



FREMANTLE MARKETS DIGITAL REACH 2025

New Trader Prospectus

4.36M+

Annual Social Media Views

Across Facebook, Instagram & TikTok

SOCIAL MEDIA REACH

FACEBOOK

2.9M
views

31,214
content interactions

72,403
page visits

INSTAGRAM

1.2M
views

14,500
content interactions

43,793
page visits

TIKTOK

261,200
views

36,449
content interactions

5,400
page visits

GOOGLE BUSINESS PROFILE

960,000+
business profile views

314,000+
customer interactions

OUR AUDIENCE

Fremantle Markets is one of Western Australia's most recognised tourism, food and retail destinations — connecting traders with millions of annual digital impressions and a highly engaged audience of locals, interstate visitors and international tourists.

Our marketing channels amplify trader exposure through destination storytelling, event campaigns, social media promotion and organic visitor advocacy.

DIGITAL FOOTPRINT

4.36M+

annual social media views

960,000+

annual Google Business Profile views

500,000+

annual website visits

314,000+

annual customer interactions

121,000+

annual social page visits