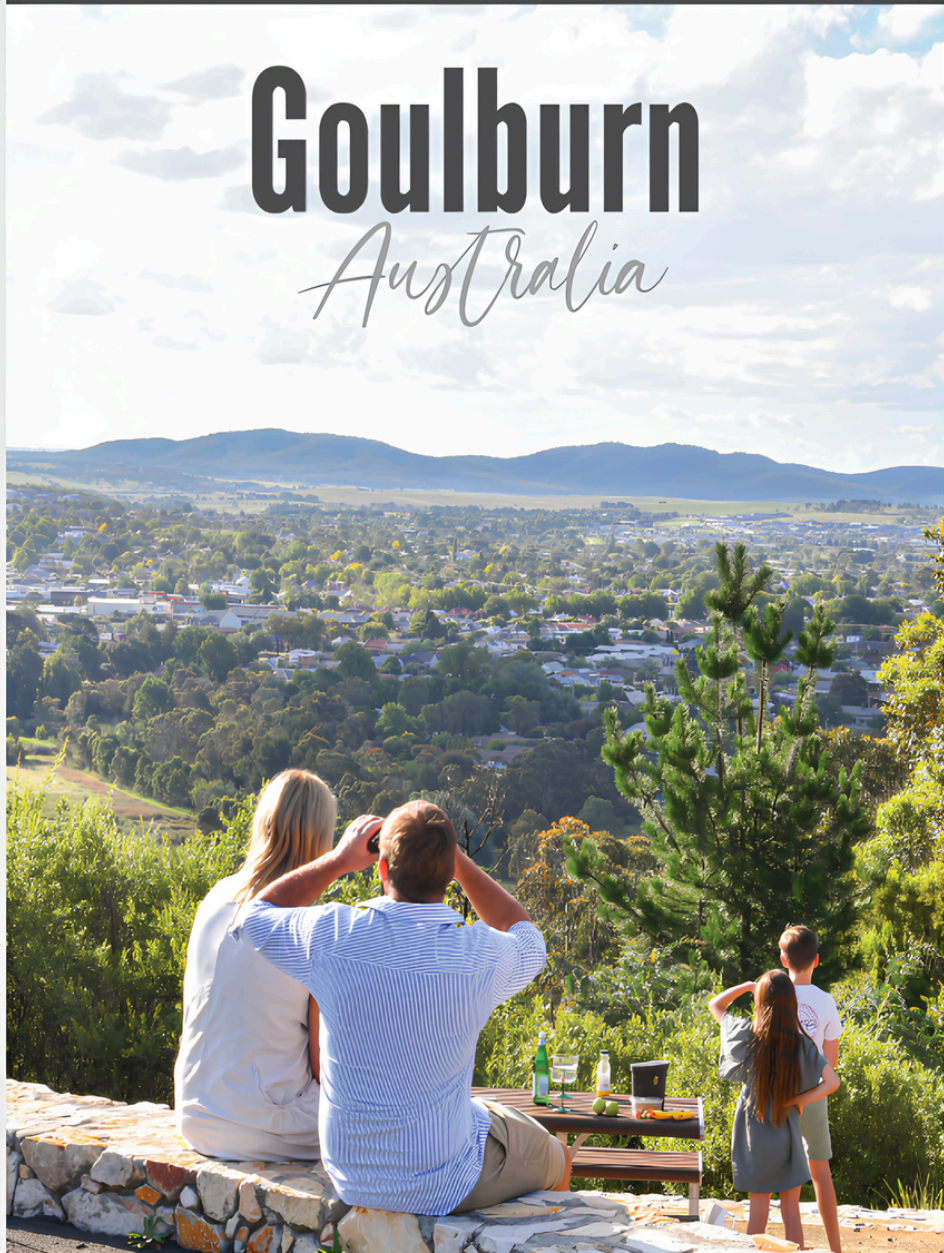


# Tourism Partnership Program

# Goulburn

*Australia*



# Goulburn Tourism Partnership

Being in partnership with Goulburn Marketing gives you information and tools to help promote not only your business but the Goulburn region as a whole. Together, we can continue to strengthen and promote Goulburn as a destination.

## What We Do

Goulburn Mulwaree Council manages the Accredited Goulburn Visitor Information Centre, Goulburn Australia website, social media channels, and produces key publications including the Destination Guide, Dining and Accommodation Guides, event calendars, maps and more. The Visitor Information Centre provides a one-stop shop for visitors, residents and businesses to access accurate, up to date information to enhance their experience in the Goulburn region plus access to unique, locally made and produced products not widely available.

## Our Audience

### Social Media

 Facebook: 16,900 followers

 Instagram: 4,500 followers



### Website

8,183 users per month



### Electronic direct mail (EDM)

2,736 subscribers



### Goulburn Visitor Information Centre

Average monthly walk ins: Approx. 2,700

Average monthly phone enquiries: Approx. 260

Average monthly email enquiries: Approx. 42

## Tourism Statistics

Annual Domestic Day Trips: Approx. 729,000 Estimated Expenditure: Approx. \$65 million\*

Annual Domestic Overnight Visitors: Approx. 740,000 Estimated Expenditure: Approx. \$91 million\*

\*Data sourced from Tourism Research Australia via Profile ID – Goulburn Mulwaree Council Area 2022/2023 Tourism Visitor Summary

## Partner Benefits in Focus

### Bronze Partner (FREE)

- Listing on goulburnaustralia.com.au and ATDW, where appropriate.
- Basic brochure listing in relevant in-house brochures, where appropriate.
- Access to tourism newsletters, funding alerts, and industry workshops.
- 'Proud Partner of Goulburn' digital badge and physical sticker for your business.

### Silver Partner (\$400) Bronze Partner benefits +

- Upgraded feature listing on goulburnaustralia.com.au
- Premium half panel inclusion in relevant brochure display for 3 months.
- Eligible for consideration in seasonal marketing campaigns.
- Dedicated social media post and story.
- 2 weeks of digital screen advertising.
- 1 feature in Goulburn Australia EDM.

### Gold Partner (\$1,000) Bronze Partner benefits +

- Featured listing on goulburnaustralia.com.au
- 2 x Organic posts and 2 stories across Facebook and Instagram.
- 1 x 4 week co-op branded Google Ads Campaign.
- 4 x weeks digital screen advertising.
- Inclusion in seasonal marketing campaign, where appropriate.
- Business feature story on website.
- Premium full panel inclusion in brochure for 12 weeks.
- 1 x Premium header feature in EDM.

## Additional Advertising Opportunities

### Spotlight Package \$250

- Organic Social Media Post and Story
- Website feature tile
- EDM Feature

### Paid Social Media Campaigns \$250

- Co-branded paid social media ad targeting Sydney and Canberra

### Digital Screen Advertisement \$50/month

- Video advertisement placed in rotation on screen at the Goulburn Visitor Information Centre

### Storytelling Package \$350

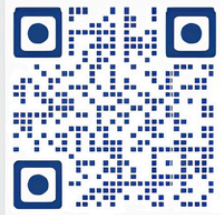
- Blog Post on goulburnaustralia.com.au
- Organic Social Media Post and Story

### Brochure Advertising \$60/month

- Premium half-panel feature in Stay or Taste Brochure



**SIGN UP HERE**





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**   Goulburn Australia**