

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'.

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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](#).

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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.

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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