

HOW TO GUIDE ONE: UNDERSTAND THE CAMPAIGN

Understand how the promo code campaign will work

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.

The incentives to travel around Queensland will include both a promo code campaign - where Queenslanders will be able to use a promo code to access discounted tourism experiences - as well as partnerships with trade and transport partners to promote compelling offers and packages.

The promo code campaign will offer a 50 per cent discount on tourism experiences, up to a value of \$100 or \$200.

- North Queensland - \$200 codes
- South East Queensland, Central and Western Queensland - \$100 codes

Queenslanders will need to get in quickly to secure a promo code and make their booking, as promo codes will continue to be released until sold out.

When they make a booking, the code will cover up to half of the experience cost, up to \$100 or \$200. The consumer then covers the rest of the cost, and post-travel, TEQ reimburses the operator the value of the promo code used on the booking.



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.

Consumer scans a QR code to access the campaign webpage to secure a promo code. They browse the available deals and use the promo code to book directly with their chosen operator.

Promo code provides 50% off up to a certain value.

Customer pays remaining due and enjoys their travel.

TEQ reimburses the operator the promo code value.

Providing a deal

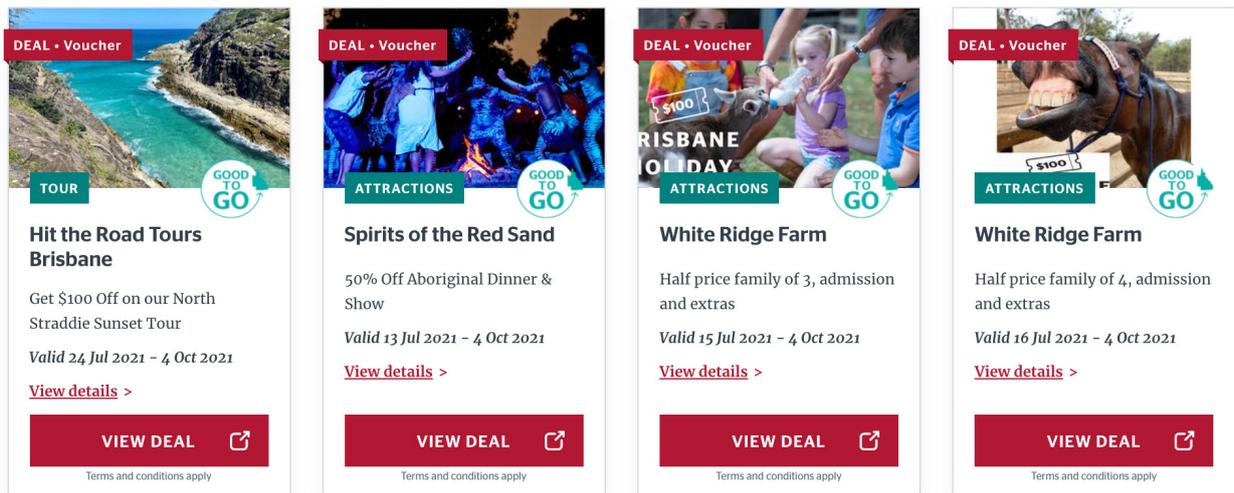
Consumers with a promo code will browse deals/packages on offer from participating operators on [Queensland.com](https://www.queensland.com).

For example, smaller tour operators could package their tour with another tour, or with a meal and transfers, to a total package deal worth \$200 or \$400 which provides the best value for the promo code holder.

Alternatively you could value-add to your existing products, offering a box of chocolates on arrival, including free wetsuit hire, or something else suitable for your product offering.

The promo codes are a value add-on to your current deals and packages. You can use discounted rates at your discretion; however it is not necessary to do so.

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This example shows how the deals appeared on Queensland.com during the recent Brisbane Holiday Dollars campaign. This campaign will display promo code deals in a similar way.

Accepting promo code bookings

Claiming the promo code

1. Once a customer chooses their preferred deal, they make a booking directly with the operator, and quote their unique promo code.
2. The operator will then log into the operator portal and enter the code to check if it is a genuine and valid promo code.
3. Once verified, the operator will fill in the booking details with the promo code for processing.

This step will update the status of the promo code to **'Claimed'**.

Completing the booking for reimbursement

1. Once the customer has completed their travel, operators go back into the operator portal and mark the booking as **'Complete'**.
2. It is suggested that operators should immediately, preferably in real-time, use the system to auto-generate an invoice to TEQ for reimbursement. Operators not registered for GST generate invoices with their usual invoice raising process.

Reimbursements cannot be guaranteed if the vouchers are not claimed and completed in as timely manner as possible.

Hear from other operators why the recent Holiday Dollars campaign worked for them, and what you may expect from the promo code campaign.

Sonjha Forbes, Entrada Travel Group - General Manager, Tropical North Queensland:

"The Holiday Dollars campaign came at a very helpful time. Not only did it provide a much-needed boost to the local economy, it also gave our staff something positive to focus on."

For those businesses who participated in the Holiday Dollars campaigns, the new promo code campaign will have some similarities and some key differences.

What's the same?

- 50% discount, up to a certain value
- Operators to offer 'deals' (or packages) to be booked
- Booking made direct with operator
- Operator to 'claim' the booking
- TEQ to reimburse operators once they 'complete' the booking
- Significant marketing and advertising to back the campaign

What will be different?

- Statewide
- Tourism experiences only
- Promo codes available until sold out - consumer needs to book quickly; operator must 'claim' and 'complete' bookings in real time
- Promo codes distributed on demand (rather than by lucky draw)
- For Whitsundays operators, the booking and reimbursement process will be run through TEQ's system, not through BookEasy.

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