



JOIN THE MARITIME MENU MAP

BE PART OF THE 2025 MARITIME FESTIVAL MENU MAP!

The City of Albany is inviting all local hospitality venues to take part in the Maritime Festival Menu Map this July.

A delicious way to celebrate local flavours and join a much-loved community event.

WHAT IS THE MENU MAP?

Now in its fourth year, the Menu Map is a month long activation designed to spotlight our region's incredible local hospitality offerings to both residents and visitors.

While it began with a maritime-themed food and drink focus, in 2025 we're expanding the concept to make it even more inclusive and accessible.

This year, businesses can choose to either:

Create a maritime-themed dish or drink

OR

Offer a Maritime Month Deal -
A special offer to celebrate the Maritime Festival

WHAT'S NEW FOR 2025?

To help drive more engagement, participating businesses will receive an official Maritime Festival Menu Map window decal to display throughout July.

WHY SHOULD I GET INVOLVED?

Participation in the Menu Map is completely FREE and offers your business:

- Promotion in the Maritime Festival program and website.
- Inclusion on the interactive Menu Map trail, linking directly to your website and socials.
- Marketing exposure through digital, print, and social media promotion in the lead-up to and during the July festival.
- An opportunity to align your business with a vibrant, city-wide celebration that attracts thousands of locals and tourists

100% of survey respondents* reported that the Maritime Menu Map brought in new customers, increased sales and enhanced business exposure.

One Maritime Menu Map participant saw an increase of 3,354 customers across July visiting as part of the trail.

*based on 2022 Survey of Maritime Menu Map participating businesses

WANT TO JOIN THE FUN?

To participate, contact the Events Team at:
events@albany.wa.gov.au
or call 6820 3000.





OUR REACH

The City of Albany's Marketing and Communications team develops a tailored marketing strategy for each community event, ensuring targeted and effective promotion.

The Maritime Festival is promoted through a diverse mix of channels, including print, broadcast, and digital media, to maximise reach and engagement.

The 2024 festival experienced strong attendance and engagement, helping to establish a distinctive and recognisable brand identity that will continue to shape the promotion of the 2025 Maritime Festival.



MARKETING OUTCOMES

SOCIAL MEDIA



The 2024 Maritime Festival marketing campaign delivered impressive results across a range of platforms, combining traditional and digital media to maximise reach and engagement.

18,600 Facebook followers

3,900 Instagram followers

314,900 Post reach across Facebook & Instagram

4,100 Post engagement across Facebook & Instagram

383,600 Digital impressions across Facebook & Instagram

On Facebook, 93 posts reached over 292,000 users, generating 358,634 impressions and 3,300 engagements—surpassing the previous year's total. Instagram also performed well, with 38 posts reaching more than 22,000 users and achieving 831 engagements.

Website performance reflected strong interest, with 6,605 sessions, 4,392 unique visitors, and an increased average session time of 7 minutes and 23 seconds, up from 5 minutes and 52 seconds the year prior.

The campaign was further bolstered by widespread media coverage, spanning print publications, radio, cinema advertising, and online platforms, all contributing to the festival's visibility and success.

COLLATERAL

4,700
Pieces of print collateral distributed

880
Radio campaign spots

180
Radio campaign spots

6
Adverts across print media

53,104
Audience reach from print advertising

6
Billboard advertisements

WEBSITE

6,600
Site sessions on festival website.

25% ↑
Increase average session length compared to 2023.

7m 23s
Audience reach from print advertising

All data sourced from the 2024 Maritime Festival Impact Statement

