

2025/26 Destination Kiama Partnership Invitation



DESTINATION

Kiama
SOUTH COAST N.S.W. AUSTRALIA

MINNAMURRA BOMBO JAMBEROO GERRINGONG GERROA

Acknowledgement of Country

Destination Kiama acknowledges the Traditional Custodians of Dharawal Country, the Wodi-Wodi people and their custodianship for more than 60,000 years. We pay our respects to elders past, present and emerging and the contribution that they make to our community.

Your Invitation

Destination Kiama invites local businesses and event organisers to partner with us in sustainably growing overnight visitor expenditure. The Kiama area has a long history of welcoming visitors, and tourism continues to play a vital role in our local economy.

Destination Kiama is the dedicated tourism team within Kiama Municipal Council, responsible for destination management, tourism operations, strategic marketing, experience development, partnerships, and the delivery of destination events.

About Us

Destination Kiama is the official tourism brand of Kiama Municipal Council's Tourism and Events department. We take a holistic approach to managing and promoting tourism across our region – from Minnamurra in the north, Jamberoo in the west, to Gerroa in the south.

Our region is known for its striking natural contrasts – where laid-back coastal villages meet lush hinterland, and hidden waterfall trails offer unexpected moments of discovery. Welcoming visitors has long been part of our story, with tourism playing a vital role in supporting our local economy.

Destination Kiama currently supports over 200 partners through destination marketing, visitor servicing, industry advocacy, event support and coordinated tourism management.

We invite local businesses and event organisers to partner with us in sustainably growing overnight visitor expenditure and strengthening our tourism industry. Destination Kiama's Objectives are:

Provide strong leadership, partnership & communication.

Facilitate sustainable tourism growth.

Enable tourism investment & development.

Deliver authentic branding & marketing.

Create a thriving high quality event destination.



Annual Statistics

OUR LOCAL TOURISM INDUSTRY

Injected **\$392 million** into the Kiama economy.

Saw **1.7 million visitors** to our region.

Had over **532,300 people** stay overnight and **651,000 day visitors**.

Average length of stay is **3.1 nights**.

Saw visitors spend a total of **1.7 million nights** in the area.

Overnight visitors spent approximately **\$597 per visit**.

Day visitors spent approximately **\$117 per visit**.

Welcomed **14,300 international overnight visitors**.

A DESTINATION SNAPSHOT

NSW Top Tourism Town **Winner** for 2024 and 2025!

33,300+ followers across two social media platforms

59,000+ serviced visitors at the Kiama Visitor Information Centre

40,000 Kiama Visitor Guides distributed.

210+ Destination Kiama Partners

15 -20 events supported annually via Destination Event Funding

Delivered **Kiama Winter Street Festival**, and **New Year's Eve**

10,000 Kiama Dining Guides distributed

6,000 Kiama Rides Guides distributed

6,000 Kiama Walks Guides distributed

6,000 Kiama Coast Walk Tear-off Maps distributed

40,000 (approx.) What's On distributed

2,000 (approx.) School Holidays Flyer distributed

Partnership Options & Inclusions

BENEFIT	BUSINESS PARTNER \$160	PLATINUM PARTNER \$370
Free listing in the annual official Kiama Visitor Guide, distributed locally, state-wide & online (40,000 printed)	✓	✓
Featured listing in the official Kiama Visitor Guide		✓
Business webpage and/or events calendar listings on kiama.com.au	✓ 1 x webpage (via ATDW)	✓ 2 x webpage (via ATDW)
Free listing in the Local Dining Guide (where relevant)	✓	✓
Free listing in the Accommodation Guide (where relevant)	✓	✓
Free listing in the online Business Events Guide (where relevant)	✓	✓
Instant bookings via online booking platform on kiama.com.au (where relevant)	✓	✓
DL size business / event brochure / flyer displayed in the Kiama Visitor Information Centre at Blowhole Point (59,000+ visitors serviced annually)	✓	✓
Business or event featured digitally on screens at the Visitor Information Centre		✓
Visitor referrals from qualified visitor centre staff and volunteers, based on customer needs	✓	✓
Stock the Kiama Visitor Guide, Dining Guide, Walks Guide and maps at your business at no cost	✓	✓
Kiama Visitor Guides delivered to your business*		✓
Attend Tourism After Hours – our invitation only, networking event held seasonally	✓ (Max 2 FOC)	✓ (Max 4 FOC)
Opportunity to host Tourism After Hours and in return showcase your business		✓
Opportunity to provide product updates to Visitor Information Centre staff and volunteers	✓	✓
Opportunity to host Visitor Information Centre staff and volunteer on familiarisation tours	✓	✓
Invitations to industry development opportunities e.g. photography workshops & Marketing workshops	✓ (2 people max.)	✓ (4 people max.)
Subscription to 'The Buzz', Destination Kiama's monthly electronic industry newsletter	✓	✓
10% partner discount when advertising in the 2024 Kiama Visitor Guide	✓	✓
First option for sponsorship and promotional opportunities e.g. events, Dining Guide, signage etc.		✓
Destination Kiama partnership decal / sticker	✓	✓
Kiama 'wave' sticker	✓	✓
Assistance with your business or event ATDW listing	✓	✓

NOTE: Partnership price is inclusive of GST. We welcome partnership from businesses outside of the Kiama LGA however, platinum level is required and assessed on a case by case basis to ensure no local competition.
*Brochure delivery is excluded for those outside the Kiama Local Government Area.

JOIN TODAY...

Scan to complete the Destination Kiama 2025-26 partnership application form.

