



# GOLD COAST HOLIDAY DOLLARS

OPERATOR HANDBOOK

DESTINATION  
**GOLDCOAST.**

TOURISM  
& EVENTS  
*Queensland*



Queensland  
Government



# Contents

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

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## If you need help during the campaign, please contact:

### ATDW Helpdesk:

[atdw@queensland.com](mailto:atdw@queensland.com)

Ph. 1800 629 749 during business hours

### Dedicated operator support hotline:

[operatorsupport@queensland.com](mailto:operatorsupport@queensland.com)

### For other enquiries

Ph. 13 74 68

8:00am - 6:00pm, Monday - Friday

TEQ: Tourism and Events Queensland

DGC: Destination Gold Coast

ATDW: Australian Tourism Data Warehouse

# What is 'Gold Coast Holiday Dollars'?

Destination Gold Coast (DGC), together with the Queensland Government, welcomes the extension of the Holiday Dollars program to the Gold Coast, commencing in June 2021.

On the Gold Coast there will be 30,000 vouchers available, worth \$100.00 (inc. GST) each for Queensland residents to enjoy tourism experiences on the coast. The vouchers can be used to claim 50 per cent of any eligible accommodation or tourism experience booked, up to a maximum of \$100.00 (inc. GST).

This campaign has been designed to attract people to enjoy the wide range of accommodation on the coast and surrounds, as well as to get out and explore attractions and tours. All Queenslanders over the age of 18 (including Gold Coast residents) are eligible to apply for a voucher.

## What is the campaign trying to achieve?

The Gold Coast is Australia's largest regional (i.e. non-capital city) destination for international visitors, welcoming 1.1 million international visitors in 2019. The impacts of COVID-19, particularly the international border closures, have been significant for the Gold Coast.

The Gold Coast Holiday Dollars campaign is designed to support the region's tourism industry by inspiring Queenslanders to travel to the Gold Coast and ignite a love for this international tourism destination that is right on their doorstep.

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 on the Gold Coast.



## What is the eligibility criteria?

The \$100.00 (inc. GST) voucher can be redeemed for a 50 per cent discount (up to \$100.00 inc. GST) on accommodation and tourism experiences. 'Accommodation' and 'tourism experiences' are defined below in 'Inclusions'.

### To participate in the Gold Coast Holiday Dollars campaign, a tourism operator must:

- Be a Gold Coast region\* tourism operator (business physical address must be within the state of Queensland); AND
- Have a current, live Australian Tourism Data Warehouse (ATDW) listing\*; AND
- Be COVID Safe (Read more on the requirements [here](#)); AND
- Provide a bookable tourism experience or accommodation that operates within the Gold Coast region\*.

### The following outlines what accommodation and tourism experiences can and cannot participate in the campaign.

#### *Inclusions:*

- Businesses listed in the following ATDW categories: Accommodation, Tours, Attractions
- Transport that includes a tourism experience. For example, touring including water transfers to islands, bus and coach tours and tourism experience that includes a transfer.
- Dining inclusions with a tourism experience, where the tourism experience is the booking lead.
- Cultural tourism experiences. For example, exhibition and dining packages.

#### *Exclusions:*

- Businesses listed in the following ATDW categories: Transport, Hire, Food and Drink, Event, Journey, Information Services, Destination Information.
- Airbnb, Hipcamp Australia and similar types of app-driven holiday letting.
- Rentals/hire including cars, campervans, bicycles, kayaks, SUP, boat and leisure craft that is not part of an integrated tourism experience.
- Independent transport that is not part of a tour. For example, airport transfer, shuttle bus and public transport.
- Cultural tourism experiences that include theatre shows, concerts and festivals.
- Restaurants, bars and cafes.
- Gift shops and shopping outlets.
- Annual Passes.

\*NOTE: the Gold Coast region includes the City of Gold Coast Local Government area and some surrounding areas - please see [here](#) for the full definition.

## Campaign timeline / key dates



## Overview:

### How operators participate in the campaign

- 1** **3 June - 21 July 2021: Operator registration period.** Operator meets the eligibility requirements and registers in the operator portal to take part in the campaign. This will ensure you are set up in Tourism and Events Queensland's (TEQ) finance system in order to process reimbursement.
- 2** TEQ confirms operator eligibility and approves the operator to participate - bookings with vouchers can only be accepted once this has occurred. Once approved, you will receive log in details for the Gold Coast Holiday Dollars voucher portal.
- 3** **16 June - 21 July 2021: Consumer booking period.** Consumers browse the list of participating operators on Queensland.com and book their accommodation or tourism experience. Bookings come to the operator direct. The consumer's voucher covers 50 per cent of the booking, up to \$100.00 (inc. GST) and the consumer pays the balance of the booking cost.
- 4** **When booking is confirmed:** The operator logs into the voucher portal to claim the booking and validate the unique voucher code.
- 5** **16 June - 17 September 2021: Consumer travel period.** The travel must be completed by 11:59pm AEST, 17 September 2021. i.e. the consumer must have checked out/completed the experience by this time.
- 6** **At check-in:** When the consumer checks in to their accommodation or experience, the operator will verify their identity and check it matches the name and details linked to the voucher code.
- 7** Consumer enjoys their stay/experience!
- 8** After the guest checks out/the experience is taken, the operator marks the booking as 'complete' in the voucher portal. An invoice can then be generated within the portal and TEQ processes the reimbursement to cover the value of the voucher used on the booking.

For full details of operator eligibility, please see [here](#).

**Dedicated operator support:**  
[operatorsupport@queensland.com](mailto:operatorsupport@queensland.com)

## Overview:

### How consumers participate in the campaign

- 1** **3 June 2021:** Campaign is announced.
- 2** **7 - 10 June 2021:** Voucher draw officially opens for consumer registrations from 12:00pm AEST (midday) on Monday 7 June and closes 11:59am AEST (just before midday) on Thursday 10 June 2021.
- 3** **From 16 June 2021:** Consumers are notified if they have been successful in receiving a voucher. Vouchers are issued by email and SMS with a unique code.
- 4** **16 June - 21 July 2021: Consumer booking period.** Consumers browse the list of participating operators on Queensland.com and book their accommodation/experience direct with the operator, including supplying the unique voucher code. Consumer pays the remaining balance of the booking over and above the \$100.00 (inc. GST) voucher.
- 5** **16 June - 17 September 2021: Consumer travel period.** The vouchers are valid for travel between 16 June - 17 September 2021. The travel must be completed 11:59pm AEST 17 September 2021. i.e. the consumer must have checked out/completed the experience by this time.
- 6** Consumer arrives for their stay/experience, validates their identification and has a great time!
- 7** Consumer raves about the Gold Coast and their tourism experience to all their friends and family and on social media (we certainly hope!).

Date changes, cancellation and no shows are all managed through the operator's terms and conditions.  
Customer support is available 8:00am - 6:00pm,  
Monday - Friday. Ph. 13 74 68.

**Operator registration portal is here** ▶

# Marketing support for the campaign

TEQ and Destination Gold Coast will support the Gold Coast Holiday Dollars program with a marketing and advertising campaign aiming to drive registrations for the voucher draw and support voucher redemption. The campaign will focus on highlighting the operators of the Gold Coast region.

The marketing campaign will include a strong digital push, including social media and display advertising to drive clicks to the landing page. This will be supplemented with press ads in relevant papers.

## Suggestions – how to make the most of the campaign

Make your accommodation or tourism experience stand out and use opportunities to leverage TEQ's marketing and advertising 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, updated contact information and how you will keep them COVID Safe. You can also upload a holiday deal (perhaps with extended travel dates) on ATDW to upsell additional tourism experiences.

### Gold Coast Holiday Dollars logo

Once you're signed up for the campaign you can add the 'Gold Coast Holiday Dollars' logo to your marketing collateral, including social posts and your website. You can access the Style Guide (and logo downloads) on the Gold Coast Holiday Dollars [industry webpage](#).

### Email

Update your email database and social media followers about the campaign and encourage them to enter the draw for a \$100.00 (inc. GST) voucher.

### Social Media

When posting about Gold Coast Holiday Dollars on social media, ensure you tag: #thisisQueensland #PlayGoldCoast @queensland and @DestinationGoldCoast

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

For social media best practice, read [TEQ's content framework](#) here.

### IMATE

Connect with [IMATE](#) – TEQ's industry media agency - to understand how you can best leverage TEQ's investment in the marketing campaign through paid media packages and a range of other opportunities.

### 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 Gold Coast region.

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

## Help

If you need help during the campaign, please contact:

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# FAQ's

## What is accommodation or a tourism experience?

[Please see details here](#)

## Why are the Gold Coast vouchers worth \$100?

TEQ and DGC have worked closely to carefully design this campaign to address the specific needs on the Gold Coast, where there is a large range of experiences the vouchers can be spent on, offering a broad range of price points.

## What will the program generate for the Gold Coast economy?

The program is designed so that for every \$1 of campaign investment, we see at least \$1 of traveller investment. This program could drive a \$26.4 million spend in the Gold Coast's economy.

## Why can't the vouchers be used to purchase an Annual Pass?

The Gold Coast Holiday Dollars campaign aims to drive a boost to the tourism industry during the travel period of 16 June - 17 September, while also showcasing the broad range of accommodation and tourism experiences on offer in the region. There is no restriction on participating operators marketing a deal/package/discount to consumers to incentivise future travel, once they have travelled on their voucher booking.

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

This program is primarily about getting people out and really experiencing what Gold Coast has to offer. We know from the other Holiday Dollars campaigns around the state that voucher holders do not just spend their money on the one experience they've used their voucher for - we're seeing the economic impact spread across the industry. We expect that people getting out and experiencing the Gold Coast will do the same thing. This program is also about giving Queenslanders the opportunity to experience world-class tourism offerings while also supporting the tourism industry. Not only will this bring benefits to the economy but we hope to have even more Queenslanders sharing the word with friends and family about the great experiences on offer across the state to generate more word of mouth and more visitors.

## What areas are classed as the Gold Coast region?

The Gold Coast region is defined as the area covered by the City of Gold Coast Local Government Area. Some additional businesses may be accepted into the Gold Coast Holiday Dollars program - each application will be assessed individually:

- Existing members of DGC that operate within Northern New South Wales, who have a registered business address within the state of Queensland may be accepted into the Gold Coast Holiday Dollars campaign.
- Existing members of DGC that are located within the Scenic Rim Regional Council area may be accepted into the Gold Coast Holiday Dollars campaign.

## What if I am a Gold Coast operator with some tours/ experiences that go/are within the eligible Gold Coast regions, but others go outside of those regions?

You may apply to participate for the Gold Coast Holiday Dollars campaign so long as Gold Coast Holiday Dollars vouchers are only accepted for bookings for experiences that fall within the included and eligible Gold Coast regions.

## Will Gold Coast locals be eligible for the vouchers?

Yes, all Queensland residents over the age of 18 can enter the draw, including Gold Coast residents.

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

Yes, anyone over the age of 18 can enter the draw.

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.

## How long is there to book?

There will be five weeks to make voucher bookings. The booking period is from 16 June - 21 July 2021.

## When can the vouchers be used?

There's no block out periods for the vouchers, they are valid for travel from 16 June 2021 to 11:59pm AEST, Friday 17 September 2021, subject to operator availability.

## Can vouchers be used for accommodation or tourism experiences already booked?

The Gold Coast Holiday Dollars campaign is intended for new bookings only. If someone is successful in securing 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.

## 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 \$100.00?

The voucher is valid for one use only, up to a maximum of \$100.00 (inc. GST).

If the full \$100.00 isn't spent, any remaining value is forfeited and can't be used with another experience or operator participating in the campaign. It is recommended operators encourage bookings/ deals that utilise the maximum voucher value.

## FAQ's Continued

### What if a voucher isn't used?

It will no longer be valid after 11:59pm AEST, Friday 21 July 2021 (i.e. at the conclusion of the booking period).

### 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 DGC to plan for the best use of the remaining funds to drive demand for a Gold Coast holiday.

### Can I have block out 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.

Operators should manage availability on any given day.

### When and how do I obtain the voucher code from the consumer? How do I know the voucher code is legitimate?

At the time of booking. The consumer will need to enter their unique voucher number through your booking system when they make the booking; or you will need to record this number when taking a booking over phone or email.

Once the booking has been made, log in to the Gold Coast Holiday Dollars voucher portal and check if the voucher is valid or has been claimed previously before confirming the booking and use of the voucher.

If the voucher is valid and not claimed already, you 'claim' the voucher by clicking the 'claim' button.

The booking may then be confirmed and remaining payment (less the voucher amount applicable) should be taken from the consumer.

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

The decision to take bookings via a tour desk is at the discretion of the operator.

If the operator chooses to accept a booking through a tour desk, they do so at their discretion and at terms agreed with the tour desk. The booking must be made for the person who is named on the voucher - vouchers are not transferrable and proof of identity is required. Vouchers can only be claimed and redeemed through TEQ by an approved operator not a tour desk.

### What happens if our experience cancels due to weather or some other reason? How do we mark this in the portal?

This will be managed as either a booking change or cancellation in line with your Terms and Conditions. Please see further information [here](#).

### How quickly will I be reimbursed the \$100.00?

TEQ is processing reimbursements daily. Once the experience has been taken and the Gold Coast Holiday Dollars voucher is marked as 'completed' in the portal, the operator can submit a valid tax invoice for the total value of vouchers as part of the relevant reimbursement claim to TEQ. [See below 'How to claim reimbursement'](#).

### I can't log in to the operator portal?

The portal works best if you use the Google Chrome browser. If you are still unable to log in, contact [operatorsupport@queensland.com](mailto:operatorsupport@queensland.com) for a reset.

### What should I do on the day of the Experience/Booking?

- Check the identification of the voucher holder to ensure it matches the name on the voucher and the booking.
- Log in to the Gold Coast Holiday Dollars voucher portal and mark the voucher 'completed'.

### What if my product has a different ATDW category listing, but the experience offered also falls within the eligible categories?

If your product has an element of accommodation, tour or attraction, but your ATDW listing is in a different category, we encourage you to register for an additional ATDW listing.

The fee is currently waived and your presence through the distribution channels is increased across different categories. See 'how to' [here](#).

### Can I accept a Gold Coast Holiday Dollars voucher if I'm not registered and approved for the campaign?

No, but you are welcome to register right throughout the booking period, up to 21 July 2021.

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

A customer support hotline is available 8:00am - 6:00pm Monday to Friday. Ph. 13 74 68

## Help

### If you need help during the campaign, please contact:

#### ATDW Helpdesk:

[atdw@queensland.com](mailto:atdw@queensland.com)

Ph. 1800 629 749 during business hours

#### Dedicated operator support hotline:

[operatorsupport@queensland.com](mailto:operatorsupport@queensland.com)

#### For other enquiries

Ph. 13 74 68

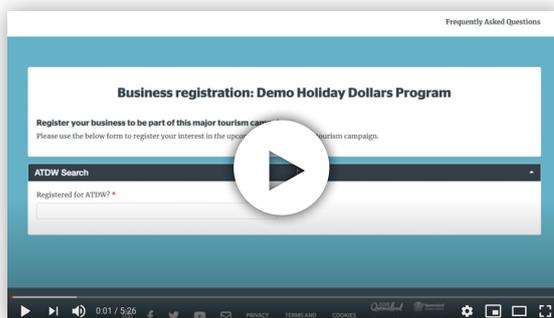
8:00am - 6:00pm, Monday - Friday

# How To Guides:

## How to register to take part in the campaign

### How to video

There is an instructional video you can watch to help you register in the portal. Alternatively, you can follow the instructions below. Click to watch.



Operator registration is open 3 June – 21 July 2021

[Operator registration portal is here](#)

### Step 1

Enter your ATDW Listing number (if you're not registered for ATDW, [please follow this process first](#)).

You'll need to do a separate registration for each of your individual ATDW listings.

Your details stored in ATDW will automatically fill the business information fields

- please update these if any of your details have changed. Then enter your address details.

#### ATDW Search

Registered for ATDW? \*

Yes

Please enter your ATDW Listing Number (including the leading AU) such as AU0000000 \*

You can find your ATDW Listing Number by logging into [ATDW-online.com.au](http://ATDW-online.com.au) and viewing your listing summary. It is located in the top left hand corner.

#### Business Information

If any of the below is incorrect please provide updated details.

Business name *	ABN *
<input type="text"/>	<input type="text"/>
Phone *	Email *
<input type="text"/>	<input type="text"/>
Website address *	Is the business Indigenous owned?
<input type="text"/>	No
Does the business offer an experience led by an Aboriginal and/or Torres Strait Islander person?	
No	

## Step 2

Enter the contact details for the person in your business who will be the primary contact for the purposes of this campaign.

### Contact

Please advise the primary contact for administration of this program.

First name *	Last name *
<input type="text"/>	<input type="text"/>
Position title *	Phone *
<input type="text"/>	<input type="text"/>
Email *	
<input type="text"/>	

## Step 3

In order to reimburse you for the vouchers that are redeemed through your business, we will need your bank details. Please provide these details in this section of the form. We'll also need you to provide either a:

Header of Bank Statement; or

Bank Deposit Slip

To verify your banking details.

This verification forms part of your agreement to the Terms and Conditions in the next section.

### Payment Details

For us to reimburse operators, we require the below information to process invoices and payments. Please review the declarations below on how to provide a copy of either a Header of Bank Statement or Bank Deposit slip that matches the details provided.

Financial Institution *	BSB number *
<input type="text"/>	<input type="text"/>
Account name *	Account number *
<input type="text"/>	<input type="text"/>
Remittance email *	Registered for GST? *
<input type="text"/>	<input type="text"/>

## Step 4

Agree to the Terms and Conditions - including a quick link to supply your bank detail verification.

### Declaration

- I have read the [terms and conditions](#) and as an authorised representative of the Business agree to these conditions and bind the Business to adhere to them.
- I consent to the collection, use and sharing of my information as specified in the [terms and conditions](#) and the [Privacy Policy Statement](#).
- I certify that the information provided in this Registration Form is true and correct.
- I understand that the submission of this Registration Form does not guarantee acceptance for the purpose of the upcoming campaign and I will be notified of the Business's acceptance via email correspondence.
- I confirm that this business is operating within the [COVID Safe Framework](#) and is compliant with the applicable [Queensland Health Public Health Directions](#)
- I will forward a copy of either a Header of Bank Statement or Bank Deposit slip that matches the details I have provided to [accountssupport@queensland.com](mailto:accountssupport@queensland.com) [Click here to supply now](#)

## Step 5

Click 'submit'. An automated message will appear to confirm you have successfully submitted your registration. You will also receive a reference number, which you may wish to record.

# How To Guides:

## How to register your tourism business on ATDW

In response to the unprecedented COVID-19 crisis facing the state's tourism and events industry, Tourism and Events Queensland, in partnership with Queensland's regional tourism organisations, is currently offering ATDW subscription with no annual fee, providing a saving of \$150 per year. This offer is available to all tourism and events operators in Queensland. Operators looking to take up this offer should visit [www.atdw-online.com.au](http://www.atdw-online.com.au) and click '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](mailto:atdw@queensland.com)

Ph. 1800 629 749 during business hours

### Step 1

Go to [atdw-online.com.au](http://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 500+ 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 [Easi.Aesth](#).

[CONTINUE](#)

## Step 2

Insert your organisation's 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**

e.g. Unit 401

**Suburb\***

e.g. Surry Hills

**State\***  **Post code\***

e.g. 2000

---

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](mailto: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

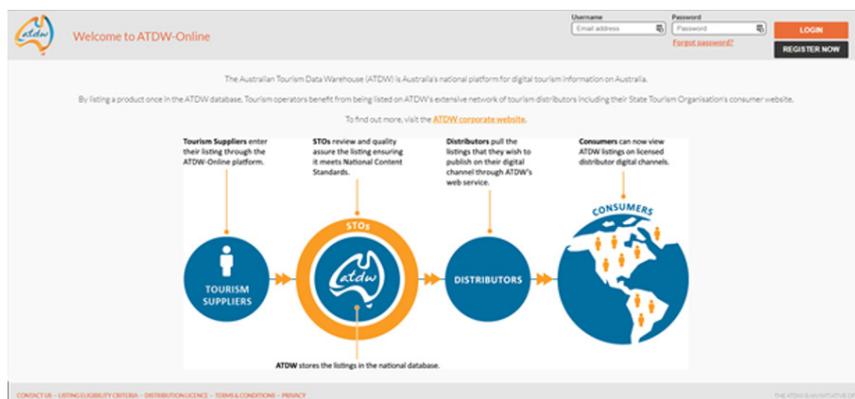
ACCEPT

# How To Guides:

## How to setup your listing on ATDW

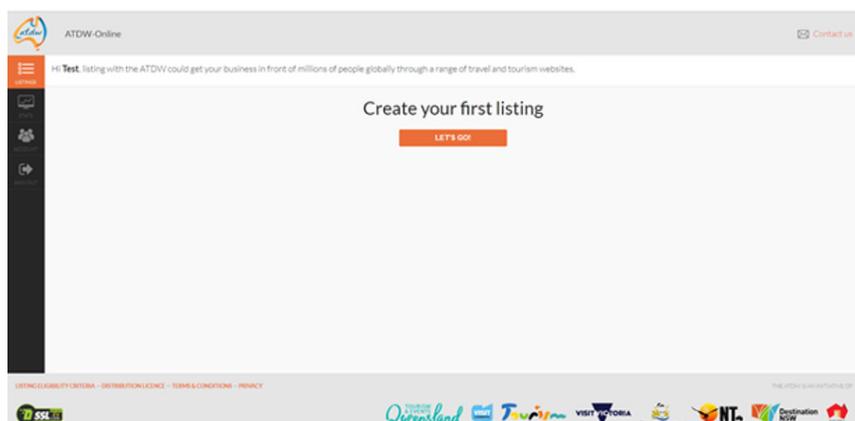
### Step 1

Login to the platform [atdw-online.com.au](http://atdw-online.com.au)



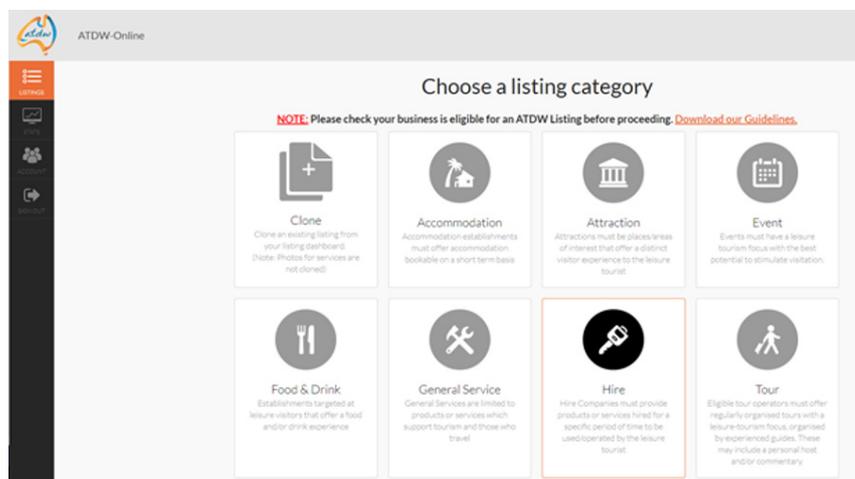
### Step 2

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.





# How To Guides:

## How to load an ATDW Deal

Operators will have the opportunity to provide a deal, or set of deals, for consumers to take advantage of their 50% off voucher (up to \$100.00 inc. GST). It is not mandatory to create a deal in ATDW, however it does give you more coverage on Queensland.com. Deals can be specific to a product, e.g. \$100 off a one-night stay in the Superior King Room, or more general, e.g. \$100 off all room rates.

Operators will load their deal(s) into ATDW Online and this deal will then appear on Queensland.com within a few business days.

### Operators can load up to three deals

- Operators must provide instructions to guide consumers how to book and pay for their preferred experience or tour.
- Deals loaded must also be available for any traveller (who does not have a voucher) to book at full price.

**Example:** Burleigh Plaza Hotel\* is offering \$100 off one-night stay in their Superior King rooms. Usually \$450 for one night, now \$350 for one night with a Gold Coast Holiday Dollars voucher. Voucher holders must be 18 years+, limited to one voucher per person. Offer valid for promotion from 16th June until 21 July. Voucher holders can book to stay any night from 16 June – 17 September.

**Please note,** the example given is for a specific room rate. Operators are welcome to provide a more general offer, like 'Get \$100 off any of our hotel rooms' if that is better suited to your product. This would work best with a minimum rate of \$200, as the vouchers can cover 50% off, up to \$100.

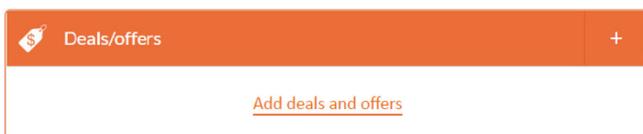
\*Example operator only

### It's a 'deal' not a discount

You do not need to discount your rates in order to take part in this campaign.

### Load your Gold Coast Holiday Dollars deal as an ADTW Holiday Deal:

1. Go to [atdw-online.com.au](http://atdw-online.com.au).
2. Enter your username (email address) and password.
3. From your Listing Dashboard, click the 'Update' button next to the listing you would like to update.
4. Navigate to the 'Add a Deal/Offer' section on the left-hand side menu and add the details of your holiday deal.



You can load Gold Coast Holiday Dollars deals from 3 June, for promotion throughout the booking period, which ends 21 July 2021

5. In "Deal Type" select Voucher from the drop-down list

#### Deal Type\*

Voucher	✓
---------	---

6. Add a Deal Offer Name - note this is what will be displayed as your Deal Name on Queensland.com, eg. \$100 off one-night stay in Superior King room

#### Deal/Offer Name\*

\$100 off one-night stay in Superior King room	✓
--	---

7. Enter a 'Deal Description'. Please start the Deal Description with information about the price discount. As an example, Get \$100 off one-night stay in stunning Superior King room. Usually \$450 for one night, now \$350 for one night with a Gold Coast Holiday Dollars voucher. Offer valid for promotion from 16 June until 21 July 2021. Voucher holders can book to stay any night from 16 June - 17 September\*. Call us directly on 07 9647 1234 for more details.

Include any other details for the offer - eg. what product you're offering, key features of the product. Please include the channel you require customers to use to book and pay (eg. via phone only) and provide contact details (phone number/email address etc.). Maximum 55 characters.

*\*Travel must be completed by 11:59pm, 17 September 2021 - so for accommodation providers, you must take this into account when accepting bookings.*

**Deal Description\***

Get \$100 off one-night stay in stunning Superior King room. Usually \$450 for one night, now \$350 for one night with a Gold Coast Holiday Dollars voucher. Offer valid for promotion from 16 June - 21 July 2021. Voucher holders can book to stay any night from 16 June - 17 September\*. Call us directly on 07 9647 1234 for more details.



8. Enter the 'Deal Terms and Conditions'. Please include information specific to your business. We recommend including (if applicable):

- Cancellation policy
- Min age / safety requirements
- If the deal is subject to availability

Minimum 20 characters. Maximum 200 characters.

**Please note:** Deals also need to be bookable by people who do not have a Gold Coast Holiday Dollars voucher. If you are linking this deal through to your online booking/reservations system, please specify in the T&Cs how these customers should book without the voucher discount (eg. they may need to call you, or you may need to create a second booking link).

**Deal Terms & Conditions\***

Voucher holders must be 18 years+, limited to one voucher per person. Travellers should be able to book at the full RRP if they do not have a voucher. Bookings must be made directly with the operator using contact details provided. Offer not valid in conjunction with any other offer.



9. Enter the Deal 'In-Market Dates'.

These are the dates when TEQ will advertise your offer on Queensland.com.

- In-Market Start Date: 16 June 2021
- In-Market End Date: 21 July 2021

**Provide the in-market start and end dates that the deal will be advertised**

**Start Date\***

**End Date\***

16 June 2021



21 July 2021



10. Enter the 'Validity' Dates as follows. 'Validity' Dates are when consumers can use your offer.

1. Validity Start Date: 16 June 2021
2. Validity End Date: 17 September 2021

**Provide the validity start and end date for when the deal can be redeemed**

**Start Date**

**End Date**

16 June 2021



17 September 2021



- Enter the Deal Price at the already discounted price - for example, if you are offering \$100 off a room rate usually valued at \$450.00, please enter \$350.00 in the Deal Price field. If your offer is under the value of \$200.00, for example, a single room rate usually \$150.00 with 50% off, now \$75.00, please enter the final deal price of \$75.00 including the voucher discount. Leave the 'Price Comment' field blank.

If you have entered a more generic offer like, get \$100 off any room rate, you can enter that into the Price Comment instead of the Deal Price field.

**Please provide either a Deal Price or a Price Comment\***

Deal Price	Price Comment
<div style="border: 1px solid green; padding: 5px;"> <span style="font-size: 24px; font-weight: bold;">\$</span> <span style="font-size: 24px; font-weight: bold;">\$350</span> <span style="color: green; font-size: 24px; font-weight: bold;">✔</span> </div>	<div style="border: 1px solid black; padding: 5px;">           For example, kids eat free         </div>

- Please upload a deal image that is bright, high quality and represents your experience. This must be 1600 pixel wide by 1200 pixels high in landscape orientation. The image will also Alt Text.

**Example:** Superior King Room

Photos
Required



<b>Caption</b>	<b>Alt Text (Required)*</b>
Superior King Room	Burleigh Plaza Hotel, Superior King Room
<b>Copyright</b>	<b>Photographer</b>
Copyright - who owns this photo	Photographer - who took this photo

DELETE

SAVE PHOTO

- Please enter all inclusions applicable to your deal.

**Example:** Check in at 15:00  
 Check out at 11:00  
 Breakfast included in room rate. The hotel features 292 guestrooms, dining experiences, flexible meeting space, plus a rooftop infinity pool with bar and lounge.

**Deal Inclusions**

Check in at 15:00  
 Check out at 11:00  
 Breakfast included in room rate. The hotel features 292 guestrooms, dining experiences, flexible meeting space, plus a rooftop infinity pool with bar and unrivalled views to Burleigh Beach.

✔

- In the 'Deal URL' field, add a page on your website where you will provide information about the deal. If you're unable to build a page with the deal information, please provide a link to your contact page on your website.  
[www.burleighplazahotel.com](http://www.burleighplazahotel.com)

**Deal URL**

[www.burleighplazahotel.com](http://www.burleighplazahotel.com)

✔

- Please submit for review. Once reviewed and approved by the QA team your deal will be published when the consumer voucher program goes live. If the program is already live, your offer will go live as soon as it is reviewed and approved.

# How To Guides:

## How to be COVID Safe and 'Good to Go'

To participate in the Gold Coast Holiday Dollars campaign you will need to declare that you have the relevant 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](#):

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



# How To Guides: How to take a booking with a Gold Coast Holiday Dollars voucher

## Booking process

Queenslanders aged 18 years or older can register via a campaign landing page on Queensland.com to go into the draw to receive a Gold Coast Holiday Dollars voucher. Successful applicants will receive an SMS alert and an email voucher with a unique voucher code redeemable with participating operators only.

- Gold Coast Holiday Dollars vouchers can be used to make bookings from 16 June - 21 July 2021; for travel from 16 June - 17 September 2021. Travel must be completed by 11:59pm AEST, 17 September 2021.
- Voucher recipients book direct with the tourism operator.
- The consumer will need to enter their unique voucher number through your booking system when they make the booking; or you will need to record this number when taking a booking over phone or email. You enter this number into the operator portal to claim the booking - the system will display an error message if the unique code is incorrect/already used. This process prevents the reuse of the voucher with other operators and helps to mitigate fraud.

## How to claim a voucher

1. Once in the voucher portal, enter the voucher code that has been provided by the consumer at time of booking.
2. Click the Search Icon or press enter.
3. Confirm the name of the consumer against the system response.
4. Enter all applicable details (start date, end date, total cost of booking - not including/before any voucher discount\* - and party size).
5. Click Claim.
6. A confirmation message will display to show the claim has completed successfully and the voucher will appear in the Claimed Vouchers section.

\* Please note the system will automatically calculate the amount due for reimbursement once the claimed voucher is invoiced.

### NOTE: You MUST 'claim' the booking when it is made.

When each booking is confirmed the operator needs to log into the voucher portal to claim the booking and validate the unique voucher code. Even if the booking is made for a future date, you need to 'claim' the booking at this point. If this isn't done before the booking period ends (21 July 2021), the voucher (and therefore the booking) may no longer be valid if it hasn't been claimed by the operator.

### How do I log into the voucher portal?

Once your registration in the Gold Coast Holiday Dollars campaign is approved, you will be sent a link and login details for the voucher portal.

The voucher portal works best when accessed via the Google Chrome browser [operator.queensland.com](http://operator.queensland.com)

If you have any issues, please contact [operatorsupport@queensland.com](mailto:operatorsupport@queensland.com)

## Gold Coast Holiday Dollars - Manage Vouchers

### Business Name

#### Claim a Voucher



YDEMOCODE123 is valid for Demo Voucher

#### Enter details for voucher YDEMOCODE123

Start Date



End Date



Total Cost of Booking excluding voucher discount

Party Size

Claim

You can take Gold Coast Holiday Dollars bookings between 16 June - 21 July 2021, for travel from 16 June - 17 September.

## Gold Coast Holiday Dollars - Manage Vouchers

### Business Name

Claim a Voucher

Enter details for voucher YDEMOCODE123

Start Date

16/06/2021

End Date

19/06/2021

Total Cost of Booking excluding voucher discount

800

Party Size

2

YDEMOCODE123 has been claimed successfully.

Claim

### Claimed Vouchers

Show 25 entries

Search:

First Name	Last Name	Voucher	Start Date	End Date	Total Cost (incl GST)	Party Size	Complete	Cancel
Demo	Voucher	YDEMOCODE123	16/6/2021	19/6/2021	\$800.00	2	No	

Showing 1 to 1 of 1 entries

Previous 1 Next

Hold Ctrl + Click on each row to select multiple.

Invoice Edit Save

### Completing a Voucher/Booking - at consumer check-in

When the consumer checks in to their accommodation or experience, the operator needs to verify their identity and check it matches the name and details for the booking and the unique voucher code provided by the customer. After they've completed their experience, the operator will need to mark the booking as 'complete' in the voucher portal.

1. In the voucher portal, find the consumer's voucher from the Claimed Vouchers section.
2. Click to select/highlight the voucher.
3. Click Edit.
4. Change Complete? to Yes.
5. Click Ok.
6. Then you must also click Save.

Vouchers must be marked complete in order to be invoiced.

### Claimed Vouchers

Show 10 entries Search:

First Name	Last Name	Voucher	Start Date	End Date	Total Cost (incl GST)	Party Size	Complete	Cancel
John	Citizen	N4L24C43BZ				0	No	
Jake	Citizen	1				0	No	
Sally	Resident	2				0	No	
Christine	Resident	3				0	No	
James	Citizen	4				0	No	
Joan	Resident	5				0	No	

Showing 1 to 6 of 6 entries 1 row selected Previous 1 Next

Hold Ctrl + Click on each row to select multiple. Invoice Edit Save

Showing 1 to 6 of 6 entries 1 row selected

Previous 1 Next

Hold Ctrl + Click on each row to select multiple.

Your changes have been saved.

Invoice Edit Save

### Booking changes

- The consumer is to contact the operator who has accepted the booking to enact any date or other changes in accordance with the operator's Terms and Conditions.
- The operator will make any date changes against the Gold Coast Holiday Dollars voucher in the portal.

**NOTE:** the consumer must have booked their accommodation/experience by 11:59pm AEST, Friday 21 July 2021 to be eligible to use the voucher. Voucher number is valid until the operator accepts the booking, and no additional technical process is required.

### Refunds and cancellations

- The consumer is to contact the operator who has accepted the booking to facilitate the cancellation process in accordance with the operator's Terms and Conditions.
- Operator will login to the operator portal to update the booking accordingly. 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.

### Cancelling a voucher

1. In the voucher portal, go to Claimed Vouchers.
2. Select the cancel button.
3. Choose cancel voucher on the pop-up window.

**Claimed Vouchers**

Show  entries Search:

First Name	Last Name	Voucher	Start Date	End Date	Total Cost (incl GST)	Party Size	Complete	Cancel
John	Citizen	N4L24C43BZKTY	6/4/2021	6/4/2021	\$0.00	0	No	

**Claimed Vouchers**

Show  entries Search:

First Name	Last Name	Voucher	Party Size	Complete
Jane	Citizen	YoKICRGFXI	0	No

**Cancel Voucher**

Confirm that you wish to cancel voucher for Jane Citizen.

# How To Guides: How to claim reimbursement once the Gold Coast Holiday Dollars voucher is used

## Invoice a Voucher(s)

To invoice a voucher or multiple vouchers you must first ensure all applicable vouchers are past dated and have been marked complete.

1. In the voucher portal, hold Control and click each of the vouchers to highlight them.
2. Once selected, click Invoice. If un-completed vouchers are included, a warning dialog box will be displayed.
3. Click Ok on the pop-up window.
4. An email containing an RCTI (Recipient Created Tax Invoice) will then be automated to your registered finance email address and TEQ's Account Support team for processing.

**NOTE:** all invoiced vouchers will then appear under the Voucher Reimbursement section. Any issues with invoices should be raised immediately to [accountssupport@queensland.com](mailto:accountssupport@queensland.com)

**Claimed Vouchers**

Show  entries Search:

First Name	Last Name	Voucher	Start Date	End Date	Total Cost (incl GST)	Party Size	Complete	Cancel
Jane	Citizen	7	6/4/2021	6/4/2021	\$0.00	0	Yes	
Jake	Citizen	1	15/3/2021	15/3/2021	\$0.00	0	No	
Sally	Resident	2	15/3/2021	15/3/2021	\$0.00	0	No	
Christine	Resident	3	15/3/2021	15/3/2021	\$0.00	0	No	
James	Citizen	4	15/3/2021	15/3/2021	\$0.00	0	No	
Joan	Resident	5	15/3/2021	15/3/2021	\$0.00	0	No	

Showing 1 to 6 of 6 entries 3 rows selected Previous **1** Next

Hold Ctrl + Click on each row to select multiple.

Showing 1 to 6 of 6 entries 3 rows selected Previous **1** Next

Hold Ctrl + Click on each row to select multiple.

**Claimed Vouchers**

Show  entries Search:

First Name	Last Name	Voucher	Party Size	Complete	Cancel
Jane	Citizen	7	0	Yes	
Jake	Citizen	1	0	No	
Sally	Resident	2	0	No	
Christine	Resident	3	0	No	
James	Citizen	4	0	No	
Joan	Resident	5	0	No	

**Invoice Vouchers**

By clicking ok you confirm that:

- Your organisation understands that Tourism and Events Queensland will issue a Recipient Created Tax Invoices (RCTI) in respect of the voucher program
- And so your organisation will NOT issue any tax invoice(s) pertaining to the supplies covered by this agreement
- Your organisation is registered for GST when it entered into this agreement and will notify Tourism and Events Queensland if the organisation ceases to be registered.

Showing 1 to 6 of 6 entries 1 row selected Previous **1** Next

Hold Ctrl + Click on each row to select multiple.

## Voucher Reimbursement

Show 25 entries

Search:

Invoice Number	Voucher	Total Cost (incl GST)	Total Reimbursement	Status
No vouchers to display				

Showing 0 to 0 of 0 entries

[Previous](#) [Next](#)

### The following applies to all Operators **not** Registered for GST:

- When ready to seek reimbursement the operator will select all 'completed' vouchers ready for reimbursement and press 'generate report'. This will generate a report listing all vouchers and values selected for reimbursement.
- The Operator should generate an invoice in accordance with their usual invoice raising processes and email the invoice and supporting voucher reimbursement report to TEQ's accounts support mailbox - [accountssupport@queensland.com](mailto:accountssupport@queensland.com) (please reference Gold Coast Holiday Dollars and operator name in the email subject).
- Invoices issued by operators not registered for GST should be for the total reimbursed voucher values, should not include GST and should agree with the report generated from the operator portal.
- TEQ will process payments to operators as soon as possible after the invoice is received.

### The following applies for all operators:

- Enquiries regarding the status of reimbursements can be directed to TEQ's accounts support mailbox - [accountssupport@queensland.com](mailto:accountssupport@queensland.com) (please reference Gold Coast Holiday Dollars and operator name in the email subject).
- Operators may be required to support a sample of voucher reimbursements with evidence of customer receipt as part of a post-reimbursement audit.



# GOLD COAST HOLIDAY DOLLARS

**If you need help during the campaign, please contact:**

ATDW Helpdesk:

[atdw@queensland.com](mailto:atdw@queensland.com)

Ph. 1800 629 749 during business hours

Dedicated operator support hotline:

[operatorsupport@queensland.com](mailto:operatorsupport@queensland.com)

For other enquiries:

Ph. 13 74 68

8:00am - 6:00pm, Monday - Friday

DESTINATION  
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