



THE WHITSUNDAYS HOLIDAY DOLLARS

OPERATOR HANDBOOK



Tourism
Whitsundays

Destination Marketing | Industry Development | Visitor Services

TOURISM
& EVENTS
Queensland



Queensland
Government



Contents

This handbook is intended as a guide for The Whitsundays tourism operators to understand how to participate and maximise the benefits of The Whitsundays Holiday Dollars campaign.



This is an interactive menu

Click to go directly to the page you need to go to

What you'll find inside:

What is 'The Whitsundays Holiday Dollars'?	3
What is the campaign aiming to achieve?	3
What is the eligibility criteria?	4
Campaign timeline/ key dates	4
Overview: How operators participate in the campaign	5
Overview: How consumers participate in the campaign	5
Marketing support for the campaign	6
Suggestions - How to make the most of the campaign	6
Help	6
How To Guides: How to register your tourism business on ATDW	7
How To Guides: How to setup your listing on ATDW	10
How To Guides: How to be COVID Safe and 'Good to Go'	12
How To Guides: How to create a Bookeasy profile	13
How To Guides: How accommodation houses can get involved and provide their guests with this offer	14
How To Guides: How to take The Whitsundays Holiday Dollars booking	15
How To Guides: How to be paid from The Whitsundays Holiday Dollars booking	16
FAQ's	17

If you need help during the campaign, please contact:

Tourism Whitsundays office Ph. 07 4948 5900
8:30am - 5:00pm, Monday - Friday

TW: Tourism Whitsundays

TEQ: Tourism and Events Queensland

ATDW: Australian Tourism Data Warehouse

What is 'The Whitsundays Holiday Dollars'?

Tourism Whitsundays, together with the Queensland Government, is excited to launch a major tourism campaign designed to encourage Queenslanders to explore the best of The Whitsundays, the Heart of the Great Barrier Reef, with The Whitsundays Holiday Dollars.

Whitsundays Holiday Dollars of up to \$200 (incl GST), to a total of \$1.2 million, will be made available to Queensland residents over 18 years of age to enjoy tourism experiences in The Whitsundays. The voucher can be used to claim 50 per cent of any eligible tourism experience booked, up to a maximum of \$200.00 (inc. GST) per voucher.

The campaign aims to encourage more Queenslanders to travel to The Whitsundays, extend their stay and get out and experience the diverse tours and attractions we have to offer. The Whitsundays Holiday Dollars will also be available to Whitsunday Locals.

Queensland residents aged over 18 will be eligible to register to receive a \$200.00 (inc. GST) voucher. The Whitsundays Holiday Dollars vouchers will be available to those who are in the region (including locals) from 4 May - 30 June 2021, or until the quota is exhausted, whichever is sooner. Vouchers can be claimed through participating hotels, The Whitsundays Visitor Information Centre and The Bowen Visitor Information Centre (located at The Big Mango) and the campaign website. Vouchers are activated once a booking is made, so it will be first in best dressed to activate the vouchers for travel. Vouchers will be available to consumers from 4th May 2021.

What is the campaign aiming to achieve?

The Whitsundays, the Heart of the Great Barrier Reef, has been one of the hardest hit regions from the impacts of COVID-19 and The Whitsundays Holiday Dollars promotion is designed to support the industry and continue to encourage Queenslanders to get out and explore the region's world-class tourism experiences.

By incentivising visitors to book tourism experiences, we may also see visitors extend their length of stay which generates benefits across the tourism sector - by staying longer in their accommodation, creating more opportunities to eat out and explore the local shopping opportunities.

The campaign will also support longer term domestic tourism growth by showcasing the diverse tourism experiences on offer in The Whitsundays, the Heart of the Great Barrier Reef.



What is the eligibility criteria?

The \$200.00 (inc. GST) voucher can be redeemed for a 50 per cent discount (up to \$200.00 inc. GST) on tourism experiences. A 'tourism experience' is specified in 'Inclusions'.

To register to participate in The Whitsundays Holiday Dollars, a tourism operator must:

- Be a tourism operator in The Whitsundays region; AND
- Have a current, live ATDW listing; AND
- Be operating under COVID Safe practices (if applicable accreditation listed on ATDW); AND
- Have a bookable day tour or overnight crewed sailing experience in The Whitsundays region on tourismwhitsundays.com.au; AND
- Be instantly bookable (where possible) on tourismwhitsundays.com.au

If you are on a request only basis but would like to get involved, please email Tourism Whitsundays to discuss possibilities.

The following outlines examples of what tourism experiences can and cannot be included in the campaign.

Inclusions:

- Land-based activities. For example, skydiving, Tuk Tuk and Segway.
- Water-based activities, reef and marine tourism experiences including snorkelling, scenic cruises, kayaking and jetboating.
- Family passes for a tourism experience, including adults and concessions.
- Scenic flights. For example, helicopter, light aircraft.
- Overnight crewed sailing experiences and multi-day expeditions.
- Businesses with ATDW listings in the journey or tour category.

NOTE: The Whitsundays Holiday Dollars voucher can be used with multiple operators and/or experiences but will not exceed a total discount of 50 per cent, up to \$200.00 (inc. GST) and must be processed in one transaction. The booking system will automatically apply a discount to each participating operator in the payment section of the booking.

Exclusions:

- Accommodation and overnight stays on island resorts.
- Bareboating.
- Annual Passes.
- Events. For example, concerts, sporting events and other paid ticketed events.
- Gift shops and shopping outlets.
- Independent transport that is not part of a tour. For example, airport transfer, shuttle bus and public transport.
- Rentals/hire including cars, bicycles, kayaks, SUP, boat and leisure craft that is not part of a tourism experience.
- Restaurants, bars and cafes.
- Beauty treatments such as waxing and spas.

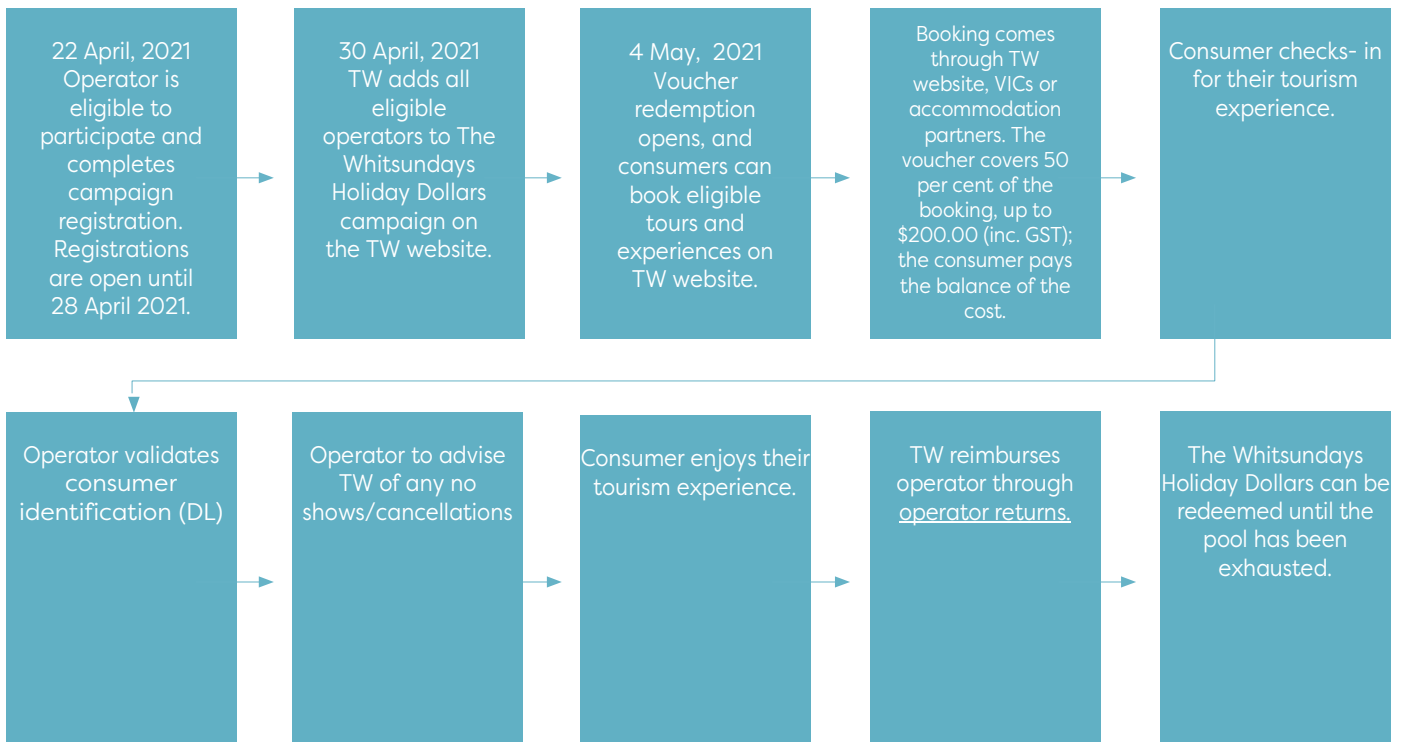
NOTE: The Whitsundays, Heart of the Great Barrier Reef area is defined [here](#).

Campaign timeline/ key dates

The campaign officially launches on 4 May 2021. Vouchers can be redeemed from 4 May - 30 June 2021.

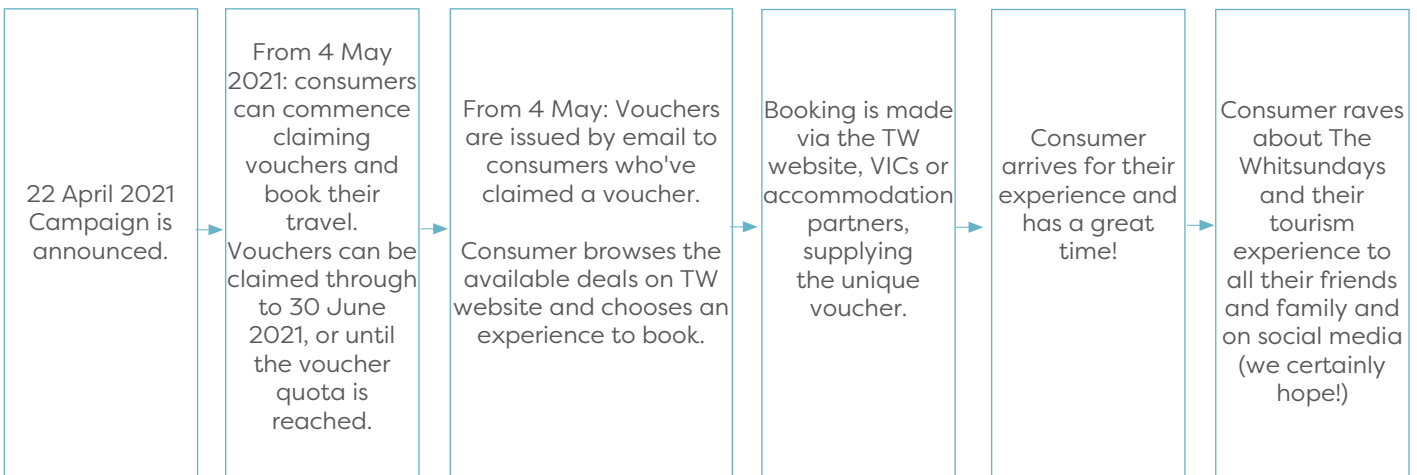


Overview: How operators participate in the campaign



Tour operators please fill out the registration form [here](#).

Overview: How consumers participate in the campaign



*Date changes, cancellations and no shows are all managed through The Whitsundays Visitor Information Centre in accordance with the operator's Terms and Conditions.

Marketing support for the campaign

Tourism Whitsundays and Tourism and Events Queensland will support The Whitsundays Holiday Dollars campaign with a marketing and publicity campaign aiming to drive registrations for the vouchers and to showcase the experiences on offer in The Whitsundays.

The marketing campaign will include social media and out of home (digital billboard) activity, a data company partnership to target a primed audience and dedicated PR tactics.

Suggestions – How to make the most of the campaign

Make your tourism experience stand out and use opportunities to leverage TW'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 and how you will keep guests COVID Safe.

Email

Update your email database and social media followers with information about the campaign and encourage them to register for a \$200.00 (inc. GST) voucher.

Once you've signed up for the campaign and set up a deal, remind your email database and social media followers about the campaign and encourage them to book your experience.

The Whitsundays Holiday Dollars logo

Where appropriate you can add 'The Whitsundays Holiday Dollars' logo to your marketing collateral, including your social posts and website. The style guide will be available as of Friday 23 April, you can find it [here](#).

Social Media

When posting about The Whitsundays Holiday Dollars on social media, ensure you tag:

#lovewhitsundays #adventureairlie #thisisqueensland @whitsundaysqld @adventureairlie and @queensland

You can also engage with The Whitsundays social posts to let consumers know you're participating.

Check out the '[How to connect with Tourism Whitsundays on Social Media](#)' cheat sheet.

Creating package deals

This is your opportunity to entice Queenslanders to try new experiences and explore more of the region. We encourage tourism operators to create packages worth up to \$400.00 (inc. GST) to optimise the value of The Whitsundays Holidays Dollars campaign. Packages can incorporate different products within your business or you can partner with other operators to increase the value of your package offering.

If you want to create packages this needs to be set up individually through your own booking system (eg. Rezdy) and then pulled through to the TW website, all packages must be led by a tourism experience.

Thank those who redeem their vouchers 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 The Whitsundays region.

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

Help

If you need help during the campaign, please contact:

Tourism Whitsundays office on 07 4948 5900
8:30 am to 5:00 pm, Monday to Friday

How To Guides: How to register your tourism business on ATDW

Thanks to Tourism and Events Queensland, your Tourism Whitsundays membership offers a free annual subscription to the Australian Tourism Data Warehouse, providing a saving of \$150 per year. If you haven't already listed your product or experience, please visit www.atdw-online.com.au and 'Register Now' in the top right corner to create an ATDW listing.

Please follow the steps below for registering your organisation and yourself as a user of ATDW-Online. If you are having trouble setting up your listing, you can contact the ATDW Helpdesk:

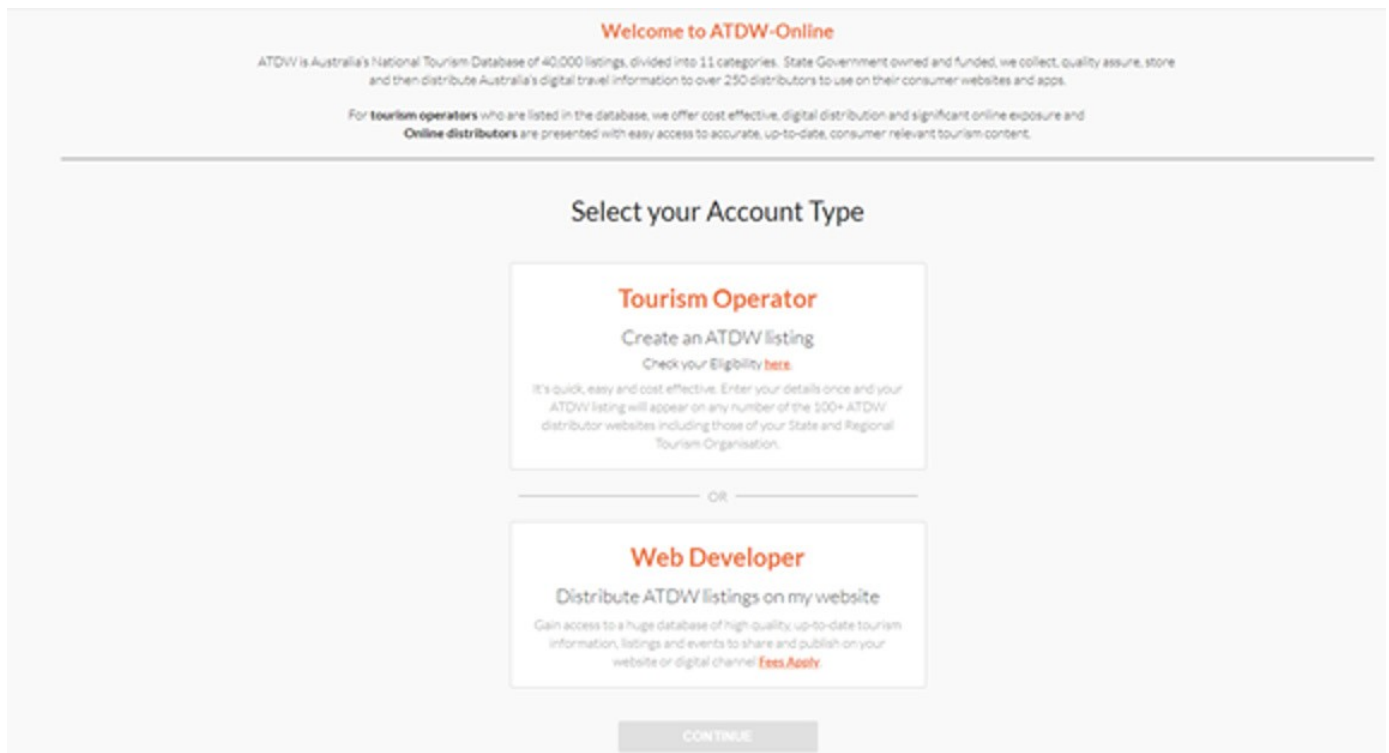
atdw@queensland.com

Ph. 1800 629 749 during business hours

Step 1

Go to atdw-online.com.au

Select your account -> Tourism Operator



Welcome to ATDW-Online

ATDW is Australia's National Tourism Database of 40,000 listings, divided into 11 categories. State Government owned and funded, we collect, quality assure, store and then distribute Australia's digital travel information to over 250 distributors to use on their consumer websites and apps.

For **tourism operators** who are listed in the database, we offer cost effective, digital distribution and significant online exposure and **Online distributors** are presented with easy access to accurate, up-to-date, consumer relevant tourism content.

Select your Account Type

Tourism Operator

Create an ATDW listing

Check your Eligibility [here](#).

It's quick, easy and cost effective. Enter your details once and your ATDW listing will appear on any number of the 100+ ATDW distributor websites including those of your State and Regional Tourism Organisation.

OR

Web Developer

Distribute ATDW listings on my website

Gain access to a huge database of high quality, up-to-date tourism information, listings and events to share and publish on your website or digital channel. **Fees Apply**.

CONTINUE

Step 2

Insert your organisations information. This information will be accessible for ATDW admin users only, consumers will not see this information.

Please enter the ABN without spaces.

Register

Please provide your organisation information

ABN number

Business ABN

Organisation information

Name of organisation*

Location

Street address*

Unit / Apartment / Suite / Building

Suburb*

State* **Post code***

Communication

Organisation phone number* **Organisation email address***

By signing up, I agree to ATDW's [Terms & Conditions](#) and [Privacy policy](#)

Step 3

Create an account user. This will generate the log in details to create/amend listings on the ATDW account.

Create a user

Who's going to access listings?

Personal information

First name*

Last name*

Phone number*

Login details

Email address*

Password*

Re-type password*

CREATE

Step 4

Accept the Terms and Conditions. After you accept the Terms and Conditions, you will automatically be prompted to set up your listing.

Terms & conditions

These terms are relevant if You are supplying Content.

If you are publishing **Content** from this **Site**. Please contact us at support@atdw.com.au for a copy of our Distributor Licence Agreement. Before your continued use of this Site you should secure and agree to these terms.

1. The Site and your Content

Welcome to the <http://www.atdw-online.com.au> website or mobile properties, including related applications (collectively, this **Site**).

We provide an online platform that allows You to tell Us about your tourism business. This requires you to submit content including text, graphics, video/audio, photographs, images and multimedia (**Content**). We make this content available for publication by Us and by **Distributors**.

The term **You** refers to you being a business that has registered with Us to contribute content on, or publish content from, the Site. The terms **Your** and **Yourself** pertains to You.

The term **Distributor** refers to a business that registers for access and is supplied content by ATDW or an STO that publishes the supplied content. Terms of Use relevant for these businesses are contained in

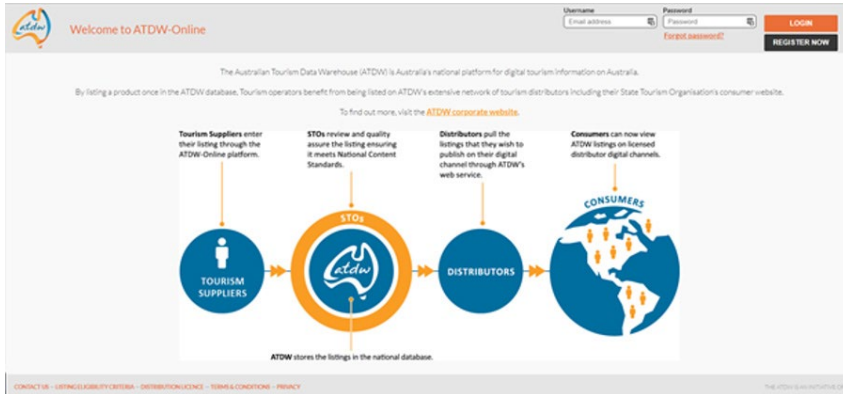
I have read and agree to the Terms and Conditions

ACCEPT

How To Guides: How to setup your listing on ATDW

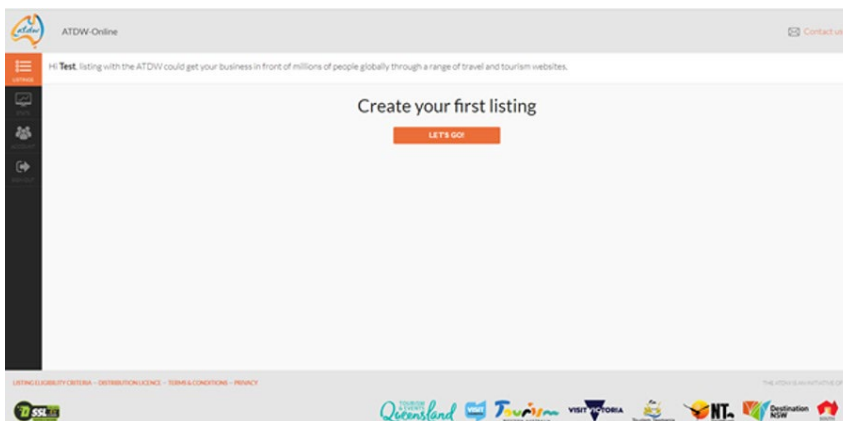
Step 1

Login to the platform atdw-online.com.au



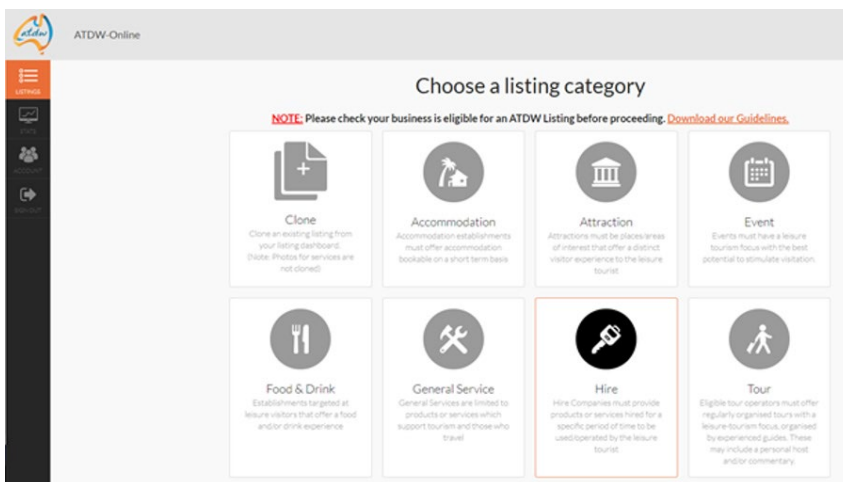
Step 2

Once logged in, a user will be redirected to their Listing Dashboard. Upon their first login they will be presented with a message that reads 'Create your first listing'.



Step 3

Choose your listing category.



Step 4

Operators must complete all mandatory fields of information before they are able to send the listing for Quality Assurance (QA) and approval to publish.

The mandatory fields within each category are denoted by an asterisk (*) next to that field within the orange field menu as well as showing required in the field header on each page.

There is a 'steps to list' bar at the top of the listing showing how many mandatory steps are left to list. This bar is clickable and opens a list of the required steps.

The consistent mandatory fields for most listing categories are:

- Listing Name
- Description
- Listing Type
- Location (Address and Geocode)
- Contacts (Phone, Email or Website)
- Accessibility
- Image

The screenshot displays the ATDW Online interface for creating a listing. On the left is a navigation sidebar with categories like 'Name & description', 'Location', and 'Contacts'. The main content area contains several form fields: 'Name & description' with a 300-character limit, 'How would you describe your property?' with a 300-word limit, and 'Business Information'. A 'Mandatory steps to list' bar at the top right indicates which fields are required. The right-hand panel provides 'Guidance' and an 'Example' for the 'Name & description' field, showing a sample listing for 'Oak Luxury Lodge'.

Step 5

Once all mandatory fields are completed, click 'Send For Review'. Your listing will be reviewed by the ATDW QA team and they will get in touch if any changes are required before your listing can be published. Once your listing passes the QA team, it will automatically be published onto Queensland.com.

You can log back into your ATDW Online account anytime if you need to make changes. Please advise Tourism Whitsundays once your listing has been approved to ensure it pulls through correctly to the Tourism Whitsundays website.

How To Guides: How to be COVID Safe and 'Good to Go'

Queensland Health has minimum requirements for all businesses to operate now that restrictions are easing. It is a requirement of participating in The Whitsundays Holiday Dollars campaign that you have COVID Safe documentation and practices in place.

If you have the appropriate plans in place you can also have the 'Good to Go' stamp displaying on your Queensland.com listing.

Have the right plans in place

All businesses need to complete some formal planning for COVID safety in order to operate. TEQ has a simple summary of the required documentation [on their 'Operating your business safely' webpage](#) to help you navigate the formal Government requirements, as well as the various optional business modules available.



All businesses must:

- ✓ Allow for social distancing
- ✓ Have a current WHS Plan
- ✓ Collect information for contact tracing
- ✓ Increase cleaning and hygiene practices

Getting the Good to Go stamp

To have the 'Good To Go' stamp displaying on [Queensland.com](#) and be eligible for participation in The Whitsundays Holiday Dollars promotion:

1. Log into [ATDW Online](#)
2. Select your listing
3. Navigate to the 'Accreditations' section
4. Select the COVID Safe programs you have completed:
 - a. COVID Safe documentation in place;
 - b. COVID Clean module completed;
 - c. COVID Ready Program completed.



How To Guides: How to create a Bookeasy profile

Step 1

Contact the Visitor Services Team at [Tourism Whitsundays](#). You will be required to sign a [Booking Service Agreement](#). Once signed you will need to connect your booking system (Rezdy, Fareharbor, & Livn Connections) to Bookeasy.

Step 2

Connect your booking system to your Bookeasy profile. The Visitor Services team will then ensure your product is live for bookings online.

For more information on how to connect your booking system click [here](#).

Step 3

Once your booking system is connected to Bookeasy, you will be issued with your Bookeasy username and password so you are able to update your images and descriptions as needed.

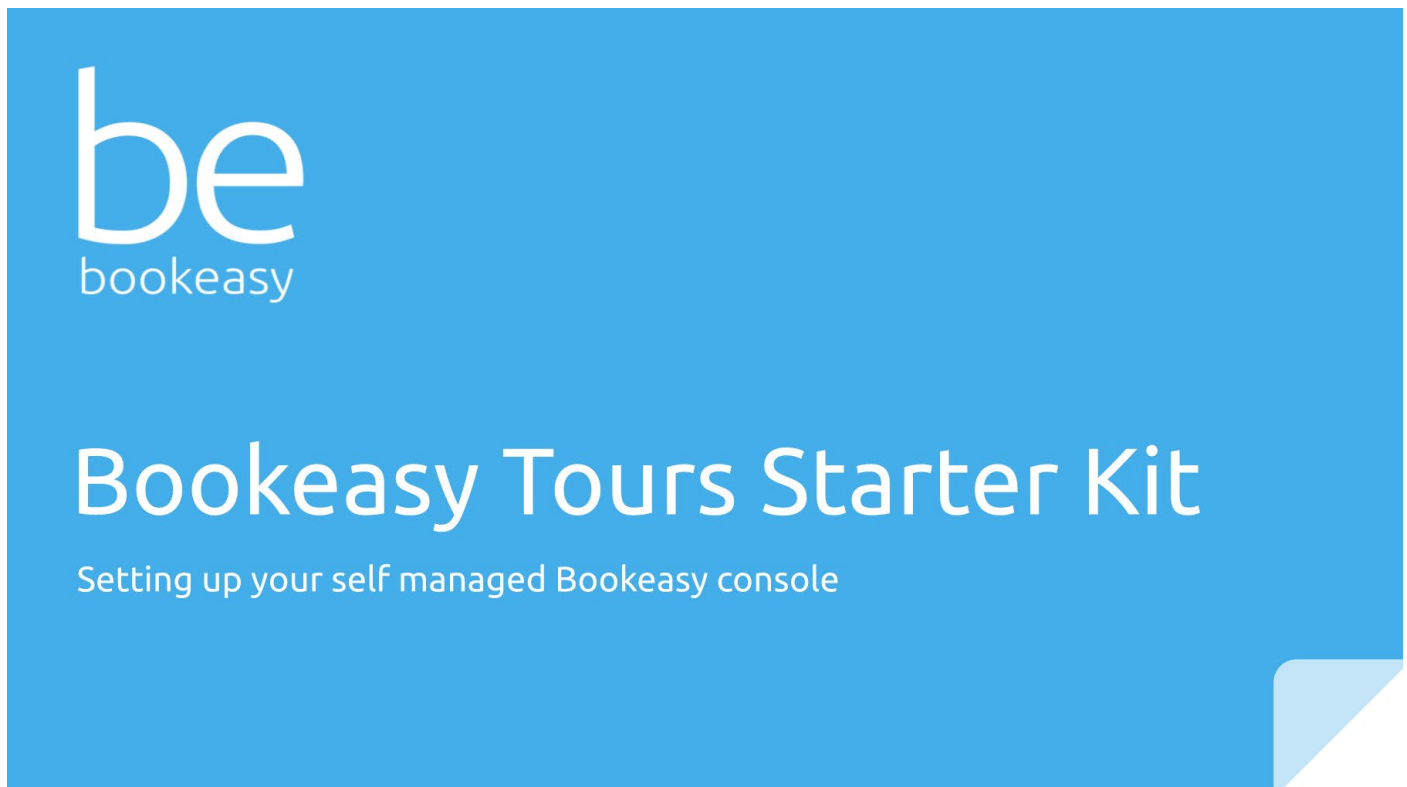
Step 4 - If you do not have a booking system

You will be managing your Bookeasy listing directly - contact the Visitor Services Team at Tourism Whitsundays. You will be required to sign a [Booking Service Agreement](#).

Once signed you will be issued your login credentials by the Visitor Services team.

For more information on how to set up your self managed Bookeasy listing click [here](#).

Click on the below image to be taken to the Bookeasy starter kit.



How To Guides: How accommodation houses can get involved and provide their guests with this offer

We need your help to book holidaymakers onto our Whitsunday day tours and overnight sailing experiences. Please help us spread the word by sharing The Whitsundays Holiday Dollars with your in-house guests, arriving travellers and your existing Queensland database. If you are a Tourism Whitsundays accommodation member, we seek your help to be part of this campaign in one of two ways:

1. Share Tourism Whitsundays e-newsletter content, graphics (Industry ToolKit will be provided) and booking information with all guests checking in between 4 May and 29 June.
2. Become a Whitsundays Holiday Dollars Accommodation Partner and book your guests onto eligible tourism experiences using a unique URL (provided by Tourism Whitsundays) and receive 8% commission.

If you would like to become a Whitsundays Holiday Dollars Accommodation Partner and allow guests to book directly through your accommodation booking desk, please fill out the form [here](#).

As an accommodation partner of Tourism Whitsundays (TW):

1. We will provide each participating accommodation member with their own unique booking gadget
2. Your booking desk or reception team can make bookings using this tool - the vouchers will honour your business rules as per your set up in the TW Bookeasy console.
3. TW will be able to track all bookings made through your tool within Bookeasy, and as a TW accommodation partner you will have a portal that you can access which will track bookings made through your unique booking gadget.
4. TW will pay commissions after the guest has enjoyed the booked experience. All commissions are automatically calculated in Bookeasy, and paid as per Tourism Whitsundays operator returns.

Time remaining - 15 mins 54 secs

Home | Bowen Holiday Park | Finalise Payment

CART ITEMS

Premium Cabin 1 Bedroom \$210 ✕
Bowen Holiday Park
Date: Wed 21 April 2021, Nights: 2

Promo Code

1.5% Merchant Fee \$3.15

Cart total: \$213.15

BOOKING DETAILS

First Name

Surname

Address

Suburb/City

State

Post Code

Country

Phone Number

Email Address

Comments / Requests

How did you hear of us?

I would like to receive news/updates

I accept the [terms & conditions](#)

PAYMENT DETAILS

Accepted credit cards

Name on card

Credit card number

Card expiry

Security code

DEPOSIT/PAYMENT OPTIONS

Pay Remainder \$213.15

Bookings powered by

Additional:

1. If desired, as a TW accommodation partner your Booking Gadget can be styled to your website and linked to the back of the site for users directly to your website.
2. You can choose to promote and sell all tours, or just those that are part of this campaign. The PROMO functionality will honour the rules setup in the TW console.

How To Guides: How to take The Whitsundays Holiday Dollars booking

Booking process

Queenslanders aged 18 years or older can claim their personal Whitsundays Holiday Dollars voucher by sending an email to the dedicated email address holidaydollars@tourismwhitsundays.com.au with their intended travel dates in the subject line and their driver's license or proof of age card attached. Successful applicants will receive an email with a unique voucher redeemable with participating operators on the Tourism Whitsundays website only.

- The Whitsundays Holiday Dollars vouchers will be available to those who are in the region (including locals) from 4 May – 30 June 2021, or until the quota is exhausted, whichever is sooner. Vouchers can be claimed through participating hotels, The Whitsundays Visitor Information Centre, and The Bowen Visitor Information Centre (located at The Big Mango) and the campaign website. Vouchers are activated once a booking is made, so it will be first in best dressed to activate the vouchers for travel. Vouchers will be available to consumers from 4th May 2021.
- When booking online through the Tourism Whitsundays website, the consumer will need to enter their unique voucher at checkout. The system will display an error message if the voucher is incorrect/already used. This process prevents the reuse of the voucher with other operators and helps to mitigate fraud.
- Once the voucher has been used it will no longer be valid.

Taking the experience

On the day of the experience, on top of your usual check-in processes, you will check the customer's ID to ensure the person on the booking name is the person travelling.

- The operator should immediately notify The Whitsundays Visitor Information Centre to advise if a tour is cancelled or if a guest has not arrived for their tour (no-show). Once the experience is deemed as 'consumed', vouchers will be assigned to the operator's account for reporting, invoicing and reimbursement.

Booking changes

- The consumer is to contact The Whitsundays Visitor Information Centre to enact any date or other changes in accordance with the operator's Terms and Conditions.
- The Whitsundays Visitor Information Centre will make any date changes against The Whitsundays Holiday Dollars booking in Bookeasy, once the operator has agreed to these changes.

NOTE: the consumer must take the experience by 11:59pm AEST, 30 June 2021 to receive the discount.

Refunds and cancellations

- The consumer is to contact The Whitsundays Visitor Information Centre who has accepted the booking to facilitate the cancellation process in accordance with the operators Terms and Conditions.
- The Whitsundays Visitor Information Centre will make any cancellations against The Whitsundays Holiday Dollars in Bookeasy, once the operator has agreed to these changes. This should be done as soon as possible.

No shows/cancellations that incur 100 per cent cancellation fee

- No shows are considered an automatic cancellation and handled in accordance with the operator's Terms and Conditions.
- If the cancellation incurs 100 per cent cancellation fee, then the usual operator reimbursement process will apply.
- Operators will be required to provide proof of cancellation terms and validation that the cancellation attracted 100 per cent cancellation fee.

How To Guides: How to be paid from The Whitsundays Holiday Dollars booking

Operator Returns

- Operators participating in The Whitsundays Holiday Dollars campaign will receive payment for each tour booked as per the Booking Agreement with Tourism Whitsundays.
- During the campaign operator returns will be increased from a fortnightly return to a weekly return.

The following applies for all operators:

- Enquiries regarding the status of reimbursements can be directed to Tourism Whitsundays finance mailbox finance@tourismwhitsundays.com.au (please reference Whitsundays Holiday Dollars and operator name in the email subject).

FAQ's

How will The Whitsundays Holiday Dollars work?

There will be \$1.2M in vouchers worth \$200.00 (inc. GST) up for grabs for Queensland residents travelling to The Whitsundays, Heart of the Great Barrier Reef. When they book an eligible tourism experience, the voucher will cover 50 per cent of the cost, up to a maximum value of \$200.00 (inc. GST).

Visitors can only claim one voucher per person, and the vouchers, and any remaining balance, are not transferable.

Why are you running this campaign?

The COVID-19 pandemic has severely impacted Queensland's tourism industry, in regions like The Whitsundays, the Heart of the Great Barrier Reef, that are dependent on international travellers. Queenslanders have answered our calls to explore their own backyard and have given great support to our tourism industry. We want to continue to encourage Queenslanders to travel to this region, extend their stay and experience more of The Whitsundays, the Heart of the Great Barrier Reef.

What is a tourism experience?

[Please see above.](#)

Why can't the vouchers be used for accommodation, restaurants or transport?

The purpose of this campaign is to encourage Queenslanders to support The Whitsundays tourism operators by booking a tourism experience.

By incentivising visitors to book tourism experiences, we may also see visitors extend their length of stay which generates benefits across the tourism sector – by staying longer in their accommodation, creating more opportunities to eat out and explore the local shopping opportunities. By encouraging a longer length of stay, the campaign may further stimulate and spread visitor spend throughout the region.

The campaign will also support longer term domestic tourism growth by showcasing the diverse tourism experiences on offer in The Whitsundays, the Heart of the Great Barrier Reef.

What is The Whitsundays, the Heart of the Great Barrier Reef?

This is the area covered by the Tourism Whitsundays Regional Tourism Organisation. This includes the entire Local Government Area managed by the Whitsunday Regional Council, including:

- Airlie Beach
- Bowen
- Collinsville
- Proserpine
- Great Barrier Reef
- Island Resorts

- Whitehaven Beach
- Whitsunday Islands

Will The Whitsundays, Heart of the Great Barrier Reef residents be eligible for the vouchers?

Yes, locals are encouraged to apply for their Whitsundays Holiday Dollars voucher.

Can more than one member of a family or travel group apply for a voucher?

Yes, anyone over the age of 18 can register.

One voucher can be used per transaction. If two or more members of one family or travel group were successful in receiving a voucher, they could make separate bookings for the same experience, or use them for different experiences.

When can the vouchers be used?

There's no block out periods for the vouchers, they can be used anytime as long as it is between 4 May 2021 and 11:59pm AEST, Wednesday 30 June 2021, subject to operator and voucher availability.

Are vouchers transferrable?

No, the vouchers are not transferrable – they are valid for use by the registrant. The name on the registration must match the name on the booking. These details must be validated on check-in.

What if a consumer doesn't spend the whole \$200.00?

The voucher is valid for one use only, up to a maximum of \$200.00 (inc. GST).

What if a voucher isn't used?

It will no longer be valid once funds dedicated to The Whitsundays Holiday Dollars campaign have been claimed or after 11:59pm AEST, Wednesday 30 June 2021.

What will happen to any unspent funds?

If there are any unspent funds at the end of the program (from vouchers not fully spent, or vouchers not redeemed), TEQ will work with TW to plan for the best use of the remaining funds to drive demand for The Whitsundays, Heart of the Great Barrier Reef.

What rates should my business use?

The standard rates made available to TW through the website and The Whitsundays Visitor Information Centre should continue. The deal will cover the period 4 May – 30 June 2021, and should rates change during peak periods, this should be reflected in the rate available.

Can I have block off dates?

No. A key message of this campaign to consumers is that there are no block-out dates, and a key aim of the campaign is to get people out and exploring more of the region. However, operators can manage availability on any certain day, if they need to limit seats for any reason.

Rates should reflect your standard rates on the dates provided to TW for bookings.

Do I have to offer a discount for the package?

No. You need to load a profile on TW's website with standard rates. It should be a rate (packaged, or your own product) that is bookable by any Queensland resident aged 18 years or over, as well as being open to those with a voucher.

Can I partner with other operators?

Yes. Packaging with other operators is encouraged to add value for consumers, and in order to optimise the 50 per cent discount up to \$200 (inc. GST). Any package offered must be instantly bookable through the TW website and must be led by a tourism experience.

Do the other operators I partner with have to be on ATDW?

Yes. If you create a package with other operators, all must be on ATDW and they must all be COVID safe.

When do I check off the voucher number with the consumer?

The consumer will need to enter their unique voucher through TW's booking system when they make the booking. TW will accept all funds and reimburse to operators as per the Booking Service agreement terms and conditions.

On the day of the experience, on top of your usual check-in processes, you will check the customer's ID.

Can travel agents/tour desks book experiences for their clients using the vouchers?

A travel agent/tour desk can make the booking on behalf of their client through the TW booking platform. Travel agent/ tour desks will not receive commission unless they have an affiliate booking engine set up through TW. The booking must be made for the person who is named on the voucher - vouchers are not transferable.

What happens if our experience cancels due to weather? How will this be handled?

This will be managed as either a booking change or cancellation in line with your Terms and Conditions.

Can vouchers be used for tourism experiences already booked?

The Whitsundays Holiday Dollars campaign is intended for new bookings only. If someone receives a voucher, their existing booking is subject to the operator's Terms and Conditions and it is up to the operator to consider any such request.

How quickly will I be reimbursed the \$200.00?

Once the experience has been taken Tourism Whitsundays finance team will process the operator return on a weekly basis, increased from a fortnightly return as per the Booking Service Agreement.

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

A customer support hotline is available 24/7 on 07 4948 5921 or by emailing Holidaydollars@tourismwhitsundays.com.au.

Help

If you need help during the campaign, please contact:

Tourism Whitsundays office Ph. 07 4948 5900
8:30am - 5:00pm, Monday - Friday



THE WHITSUNDAYS HOLIDAY DOLLARS

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