

ADVENTURE AIRLIE BEACH

The Whitsundays



2020 SCHOOLIES CAMPAIGN PROSPECTUS

Tourism Whitsundays

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Tourism
Whitsundays

Destination Marketing | Industry Development | Visitor Services

CAMPAIGN OVERVIEW

Campaign:

Schoolies Campaign

Timing:

Mid-September to end of November 2020

Campaign Value:

\$5,000

Marketing Objectives:

To drive awareness of Airlie Beach as a fun and vibrant youth/adventure holiday and to encourage bookings from the school leavers market. This opportunity is open to Tourism Whitsundays members who offer a tour, accommodation, retail, or restaurant service. This campaign will be rolled out through a series of paid posts on the Adventure Airlie social media accounts.

Cost:

Members only initiative, FREE to participate

To participate in this FREE campaign, you must provide:

- An appealing offer for the school leavers market
- Bookings for these offers will be directed straight to the operator, (TW will not be using Bookeasy), there will be no commission
- Offer must be easy to understand
- Offer must comply with ACCC Guidelines
- Offers must be provided to TW with all required information no later than Monday 31 August 2020
- Travel period and block out dates is at the Members discretion however must be available for travel and sale for the full duration of the campaign
- Clear guidelines must be provided (Call to action) as to how the consumer books this offer
- Report back to Tourism Whitsundays (on the template that will be provided) total bookings made as a result of the campaign
- Please note that not all offers will be able to be featured on the social media posts and that the best offers will be prioritised. All offers will be featured on the landing page on TW.com.au

CAMPAIGN BOOKING FORM

Please see Terms & Conditions on following page.

Please complete the form below, sign and return to

alyssa.turner@tourismwhitsundays.com.au by 31 August 2020

Member business name:	
Business contact:	
Schoolies Campaign:	<p>Offer:</p> <p>Call to action (How will the consumer book this?): Example - Please visit XXX.com.au/local or Please call XX on XX and quote XX</p> <p>Travel dates:</p> <p>Blockout dates:</p> <p>Terms and Conditions:</p>
Attach your logo & preferred image	<input type="checkbox"/> tick when attached
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 an offer valid for sale for the full duration of the campaign period. Tourism Whitsundays reserve the right to not 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 available.
- Only the most attractive offers will feature in social media activity. 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
- Understand that the look and feel of creative will follow Adventure Airlie guidelines

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.