

Factsheet

Great Queensland Getaway Campaign Phase Two



FEBRUARY 2022	MARCH 2022	APRIL 2022	MAY 2022	JUNE 2022
Campaign Period				
Travel Period				
*Your deal should be available for booking from 13 - 27 February, for travel from 13 February - 30 June 2022.				

The Great Queensland Getaway is back!

In February 2022, TEQ will launch the second phase of the Great Queensland Getaway - this time nationwide.

-  **Holiday packages on sale through retail partners**
-  **Airline fares on sale through aviation partners**
-  **Holiday deals available on [Queensland.com](https://www.queensland.com)**
(no charge to list a deal - low-cost paid upgrades for priority listings available)
-  **National competition giving away incredible money-can't-buy Queensland holidays. Entrants with a booked QLD flight could win even bigger.**

How it will roll out

TEQ's major 'Days Like This' campaign will launch from 30 January in New South Wales and Victoria to drive aspiration, before the Great Queensland Getaway retail sales event launches to drive conversion.

The Great Queensland Getaway will launch nationwide on Sunday, 13 February and will remain on sale for two weeks.

TEQ has planned a major national media partnership that will run across multiple channels to promote the campaign. Through this activity, we expect to drive large volumes of highly qualified travel intenders into [Queensland.com](https://www.queensland.com). To make the most of this campaign, we encourage tourism businesses to put forward deals that will capture the attention of interstate consumers.

How can tourism businesses get involved?

All bookable tourism businesses can take part in this campaign - including accommodation, tourism experiences and events.

1. Be COVID Safe and operate in compliance with all Public Health Directions.
2. Put together a great deal (see our guide on the right) and list it (for no charge) on [Queensland.com](https://www.queensland.com) (this is done by loading your deal into ATDW): [See how to here](#)
3. If you want to maximise your presence on [Queensland.com](https://www.queensland.com) you can choose a low-cost priority placement from IMATE. Operators who bought into these packages in the first phase of the Great Queensland Getaway saw significant benefits to their overall bookings and return on investment from the campaign. There will also be a range of other opportunities through IMATE. [Find out more](#).
4. The very best and/or newsworthy deals will be shared with campaign media partner NewsCorp for consideration to feature in editorial coverage promoting Queensland's greatest holiday deals (final deals included will be at NewsCorp editorial discretion). There is no charge for this benefit, just put together a great deal.

5. Use the Great Queensland Getaway logo on your marketing, website and through your social channels. An Industry Style Guide will be available on our industry webpage leading up to the campaign.

What's different?

This second phase of the Great Queensland Getaway will have some changes from the October 2021 version.

- This is not a subsidised promo code/travel voucher campaign like the first phase of the Great Queensland Getaway. There is no reimbursement of promo code discounts included in this campaign.
- Deals are open to all eligible Australian residents, no need to check ID for QLD residency status.
- Deals can be posted by all tourism operators, not just tours and experiences.

What makes a great deal?

- **Bundle:** You can bundle together several components to provide a great deal. For example, you could:
 - Offer accommodation and a tour as one package
 - Bundle several tours as one package
 - Offer a tour and meal combo package
 - Offer accommodation and event tickets as one package
 - Get creative!

One operator will need to be the lead operator and take the booking and manage with other partners accordingly. The lead operator will list the deal in ATDW for display on [Queensland.com](https://www.queensland.com)
- **'Money can't buy' experience:** Offer something above and beyond your usual product offering. It could be an exclusive talk with your Master Reef Guide, a private dining experience with your Head Chef, a personal guided tour of the local area - get creative!
- **Value-add:** Provide extra value for customers who book your product. For example:
 - Stay five nights, pay for three
 - Kids stay/travel/eat free
 - Buy one tour, get the second half price
- **Relevancy:** Consider the audience you are trying to convert when selecting the offer. If it makes sense, you can also consider things like seasonality and potential campaign alignment to make sure your offer really stands out to the consumer.
- **Discount:** It's not compulsory, but you can certainly offer a discount (percentage or \$\$ off discount) on your products.

Need help or more information?

For more campaign information, please visit our campaign webpage: teq.queensland.com/upcomingcampaigns