



BYRON BAY
byronbay.com

Increase your direct bookings.

+

Amplify your connection to Byron and the people who visit.

Join today / questions? Email rick@byronbay.com



BYRON BAY
byronbay.com

Tap into byronbay.com's unparalleled audience built on 25 years of best practice digital marketing.

- Flagship byronbay.com website, attracting tens of thousands of visitors each month.
- Two active blogs, publishing 250+ posts per year.
- 230k followers across Facebook and Instagram, with a typical monthly reach of between 500,000 and 1,000,000.
- Monthly eDM to 12,000 subscribers.



Your business on byronbay.com helps provide our region's visitors with a direct connection and sense of place they can't find anywhere else.

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Double the listing

- A traditional, structured listing that provides a logical path to purchase.
- A story listing that creates additional pathways for people to discover your business.



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2023 Fees (inc GST)

- Listings cost \$99/mth or \$990/yr (multi-listing discounts available).
- Additional exposure available (socials, front page, blogs, etc.) from \$250.
- Ongoing, bespoke partnership / sponsorship opportunities available.



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About byronbay.com

Started by Rick Slater in 1997. Likely Byron's first 100% digital worker, Rick has navigated the growth of the Internet to build the region's largest tourism audience.

Across the decades, byronbay.com has taken on the co-op marketing / 'one voice' responsibility for Byron. Helping the region's visitors imagine, plan and organise their visit to Byron while providing ongoing support and opportunity to the regions visitor economy.

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