

FACTSHEET: Getting involved in TEQ's next major tourism campaign

Queensland
AUSTRALIA

Following the ongoing challenges and travel restrictions caused by COVID-19, the Queensland Government, through Tourism and Events Queensland (TEQ), is planning a major tourism campaign aiming to encourage Queenslanders to travel around their home state. The campaign will be backed by strong advertising and marketing and will offer a range of incentives to encourage travellers to book.

Promo codes

A new version of the successful Holiday Dollars program will be launched, offering promo codes to Queenslanders to book tourism experiences. You should expect the process to work similarly to the recent Holiday Dollars campaigns - where bookings are made directly with participating operators and TEQ will reimburse operators the value of the promo code once travel is complete.

Partnerships

TEQ will partner with travel trade to create integrated marketing campaigns. These partnerships will include compelling offers and packages to inspire all Queenslanders to book travel and experiences throughout the sunshine state.

4 steps to ensure you don't miss out

This is a key opportunity to drive bookings for your tourism business in the final quarter of 2021.

There is no charge to participate and there are four simple steps you should take now to ensure you're ready to take part.

1. CHECK ELIGIBILITY FOR PROMO CODE CAMPAIGN

To be eligible to participate in the promo code campaign, you must:

- Be a Queensland tourism operator (the business's physical address must be within the state of Queensland*)
- Have a current, live Australian Tourism Data Warehouse (ATDW) profile in the tours or attractions category of ATDW. If you do not have an ATDW profile, they are currently free of charge. [Information is here.](#)
- Be COVID Safe - [learn more here.](#)

**For Gold Coast businesses, if you were eligible to participate in the Gold Coast Holiday Dollars campaign, you will be eligible to participate in this next phase of the program. Contact the operator support team if you have any questions.*

The following outlines what tourism experiences can and cannot participate in the promo code campaign.

| Inclusions - promo code campaign | Exclusions |
|---|--|
| <p>Businesses listed in the following ATDW categories: Tours and Attractions.</p> <ul style="list-style-type: none"> • Transport that includes a tourism experience. For example; touring including water transfers to islands, bus and coach tours and tourism experiences that includes a transfer. • Adventure tourism experiences. For example, bungy jumping, canyoning, white water rafting and skydiving. • Island day tours including transfers. • Water-based activities and reef and marine tourism experiences including diving, liveaboard experiences, multi-day expeditions and overnight reef stays. • Scenic flights. For example, helicopter, light aircraft and hot air balloon. • Dining inclusions with a tourism experience, where the tourism product is the booking lead. • Cultural experiences such as exhibitions/ shows that are packaged with dining. • Entry to galleries and gallery exhibitions. • Wildlife parks, zoos and aquariums. • Annual Passes that are activated before the end of the travel period (i.e. that are used at least once before 23 January 2022). • Day Spa packages incorporating two or more wellness or beauty treatments. | <p>Businesses listed in the following ATDW categories: Accommodation, Transport, Hire, Food and Drink, Event, Journey, Information Services, Destination Information.</p> <ul style="list-style-type: none"> • Independent transport that is not part of a tour. For example, airport transfer, ferry services, island transfers, shuttle buses and public transport. • Commercial accommodation including packages with island resorts. • Rentals/hire including cars, campervans, bicycles, kayaks, SUP, boat and leisure craft that is not part of an integrated tourism experience. • Island overnight stays including island resorts and camping. • Restaurants, bars and cafes. • Events, for example concerts, sporting events and other paid third-party ticketed events. • Gift shops, shopping outlets and cellar doors. • Cinemas and Theatre. • Tour Desks, Booking Agents and Travel Agents. • Gyms, health clubs and fitness classes including yoga. • Medicinal treatments offering therapeutic or curative benefits such as remedial massage or injectables. |

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2. UNDERSTAND HOW THIS CAMPAIGN WILL DIFFER FROM HOLIDAY DOLLARS

The promo code campaign will run differently from a consumer perspective to how the Holiday Dollars campaign ran. It is important to understand these differences, as well as some of the basics of how you as an operator will take bookings and be reimbursed. Read more [here](#).

3. REGISTER TO TAKE PART IN THE FUTURE PROMO CODE CAMPAIGN - AND GET SET UP IN TEQ'S FINANCE SYSTEM

Now is the time to register to take part in the upcoming campaign, as well as agree to the campaign Terms and Conditions. In order to claim reimbursement for the promo code bookings you take, you'll also need to be onboarded into TEQ's finance system.

See our 'How to register' guide [here](#).

4. PREPARING A DEAL AND LOADING A DEAL

You should start considering a compelling deal or package that you could offer to attract bookings through the upcoming campaign. This doesn't need to be a discount (though it could be) - it could be a value-add, or a package with another experience.

Consider deals/packages that would appeal to someone who has a \$100 or \$200, 50% discount code (ie. a \$200 or \$400 package will offer the best value).

Load deals to ATDW now until 12 October 2021.

OPTIONAL: BE ON-BOARDED WITH IMATE

If you haven't previously worked with TEQ's Industry Media Agency for Tourism and Events (IMATE), and you think you may like to further leverage this campaign when it launches, now is the time to understand what IMATE does, and get set up in their system.

See our 'Guide to IMATE' [here](#).

OPTIONAL: TRADE PARTNERSHIPS

If you are contracted with travel trade, now is the time to review the packages and products you have available with these partners and ensure your most compelling deals are available to be booked through these partners.

If you aren't contracted with travel trade and are interested in finding out more, please reach out directly to the Product or Contracting Manager at the partner/s you'd like to work with. There's also a [webinar recording](#) on domestic trade and distribution if you're unfamiliar with how it works.

What's next?

Once you're registered, we'll communicate with you via email as plans are finalised to launch the program.

If you're already registered, then start loading your deals in ATDW now!

There is also a full operator handbook and 'how to' guides with videos that will help operators from taking bookings, claiming reimbursement, and other processes, [here](#).

Welcome and good luck!

TEQ's Operator Support team are available to help you understand the campaign and prepare:

ATDW Helpdesk

Monday to Friday | 8:30am-4:30pm
Ph. 1800 629 749
Email: atdw@queensland.com

Dedicated Operator support

Monday to Friday | 8:30am-4:30pm
Ph: (07) 3216 0040
Email: operatorsupport@queensland.com

Ssshhhhh! This document is intended for tourism industry business briefing purposes only.

It is in every tourism business's best interests to keep the details of this campaign confidential, in order to gain the best response when the program is officially revealed to the general public later this year - which in turn will keep excitement and demand high for Queensland's tourism experiences.