



need help?

If you have any questions or require assistance completing this online form, please contact:

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TQ Co-op Advertising Campaign Response Form

Best Holiday Campaign

August 2009 - June 2010

Thank you for your recent participation in this advertising initiative with Tourism Queensland.

Your feedback is compulsory, and critical to gauge campaign return on investment. All information will be summarised and remain confidential. We appreciate as much detail as you are able to provide.

Please complete the form below.

Business Name:	*	<input type="text" value="Sandy Shores Resort"/>
Contact Name:	*	<input type="text" value="Pip Langdon"/>
Advertised product : If different from Business name	*	<input type="text" value="Sandy Shores Resort"/>
Advertised Deal:	*	<input type="text" value="1 night from \$120"/>
Advertising Placements: Please indicate where your advertisements have appeared - select all appropriate options		<input type="checkbox"/> Brisbane & Regional QLD TV package <input checked="" type="checkbox"/> Regional QLD WIN News package <input checked="" type="checkbox"/> Metro Press - Sunday Mail <input type="checkbox"/> Regional Press - Gold Coast <input type="checkbox"/> Regional Press - QLD North <input type="checkbox"/> Regional Press - QLD Central <input type="checkbox"/> Regional Press - QLD South <input type="checkbox"/> Regional Press - NSW North <input checked="" type="checkbox"/> queenslandholidays.com.au listing
Enquiries		
How many enquiries did you receive? Including phone, email and internet	*	<input type="text" value="42"/>
Which placement generated the most enquiries:	*	<input type="text" value="queenslandholidays.com.au listing"/>
Were there any specific peaks in the enquiries? Saturday afternoon, Sunday Morning, Monday Lunchtime?	*	<input type="text" value="There were specific peaks evident between Monday and Wednesday at lunchtime."/>
Were there any trends in the enquiries and bookings? E.g. Brisbane, regional Qld, northern NSW, families or couples, increased length of stay, upgrades etc?	*	<input type="text" value="The trends when booking indicated a strong interest from families in the South East Queensland region."/>
Bookings		
How many bookings / sales did you make during this time?	*	<input type="text" value="32"/>
How many room nights did you book? For accommodation houses only	*	<input type="text"/>
Total value of bookings?:	*	<input type="text" value="\$5,001 - \$10,000"/>
Additional comments		<input type="text" value="I found the campaign to have strong leverage and influence on our idea target market which was South East Queenslanders. I would certainly participate in a campaign of this style again as it was both cost efficient and had a strong return on investment."/>
Thank you for your time.		
<input type="button" value="Submit"/>		