

# Christmas Lights Trail 2026

PARTNERSHIP OPPORTUNITIES



**CITY OF PERTH**  
City of Light



HOUS  
OF BANKS

SUSSAN

Tinto  
CHRISTMAS  
LIGHTS TRAIL

VISIT PERTH

## ACKNOWLEDGMENT OF COUNTRY

The City of Perth kadij kalyakool moondang-ak kaaradj midi boodjar-ak ngala nyininy, Wadjak Noongar yoongar wer bandany Aboriginal yoongar yooarme boodjar-ool. Ngalang woola Boorloo wer Derbal Yerrigan kalyakoorl, wongin kadadjiny wer, wirn-yoodan. Ngalang kadij Birdiya koora wer yeyi moondang-ak kaaradjiny.

The City of Perth acknowledges the traditional custodians of the land we are situated on, the Whadjuk people of the Nyoongar nation and Aboriginal people from other lands. We celebrate the continuing traditions, living culture, and the spiritual connection to Boorloo (Perth) and the Derbal Yerrigan (Swan River). We offer our respects to Elders past and present.



# Christmas

## lives in the city

For the tenth year running, the City of Perth is proud to present the Christmas Lights Trail, a much-loved family event that celebrates and encapsulates the spirit of Christmas. Each year the installations are even more magical than the year before, dazzling city visitors from near and far.

A staple on the Christmas calendar, the city comes alive each night for four-weeks, showcasing Perth, bringing light, sound and joy to thousands of people, young and old.

### BRIGHTER AND BETTER EVERY YEAR

The Christmas Lights Trail:



is an award-winning, iconic City event.



attracts over 12,200 people per night on average.



brings new crowds to the city, with 73% of attendees travelling specifically for the event.



reaches millions through extensive marketing campaigns.



provides a positive community experience according to 93% of visitors.



features a magical line up of free activations every night.

# The Magic of Christmas

Capital cities across the world come alive over the festive period, and Perth is no different. Offering over 900 specialty stores, exciting new restaurants and bars, and numerous impressive precincts, Perth offers visitors the chance to do it all.

The Christmas Lights Trail is a cherished community event that threads these unique selling points together for a spectacular opportunity not to be missed.

## The Home of Christmas

In addition to the notable Christmas Lights Trail, the city completely transforms during the festive season, delivering and supporting much loved events throughout November and December. These events include the Twilight Food Markets, the Christmas Pageant, Christmas Nativity and New Year's celebrations at Elizabeth Quay.

Attracting visitors to the city is a key priority and our approach combines both digital and traditional marketing strategies to maximise event reach and impact. Through our commitment to best practices, we ensure that our events are not only effective but also inclusive, engaging the entire Perth metropolitan population and drawing people into the heart of the CBD.







# Why partner?

Shine bright with the City of Perth and embrace the magic of Christmas. Creating unique experiences for people from all walks of life, the Christmas Lights Trail is a great opportunity to access the Perth community and achieve your business objectives.



## Align with a much-loved community event

The Christmas Lights Trail is a beloved event in Perth, with each year stepping up in activations and quality. By becoming a partner, your brand will be a part of the festive spirit of the event, creating positive brand perception, high tenant engagement and enhancement of your image to our loyal, family-friendly audience.



## Support local businesses

The Christmas Lights Trail not only highlights the holiday season but also compliments significant retail events including Black Friday and Boxing Day Sales. The event helps bring people into the city, with average of over 12, 200 attendees from around Western Australia and the world. In 2025, \$16.5 million was directly spent into the local economy, providing a welcome boost over a busy Christmas period.



## Join in the conversation

The City of Perth has a thriving online community backed by a strong digital presence and extensive media coverage particularly through the Christmas period. By joining the Christmas Light Trail as a partner you will gain exposure to a diverse audience of local interstate and international visitors attending the event. The Christmas Lights Trail is a fan favourite among West Australian media outlets, regularly attracting coverage from television, radio, print and digital platforms. The event's unique installations and interactive experiences provide compelling stories and visuals, making it a go-to feature for both journalists and content creators.



## Create memorable experiences

The Christmas Lights Trail is a much loved family tradition that leaves a lasting impression on the hearts and minds of our community and visitors alike. The impact speaks for itself, with 90% of last year's visitors recalling partners names, demonstrating the strong brand recognition this event can deliver.

# Partnership **Benefits**

## **Partnership benefits can be tailored to suit your objectives and budget.**

Our approach to partnerships is strategic, collaborative and results driven. We work closely with you to understand your objectives and can design a tailored activation plan with clear, measurable and mutually beneficial outcomes.

Partner with us to create unforgettable experiences and place your brand at the center of Perth's biggest and most celebrated moments across this coming festive season.

### **Brand Visibility & Naming Rights**

Scalable from full naming rights to logo inclusions. Options include:

- Full scale campaign naming rights.
- Premium to prominent logo placement across campaign creative assets and official print publications.
- Recognition across event signage, including on screen advertising and illuminated lightbox signage.

### **Digital & Social Media Integration**

Scalable from premium digital features to online mentions. Options include:

- Principal partner feature across digital event listings and maps.
- Dedicated partner social posts and partner features across all social media channels.
- High-impact presence on Visit Perth website and Perth Trails App.
- Blog and eDM feature opportunities.

### **Event Installations & On Ground Activation**

Scalable from exclusive installation ownership to branding activation opportunities. Options include:

- Presentation rights to a featured Trail installation.
- Additional installations and branded activation opportunities.

### **Media**

Scalable from high profile media involvement to group acknowledgements. Options include:

- Dedicated partnership announcement PR opportunities.
- Recognition across City of Perth media releases.
- Media launch opportunity alongside the Lord Mayor.

### **Stakeholder Engagement**

Scalable from speaking roles to event invitations. Options include:

- Bespoke partner experiences (private launch, hosted function, guided tours).
- Speaking opportunities and VIP invitations to stakeholder events.

### **Content, Assets & Reporting**

Scalable from full reporting and content packages to basic access. Options include:

- Selection of professional event images and co-branded video assets.
- Comprehensive partnership evaluation report including audience insights and brand impact analysis.



## The 2025 Christmas Lights Trail:

**378,000**

attendees over 31 magical nights with 22 mesmerising installations.

**\$16.5M**

in direct economic impact benefited the community.

**58.4%**

of Perth reached through outdoor advertising (ages 25-64).

**1.3M**

people reached through socials.

**\$353.8K**

of earned media secured and received 280 broadcast mentions.

**675,952**

reached through printed material.

**1,909**

Perth Trail App installations and 7,355 people commenced the Trail on the app.

**100,000**

views on the Visit Perth event page with an average engagement time of 27 seconds.

## Audience snapshot:

**35-49**

average age.

**38%**

attended with family.

**26%**

born overseas.

**67%**

live in the Perth Metro area.

# More than an event

We know events are important in delivering positive, meaningful impact across the City of Perth.

This is why the City of Perth works hard to leverage events to promote the City of Light and position the city as a multicultural, friendly and safe place. Many of our events light up the city, filling the night sky with fireworks, drone shows or the beauty of Christmas lights.

The City of Perth is renowned for highly successful staging of major events such as the trail-blazing City of Light Shows, the inaugural Perth Multicultural Festival and the award-winning Christmas Lights Trail. Events provide vibrancy and profile for our capital city and stakeholders throughout the year, as well as attracting more than 850,000 visitors annually and generating immense community pride.

We look forward to partnering with you and igniting Christmas spirit in the Community this festive season.



VA  
HORSE  
SLEIGH



# Next steps

We would love to hear from you. Join us in making the City of Perth's 2026 Christmas Lights Trail an unforgettable experience for all.

## Become a partner

The City delivers a variety of targeted events and activations throughout the year, which attract visitation to the city, deliver economic impact and build community pride.

For additional information about opportunities where you can activate and contribute to the vibrancy and prosperity of Perth, please contact the City to find out more:

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PERTH**  
*City of Light*