



**2020 WORKING HOLIDAYMAKERS
CAMPAIGN PROSPECTUS**

CAMPAIGN OVERVIEW

Timing:

June to October 2020

Introduction:

From June to October The Whitsundays is expected to host over 1,000 working holidaymakers (yes even this year), in and around Bowen. Tourism Whitsundays is partnering with the Bowen Gumlu Growers Association to run a dedicated campaign with special offers that will be marketed to the Working Holiday Makers staying and working in the region.

Working holidaymakers tend to stay longer, spend more and disperse more widely than most other target segments. And while we are still in the midst of a COVID19 crisis, there are people from this market still here in Australia and awaiting the harvest of The Whitsundays winter crops in Bowen! These travellers have a higher than average length of stay and propensity to combine work, visiting friends and family, and holiday/leisure experiences during their stay.

Objectives:

1. Target working holiday makers to experience more of The Whitsundays on their days off
2. Promote dispersal throughout the Whitsunday region to working holidaymakers

How:

1. This opportunity is open to members of Tourism Whitsundays
2. Members to provide a dedicated offer targeted to this market
3. Tourism Whitsundays will develop the dedicated landing page, and in partnership with Bowen Gumlu Growers Association will promote these offers to the WHM for travel on their days off
4. All offers to be booked direct with you (the operator), not via Tourism Whitsundays booking platform

Cost:

FREE for members to be involved

What do we need from you?

- ✓ A specific working holidaymaker offer/package
- ✓ Details of how to book the offer
- ✓ Provide offer information to TW by 20 May 2020
- ✓ Members to report back to Tourism Whitsundays (on the template that will be provided) total enquiries/bookings received

NB. Consideration should be given to WHM that do not have vehicles. Do you offer special transfers or partner with one of our great transfer members who could work with you on the offer? Offering a transfer included and not included price might be beneficial.

OPERATOR INFORMATION

By completing the below, you understand that your product offering will be promoted on the Tourism Whitsundays website, social media assets (where appropriate), promoted throughout working holidaymaker employers and included in a prospectus with all Whitsunday operators.

Please complete the form below, sign and return to aimee.cameron@tourismwhitsundays.com.au by 20 May 2020

| | |
|------------------------------------|---|
| Member business name: | |
| Business contact: | |
| Your offer: | |
| How to book your offer: | |
| I accept the terms and conditions: | <input type="checkbox"/> YES <input type="checkbox"/> NO |
| Signature: | |
| Date: | |
| Phone: | |
| Email: | |

TERMS & CONDITIONS

To participate in this campaign, you must:

- Provide a Working Holidaymaker offer valid for sale for the full duration of the campaign period. Tourism Whitsundays reserves the right not to include your offer if it does not meet the requirements of the campaign.
- Be a financial member and have no outstanding invoices with Tourism Whitsundays.
- A signed booking form and all required information must be completed and returned by the deadline to secure your booking.
- Limited spaces are available.
- All offers will be featured on the Tourism Whitsundays website.
- By returning your booking form, you agree to the terms and conditions
- Agree to provide full reporting on all bookings received

Tourism Whitsundays have the right to:

- Refuse materials that do not meet the participation terms and conditions.
- Refuse advertisements that are in breach of the ACCC guidelines for travel.
- Ensure there is an adequate mix of operators featured.
- Cancel or modify campaign components if participation levels are not met.