MEDIA KIT 2026

Perth LOCAL

Photography . Content Creation
Social Media Influencer . Blog Articles

@perth.local | www.perthlocalguide.com

About

Perth Local is a media platform founded by photographer and designer Lisa Gageler. What began as a personal Instagram travel account evolved during the pandemic into a dedicated celebration of Perth and Western Australia experiences, highlighting some of the best places to eat and explore.

Since rebranding in 2021, Perth Local has grown rapidly across Instagram, TikTok and Facebook, now reaching an engaged community of over 230,000 followers. With a focus on storytelling, every recommendation is carefully selected to ensure it reflects the value Lisa's audience has come to trust.

Featuring photography and video by Lisa, with support from her husband Phillip, who also captures Perth Local's signature drone footage, their content blends rich visuals with practical insights. Together, they bring WA's unique charm to life, from hidden cafes to iconic coastline spots.

In 2022, Perth Local expanded with a website to offer guides, tips and insider info for locals and visitors alike. Whether you're a Perth native or planning your first trip west, Perth Local is a great go-to for discovering what's what's around and genuinely worth your time.

Available for

Photography
Drone Footage
Content Creation - Reels, Video
Blog Articles
Social Media Collaborations
Product or Food Reviews

Contact

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Based in South Perth

Social Statistics

172k

Instagram followers

@perth.local

45k

TikTok followers

@perth.local

14k

Facebook followers

perthlocalguide

8k

Blog views per month

perthlocalguide.com

Instagram + Audience

@perth.local

172k followers

1.25 million monthly views

#3,044 Australia Country Rank

INSTAGRAM AUDIENCE

70% female

65% aged 25-45

TOP COUNTRIES

76% Australia
3% Singapore
2% UK
2% USA

TOP CITIES

Perth
Mandurah
Sydney
Melbourne
Singapore

INSTAGRAM COLLABORATIONS

City of Subiaco

Collaboration with the City of Subiaco to launch The Light Within - a FREE light installation - the centrepiece of Subi Blooms. Our reel hadover 318,000 views.

City of Perth

Collaboration with the City of Perth to promote the summer opening of the Twilight Food Market in Forrest Place. Our Instagram Reel reached over 379,000 accounts.

Destination Perth

Collaboration project with Destination Perth and City of Rockingham to highlight tourist activities, accommodation and local dining opportunities.

@perth.local

45k followers

562k monthly post views

TIKTOK AUDIENCE

62% female

68% aged 18-35

TOP COUNTRIES

70% Australia
4% UK
2% Singapore
2% Ireland

TOP CITIES

79% Perth
8% Sydney
4% Melbourne
5% Singpore

TOP PERFORMING POSTS

Skating Goose Farm

Located in the beautiful Ferguson Valley, Skating Goose Farm offers modern 'escape pods' surrounded by marri forest. Our TikTok shared why this luxurious accommodation is the perfect couples getaway.

Lightscape 2026

One of Perth's must-do winter experiences. With brand-new installations, immersive soundscapes and glowing light displays, @LightscapeAU at Kings Park is absolutely dazzling.

Perth Twilight Market

Kickstart your weekend with a night out at Perth's biggest street food event! Every Friday night in the heart of the city, this vibrant market transforms Forrest Place into a buzzing food heaven.

Whiteman Park Tram

Step back in time and experience Perth's only heritage electric tram ride at Whiteman Park - now with an extended track running all the way to the brand-new Whiteman Park Station!

Facebook + Audience

@perthlocalguide

14k followers

4 million monthly post views

FACEBOOK AUDIENCE

80% female

63% aged 35-64

TOP COUNTRIES

90% Australia
2% UK
1% New Zealand

TOP CITIES

75% Perth
2% Melbourne
2% Sydney

TOP PERFORMING POSTS

Lake Goollelal

This peaceful loop trail has to be Perth's most underrated lakeside walk! Just 25 minutes north of the Perth CBD, the Lake Goollelal Trail feels a world away from the city.

The Gully Nannup

A stunning new forest retreat for a weekend escape from Perth! Tucked away on 30 private acres of pristine bushland in Nannup (3hrs from Perth), The Gully is the kind of place that makes you want to slow down.

Corso Francia

Perth's newest bakery.... and it's Italian!! If you've ever dreamed of wandering into a cosy Italian bakery, ordering pastries while the smell of fresh coffee and warm baked goods fills the air…

Bistro Massilia

This new Perth restaurant is bringing French wow factor to the table! Bistro Massilia has just opened its doors on Beaufort Street, Inglewood and this is not your typical "stuffy" French dining experience...

Perth Local Guide

perthlocalguide.com

TRAFFIC PER MONTH

8k *visits*

120k *impressions*

AUDIENCE

58% female **42%** male

85% Australia

Remaining 15% Singapore, UK, Canada, USA, Ireland

TOP PERFORMING POSTS

The best Strawberry Picking in Perth

Our Guide to Perth's Best Pancakes

10 of the very best day trips from Perth

"After Perth Local posted a reel on Skating Goose Farm, we had 1.9K visits to our website in one day... we thought it might crash! Our following on Instagram went from 1050 to 2445 to date and is still steadily climbing. We've always had consistent bookings but the recent interest has pushed future bookings into next year. The results have been nothing short of amazing!"

- TANSY & CAM, SKATING GOOSE FARM, FERGUSON VALLEY

"Thank you for your incredible Instagram post about The Grow Centre. Your kind words and video bought so much attention our way - we had the busiest week we have ever had! The response has been truly amazing, and we couldn't be more grateful!"

- SUE & ELTON, THE GROW CENTRE, MALAGA

Let's Work Together

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