

Queensland Online Holiday Deals

November 2011

Overview

Tourism Queensland has developed an exciting campaign to boost summer bookings. The campaign signifies the evolution of the Queensland, Where Australia Shines brand and will commence on Saturday 22nd October until end of November and then again from February to March 2012. The campaign will include magazine, press, outdoor (street furniture), radio and digital activity and will drive consumers to a dedicated landing page on queenslandholidays.com.au to win a \$10,000 holiday and view Queensland online holiday deal listings.

A special **last minute opportunity** in-line with the launch of this activity is available for operators who have not previously taken up the offer for an online holiday deal in October/November. For the month of November operators can have an online holiday deal listing for \$100 + gst.

Please note, those operators who have already signed on for an October/November online holiday deal listing will automatically be included in this campaign.

queenslandholidays.com.au is the premier domestic destination website for consumers looking to plan and book a holiday to Queensland. The site offers a comprehensive collection of information on Queensland tourism product, holiday deals as well as travel tools to assist with holiday planning. The site provides tourism operators with access to a highly targeted audience actively seeking information on holidaying in Queensland.

Why Advertise on Queensland Holidays?

- 285,000 visitors each month interested in a Queensland Holiday
- 1.45 million pages of Queensland content viewed each month
- Direct to operator call to action
- The Holidays Deals pages are consistently in the top 5 most viewed pages on the Queensland Holidays website
- Queensland Holidays website has the top ranking search results on Google for the search term **Queensland Holiday deal/deals** (Google delivers high volumes of qualified visitors to travel websites)

83% of visitors to Queensland Holidays expect to be able to book from this site either directly with an operator or via a booking system (Queensland Holidays Usability research - March 2010).

Online Holiday Deals

Operators receive an online holiday deal listing on queenslandholidays.com.au for the month of November.

Holiday deals are listed:

- ATDW product listing (Holiday Deals Tab)
- Whole of State Holiday Deals page
- Destination specific Holiday Deals page

Cost for participation: \$100 +gst



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How to participate

All campaign participants must:

1. Be subscribed to the Australian Tourism Data Warehouse (ATDW).
 - If you're not already subscribed to the ATDW then now is the best time to sign up as there is **no cost** for your ATDW listing, as the annual subscription fee for 2011/12 is currently 100% subsidised by the State and Federal Government's Tourism Industry Support Package.
 - **How to subscribe?**
 - a. Visit www.tq.com.au/bonustime and download a registration form.
 - b. Fill in the form and save it as an attachment in 'word document' format.
 - c. Email your completed registration form and at least four images to Tourism Queensland.
2. Provide a deal or offer for listing valid for the two-month blocks you've chosen to book.
3. Complete a compulsory campaign response form at the end of the campaign (this will remain confidential).
Tourism Queensland will provide operators with a report on the number of leads generated to your website

What you will need to provide

All operators will be required to complete an online listing form which will be emailed separately once booking confirmation is received.

Operators will be asked to provide:

- Property/Operator Name (this must match your ATDW listing)
- Package name (4-5 words)
- Short offer description (max 80 characters)
- Long offer description (max 350 characters)
- Conditions/Validity (max 180 characters)

Material Deadline: Friday, 21 October 2011*

*Start date for online listing is from Tuesday, 1 November 2011

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Faxback Booking Form

Please tick the below box and complete this faxback booking form to participate in this opportunity

Yes, I would like to purchase an online holiday deal for the month of November for \$100 +gst

Please select your destination:

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> Brisbane | <input type="checkbox"/> Queensland's Outback |
| <input type="checkbox"/> Bundaberg | <input type="checkbox"/> Southern Downs |
| <input type="checkbox"/> Capricorn | <input type="checkbox"/> Sunshine Coast |
| <input type="checkbox"/> Fraser Coast | <input type="checkbox"/> The Whitsundays |
| <input type="checkbox"/> Gladstone | <input type="checkbox"/> Toowoomba, Golden West & South Burnett |
| <input type="checkbox"/> Gold Coast | <input type="checkbox"/> Tropical North Queensland |
| <input type="checkbox"/> Mackay | <input type="checkbox"/> Townsville |

Special Conditions:

- Tourism Queensland reserves the right to:
 - a. Refuse advertisements that do not meet the participation requirements criteria
 - b. Ensure there is an adequate mix of operators featured in the campaign
- Advertising creative for tourism industry partners must carry Queensland product messaging only.
- Tourism Queensland reserves the right to cancel media placements if required subscription levels are not achieved.
- All content is current at time of distribution, but is subject to change without notice. Please refer to the Tourism Queensland Advertisers Acceptance Policy for full terms and conditions. View at tq.com.au/advertiseracceptancepolicy

FAX bookings to 07 3252 4862

For bookings, enquiries or more information please contact Tourism Queensland's Advertising Sales Agent, **Coroneo and Co**
P: 07 3252 4860 F: 07 3252 4862 E: tqsales@coroneo.com.au

Contact Details:

Company name: _____

Contact: _____ Signature: _____

Phone: _____ Fax: _____

Email: _____

ABN: _____