

Wagga Wagga

TOURISM
PARTNER
PROGRAM
PROSPECTUS

2026 – 2027



City of
Wagga Wagga





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Wagga Wagga City Council acknowledges the traditional custodians of the land, the Wiradyuri people, and pays respect to Elders past, present and future and extends our respect to all First Nations Peoples in Wagga Wagga.

We recognise and respect their cultural heritage, beliefs and continuing connection with the land and rivers. We also recognise the resilience, strength and pride of the Wiradyuri and First Nations communities.

Front cover image: Kestrel Nest Eco Hut
Declan Blackall.



About the program.



Bidgee Strawberries and Cream

Just like you, we love our Wagga Wagga + Surrounds region and all the amazing businesses and experiences that make it so great (yep, that's you!).

Our destination is unique and welcoming, offering all the luxuries of a city experience with an authentic and regional character.

Our mission is to promote and build on amazing visitor experiences as well as all the natural and cultural assets our city is so lucky to have. Our city is growing quickly, and with this growth comes more visitors. Now is the perfect time to jump on board this momentum to help drive the visitor economy of our region. We can't wait to be part of your business journey.

Celebrating its 11th year, the Wagga Wagga Tourism Partner Program provides businesses and other tourism organisations an opportunity to collaborate and be involved in a range of marketing initiatives as well as participate in workshops and events coordinated by the Visitor Economy and Events team at Wagga Wagga City Council.

This guide is for businesses and organisations with an interest in tourism and events in the Wagga Wagga + Surrounds region. It contains information on the Wagga Wagga Tourism Partner Program 2026 - 2027 ('the Program'), running from 1 July 2026 - 30 June 2027.

KEY DATES



Dates to remember

APPLICATIONS OPEN:
WEDNESDAY 1 JULY 2026

DEADLINE FOR INCLUSION
IN THE VISITOR GUIDE:
MONDAY 12 OCTOBER 2026

2026-2027 MEMBERSHIP TERM:
1 JULY 2026 - 30 JUNE 2027



“I always enjoy working with the Visit Wagga team. Their support, destination marketing expertise and strong local connections have helped us grow our reach and attract more visitors. I’m proud to be part of a network that champions regional tourism and continues to elevate the region as a premier destination.”

Chris Russell, Tom's Outdoors



Our visitor economy.

Wagga Wagga is a leading regional destination, celebrated for its connection to country and vibrant expression of modern Australian character.

WAGGA WAGGA BASELINE
VISITATION AND SPEND (2024)

1.2m

Annual visitors

\$385m

Annual visitor spend

OUR 2035 VISITOR ECONOMY AMBITIONS

1.55m

Annual visitors

+350k growth

668k

🕒 Annual overnight visitors
+230k growth

883k

☀️ Annual day trips

Wagga Wagga

Destination
Management
Plan

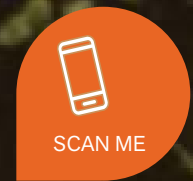
City of
Wagga Wagga

WIRADJURI COUNTRY

Wagga Wagga Destination Management Plan 2025 - 2034

Our purpose:

- Transform Wagga Wagga into a visitor-attracting destination
- Grow the value of the visitor economy through attraction of overnight visitors, increasing visitor yield and strategic tourism investment.
- Develop a clear destination promise of the Wagga Wagga experience that is understood by key target markets achieved through upskilling and developing tourism businesses.
- Deliver innovative visitor servicing to meet the diverse needs of Wagga Wagga's key target markets.
- Establish a well-connected industry to realise Wagga Wagga's visitor economy potential.
- Deliver compelling and motivational products and experiences through investment in key identified areas, including First Nations, Agritourism and culinary, Water and nature, and Creativity, culture and place.



The Wagga Wagga Destination Management Plan 2025 - 2034 has been prepared to provide a strategic approach to foster the growth of a robust visitor economy in the region over the next 10 years.

“We’ve been a member for many years and this has helped increase the visibility of Charles Sturt Winery & Cellar Door throughout Wagga Wagga and the surrounding region, while providing excellent networking opportunities for our staff with other tourism and hospitality businesses. The tourism team are extremely supportive and continually deliver innovative events, activities and training sessions that are engaging, enjoyable and bring local tourism operators together.”



Industry achievements.

500+

EVENTS PROMOTED FREE ON
VISITWAGGA.COM



400,000

VISITORS TO
VISITWAGGA.COM



170

TOURISM PARTNERS



1.2m

ANNUAL VISITORS



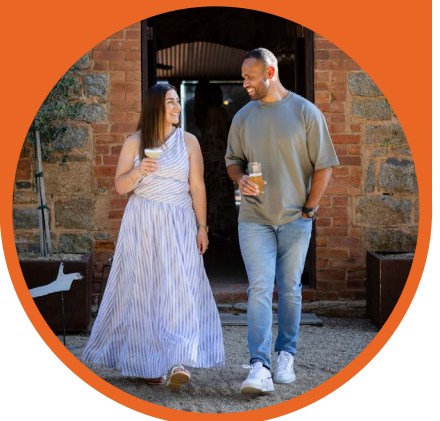
47,500

FOLLOWERS
ACROSS TWO SOCIAL
MEDIA PLATFORMS



\$385m

ANNUAL VISITOR SPEND



PUBLICATIONS

Each year, the Visitor Economy and Events team deliver a series of seasonal campaigns, publications and events to build destination awareness and encourage visitation.

Events development

- Festival of W
- Spring Jam
- Christmas activations
- New Year's Eve
- Australia Day

Industry events

- End of year networking event
- Second Season Agritourism + Culinary masterclasses

Marketing campaigns & media

- A Very Wagga Wagga Giftmas (2025)
- Wagga Wagga ~ Double the Fun (2025 + 2026) | 12 months in-market
- Wagga Wagga ~ Double the Fun: National awareness campaign via Australian Traveller (2025)
- NSW Tourism Awards: Gold, Local Government Award for Tourism (2025) and Finalist, Major Festivals & Events for Festival of W (2025).

Creatives

- GRFF Media
- Chloe Smith Photography
- Hayley K Photography
- Next In Line Films
- House of Groms
- Eliza May Creative
- Alice Peacock
- Anne Cooper Photography
- The Social Home
- Grace Masterton
- Kindred

Community and major events

supported through funding:

- Riverina Harvest Festival
- Carols by Candlelight
- Christmas with the Con
- Can Assist Race Day
- MTC Country Championships
- Bidgee Strawberries & Cream Easter Egg Hunt
- Carnival of Cups
- Gears & Beers Festival
- Wagga Wagga Swap Meet
- STREET x STREET

Major events secured

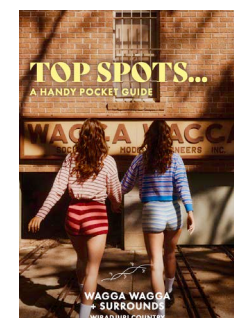
- Giants Netball Regional Tour (2026)
- NSW Junior Touch Football Southern
- Cup Conference (2026)
- NSW Tennis Country Championships (2026)
- NRLW Magic Round (2026)



10,000
WAGGA WAGGA
+ SURROUNDS
VISITOR GUIDES
DISTRIBUTED



26,000
WHAT'S ON GUIDES
DISTRIBUTED



10,000
TOP SPOTS GUIDES
DISTRIBUTED



15,000
TRAIL MAPS
DISTRIBUTED



Our Visitor Economy and Events team promote Wagga Wagga + Surrounds through cross-channel marketing activities – from print to digital media.

MARKETING OPPORTUNITIES



Digital

VISIT WAGGA WAGGA WEBSITE

The Visit Wagga Wagga website attracts over 400,000 visits annually and is where all visitors are directed to when promoting the city.

Online calendar of events

Visit Wagga promotes over 500 events and exhibitions each year through our online calendar with all listings coming from the Australian Tourism Data Warehouse (ATDW).

Attractions and business listings

Our number one resource to reach more visitors. Your listing will appear on a section of our website which will be complete with your images, description, and contact information to encourage visitors to come see you directly.

You will have access to your listing through the Australian Tourism Data Warehouse (ATDW) to update as often as you like. Your business will also appear on New South Wales' state tourism website visitnsw.com – meaning much more exposure for your business.

SOCIAL MEDIA

Our Visit Wagga Wagga, Wagga Events and The Wagga Shop social media channels with 47,500 followers showcase the city and surrounding areas to both locals and visitors. We engage with our followers using our hashtag – #visitwagga.

MARKETING CAMPAIGNS

Destination marketing activities are in alignment with the goals and objectives of the Wagga Wagga Destination Management Plan 2025 - 2034. Partners will receive notification of collaborative opportunities through the monthly industry e-newsletter and can apply through an Expression of Interest (EOI). Marketing campaigns and initiatives may include digital, traditional and retail campaigns.

Reasons to partner with us.

01

Be a part of Visit Wagga Wagga's marketing campaigns and initiatives

02

Build your business presence through our digital channels and Visitor Centre

03

Learn and grow through workshops and masterclasses

04

Collaborate with like-minded businesses to grow Wagga Wagga + Surrounds

05

Access up-to-date industry news, events and marketing opportunities



Publications

VISITOR GUIDE

The Wagga Wagga + Surrounds Visitor Guide is an annual publication, released each spring to coincide with the start of the Program. With a circulation of 10,000, the guide is distributed to Visitor Information Centres throughout NSW, VIC, ACT, SA and QLD and is downloadable on our Visit Wagga website. To be included, your business must be accessible to visitors, either by visiting your business or having a bookable experience. Regional Council Tourism Partners receive a 1-page profile and 2 business listings of their choice (within 120kms of Wagga Wagga's LGA boundary).

TOP SPOTS GUIDE

A handy pocket map which includes all the things to see and do and eat and drink within the city and surrounds. The map is distributed to tourism businesses across the city.

WHAT'S ON GUIDE

What's On is printed quarterly and distributed within Wagga Wagga and surrounds and features events in the city and surrounding area. Regional Council Tourism Partners can list up to two events per season. A seasonal email newsletter keeps events and offerings front-of-mind for locals and visitors.



Visitor Services

VISITOR INFORMATION CENTRE

The Visitor Economy and Events team oversee the operation of the Nationally accredited Wagga Wagga Visitor Information Centre. Around 20,000 visitors and locals use the centre each year for advice on visiting Wagga Wagga, or to purchase local produce and souvenirs. Tourism Partners are welcome to provide brochures for display on the Wagga Wagga + Riverina information stand at our Visitor Information Centre (DL sized preferred).

THE WAGGA SHOP

The Wagga Shop, as part of the Wagga Wagga Visitor Information Centre, champions the promotion of local produce, partners are invited to discuss the opportunity to promote their local produce in store and online.



Industry Support

INDUSTRY EVENTS + WORKSHOPS

A range of industry events are organised by our team including business development focused workshops and sessions as well as networking events. Partners are invited to these events at no charge or for a reduced fee. Non-partners may attend for a fee.

PR + FAMILIARISATION TOURS

In partnership with Destination NSW, Destination Riverina Murray and neighbouring councils, we facilitate familiarisation tours for industry and media. When selecting businesses and events relevant to the theme and audience of these, preference is given to Tourism Partners. We also work with these bodies to promote the city and region to our media and industry networks.

IMAGE + VIDEO LIBRARY

The City of Wagga Wagga provides access to a selection of images and videos showcasing Wagga Wagga + Surrounds, available for use in promoting the city and wider region. Access is available on request. Assets are also shared with Destination NSW's Content Library to further increase exposure for the region.

ONE-ON-ONE TOURISM SUPPORT

Our team can provide support and guidance for your business including dealings with other services of Council. Partners can book one-on-one meetings to discuss business needs. In many cases, we can also provide a letter of support for business grant applications.

INDUSTRY NEWSLETTER

The Visitor Economy and Events team regularly send out an email newsletter with the latest industry news, events and opportunities for business operators and event organisers in the region.

EVENTS + CONFERENCE SUPPORT

Our team works with event organisers to help make their events in the city a success. We offer advice, assistance and coordinate sponsorship opportunities through Council.



Tourism Partner benefits.

Becoming a Tourism Partner gives your business greater visibility and inclusion in our marketing activities compared to non-partners.



Riverina Adventure Sports

“Partnering with Wagga Wagga City Council through the Tourism Partner Program has been a valuable investment for our business. The program has helped us increase our visibility, connect with more visitors, and become part of a strong network of local tourism operators”.

Mick Wainwright, Riverina Adventure Sports

Partner vs. Industry Friend benefits

Understanding your options.

Industry Friends included in the offerings table below must be a business/organisation based in the Wagga Wagga LGA and offer a product or service relevant to visitors.

Benefit	Priority Partners	Industry Friend
Visitor Guide business listing (Regional Council Tourism Partners receive a 1-page profile + 2 business listings)	X	
Top Spots guides	X	
Business Event + Conference website listing	Where relevant	
Premium website listing	X	
Basic website listing		X
Promoted deals + packages	X	
Marketing campaigns/events	X	Where relevant
Promotion on social media	X	Where relevant (Partners prioritised)
One-on-one tourism and events support	X	
Business drop-ins from Council's Visitor Economy specialists	X	
Initial tourism support from Council's Visitor Economy specialists	X	X
Familiarisation opportunities	X	
Subscription to monthly industry e-newsletter	X	X
DL brochure display at the Visitors Centre	X	
Supply of maps and brochures – delivered or posted	X	Collect from Visitor Information Centre
Invitation to industry events and workshops	Free/reduced fee	For a fee
Council supported events – suggested venues, suppliers	X	
Access to image + video library	X	X
Events in the Wagga Wagga LGA are listed for free on visitwagga.com with selected events featured in the What's On publication.	X	X
Regional Events (Regional Council Tourism Partners can list ten events per season on visitwagga.com and selected events only in the What's On publication)	X	
Australian Tourism Data Warehouse listing for State exposure	Required	Required



Partner categories + costs

Select a partnership option based on your business needs.

Tourism businesses outside the Wagga Wagga Local Government Area (LGA) and within 120km of the Wagga Wagga LGA boundary can join the Program.

All prices are GST inclusive.

Partner Category	Small – \$330	Medium – \$550	Large – \$730
Accommodation	Up to 4 rooms/properties/apartments/cabins/sites.	5 to 35 rooms/properties/apartments/cabins/sites	More than 35 rooms/properties/apartments/cabins/sites
Attractions/Activities	Entry fee below \$15 per adult	Entry fee \$15 to \$30 per adult	Entry fee \$30+
Clubs, pubs and event venues	Employees 1 –10	Employees 11– 50	Employees 50+
Tour Operators	Licensed seating or max group size 1–10 people	Licensed seating or max group size 11–50 people	Licensed seating or max group 50+ max
Restaurants, Cafes, Wineries & Food Outlets	Seating capacity 1–50	Seating capacity 51–100	Seating capacity 100+
Shops, Retailers, Gyms, Spas, Health Practitioners, Media & other Businesses	Employees 1 –20	Employees 21– 40	Employees 40+
New Tourism Business	\$330 Businesses in their first two years of operation. After two years, businesses will then refer to the categories above.		
Additional Business	\$220 per additional business The business attracting the highest partnership charge will be considered the primary business. Multiple business owners will be expected to maintain each business as a separate entity.		
Not for Profit (in Wagga Wagga LGA)	Must be volunteer run, not for profit business		FREE
Industry Friend (in Wagga Wagga LGA)	Supporter level partnership for businesses/organisations interested in the region's visitor economy. Stay in the loop with industry e-newsletters and receive initial tourism support and base benefits.		FREE

Regional Council Tourism Partner

Regional Council Tourism Partner Membership (within 120 kilometre of Wagga Wagga's LGA boundary) – includes a feature and two additional business/attraction listings in the Visitor Guide	\$1,800
Regional Council Tourism Partner Membership – Additional Town/Village (within 120 kilometre of Wagga Wagga's LGA boundary)	\$870



Buy-in marketing opportunities

Tourism Partners will have the opportunity to be involved in various promotional partnering opportunities with Visit Wagga Wagga that align with our strategic marketing direction throughout the 2026 - 2027 membership term. These opportunities may be at an additional cost to the base package. Partners will receive notification through the monthly industry newsletters with Expressions of Interest (EOI) applications.

Payment options

Payment for the Program can be made in full or in two equal instalments. Businesses can pay online through Council's membership form or have an invoice issued where payment can be made online through Council's website, by direct deposit, BPAY, cheque or in person at Council's Customer Service.

If you choose two instalments, payments will be due on these dates:

First instalment due:

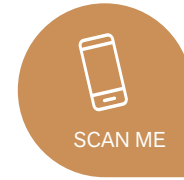
Wednesday 30 September 2026

Second instalment due:

Friday 19 March 2027

Outstanding payments

If your organisation has any outstanding payments from the 2025 - 2026 Program these must be paid in full and upfront payment for the 2026 - 2027 Program must be received before you are included in promotions, including the printed Visitor Guide.



Join.

We're better together.
Join the program today
to become a partner.

To be included in the printed Visitor Guide your application must be submitted by
Monday 12 October 2026

To get in touch, email us at
partners@wagga.nsw.gov.au
or call **1300 292 442**

HOW TO JOIN

01

Read the Program Terms and Conditions below or online at visitwagga.com/partners.

02

Complete and submit an application online at visitwagga.com/partners or scan the QR code above.

03

Enjoy the benefits!

TERMS + CONDITIONS

The City of Wagga Wagga's Tourism Partner Program (the Program) facilitates engagement and communication with local businesses to drive visitation and investment in the local economy. The Program's aim is to lead the marketing and development of Wagga Wagga + Surrounds as a unique and progressive region to visit. Participation in the Program is in accordance with the following terms and conditions.

1. Participation in the Program is not confirmed until the application form has been approved (applicant deemed to meet criteria) and full payment has been received.
2. The City of Wagga Wagga reserves the right to refuse any defamatory, slanderous, misleading or deceptive information or material.
3. The participant agrees to indemnify and hold harmless the City of Wagga Wagga from and against all losses, liabilities, proceedings, claims, expenses and other costs arising directly or indirectly as a result of or in connection with the promotion of the product or facilities of the participant.
4. To the extent permitted by law, the City of Wagga Wagga will not be liable for any claim, loss, damage or expense suffered or incurred arising directly or indirectly out of these terms, the relationship between us or the display or non-display of your details or otherwise whether or not caused by our negligence (including consequential or indirect loss such as loss of data or loss of profits).
5. It is at the discretion of the City of Wagga Wagga to accept applications to participate in the Program and associated activities.
6. Responsibility is on the participant to ensure images meet all relevant copyright laws.
7. Responsibility is on the participant to ensure all information is correct when supplied.
8. Failure to provide any material by the appropriate production deadlines may result in non-inclusion of product information and promotions.
9. The City of Wagga Wagga does not guarantee the performance, service levels and accessibility of the online platforms (websites, applications, etc.) and hard copy publications used to distribute content.
10. The positioning of listings in any online platforms (websites, applications, etc.) or hard copy publications is at the discretion of the City of Wagga Wagga.
11. The City of Wagga Wagga reserves the right to edit content and images supplied to meet marketing and promotional needs.
12. Only events deemed to generate tourism (for example, attract day and overnight visitation) will be listed on the calendar of events at the discretion of the City of Wagga Wagga.
13. The Program benefits may be subject to change without notice.
14. The 2026 - 2027 Program pricing structure is per annum and may be subject to change in future years.
15. The participant agrees to the City of Wagga Wagga providing information to third parties including, but not limited to, Destination NSW.
16. The 2026 - 2027 Program agreement is valid from 1 July 2026 to 30 June 2027.
17. Applications to participate in the Program received between 1 January 2027 and 30 June 2027 will be charged at 50% of the annual fee.
18. Program fees are non-refundable.
19. It is the responsibility of each participant to be fully compliant with relevant government legislation including, but not limited to, the Local Government Act, Environmental Planning & Assessment Act, Public Health Act and related regulations. The participant also agrees to inspections the City of Wagga Wagga may need to carry out in relation to any of the above legislation and regulations. If a participant is deemed non-compliant, they may be excluded from the Program.
20. Participants must supply at least 2 high resolution images, at least 50 words of promotional copy and relevant business contact details for promotion of their business/organisation within 30 days of joining the Program. Failure to supply these may result in the participant being excluded from promotions, including, but not limited to, the Visitor Guide.
21. Participants agree to maintain appropriate level of comprehensive public liability insurance, pertaining to their business activity or services offered.
22. Participants must have an active Australian Tourism Data Warehouse (ATDW) listing. Participants are responsible for maintaining their listing to ensure information remains accurate. Participants grant permission for City of Wagga Wagga to use business content from their ATDW listing and other publicly available sources for promotional purposes.
23. Only commercial businesses and organisations operating in a professional, legally compliant manner will be considered eligible. Home-hosted accommodation such as short-term rental properties (e.g. Airbnb, Stayz) must be registered as a business and meet all applicable planning, safety and insurance regulations. Non-compliant or informal operations will not be accepted into the Program.
24. City of Wagga Wagga reserves the right to remove any participant from the Program, without refund, if they are found to have breached these Terms + Conditions, provided false or misleading information, or if their conduct is deemed to damage the integrity or reputation of the Program or the broader tourism industry.

“I love being a Tourism Partner because of the myriad opportunities for connection, visibility and growth the program offers small businesses like mine. From gorgeous promotional photo shoots to friendly catch ups with other operators in the Riverina, the program is worth its weight in gold to my business.”

Sophie Kurylowicz, Little Triffids Flowers



Contact us.

Visitor Economy & Events Team
1300 292 442
partners@wagga.nsw.gov.au
visitwagga.com/partners



City of
Wagga Wagga

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VISITWAGGA.COM

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