

DESTINATION PERTH

MEDIA KIT



About Destination Perth

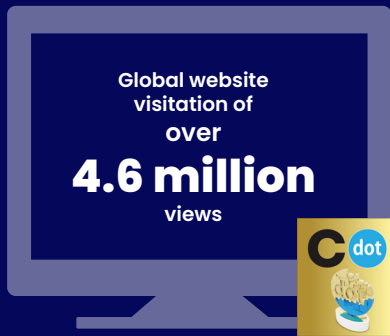
Perth isn't just where you live – it's your playground! Living here means never running out of things to do, taste and experience. Destination Perth is all about helping you discover adventure, flavour and fun...right on your doorstep.

From the vibrant streets of Perth City and the cultural heartbeat of Fremantle to the artisan flavours of the Swan Valley, the sun-soaked Sunset Coast and the wild beauty of Rottnest Island. Add in the tranquil Perth Hills, the aquatic playgrounds of Mandurah & Peel, the coastal adventure of Rockingham and the country charm of the Avon Valley – together, they capture what makes Perth truly extraordinary.

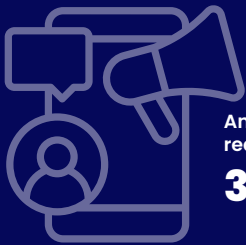
Destination Perth is your local inspiration hub, because sometimes the best adventures aren't about getting away, but about leaning into everything Perth already has to offer.



Our Audience



Global website visitation of over **4.6 million** views

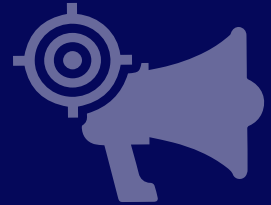


Annual social media reach of over **3.2 million**

Social media following across Facebook, Instagram and TikTok of over

320 000

As of January 2026

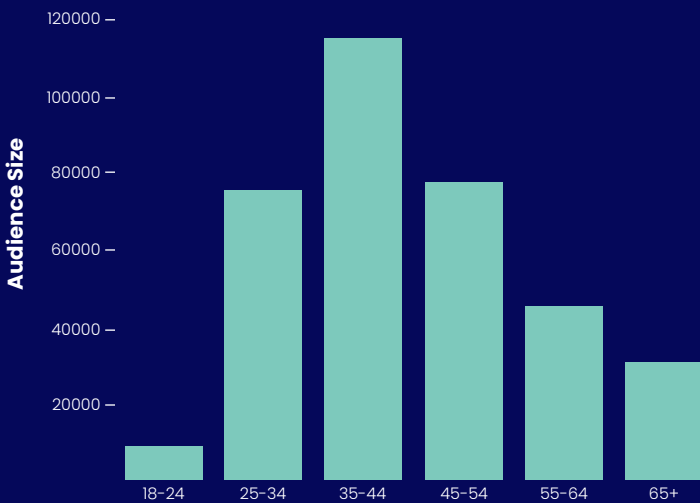


48,000+

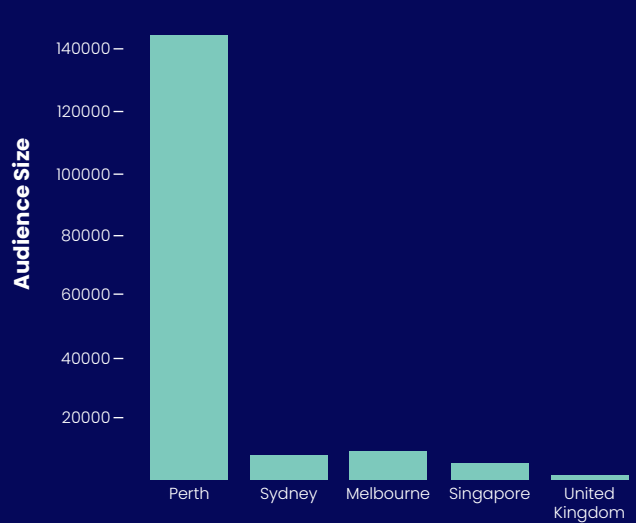
engaged eDM subscribers

Audience Demographics

Overall Audience by Age Group















Overall Audience by Location - Top 5



Our Clients



Rate Card

PRODUCT	AUDIENCE SIZE	PRICE*
 Organic Instagram post	127K	\$250
 Organic Facebook post	177K	\$250
 Instagram reel	127K	\$500
 TikTok reel	16.8K	\$500
 Social media competition	127K	\$500
 Website competition	1.5 million visits annually	\$500
 Blog	1.5 million visits annually	\$750
 Interactive map	1.5 million visits annually	From \$1,000
 Website display advertising	1.5 million visits annually	From \$200
 Bespoke landing page	1.5 million visits annually	\$2,000
 Consumer EDM feature	48K	\$350
 Dedicated consumer EDM	48K	\$1,000

*Prices subject to change. All prices are exclusive of GST. Please note that a 20% surcharge may apply for non-Destination Perth members.

Bespoke Campaign Offering

If you are looking to extend your reach, our bespoke campaign offering harnesses a combination of our powerful Destination Perth channels to deliver measurable results.

PRODUCT	INCLUSIONS	PRICE*
Bespoke campaign #1	<ul style="list-style-type: none"> • 3-month premium run of site display advertisement • Dedicated EDM to intrastate database • Instagram & TikTok video content piece 	\$3,000
Bespoke campaign #2	<ul style="list-style-type: none"> • 3-month premium run of site display advertisement • 3-month premium page sponsor advertisement • Dedicated EDM to intrastate database • Instagram & TikTok video content piece • Social media competition 	\$5,000
Bespoke campaign #3	<ul style="list-style-type: none"> • Bespoke landing page on Destination Perth website with \$400 paid Meta campaign • 3-month premium run of site display advertisement • 3-month premium page sponsor advertisement • 3-month spotlight run of site display advertisement • Dedicated EDM to intrastate database • Dedicated EDM to interstate database • Social media competition with \$100 boost budget • Complimentary Instagram & TikTok video content piece 	\$10,000
Customised campaign	Alternatively, our team can create a customised package tailored to your marketing objectives.	To be negotiated

All bespoke campaigns are inclusive of a 20% Destination Perth management fee.

*Prices subject to change. All prices are exclusive of GST. Please note that a 20% surcharge may apply for non-Destination Perth members.



DESTINATION PERTH

ON WHADJUK NOONGAR LAND

Contact us

Kate Naglan

Marketing & Partnerships Lead

E: kate@destinationperth.com.au

Raani Glink

Campaign Executive

E: raani@destinationperth.com.au

T: +61 8 9321 9120

Destination Perth acknowledges Aboriginal peoples as the traditional custodians of Western Australia and pay our respects to Elders past and present. We celebrate the diversity of Aboriginal West Australians and honour their continuing connection to country, culture and community. We recognise and appreciate the invaluable contributions made by first nations people across many generations in shaping Western Australia as a premier destination.