

Tassie Holiday Voucher Industry FAQs

Why is the Tasmanian Government running this voucher program?

- The Tassie Holiday Voucher program is designed to support the tourism industry over November and December whilst our borders remain closed to the major New South Wales and Victoria visitor markets.
- The interstate Holiday Voucher program will be offered to residents aged over 18 in South Australia, Queensland and Western Australia and is aimed at stimulating travel from those markets and to take advantage of more direct flights recently launched with these specific states.
- There will be 10,000 x \$300 Holiday Vouchers distributed through a ballot process, providing recipients with \$200 towards accommodation and \$100 towards attractions or tours booked during the eligible period.

Why are we using a different approach to the Tasmanian intrastate voucher scheme?

- Interstate visitors have less knowledge of Tasmania's accommodation, tourism attractions and tours.
- To help them book Tourism Tasmania is activating an online marketplace portal which allows consumers to search available accommodation, attractions and tours and book directly via the marketplace portal using their Holiday Voucher.
- Tourism Tasmania has engaged a third-party software provider, Nabooki, to manage the marketplace portal, consumer ballot process and work directly with participating tourism businesses.
- The marketplace portal will provide a streamlined process that enables participating Tourism Businesses to manage bookings and display availability directly to consumers.
- Participating Tourism Businesses are expected to have reasonable and consistent availability across the travel period to facilitate consumer bookings.
- Tourism Businesses who have availability during the travel booking period and wish to participate need to complete an online Application form.

How do Tourism Businesses apply to be part of this program?

- Applications will open on 13 October 2021 and close at 11:59pm (AEDT) on 18 October 2021.
- Tourism Businesses can submit an application via these links:
 - [Accommodation](#)
 - [Tours & Attractions](#)
- All participating Tourism Businesses will need to meet the program's eligibility criteria, agree to the [Terms and Conditions](#) and be approved to participate in the program.
- The number of participating businesses will be capped at 700.
- In the event that more over 700 Applications are received Tourism Tasmania will select Tourism Businesses based on the eligibility criteria and ensuring there is a range of accommodation and experiences available for consumers to book across the state.

Once Tourism Businesses have been approved, they will be contacted by Nabooki to manage the upload of product listings onto the marketplace platform, coordinate business profiles, payment processing and other details.

Do I need to pay commission or fees?

- There are no commission or fees charged for participating Tourism Businesses.

What tourism products are eligible?

- In addition to the criteria set out in the application form the following examples are eligible:
 - Accommodation: Including Airbnbs, apartments, backpacker and hostels, bed and breakfasts, cabins or caravans in holiday parks, caravan and camping site fees, campervan/caravan hire, cottages, farm stays, holiday houses, motels, hotels, resorts, retreats and lodges.
 - Tours: Tour operators that offer regularly organised tours with a leisure-tourism focus, organised by experienced guides which may include a personal host and/or commentary. For example, a boat cruise, guided walk, bus tour, air tour, agritourism, food and wine tour, outdoor and adventure tour or cooking class.
 - Attractions: Places/areas of interest that offer a distinct visitor experience to the leisure tourist and that have a fee for entry.
 - If you are unsure if your business is eligible, please contact: trade@tourism.tas.gov.au

Why is car hire not eligible when campervan or caravan hire is?

- Campervan or caravan hire is considered as a form of accommodation. Businesses that offer these products can apply through the accommodation application form.
- Standard car hire is not eligible as part of this scheme, however it is expected that many interstate visitors will seek these services as part of their holiday planning.

Why are restaurants, bars or cafes not eligible?

- The Tassie Holiday Voucher program is designed to encourage interstate visitors to book a Tasmanian holiday with a \$300 voucher available towards accommodation and experience bookings. Holiday visitors have a high propensity to consume food and beverages during their stay enabling hospitality venues to benefit from the scheme and interstate holiday visitors.

Why are events not eligible?

- Participating Tourism Businesses are expected to have reasonable and consistent availability across the travel period to facilitate consumer bookings. Events that are limited to specific dates do not provide reasonable or consistent availability across the entire travel period. If you are unsure about eligibility, please contact: trade@tourism.tas.gov.au

What if I don't have a current ATDW listing, or it has expired?

- Tourism Businesses must have a current live product listing on the Australian Tourism Data Warehouse (ATDW) to be considered. New or in-active listings have until the 11:59 pm (AEDT) on 18 October 2021 to register or reactivate their listing.

- More details on how to register and manage your listing can be found [here](#).

How do I find my ATDW listing number that is required on the application form?

- Log-in to your ATDW account using your username and password.
- Once logged in, preview your listings via the listing dashboard page.
- Click on the relevant listing link to access your listing summary page (you may have multiple ATDW listings).
- At the top left-hand side of your screen (and under the grey panel) you will see the name of your listing and a listing number #, e.g. # AU0087878 (consists of 9 letters and numbers)
- If you have forgotten your password to the ATDW platform, this can be reset by visiting www.atdw.com.au and clicking on the 'forgot password' link on the top right hand side of the screen.

Will my booking or reservations system integrate?

- If your business uses Rezdy, this system will integrate with the marketplace portal.
- The marketplace portal will not facilitate a connection with other individual reservation systems.
- Tourism Businesses can manually manage inventory on the marketplace portal and can opt for automatic confirmation and be alerted to low inventory levels for particular dates or departures. The third-party provider will work directly with businesses to ensure the booking processes and mechanics are clear prior to consumer launch.

How does the voucher booking process work?

- Once notified they have been successful in receiving a Holiday Voucher, consumers will be directed to the Tassie Holiday Voucher marketplace portal hosted by Nabooki for all information regarding the campaign.
- Consumers will be able to search all available product listings within the Tassie Holiday Voucher marketplace and make a booking via the portal.
- Consumers will be able to filter the listings by region, voucher type, or tour/experience category.
- Consumers will select a product listing to make a booking, apply their Holiday Voucher code to validate and apply the Holiday Voucher discount value then, if required, make payment for the difference between the accommodation/tour booking value less the Holiday Voucher discount.
- There are several methods for Tourism Businesses to collect the remaining balance or amount payable. This can be either at the time of booking by utilising one of the supported payment gateway providers, online via existing payment methods or collected from consumers on arrival. Tourism Businesses will be able to specify a preferred payment method during the registration process if the application is successful.

How will I receive my Holiday Voucher rebate?

- The Holiday Voucher rebate is payable when the consumer completes the tour, experience or accommodation stay with the Tourism Business.
- To notify the completion of the booking, Tourism Businesses are required to log into their account on the marketplace portal, locate the relevant booking on the dashboard and mark the customer as "checked-in".

- Once the customer has been checked-in, the third-party will issue a recipient created tax invoice (RCTI) and will automatically facilitate processing of the Holiday Voucher rebate within the stipulated timeframe. The Holiday Voucher rebate will automatically be deposited into your nominated bank account.

What happens if Tasmania or visitor states (QLD, SA and WA) go into lockdown or there are border restrictions?

- Tourism Tasmania constantly monitors travel and border restrictions and any changes will be carefully reviewed to assess impact on the Tassie Holiday Voucher program.
- In these instances, Tourism Tasmania will ultimately be guided by Public Health advice and will issue updated information and advice regarding any necessary changes to the campaign to participating Tourism Businesses via direct mail.
- The cancellation process and refund process for consumers will operate in accordance with each participating Tourism Business' policies.

How many product listings can I promote?

- Approved participating Tourism Businesses can provide up to three product listings on the marketplace portal. This could be three different room types or three different types of tours or attractions.
- If a Tourism Business has different locations around Tasmania, three product listings can be provided per location (not per business).
- If your Tourism Business has multiple sites (i.e. tour departure points) or accommodation offerings around Tasmania, you can enter an application for each site and submit three product listings.

Can I offer a further discount in my listing?

- Participating Tourism Businesses are not required to provide a discount or amend standard pricing to participate, however Tourism Businesses may wish to offer a discount.
- It is important to consider the best available offer for the consumer. Once pricing is loaded into the marketplace portal, it cannot be altered or amended.
- Tourism Businesses should make clear their refund and cancellation policies and provide these during the registration process with Nabooki. The Tourism Businesses refund and cancellation policies will be visible to the consumer during the booking process.

My tour/attraction is under \$100, can I be involved?

- Yes, but you will need to provide a minimum of \$100 value. To do this you can offer your tour/attraction for multiple people – two, three, four or five people (or a family) – or include other value adds, or a combination of both. We won't accept more than five people to make up the minimum value.
- Example 1: a \$30 per person tour may be offered for four people (bringing the value to \$120). All four persons would need to be booked through the marketplace portal, with an outstanding balance in this case of \$20 paid by the consumer after the \$100 voucher has been applied.
- Example 2: a \$25 per person tour can be offered for a group of four people to reach the \$100 value.

- If your tour/attraction is over \$100 per person, then the Holiday Voucher amount will be deducted from the total price and the consumer will pay the difference.

Are wine, beer, and/or spirit tastings, flights and paddles included?

- Generally, no. Standard tastings, flights and paddles in cellar doors, breweries, distilleries which incur a tasting fee are not eligible unless they qualify as a hosted experience.
- Any tasting experiences which have a fee redeemable on purchase are not eligible.
- Eligible experiences must be bookable and hosted, i.e. where staff are dedicated to deliver the experience and provide interpretation throughout the experience.

Can I create a new tour or experience for this campaign?

- You are welcome to create a new offer or tweaking an existing experience to cater for this campaign.

Are fishing charters or any other private vehicle/buses charter for touring included?

- Yes. They will need to meet all other eligibility criteria.

Are multi-day tours included?

- Yes, a multi-day tour is an inclusive two-day, one-night (minimum) experience in Tasmania.
- It must have a sense of continuity where the whole experience from start to finish is with the same company and at a minimum includes accommodation, touring or guiding as well as some meals and entry fees in the one price.
- Consumers can use their experience voucher on this product and accommodation voucher for any pre/post accommodation.

When are the travel periods for the Holiday Vouchers and what availability do I need to provide?

- The Holiday Voucher travel period is between 4 November to 31 December 2021.
- Tourism Businesses must have reasonable and consistent availability and/or inventory to meet market demand for the duration of the travel period.

Can the Holiday Vouchers be transferred to other travellers?

- No, the Holiday Vouchers are non-transferable.

Can the Holiday Vouchers be used by the consumer on any day of the week?

- Yes, the Holiday Vouchers are available on any day of the week, including weekends, subject to availability and during the stipulated travel period.

Can the product listing be a gift voucher?

- No, the Holiday Vouchers cannot be used to offer gift vouchers.

When do I need to submit my Application by?

- Applications will close at 11:59 pm (AEDT) on 18 October 2021, but we recommend completing the Application as soon as you can.

What happens after the Application process?

- If approved, you will be contacted by Nabooki with next steps to complete your registration.
- You will have three business days to upload the information required through the registration process including available inventory.
- Once the registration is complete, Nabooki will provide you with a link to approve your listing before it is made live.