

DESTINATION PERTH

MEDIA KIT



About Destination Perth

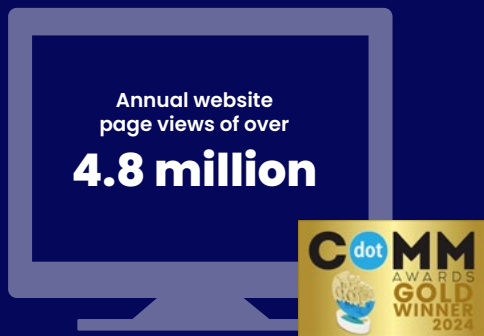
Perth isn't just where you live – it's your playground! Living here means never running out of things to do, taste and experience. Destination Perth is all about helping you discover adventure, flavour and fun...right on your doorstep.

From the vibrant streets of Perth City and the cultural heartbeat of Fremantle, to the artisanal 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 and Northern Valleys – 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.



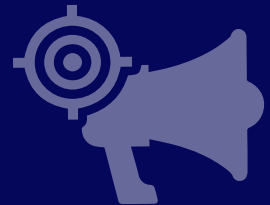
Our Audience



Annual social media reach of over
6.5 million

Social media following across Facebook, Instagram and TikTok of over

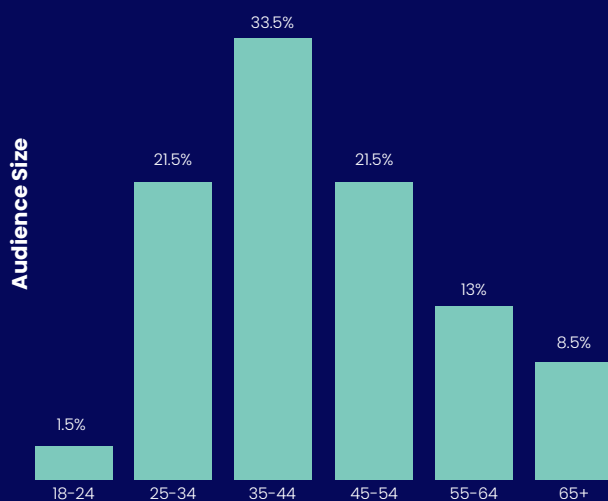
345,000
As of July 2026



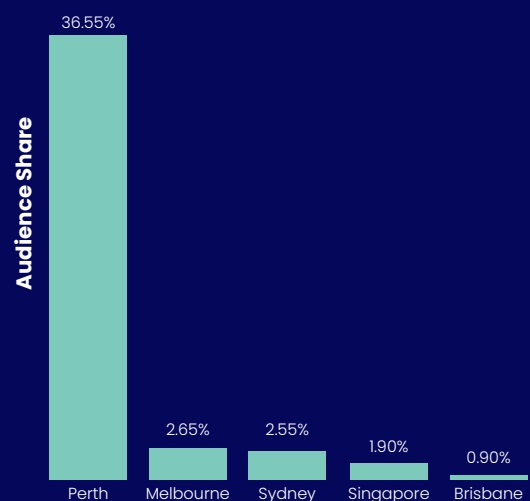
63,000+
engaged EDM subscribers

Audience Demographics

Overall Audience by Age Group



Overall Audience by Location – Top 5



Our Clients



Rate Card

PRODUCT	AUDIENCE SIZE	PRICE*
 Organic Instagram post	140K	\$500
 Organic Facebook post	187K	\$500
 TikTok video	18.4K	\$500
 Instagram reel	140K	\$1,000
 Instagram competition	140K	\$1,000
 Website competition	4.8 million page views annually	\$1,000
 Website display advertising	4.8 million page views annually	From \$200
 Blog / article	4.8 million page views annually	\$750
 Interactive map	4.8 million page views annually	From \$1,000
 Bespoke landing page	4.8 million page views annually	\$2,000
 Consumer EDM feature	63K	\$350
 Dedicated consumer EDM	63K	From \$1,500

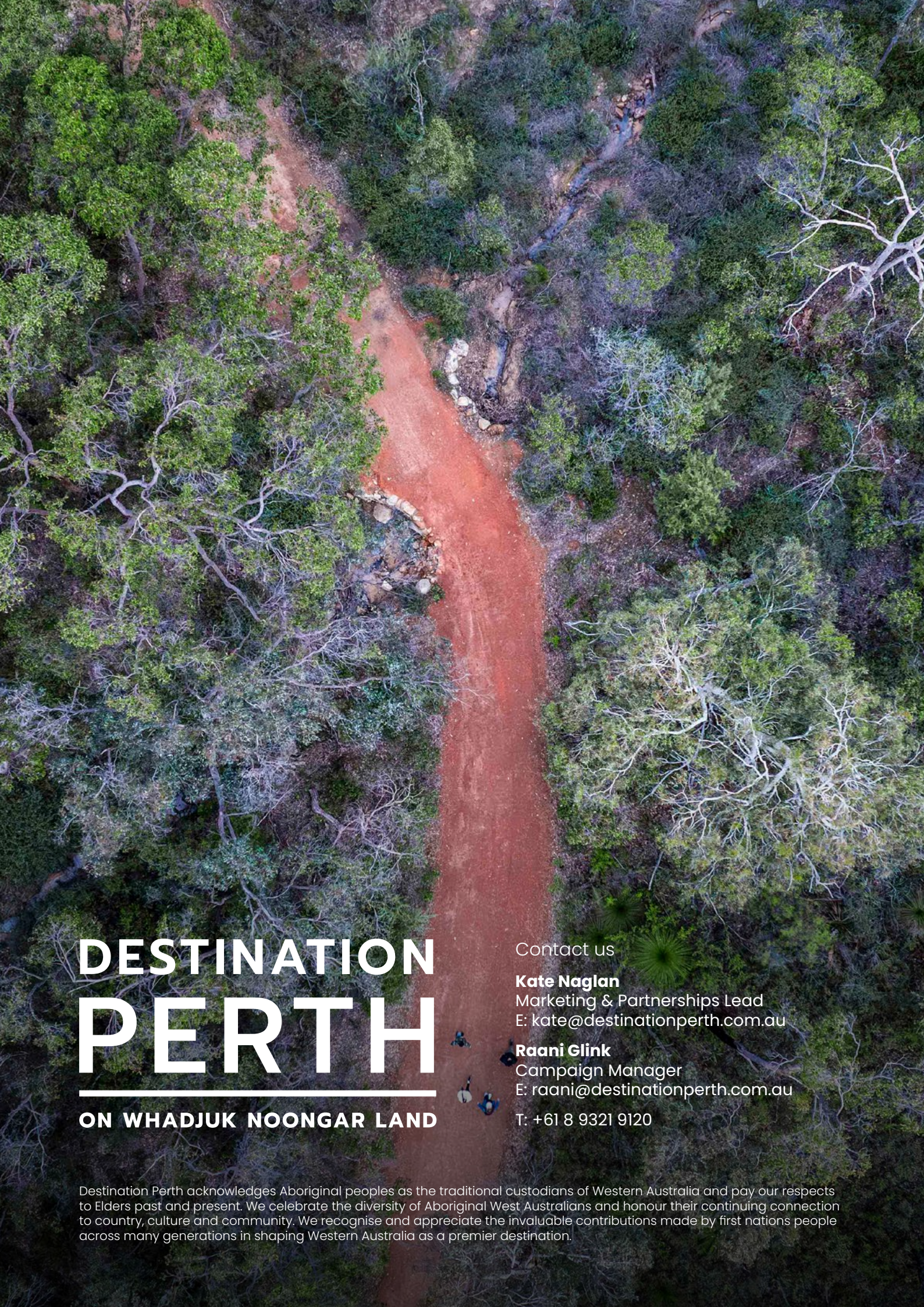
*All bespoke campaigns are inclusive of a 20% Destination Perth management fee. Prices subject to change. All prices are exclusive of GST. Please note that a surcharge will apply for non-Destination Perth members and agencies.

Bespoke Campaign Offering

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

PRODUCT	INCLUSIONS	PRICE*
Bespoke campaign #1	• 1-month premium run of site display advertisement • Instagram reel OR social media competition • Facebook post • Dedicated consumer EDM	\$3,500 (value of \$4,200)
Bespoke campaign #2	• 3-month premium run of site display advertisement • 3-month premium page sponsor display advertisement • Instagram reel OR social media competition • TikTok video • Facebook post • Dedicated consumer EDM	\$5,000 (value of \$6,300)
Bespoke campaign #3	• 3-month premium run of site display advertisement • 3-month premium page sponsor display advertisement • Instagram reel OR social media competition • TikTok video • Facebook post • Dedicated consumer EDM • Bespoke landing page • Blog with interactive map • Meta campaign of \$1,500 to amplify bespoke landing page and interactive map	\$10,000 (value of \$13,000)
Customised campaign	Alternatively, our team will create a customised package tailored to your marketing objectives.	To be negotiated

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DESTINATION PERTH

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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.