



BYRON BAY
byronbay.com

588k website visitors + 249k social media followers
=
14 million reach for 22 million views in 2024

Join byronbay.com and share your story with our audience.

Increase your direct bookings AND amplify your connection to Byron and the people who visit.

Local, independent & uniquely Byron since 1997.



“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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2024 website traffic

892k views ~ 521k sessions
75% AU / 38% Syd & Melb / 17% SEQld

Our audience consumes four types of content while browsing byronbay.com.

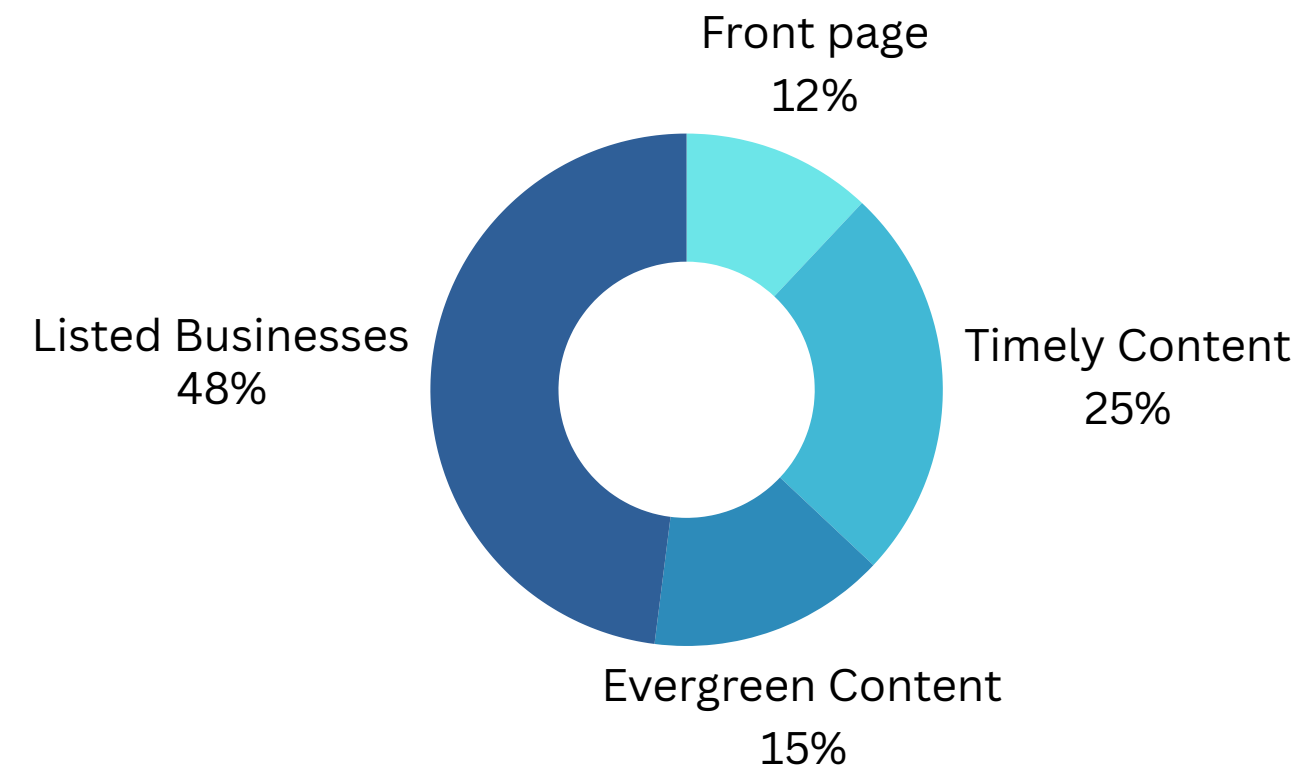
Our **Second Tier Websites** generate some meaningful traffic and help support our overall digital footprint.

byronbayblog.com.au

13k views ~ 12k sessions

visitnorthcoast.com.au

66k views ~ 55k sessions





BYRON BAY
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byronbay.com 2024 Social Media engagement



fb.com/byron.bay.nsw

10k new Facebook followers to a total of 151k
Reach 12m ~ Views 6m (6 mths of data) ~ Content Interactions 376k
66% female / 34% male ~ 78% are 25-44 years old



@byron.bay.nsw

10k new Instagram followers to a total of 98.2k
Reach 813k ~ Views 4.7m (6 mths of data) ~ Content Interactions 286k
69% female / 31% male ~ 81% are 25-44 years old



2025 Fees (inc GST)

Business listings: \$297/qtr or \$990/yr

4 x monthly social media posts: \$400

Front page exposure: coming soon

Ongoing, bespoke partnership / sponsorship opportunities available.

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Featured content

On top of publishing hundreds of pieces of content each year...

We work with Cat Jones from [@byron.bay.eats](https://www.instagram.com/byron.bay.eats) Inspired by the excellent restaurants, produce and local products in the area, Cat started Byron Bay Eats in 2020, capturing the essence of Byron's unique culture to become the leading food voice in the region.

She provides us with passionate content to publish on byronbay.com as well as plenty of collabs across Instagram.

Get in touch if you'd like to be featured.



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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. And, providing ongoing support and opportunity to the regions visitor economy with with an evolving platform to share their story.