Tourism Queensland Cooperative Advertising

coroneoandco advertising

Enquiry/Booking Daily Tracking Form

This form is to assist you in keeping a daily tally of enquiries and bookings generated from your participation in the campaign below (this form does not need to be returned). The totals will assist you in providing feedback to Coroneo and Co post-campaign.

Campaign Name: Best Holiday

Time Period: September 1 to October 31 2012

Property Name: Sandy Shores Resort

Contact: Pip Langdon

Your Placement: Sunday Mail Press, TV-WIN package, online listing

Enquiry date	Number of enquiries	Source of enquiry (press, online, TV-WIN, TV-Metro)	Bookings	
			Room Nights	Value of Bookings
1/10/12	1	TV-WIN	3	$360
	1	Press	2	$240
3/10/12	1	Online	4	$480
		Total	9	$1080

Comments (e.g. specific peaks in bookings, success of particular media type such as Sunday Mail)

FOR OPERATOR USE ONLY

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Tourism Queensland