TOURISM PARTNERSHIP PROGRAM



GOULBURN·NSW

GOULBURN TOURISM PARTNERSHIP

Being in partnership with Goulburn NSW gives you information and tools to help promote not only your business but the Goulburn Mulwaree 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 NSW 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 Mulwaree region plus access to unique, locally made and produced products not widely available.

OUR AUDIENCE

SOCIAL MEDIA

Facebook: 17,400 followers

Instagram: 4,700 followers

WEBSITE

8,183 users per month

ELECTRONIC DIRECT MAIL (EDM)

1,376 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:

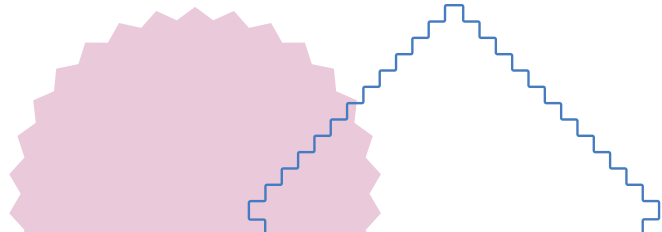
Approx. 740,000

Estimated Expenditure: Approx. $91 million*

Total Tourism Sales: $388.9 million**

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

*** Data sourced from National Economics (NIEIR) – Modelled series via Profile ID – Goulburn Mulwaree Council Area 2024/2025 Tourism Sector Analysis*



FIND THE RIGHT FIT

BRONZE PARTNER FREE*

- Listing on goulburnnsw.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.

**Free for businesses located within the Goulburn Mulwaree Local Government Area.*

SILVER PARTNER $400*

BRONZE PARTNERSHIP BENEFITS +

- Upgraded feature listing on goulburnnsw.com.au
- Premium half panel inclusion in relevant brochure display for one season (approx. 12 weeks).
- Eligible for consideration in seasonal marketing campaigns.
- 1 x Dedicated social media post and story.
- 2 x weeks digital screen advertising.
- 1 x feature in Goulburn NSW EDM.

GOLD PARTNER $1000*

BRONZE PARTNERSHIP BENEFITS +

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

ADDITIONAL ADVERTISING OPPORTUNITIES

SPOTLIGHT PACKAGE $250*

- Organic Social Media Post and Story.
- Website feature tile for 4 weeks.
- EDM Feature in selected month.

PAID SOCIAL MEDIA CAMPAIGNS $250*

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

STORYTELLING PACKAGE $350*

- Yarns Post on goulburnnsw.com.au
- Organic Social Media Post and Story

BROCHURE ADVERTISING $60/MONTH*

- Premium half-panel feature in relevant brochure

DIGITAL SCREEN ADVERTISEMENT $50/MONTH*

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

**All prices include GST. Bronze Partnerships and Additional Advertising Opportunities are available to purchase year-round. Silver and Gold Partnerships are available to purchase until 31 October 2026.*



FOR MORE INFORMATION

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GoulburnNSW

SIGN UP HERE