

Partnership Prospectus

2026-27

WOLLONGONG
press play

WHO WE ARE

Destination Wollongong drives sustainable growth of the local visitor economy by showcasing Wollongong and its surrounds as a premier regional destination for leisure, major events and business events. We build the city's profile, attract high value visitation, and create tangible benefits for our community and partners.

Our work is delivered across five core pillars:

- 1. Destination Marketing** – Elevating Wollongong's brand and inspiring travel.
- 2. Major Events** – Securing and staging events that generate impact and visitation.
- 3. Business Visitor Economy** – Attracting conferences, meetings and incentive travel.
- 4. Tourism Infrastructure & Product Development** – Enhancing experiences and enabling investment.
- 5. Visitor Information Services** – Welcoming guests and enriching their stay through expert, on the ground support.



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.



EXPOSURE AND OPPORTUNITY

Tourism Is Everybody's Business.

ABOUT OUR WOLLONGONG PARTNERSHIP PROSPECTUS

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

Our partners comprise 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 any time.

2026-27 Partnership prices for our three levels include:

ALLIANCE
\$400 P/A

GOLD
\$825 P/A

PLATINUM
\$3,500 P/A

REFER A BUSINESS?

Refer a new business and you will BOTH receive **\$100 OFF** the 2026-27 partnership program.

(valid when the new partner signs and payment is received)

WHY PARTNER WITH THE REGION’S LARGEST TOURISM ADVOCATE AND EVENT ATTRACTOR?



Support Tourism Operators to Succeed
Industry insights, workshops and networking opportunities.



Strategic Marketing Campaigns
Leveraging our platforms and distribution systems to maximise reach and visibility.



Leading Events and Conference Destination
Contributes **\$44 million** annually to our region.



Tourism Product Advocacy
Attract key tourism product for the region, including hotel, cruise and tourism product development.



Co-operative Marketing
Additional promotion via Destination NSW, Destination Sydney South Surrounds and Grand Pacific Drive.



Visitor Services
Servicing **100K** visitors through our information centre. All Partners featured on ATDW-250 tourism distributors and **55M** users annually.



Social and Digital Platforms



LinkedIn
1.2K Industry followers

Total Followers
112K+

Total Reach
765K+

Website Users
147K

Total Views
11.2M

Total Content Interactions
182K

EDM Subscribers
31K Consumer & industry

Industry and Event WINS



Hosted
20+ Industry familiarisations

Sponsored
26 Major events for Wollongong City

Wollongong LGA Tourism Statistics

Overnight Visits
3.05M

Expenditure
6.35M

Day Trips
2.4M



Tourism Research Australia - 2025

DESTINATION WINS AND HIGHLIGHTS



Destination Brand Campaign: ‘Why Bother’

Total Views
2M+

Total Impressions
1.1M

Total Reach
372K

Why Bother image: Honest Boys Productions



Destination Brand Campaign: Go Grand

Reach
4.2M

Clicks to landing page on website
56.7K

Direct leads
4.3K



Symbio Wildlife Park

Stand Up Paddle Boarding Shellharbour

5 Star Review

Discover what businesses have to say about partnering with Destination Wollongong. View the video to hear their firsthand experiences.



Acknowledgement of Country

We would like to acknowledge Aboriginal people and their cultural and spiritual connection to this land. Their stories are written in the land and hold great significance to Aboriginal people from the mountains to the sea. As you travel through the Illawarra immerse yourself in the natural beauty of Dharawal Country.

Acknowledgement of Country

Artwork Richard Campbell and Yuin nation

OUR PARTNERSHIP PACKAGES

* At Destination Wollongong discretion if applicable

	ALLIANCE \$400 p/a	GOLD \$825 p/a	PLATINUM \$3,500 p/a
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 15,500 contacts			●
One month banner display at the Southern Gateway Visitor Information Centre			●
One month featured video panel advertising at the Southern Gateway Centre on the hero screen			●
Dedicated Instagram Reel			●
Access to in-house content creation for social media *			●
Access to influencers for collaborations		●	●
Static posts on FB, Instagram or LinkedIn *		●	●
Features across our Facebook & Instagram Stories		●	●
Opportunity to be included in destination competition prize giveaways *	●	●	●
Inclusion in blog posts promoted through website and newsletter features	●	●	●
Free opt-in digital campaign opportunities	●	●	●
Exposure at trade and business industry events *		●	●
Inclusion in media and trade famils *		●	●
Collaborative approach with other destinations promoting Grand Pacific Drive *	●	●	●
Grant funding advice and letters of support where applicable	●	●	●
Brochures to be displayed at the Southern Gateway Visitor Information Centre	\$100 per year	●	●
Digital flyer display at the Southern Gateway Visitor Information Centre	\$100 per year	●	●
Invitations to Partner Functions	Two invites	Three invites	Four invites
Invitation to attend industry workshops	●	●	●
Preferred venue to host partner functions and workshops *	●	●	●
Business listing in the printed Wollongong Visitor Guide	●	●	●
Full partner listing on visitwollongong.com.au	●	●	●
Ability to sell product on our website via the Bookeasy platform *	●	●	●
Access to Destination Wollongong events calendar to list and promote your events	●	●	●
Wollongong Visitor Guide 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/or sell your product	●	●	●

Digital Media

WCC@5010126.26.PF