



# FREMANTLE VISITOR CENTRE

## Advertising 2023 - 2024

Fremantle Visitor Centre located in Walyalup Koort is the official visitor information centre for Fremantle.

Our new vibrant centre; which opened early 2022, provides visitors with a first class welcome and an enhanced experience during their visit.

Our friendly staff and volunteer ambassadors assist visitors to plan and get the most out of their time in Fremantle and with a large range of service offerings, you can certainly see why visitors find it the best place to start their holiday.

**44,000**

Visitors through  
the doors in  
2022 - 2023

**53**

Fremantle  
Ambassador  
Volunteers

**28,000**

Cruise Ship Passengers &  
Crew serviced by the  
Visitor Centre Team

**602,000**

Unique Page Views  
on [visitfremantle.com.au](http://visitfremantle.com.au)  
in 2022 - 2023

## Our Services Include:

- Accommodation and tour information
- Free brochures, maps & walking trails
- Events and what's on listings
- Free Wi-Fi
- Free bike hire
- Luggage storage facilities
- Local gifts & souvenirs
- General tourism advice
- Regional information and guidebooks
- Accessibility information
- Specialist advice for corporate and conference enquiries



Open 7 days

Monday to Friday 9am – 5pm

Saturday 9am – 4pm

Sundays and public holidays 10am – 4pm

Closed Good Friday and Christmas Day

**THIS IS  
FREMANTLE**  
Fremantle Visitor Centre

155 High Street Fremantle  
9431 7878  
[info@visitfremantle.com.au](mailto:info@visitfremantle.com.au)  
[visitfremantle.com.au](http://visitfremantle.com.au)

# ADVERTISING SELECTIONS & RATES

## BROCHURE RACKING FREMANTLE VISITOR CENTRE

Display your brochures within the Fremantle Visitor Centre 363 days a year. Brochures are laid out in specific categories and are also further promoted through conference and welcome packs.

### Duration

12 or 6 months

### Cost

DL Size

12 month \$84.00

6 months \$61.50

A4 Size

12 month \$115.00

6 months \$82.00



### Requirements

- Be of an appropriate quality
- Adequate stock provided
- Do not contain images/words likely to be considered offensive by visitors

## BROCHURE RACKING PASSENGER TERMINAL

Display your brochures at the Fremantle Passenger Terminal which will be accessed by cruise ship passengers & crew for all transit & turnaround arrivals.

Brochures are restocked by Visitor Centre staff on a regular basis throughout the cruise ship season.

### Duration

12 months

### Cost

DL Size

12 month \$73.00

A4 Size

12 month \$95.00



### Requirements

- Be of an appropriate quality
- Adequate stock provided
- Do not contain images/words likely to be considered offensive by visitors

## DIGITAL TELEVISION SCREEN ADVERT

Have your product promoted digitally on our 3x Television Screens within the Visitor Centre. Content can be provided in a slideshow or video format.

### Duration

3 months

### Cost

\$90.00



### Requirements

Slideshow images

- Provide landscape image in PNG or JPG
- 300 dpi
- Provide logo in mono
- Title & descriptive paragraph
- Size 640 x 480px – 2000 x 1500px
- Please note collages and images that contain text or logos cannot be used

Slideshow text

- Provide the name of business or product
- Provide 45 words to describe your product or business

Video

- We recommend a MP4 file format
- Maximum of 1 minute

## THE PROCESS

Select your chosen advertising options

Complete our Advertising Booking E-Form

You will receive a Confirmation Email & Invoice

Provide us with your Brochures & Content\*

\* If applicable