

A full-page background image showing a sailboat on the water at sunset. The sun is low on the horizon, creating a warm orange glow. The sailboat is in the foreground, with two people visible on deck. The water is calm, reflecting the sunset. In the distance, a low-lying shoreline is visible.

LAKE MACQUARIE

NEW SOUTH WALES

LAKE MACQUARIE TOURISM PARTNERSHIP PROGRAM 2024-2025

The Lake Macquarie Tourism Partnership Program is designed to maximise the exposure of Lake Macquarie as a tourism destination through the promotion of local partner businesses and the provision of quality visitor information.

Tourism is a growing major economic driver in Lake Macquarie. In 2022-2023 financial year, Lake Macquarie received over 1.65 million domestic overnight and day trip visitors, who spent a total of \$361 million*.

Being a Lake Macquarie Tourism Partner offers your business high profile and official avenues of promotion, such as inclusion in the Lake Macquarie Visitor Guide and Map, a presence in our two mobile visitor information kiosks (VIKs) and online at visitlakemac.com.au

In 2023-2024, Lake Macquarie Tourism generated an online reach of more than 10 million across website, social media and other campaign channels.

Partners can enjoy access to our public relations and marketing campaigns, Lake Macquarie destination branding, and networking events where you can connect with other local tourism, hospitality and accommodation providers. You will receive up-to-date information on grant opportunities and industry development and education events with organisations such as Destination NSW and Tourism Australia.

We look forward to welcoming you on board as a Lake Macquarie Tourism Partner in 2024-2025.

*Source: Tourism Research Australia data year ending June 2023.

Our Strategic Marketing Priorities

- Publish the annual visitor guide and map to showcase Lake Macquarie
- Always-on destination marketing through Lake Macquarie Tourism channels including the Visit Lake Mac website, monthly visitor email newsletter, Facebook, Instagram and YouTube
- Working with content creators and influencers to create engaging video and still image content that can be shared across multiple channels
- Deliver key destination marketing campaigns designed to grow visitation and drive bookings
- Continue to refresh the content on the Visit Lake Mac website to ensure all information is user friendly, engaging and up-to-date
- Marketing major events and cultural programs to grow the regional day trip and overnight market
- Continue to leverage public relations opportunities to drive destination awareness through media famils, that deliver editorial across online, print and broadcast media
- Promote Lake Macquarie to visitors through two roving visitor information kiosks that move between key sites around the city and at events
- Support tourism partners with product development, networking, industry development workshops and showcase opportunities.

Tourism Partner Membership

BRONZE **\$75 - unlimited**

Join before 30 June 2024 to receive an early bird discount and pay just \$50

- Standard tourism directory listing in Lake Macquarie Visitor Guide
- Tourism business listing on the Visit Lake Mac website through Australian Tourism Data Warehouse
- Priority word-of-mouth marketing through our mobile Visitor Information Kiosks
- Visitor referrals to your business from the Lake Macquarie Tourism team
- Discounted rate on Tourism Networking events
- Up-to-date information on Lake Macquarie Tourism initiatives
- Up-to-date information on NSW tourism industry marketing and education opportunities
- Access to a range of free and discounted cooperative marketing and public relations opportunities
- Priority access to sponsorship opportunities at Lake Macquarie City Events and Festivals
- Access to Lake Macquarie Tourism equipment hire.

SILVER **\$200 - 100 available**

Join before 30 June 2024 to receive an early bird discount and pay just \$175

ALL BRONZE INCLUSIONS PLUS

- Quarter-page directory listing in Lake Macquarie Visitor Guide*
- Listing on Lake Macquarie Visitor Map
- Brochure display in our mobile Visitor Information Kiosks
- Printed guides and/or maps to stock at your business.

*artwork created by our graphic designer using template of 1 image plus text

GOLD **\$300 - 16 available**

Join before 30 June 2024 to receive an early bird discount and pay just \$275

ALL BRONZE INCLUSIONS PLUS

- Half-page listing in Lake Macquarie Visitor Guide*
- Listing on Lake Macquarie Visitor Map
- Brochure display in our mobile Visitor Information Kiosks
- Printed guides and/or maps to stock at your business
- Access to a business visit from the Lake Macquarie Tourism team.

*artwork created by our graphic designer using template of 2 images plus text

PLATINUM **\$450 - 15 available**

Join before 30 June 2024 to receive an early bird discount and pay just \$425

ALL BRONZE INCLUSIONS PLUS

- Full-page advertisement in Lake Macquarie Visitor Guide*
- Listing on Lake Macquarie Visitor Map
- Brochure display in our mobile Visitor Information Kiosks
- Printed guides and/or maps to stock at your business
- Access to a business visit from the Lake Macquarie Tourism team

*artwork to be supplied by partner

Membership Timeline

- May 2024 – Membership to Lake Macquarie Tourism Partnership Program open
- September 2024 – Visitor Guides and Maps in production
- Renew your membership by 30 June to receive a \$25 early bird discount. From 1 July 2024 membership prices will increase to as advertised price.
- November – 2025 Summer Visitor Guide and Maps distributed.

Renew your membership online before 30 June 2024 to get an early bird discount.



Scan to pay

Lake Macquarie Tourism 2022-2023 financial year



1.65 million

TOTAL DOMESTIC VISITORS*



\$361 million

TOTAL DOMESTIC VISITOR SPEND*



600-800

PEOPLE VISIT THE MOBILE VISITOR INFORMATION KIOSKS EACH MONTH



MOBILE VISITOR INFORMATION KIOSKS
ATTENDED TWO OUT OF AREA TRADE SHOWS WITH

26,000

ATTENDEES



100+

LOCATIONS
DISTRIBUTE VISITOR GUIDES
AND MAPS



10M+

SOCIAL MEDIA REACH



3M+

UNIQUE WEBSITE VIEWS



16M+

PEOPLE REACHED
THROUGH PR AND
EDITORIAL ACTIVITY



\$2M+

ADVERTISING VALUE ACHIEVED
THROUGH PR AND EDITORIAL ACTIVITY

*Source: Tourism Research Australia data year ending June 2023.

Contacts

Marsha Rodrom

Cultural Engagement, Marketing and Tourism Coordinator

✉ mrodrom@lakemac.nsw.gov.au

☎ +61 477 885 289

Simone Bezzina

Arts, Culture and Tourism Administration Officer

✉ sibezzina@lakemac.nsw.gov.au

☎ 02 4069 0039

Kristie Ferguson

Tourism and Event Marketing Lead

✉ kferguson@lakemac.nsw.gov.au

☎ +61 408 907 999

Dani Marrett

Tourism and Events Marketing Officer

✉ dmarrett@lakemac.nsw.gov.au

☎ +61 478 467 776



LAKE MACQUARIE

Love The lake

🌐 visitlakemac.com.au
📘 facebook.com/visitlakemac
📷 [@visitlakemac](https://instagram.com/visitlakemac)
#VisitLakeMac #LoveLakeMacquarie

