUR STRATEGY

WELLNESS TOURISM

Wellness travel leads 2026 trends. Wollongong's beaches and trails position us for ocean bathing, dawn culture, and mindful movement.



IMMERSIVE, NATURE-LED TRAVEL

Travellers seek immersive nature experiences. Wollongong offers escarpment hiking, ocean activities, and authentic local encounters.



TECH-LED TRAVEL

Tech transforms travel planning. Wollongong's opportunities include AI-ready content, social search, and seamless booking integration.



TOURISM WITH PURPOSE

Purpose-driven travel aligns with values. Wollongong can highlight sustainable operators and growing First Nations tourism interest.



COMPETITIVE LANDSCAPE

By leveraging our proximity to Sydney, our diverse natural assets and the potential to offer a balanced mix of coastal, nature and urban experiences, Wollongong is well placed to differentiate itself from our competitors through smart and optimised marketing.

Local Competitors	Regional Competitive Partners	Interstate Competitors
Newcastle	Sydney/Western Sydney	Great Ocean Road
Central Coast	Jervis Bay	Gold Coast
Blue Mountains	Southern Highlands	Margaret River
Hunter Valley	Kiama	Sunshine Coast
	Shoalhaven	Mornington Peninsula

OUR STRATEGIC PRIORITIES

PROMOTE CONNECTIVITY TO THE REGION

Improved and existing connectivity position Wollongong as an accessible destination for both Sydney escapers and international visitors.



ELEVATE NATURE AND WELLNESS

Reposition the brand by showcasing natural assets and wellness options to ensure we appeal to travel trends and target markets.



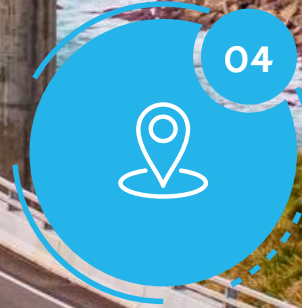
LEVERAGE BUSINESS AND MAJOR EVENTS

Positioning Wollongong as a world-class events destination to support long-term growth across multiple sectors.



EVOLVE AND SCALE NEW DESTINATIONS

Leveraging new locations strengthens our brand while enabling partnerships and content that highlights the region's unique offerings.



KEY MARKETS & CONSUMER PROFILES

Our resources will be focused on markets and activities that provide the best return on investment and support our goals and objectives.

DOMESTIC	INTERNATIONAL
Sydney - CBD & Eastern Suburbs	New Zealand
Western Sydney	East - India & China
South Coast	West - USA & UK
Canberra	
Victoria & Queensland	

SEGMENT PROFILES

Domestic Daytrippers and Overnight Visitors

Conference Attendees and Organisers

Major Eventgoers and Organisers

International Holidaymakers

International Students

MEET OUR VISITORS

SHAPING OUR MARKETING TO OUR DEMOGRAPHICS



LUCY THE WEEKEND WANDERER

A Sydneysider chasing an easy coastal escape with good food, photo-worthy activities and relaxed adventures.



ANDREW THE CONFERENCE CONNOISSEUR

A business traveller who blends work with quality dining, coastal experiences and comfortable stays.



CHRIS THE PLAYMAKER

A social sports fan who travels for events, bringing friends for the atmosphere and post-game fun.



JAMES THE GLOBAL EXPLORER

An international visitor seeking beaches, wildlife and iconic Aussie experiences beyond the big city.



MEERA THE STUDENT INSIDER

An international student discovering the city between studies and sharing the experience with friends and family.



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