

DESTINATION

Kiama

SOUTH COAST N.S.W. AUSTRALIA

MINNAMURRA BOMBO JAMBEROO GERRINGONG GERROA



2026 – 2027
Partnership Prospectus

Acknowledgement of Country

Destination Kiama would like to acknowledge Elders, Traditional Owners and Custodians with their continuing connections to Land, Waters, Sky, Culture and Community. We pay our respects to the Traditional Custodians of the Dharawal Nation, and their Elders past, present and future.



Your Invitation

**Grow your visibility. Attract more visitors.
Be part of Kiama's leading destination network.**

By partnering with Destination Kiama, you'll be part of a coordinated effort to encourage visitors to stay longer, spend more, and experience our region year-round.

You'll also benefit from targeted marketing and direct referrals to audiences already planning their Kiama visit, connecting your business with people ready to book, explore and spend.

Together, we're building a more resilient destination, one that supports local businesses, strengthens our visitor economy, and advocates for the investment needed to deliver exceptional visitor experiences.

About us

Destination Kiama is the official tourism brand of Kiama Municipal Council’s Tourism and Events team. We lead the growth of a vibrant, sustainable visitor economy across our region - from Minnamurra in the north, Jamberoo in the west, to Gerroa in the south.

Our region is defined by striking natural contrasts: coastal villages, rolling green hills, and moments of discovery around every corner. Welcoming visitors has long been part of our story, and tourism continues to play a vital role in the strength and character of our local economy.

Today, Destination Kiama supports more than 160 partners through destination marketing, visitor servicing, industry advocacy, event support and coordinated tourism management, all designed to elevate the visitor experience and strengthen our region.

Our team

Our work is guided by the Tourism and Economic Advisory Committee (TEAC), chaired by Councillor Matt Brown and comprising of Councillor Yasmin Tatrai, Anne-Marie Elser (Kiama Business Network), and community representatives Craig Hardy, Suzanne Mansfield, Simon Smith and Tom Abood.

Our staff team leads strategic direction and destination management, delivering marketing campaigns, managing kiama.com.au and [@kiamansw](https://www.instagram.com/kiamansw), developing and supporting major and destination events, and maintaining strong connections with federal, state and regional partners.



**MANAGER
 TOURISM &
 ECONOMIC
 DEVELOPMENT**
 SALLY BURSELL



**TOURISM &
 MARKETING
 LEAD**
 BELINDA
 WILLIAMS



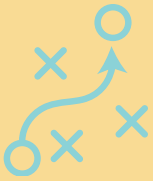
**TOURISM &
 EVENTS
 LEAD**
 HELEN
 DEMERTZIS



**VISITOR
 SERVICES
 COORDINATOR**
 LAUREN RES

We also operate the Kiama Visitor Information Centre, supported by three part-time staff, casuals and volunteers who provide visitor servicing and information across the region.





Our direction is guided by the (draft) **Kiama Visitor Economy Strategy 2035** - with a clear focus on attracting higher-value visitors, increasing year-round demand, and supporting a thriving local business community.

Through coordinated marketing, industry advocacy and strong partnerships, we're building a more resilient and competitive destination.

Our Vision

By 2035, the Kiama area will be recognised as a sustainable, culturally rich destination where visitors stay longer, spend more, and contribute to a thriving local economy and vibrant community life.

Strategic Goals:

				
Grow High-Value Visitation	Diversify Experiences and Markets	Enhance Infrastructure and Accessibility	Build Industry Capability and Workforce	Activate the Night-Time and Cultural Economy

Five focus areas:

	Destination Brand & Marketing Deliver compelling campaigns, strengthen brand positioning, and leverage digital channels
	Experience & Product Development Curate and innovate visitor experiences and signature events to drive dispersal and seasonality
	Infrastructure, Access & Sustainability Advocate and collaborate on transport, signage, and visitor amenity upgrades
	Industry Skills & Partnerships Upskill operators, foster collaboration, and build workforce resilience
	Night-Time & Cultural Economy Support cultural programming, a Night-Time Economy Strategy, and promote evening experiences

DESTINATION



DESTINATION SNAPSHOT

2025 / 2026



VISITORS
ANNUALLY

833,000



A VISITOR ECONOMY
WORTH*

\$261M



OVERNIGHT
VISITORS*

410,000



VISITOR
NIGHTS*

950,000



AVERAGE
STAY*

2.3 nights



AVERAGE VISITOR
SPEND*

\$431/visit



NSW TOP TOURISM
TOWN WINS

2024, 2025, 2026



MAJOR & DESTINATION
EVENTS SUPPORTED

16



VISITORS ASSISTED AT
VISITOR INFO CENTRE

57,000+



VISITOR GUIDES & MAPS
DISTRIBUTED NSW-WIDE

100,000+



SOCIAL MEDIA
FOLLOWERS

39,500



LOCAL BUSINESSES
PARTNERING

160+

*Source: National and International Visitor Survey, Tourism Research Australia (TRA), year ending December 2025. NOTE: Estimates from YE March 2025 are not directly comparable with previous year estimates due to a change in methodology.

Partnership options & inclusions

BENEFIT	BUSINESS PARTNER \$170	PLATINUM PARTNER \$390
Listing in the official Kiama Visitor Guide, distributed locally and state-wide (40,000pa)	✓	✓ Featured
Business webpage and/or event listings on kiama.com.au	✓ 1 x webpage (via ATDW)	✓ 2 x webpage (via ATDW)
Destination Kiama partnership decal and Kiama 'wave' sticker	✓	✓
Inclusion in relevant Dining, Accommodation, What's On, and School Holiday Guides	✓	✓ Priority placement
DL size brochure or flyer displayed in the Kiama Visitor Information Centre (approximately 57,000 visitors serviced annually)	✓	✓
Stock the Kiama Visitor Guide, Dining Guide and maps at your business at no cost	✓	✓
Referrals to your business from visitor centre staff and volunteers, based on customer needs	✓	✓
Use of Official Destination Kiama Partner logo	✓	✓
Partner e-newsletters & updates via The Buzz	✓	✓
Invitations to attend Tourism After Hours (seasonal networking event)	✓ (Max 2 pax)	✓ (Max 4 pax)
Invitations to industry development opportunities e.g. photography & marketing workshops	✓ (Max 2 pax)	✓ (Max 4 pax)
10% discount when advertising in the forthcoming annual Kiama Visitor Guide	✓	✓
Opportunity to provide product updates to Visitor Information Centre staff and volunteers	✓	✓
Opportunity to host Visitor Information Centre staff and volunteer on familiarisation tours	✓	✓
Access to partner-only campaigns & collaborations	✓	✓
Business or event featured digitally on screens at the Visitor Information Centre		✓
Visitor insights & seasonal trends snapshot emailed to you quarterly		✓
Story-driven spotlight blog feature shared on socials		✓ (1 per year)
Kiama Visitor Guides delivered to your business*		✓
ATDW listing health check & image guidance		✓
PR opportunities to participate with external famils		✓

NOTE: Partnership price is inclusive of GST. We welcome partnership from businesses outside of Kiama Municipality 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 Kiama Municipality.

Optional partnership add-ons

BENEFIT	COST Inclusive of GST
Facebook social media post (18,700 + followers) - (limited placements)	\$99
Instagram social media post (20,800 + followers) - (limited placements)	\$110
Facebook & Instagram social post (combined 39,500 + followers) - (limited placements)	\$165
A high-visibility tile on a key page of kiama.com.au (limited placements)*	\$220

*contact us to discuss placement options and requirements

Contact us

General enquiries: Kiama Visitor Information Centre, 4232 3322, tourism@kiama.com.au

Partnership Program enquiries and onboarding: Lauren Res, 0409 809 163, lauren.res@kiama.nsw.gov.au

Marketing enquiries: Belinda Williams, 4232 0444, belinda.williams@kiama.nsw.gov.au

Advocacy and program development enquiries: Sally Bursell, 0491 051 572, sallyb@kiama.nsw.gov.au



Join today...

Scan the QR code to complete the Destination Kiama 2026-27 partnership application form