

Confidential

Version 1.2, 12 October 2021

OPERATOR HANDBOOK

Great Queensland Getaway - Promo Code Campaign

Queensland
AUSTRALIA



Contents

This handbook is intended as a guide for Queensland tourism operators to understand how to participate and maximise the benefits of the Great Queensland Getaway promo code campaign.

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

It is in every tourism business's best interest 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 - which in turn will keep excitement and demand high for Queensland's tourism experiences.



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Great Queensland Getaway

A major new campaign promoting Queensland holidays

The Queensland Government, through Tourism and Events Queensland (TEQ), is excited to launch a major new tourism campaign to encourage Queenslanders to travel around their home state commencing mid-October 2021. The campaign, backed by strong advertising and marketing, will offer a range of incentives to encourage Queenslanders to book a Queensland holiday.

The incentives will include:

- Promo codes offering up to 50 per cent discount on tourism experiences (up to \$100 or \$200 including GST)
- Partnership marketing through trade and transport partners to encourage travel and accommodation right around the state

What is the campaign trying to achieve?

The campaign aims to drive immediate bookings for tourism operators around the state by offering incentives to Queenslanders to make holiday bookings. The campaign will be on sale for two weeks from mid-October, for travel all the way through the holiday season to the end of the school holidays.

The promo code campaign is designed to encourage Queenslanders to get out and explore tourism experiences around the state, and by offering a maximum 50 per cent discount we ensure strong returns for operators.

What this handbook will do

This handbook is a thorough guide for tourism businesses who are participating in the promo code campaign.

Keep it on hand right through the booking and travel periods to help you manage bookings and reimbursements. We also encourage you to share the guide with your frontline staff who will be taking these bookings, checking in the customers, and processing reimbursements.

How does it work?



For Example:

A trip to the reef is \$400pp. The customer has a promo code. This gives them 50% off, up to \$200. The promo code covers \$200 (50%) and the customer pays the remaining \$200. TEQ reimburses the reef operator the \$200 promo code value.

If the reef trip was \$450, the promo code covers up to 50%, to a maximum value of \$200. In this case, 50% would be \$225, so the promo code covers \$200, and the customer pays the remaining \$250.

If the reef trip was \$350, the promo code covers 50% (\$175), and the customer pays the remaining \$175. The remaining \$25 promo code value is forfeited.

TEQ will launch a widescale, broad-reaching campaign to offer promo codes to Queenslanders, as well as discounts on transport options and accommodation packages through various partnerships.

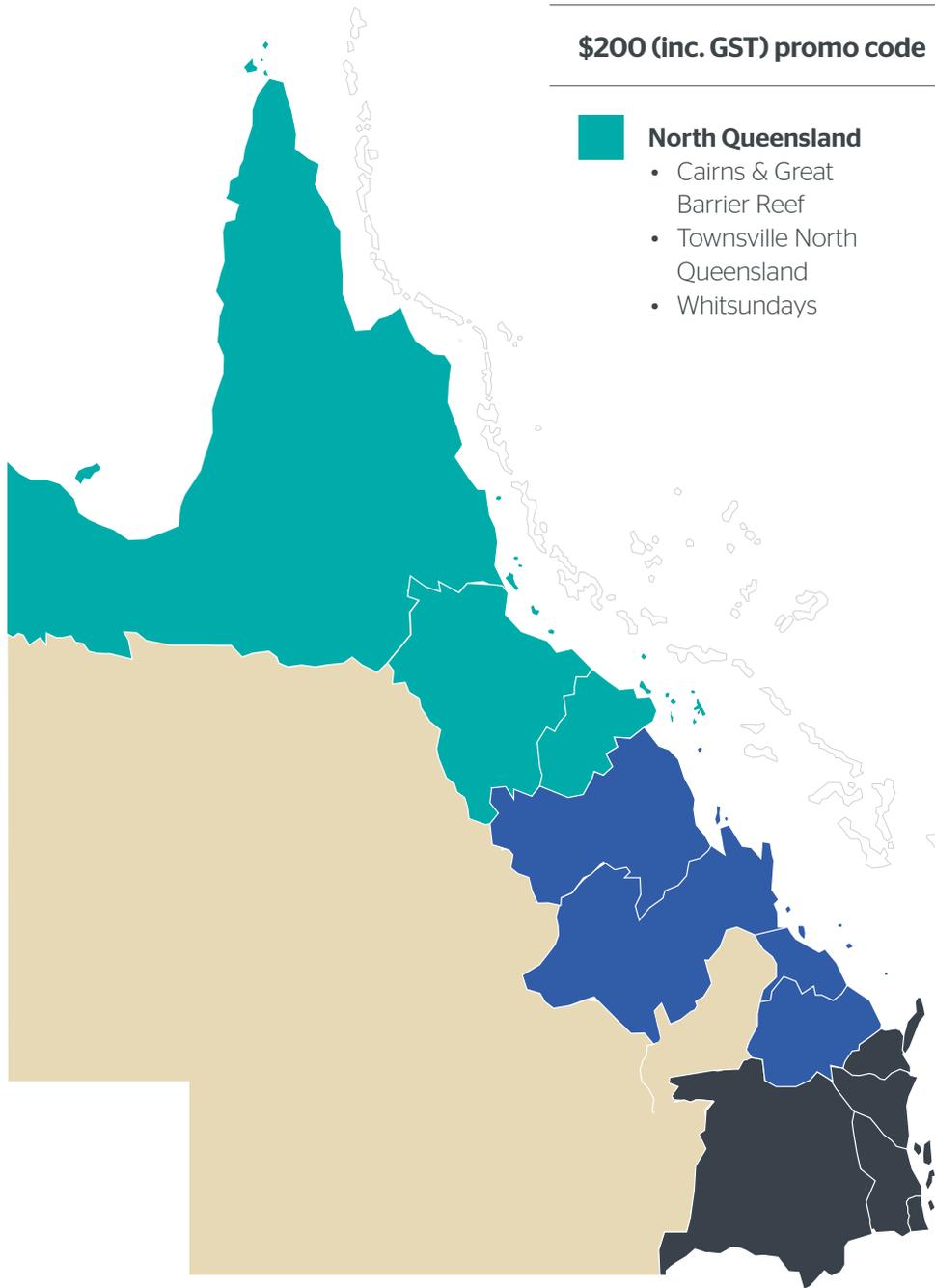
All Queenslanders over the age of 18 may apply for promo codes that offer a maximum 50 per cent discount, up to a maximum value of \$100 or \$200 (inc. GST), off their chosen product.

The codes will be offered for tourism experiences in four parts of the state - North, Central, South East or Western Queensland. Queenslanders can obtain a code for one or multiple of these zones.

The zones are based around Regional Tourism Organisation (RTO) boundaries and consumers will scan a QR code from an advertisement (or click directly online) and land on [Queensland.com](https://www.queensland.com) to request their unique promo code.

Queenslanders will need to get in quickly to secure a promo code and make their booking, as the promo codes will continue to be released until sold out. Whilst we will issue a large number of promo codes, **it is important to understand** there is a fixed number of promo codes available to be claimed. Therefore operators must claim each booking in the operator portal as soon as possible - ideally in real time - to secure those funds for reimbursement. This campaign works on a first come, first served basis until the promo codes sell out. A consumer can make a booking during the booking period, but if an operator doesn't claim the promo code in the portal immediately, then they risk not being reimbursed for the booking.

Queensland zones



\$200 (inc. GST) promo code

\$100 (inc. GST) promo code

- North Queensland**
 - Cairns & Great Barrier Reef
 - Townsville North Queensland
 - Whitsundays

- Central Queensland**
 - Mackay Isaac
 - Capricorn
 - Gladstone
 - Bundaberg

- South East Queensland**
 - Fraser Coast
 - Sunshine Coast
 - Brisbane
 - Gold Coast
 - Southern Queensland Country

- Western Queensland**
 - Outback Queensland

What is the eligibility criteria?

To participate in the Great Queensland Getaway promo code campaign, a tourism operator 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](#).

**Existing members of Destination Gold Coast that operate within Northern New South Wales, who have a registered business address within the State of Queensland may be accepted into the Great Queensland Getaway promo code campaign - if you were eligible to participate in the Gold Coast Holiday Dollars campaign due to location, the same will apply.*

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

Inclusions

Businesses listed in the following ATDW categories:

Tours and Attractions

- 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, bungee 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, multiday 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.

Exclusions

Businesses listed in the following ATDW categories:

Accommodation, Transport, Hire, Food and Drink, Event Journey, Information Services, Destination Information.

- 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.

Campaign Timeline / Key Dates

Date	Activity	
	Operators	Consumers
From Thursday 9 September 2021	<p>Operator registration period Operator meets the eligibility requirements and registers in the operator portal to take part in the campaign.</p> <p>TEQ confirms operator eligibility and approves the operator to participate - bookings with promo codes can only be accepted once this has occurred. Once approved, you will receive log in details for the Great Queensland Getaway promo code portal.</p> <p>Once approved you can also start loading a deal/s into ATDW ready to take bookings from 18 - 31 October 2021 (or until sold out).</p> <p>Operator registration portals are here</p>	
Tuesday 12 October 2021	<p>Operator registrations and ATDW deal loading closes All deals must be loaded to ATDW by this time.</p>	
Sunday 17 October 2021		<p>Campaign is announced The campaign will be officially launched to the public on Sunday 17 October 2021.</p>
18 - 31 October 2021	<p>Let the bookings begin! Consumers will be able to book your deal or product using their promo code from today.</p> <p>Consumer booking period Operators take promo code bookings directly. When a booking is made, the operator logs into the operator portal to claim the booking and validate the unique promo code. Booking period is open until 6:00pm AEST 31 October 2021 or until sold out, whichever is sooner. Operators must claim all their promo codes in real time to secure reimbursement funds for this program.</p>	<p>Promo codes officially open for consumer registrations from 9:00am AEST on Monday 18 October 2021. Promo codes will be issued until 6:00pm AEST 31 October 2021 or until promo codes are sold out (whichever is sooner). Consumers are notified if they have been successful in receiving a promo code. A unique code is issued by email.</p> <p>Consumer booking period Consumers browse the list of participating operators on Queensland.com to book their experience directly with the operator, including supplying the promo code. The consumer pays the remaining balance of the booking.</p> <p>Queenslanders will need to get in quickly to secure a promo code and make their booking, as the promo codes will continue to be released until sold out.</p>
18 October 2021 - 23 January 2022	<p>Consumer travel period The travel must be completed by 11:59pm AEST, 23 January 2022. i.e. the consumer must have completed the experience by this time.</p> <p>At check in: When the consumer checks in to their experience, the operator will verify their identity and check it matches the name and details linked to the promo code.</p> <p>Once travel is completed: Operator marks the booking in the operator portal as 'complete' and invoices TEQ for reimbursement of the used promo code value.</p> <p>Date changes, cancellation and no shows are all managed as per the operator's terms and conditions and within the campaign travel period.</p> <p>Operator support is available from: Monday to Friday 8:30am-4:30pm Ph: (07) 3216 0040 Email: operatorsupport@queensland.com</p>	<p>Consumer travel period The promo codes are valid for travel from 18 October 2021 - 23 January 2022. The travel must be completed 11:59pm AEST 23 January 2022 i.e. the consumer must have completed the experience by this time.</p> <p>Consumer support is available from: Email: consumersupport@queensland.com</p>
23 January 2022	<p>End of travel period Operators should have been invoicing for reimbursement in real time, however all bookings should be marked 'complete' and operators should ensure they have invoiced for all bookings now.</p>	

Top Tips

Promo codes provide up to 50 per cent off - to a maximum value of \$100 or \$200 (inc. GST) depending on the region

\$100 (inc. GST) promo code	\$200 (inc. GST) promo code
 <p>For Example:</p> <p>A hot air balloon tour is \$200pp. The customer has a promo code. This gives them 50% off, up to \$100. The promo code covers \$100 (50%) and the customer pays the remaining \$100. TEQ reimburses the tour operator the \$100 promo code value.</p> <p>If the tour was \$250, the promo code covers up to 50%, to a maximum value of \$100. In this case, 50% would be \$125, so the promo code covers \$100, and the customer pays the remaining \$150.</p> <p>If the tour was \$150, the promo code covers 50% (\$75), and the customer pays the remaining \$75. The remaining \$25 promo code value is forfeited.</p>	 <p>For Example:</p> <p>A trip to the reef is \$400pp. The customer has a promo code. This gives them 50% off, up to \$200. The promo code covers \$200 (50%) and the customer pays the remaining \$200. TEQ reimburses the reef operator the \$200 promo code value.</p> <p>If the reef trip was \$450, the promo code covers up to 50%, to a maximum value of \$200. In this case, 50% is over \$200 at \$225, so the promo code covers \$200, and the customer pays the remaining \$250.</p> <p>If the reef trip was \$350, the promo code covers 50% (\$175), and the customer pays the remaining \$175. The remaining \$25 promo code value is forfeited.</p>

- The total cost of the booking is the total booking cost (inc. GST) before the applicable promo code discount is applied
- Promo codes must be 'claimed' in the operator portal at the time of booking.
- Promo codes can only be invoiced to TEQ after travel is complete and they are marked 'complete' in the portal.
- The process to invoice is different for operators not registered for GST (see [Guide Nine: How to claim reimbursement](#))
- Register for additional ATDW listings if relevant.
- Learn tips to make your deal more attractive to customers (see [Guide Seven: How to load an ATDW deal](#))

Whilst we will issue a large number of promo codes, **it is important to understand** there is a fixed number of promo codes available to be claimed. Therefore operators must claim each booking in the operator portal as soon as possible - ideally in real time - to secure those funds for reimbursement. This campaign works on a first come, first served basis until the promo codes sell out. A consumer can make a booking during the booking period, but if an operator doesn't claim the promo code in the portal immediately, then they risk not being reimbursed for the booking.

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

ATDW Helpdesk
 Monday to Friday | During business hours
 Ph. 1800 629 749
 Email: atdw@queensland.com

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

Marketing support for the campaign

TEQ will support the Great Queensland Getaway program with a broad reaching, high impact marketing campaign through mass reaching channels from 17 October - 7 November 2021, unless sold out prior. These tactics will run in both metro and regional areas across the state.

Suggestions - how to make the most of the campaign

Make your tourism experience, tour or attraction stand out by using the below opportunities to leverage TEQ's marketing activities during the campaign.

ATDW Listing

Ensure your ATDW listing is up to date and appealing for travellers, including your latest and greatest imagery, opening hours, updated contact information and how you will keep them COVID Safe. You can also upload a holiday deal (perhaps with extended travel dates) on ATDW to upsell additional tourism experiences.

Great Queensland Getaway Support

The campaign style guide will be released to participating operators in the week commencing 11 October 2021. You can add the official campaign logo to all your supporting marketing collateral including social posts, email programs and your website from 17 October 2021, post launch.

Helpful tip! Utilise your operator pack and display campaign collateral at your business so visitors can scan the QR code to get access to a promo code at their time of purchase.

Social Media

When posting about the program on social media and so TEQ's social team can be across and support your activity, ensure your team:

- Tags #thisisQueensland and/or @Queensland
- Tag your relevant RTO's hashtag
- Includes a link to the campaign landing page on Queensland.com

Helpful tip! Feel free to engage with TEQ's social posts to let consumers know you're participating in the program too!

For social media best practice, read TEQ's content framework [here](#).

IMATE

[Connect with IMATE](#) - TEQ's industry media agency - to understand how you can best leverage TEQ's investment in the marketing campaign through paid media packages and a range of other opportunities. IMATE gives you direct access to audiences who have been successful in the program.

Thank those who redeem their promo codes and travel with you (and ask for a review)

It is best practice to thank guests after they have travelled with you and seek their feedback on their experience. This can be done in person at the end of the experience, by email after their experience or by another form post-travel. You can also share with them any photos from the experience or share your social media links to encourage them to follow you.

You can also suggest they provide a review of your experience on review platforms, and tag photos on social media to build awareness of your experience and Queensland.

[More suggestions on how to deliver a world-class experience.](#)

Help

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

ATDW Helpdesk

Monday to Friday | During business hours

Ph. 1800 629 749

Email: atdw@queensland.com

Dedicated Operator support:

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Ph: (07) 3216 0040

operatorsupport@queensland.com

Frequently Asked Questions

General

What will the program generate for the Queensland economy?

The primary goal of this campaign is to drive visitor spend with tourism operators around the state and it has been designed to provide at least a \$1:\$1 return. What we have seen with other similar campaigns is that for every \$1 of program spend, \$2.60 was flowing to operators.

Is there a fee for us to be involved?

There is no fee for you to be involved.

I'd like to invest in more marketing to make the most of this campaign and attract bookings to my business, what do you suggest?

Be sure to review the recording of our industry webinar on marketing for the campaign. The recording will be available on [this webpage](#).

Additionally, if you're not set up with TEQ's industry media agency IMATE, then we strongly recommend doing this now so you're ready to buy into any of the packages on offer. [Click here](#).

Can you share with us the expected volume of traffic this campaign will generate?

Overall, for Queensland.com, we've seen more than one million visitors per month during prior campaign periods.

Operator eligibility to participate in the campaign

What is a tourism experience?

Please see details [here](#).

Do you have to be classed as a Tour or Experience within ATDW to be included in this program?

You do need to be classed as a Tour or Attraction within ATDW to participate. However, if you have a unique business set up, we encourage you to register for the campaign and contact the Operator Support team to discuss further.

Why can't the promo codes be used for restaurants or transport?

This program is designed to support a certain sector of the visitor economy that continues to face the challenges of COVID-19, while also driving additional visitor spend in other parts of the economy.

We know from previous campaigns around the state that promo code holders do not just spend their money on the one experience they've used their promo code for – we're seeing the economic impact spread across the industry. We expect that people using promo codes through the Great Queensland Getaway will do the same thing.

This program is also about giving Queenslanders the opportunity to experience world-class tourism offerings while also supporting the tourism industry. Not only will this bring short-term benefits to the economy, but we hope to see longer term repeat visitation as result of inspiring consumers during their travels.

Promo codes and managing bookings

Does a customer book on our website with a unique code then we redeem it on your website for reimbursement?

A customer will book with you direct, then you will log into the Operator portal to claim your booking and then later (post-travel), claim your reimbursement through the same portal. It is important you 'claim' the promo code at the time the booking is made and confirmed and not later.

How long is there to book?

Booking starts at 9:00am AEST 18 October to 6:00pm AEST 31 October 2021 or until sold out. It is vital to claim all your promo codes as soon as the consumers start booking their products, as this campaign works on a first come, first served basis. This will secure your funding to claim for reimbursement.

Do I have to be registered for GST?

There is a process on how to claim your reimbursements for GST and non-registered GST operators. For more information, please see 'how to' guide on reimbursements [here](#).

Will consumers be able to get the code until the end of the travel period, 23 January 2022?

Consumers will be able to sign up for a promo code and make a booking from 9:00am AEST 18 October to 6:00pm AEST 31 October 2021 or until sold out.

What should I do on the day of the Experience/Booking?

Check the identification of the promo code holder to ensure it matches the name on the promo code and the booking. The promo code holder must be part of the travelling group.

Log in to the operator portal and mark the promo code 'completed'.

Frequently Asked Questions

When can the promo codes be used for travel?

There is no block out periods for the promo codes, they are valid for travel from 18 October 2021 to 23 January 2022, subject to operator availability.

Can I have block out dates?

No. A key message of this campaign to consumers is that there is no block out dates. The key aim of the campaign is to get people out and exploring more of the state.

Operators should manage availability on any given day.

Can promo codes be used for tourism experiences already booked?

The Great Queensland Getaway promo code campaign is intended for new bookings only. If a person holds a promo code and has an existing booking, this is subject to the operator's Terms and Conditions and it's up to the operator to consider any such request.

Are promo codes transferrable?

No, the promo codes are not transferrable - they are available for use by the registrant only. The name on the registration must match the name on the booking, and the promo code holder must be one of the parties booked. These details must be validated at check-in.

What if a consumer doesn't spend the whole promo code amount?

The promo code is valid for one use only, up to a maximum of \$100 or \$200 (inc. GST).

If the full amount isn't spent, any remaining value is forfeited and can't be used with another experience or operator participating in the campaign. It is recommended operators encourage bookings/deals that utilise the maximum promo code value.

I'm having trouble understanding how the 'up to 50% discount, up to \$100/\$200 works'?

The promo codes offer up to 50% off, up to a maximum of \$100 or \$200 (inc. GST).



If a tour is \$400:

- A \$100 promo code covers \$100 and the consumer pays the remaining \$300.
- A \$200 promo code covers 50% (\$200) off, and the consumer pays the remaining \$200.

If the tour is \$250:

- A \$100 promo code covers \$100, and the consumer pays the remaining \$150.
- A \$200 promo code will cover 50% (\$125), and the consumer pays the remaining \$125. The remaining \$75 promo code value is forfeited.

If the tour is \$150:

- A \$100 promo code covers 50% (\$75), and the consumer pays the remaining \$75. The remaining \$25 promo code value is forfeited.
- A \$200 promo code covers 50% (\$75), and the consumer pays the remaining \$75. The remaining \$125 promo code value is forfeited.

How will this work with a more expensive experience e.g. a family tour worth \$1,000? Is this redeemable only up to \$200?

The promo code provides up to a 50% discount, up to the value of \$100 or \$200 (depending on the region). Therefore, yes, they will get the full voucher value.

If the tour is \$1,000:

- A \$100 promo code covers \$100, and the customer pays the remaining \$900.
- A \$200 promo code covers \$200, and the customer pays the remaining \$800.

For more expensive packages, clients will expect 50% off the whole price, and not understand that all they can get is \$200 off. How can we avoid this?

There will be a significant marketing and advertising campaign direct to consumers explaining the campaign and how the promo codes work.

When your deal is loaded through ATDW, it will display the pricing clearly. For more information, please see 'how to' guide on loading your deal to ATDW [here](#).

What would happen if the customer cancels before their scheduled date?

Cancellations are managed as per operator's usual terms and conditions and can be cancelled and released via your portal login. For more information, please see the 'how to' guide on booking processes [here](#).

Frequently Asked Questions

What if a promo code isn't used?

It will no longer be valid once the campaign sells out.

What happens if we claim the promo code and then the campaign sells out before the customer completes their travel?

Once you have claimed the promo code into the portal, the funds will be reserved for that booking and you will be reimbursed when the travel is completed.

However, if you didn't claim the promo code at the time of booking and the campaign is sold out then you would not be reimbursed for the booking. Hence, operators must claim their promo codes for bookings in real-time.

When and how do I obtain the promo code from the consumer? How do I know the promo code is legitimate?

They must supply the code as part of the booking process, and operators must verify the code in the operator portal before accepting the booking. For more information, please see the 'how to' guide on taking bookings [here](#).

Can travel agent/tour desks book experiences for their clients using the promo codes?

The decision to take bookings via a tour desk is at the discretion of the operator.

If the operator chooses to accept a booking through a tour desk, they do so at their discretion and at terms agreed with the tour desk. The booking must be made for the person who is named on the promo code - promo codes are not transferable and proof of identity is required. Promo codes can only be claimed and redeemed through TEQ by an approved operator not a tour desk.

What happens if our experience cancels due to weather or some other reason? How do we mark this in the portal?

This will be managed as either a booking change or cancellation in line with your Terms and Conditions. For more information, please see 'how to' guide on booking processes [here](#).

How quickly will I be reimbursed the promo code value?

TEQ is processing reimbursements daily.

Once the experience has been taken and the promo code is marked as 'complete' in the portal, the operator can submit a valid tax invoice for the total value of promo codes as part of the relevant reimbursement claim to TEQ. See 'how to' guide on how to claim reimbursements [here](#).

How do I process an online booking if I take payment at time of booking, but need to check and claim the promo code before accepting the booking?

We suggest you include a disclaimer as part of your terms and conditions where the booking isn't confirmed until the code is verified. Alternatively you can choose to take phone or email bookings only for your campaign deal.

Can a promo code be used to book a family pass? Or Annual Pass?

Yes, promo codes can be used to book a family pass, as well as an Annual Pass if the operator is offering these for sale as part of the campaign.

Only one code can be used towards these bookings. For Annual Passes, these must be activated within the campaign travel period - ie. You must have used it at least once between 18 October 2021 - 23 January 2022.

How will operators be notified when promo codes have sold out?

TEQ will issue updates throughout the booking period.

Regions

What region should I register in?

To view the different regions, [click here](#)

How are the regions allocated?

The regions have been allocated based on the Regional Tourism Organisation (RTO) boundaries

Why have you split up the regions?

The campaign is designed to encourage Queenslanders to get out and explore right around the whole state. The allocation of regions ensures a distribution of promo codes for all parts of the state.

Why is the one region getting a higher promo code value compared to the others?

We have considered the range of experiences on offer around the state, and the varying price points of those experiences, and designed the program to offer the best value to Queenslanders, while also providing strong returns for operators all around the state.

What if I have different tourism experiences in different regions?

Once signed up into our systems, each product will be allocated to the correct region.

Frequently Asked Questions

My tourism experience is more expensive compared to my competitors in my region, can't I get a higher promo code value?

The value of the promo codes is consistent across the whole region.

Technical

I can't log in to the operator portal?

The portal works best if you use the Google Chrome browser, [click here](#).

If you are still unable to log in, contact operatorsupport@queensland.com for a reset.

I forgot my password for the operator portal

Contact operatorsupport@queensland.com to reset your password.

What if my product has a different ATDW category listing, but the experience offered also falls within the eligible categories?

If your product has an element of tour, or attraction, but your ATDW listing is in a different category, we encourage you to register for an additional ATDW listing.

The fee is currently waived and your presence through the distribution channels is increased across different categories. For more information, please see 'how to' guide to register in ATDW' [here](#).

How can you check for ID on an online booking system?

ID checks happen when the customer checks-in for the tour or experience in person.

Do operators need an online booking system that facilitates the promo code? Or can the codes be provided by the customer via email after booking?

You don't need an online booking system; you can use any of the current systems you use now to take bookings, as long as you collect the customer's unique promo code. You'll just need to ensure you process the promo codes into the portal in real time at the time of booking.

Most of our bookings are done through our online system via our website. Have there been other operators in previous programs who had customers who could still book online with the code?

It's a great idea to allow online bookings with a field to capture the consumer's unique promo code, and then have reservations staff claim these codes (in real time) in the redemption portal.

This allows you to quickly take bookings and part payment and then focus on claiming the promo code.

A consumer is having trouble with the registration/booking process, where can they get help?

You can contact our dedicated operator support team below, or visit our industry resources for this campaign, [here](#)

What if we have a current October offer on ATDW?

When you load your promo code deal, you will need to mark it as a 'promo code' deal within ATDW - this will ensure this deal feeds to the correct section of [Queensland.com](#)

Your other deal will show as usual on Queensland.com. See 'how to' guide on how to load a deal in ATDW [here](#).

Can I refresh my old Holiday Dollars ATDW deal for this campaign?

You sure can. Just be sure to update all the appropriate details on the deal including validity dates and the correct promo code discount value. If you require assistance, please reach out to the team at ATDW@queensland.com

Help

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

ATDW Helpdesk

Monday to Friday | During business hours

Ph. 1800 629 749

Email: atdw@queensland.com

Dedicated Operator support:

Monday to Friday | 8:30am-4:30pm

Ph: (07) 3216 0040

operatorsupport@queensland.com

Operator Support Team

Meet the Operator Support team - so you know who is on the other end of the phone or email.



Kylie Smith,
Strategic Partnership Specialist



Tracy Farr,
Experience Program Specialist



Laura Bugg,
Strategic Projects Specialist



Jan Sommer,
Strategic Projects Specialist



Kathleen Maher,
Strategic Projects Specialist

Resources

A large range of resources and 'how to' guides are available on the industry webpage teq.queensland.com/upcomingcampaigns

- Campaign factsheet - just want the quick overview? This factsheet is for you.
- How to guide one: Understand the campaign
- How to guide two: Register in ATDW
- How to guide three: Keeping your ATDW listing fresh
- How to guide four: Register for the campaign in the operator portal
- How to guide five: Being COVID Safe
- How to guide six: Introduction to IMATE
- How to guide seven: Load a deal in ATDW
- How to guide eight: Booking process
- How to guide nine: Reimbursement
- Industry webinar recordings
- Official campaign terms and conditions

Register to take part

Ensure you complete the registration relevant to your RTO region:

- [Registration form](#) - North Queensland (Cairns & Great Barrier Reef, Townsville North Queensland and Whitsundays)
- [Registration form](#) - Central Queensland (Mackay Isaac, Capricorn, Gladstone and Bundaberg)
- [Registration form](#) - South East Queensland (Fraser Coast, Sunshine Coast, Brisbane, Gold Coast and Southern Queensland Country)
- [Registration form](#) - Western Queensland (Outback Queensland)

Help

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

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

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