

# HOW TO GUIDE SEVEN: LOADING DEALS

## How to load your deal in ATDW



### How to video

In addition to this guide, there is an instructional video you can watch to help you load your deal on ATDW. Click to watch.

**Operators will have the opportunity to provide a deal or set of deals (up to 3 deals per ATDW profile) for consumers to book. It is not mandatory but highly recommended to offer a deal, as it offers you more coverage on Queensland.com and will significantly enhance your ability to attract bookings.**

#### For example:

*You could create a deal for any product you offer, such as 'Get 50% off any of our tours (or any product you offer) up to a \$100 discount'.*

*Alternatively, you may wish to package with other tours or experiences to raise the total deal value for consumers. You may even value-add to your existing products, for example including free wetsuit hire, or something else relevant for your product offering.*

### The deal you load doesn't need to be a discount - the promo code is the discount

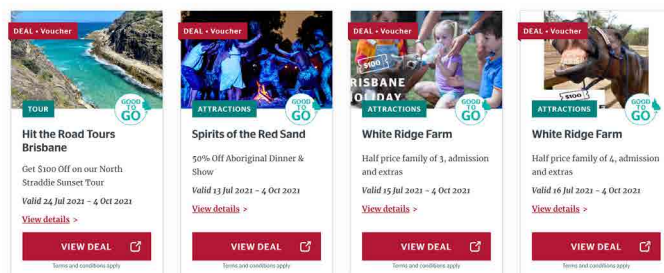
The promo codes offer customers a discount to your current deals and packages. You can offer discounted rates at your discretion, however it is not necessary to do so, as the promo code itself already offers the consumer a discount.

### When loading these deals:

- Provide instructions to guide consumers how to book and pay for their preferred experience or tour.
- Ensure your deal is available for any traveler, even non-promo code holders, to book at full price.

Once all deals are confirmed in ATDW, they will be published live on Queensland.com.

Promo code holders will then be able to scan a QR code to be directed to Queensland.com, where they can browse all the deals and will book directly with participating operators.



Step	Instructions	Tips for \$100 promo codes (South East, Central and Western Queensland)	Tips for \$200 promo codes (Northern Queensland)
1	Go to <a href="http://atdw-online.com.au">atdw-online.com.au</a>		
2	Enter your username (email address) and password.		
3	From your Profile Dashboard, click the 'Update' button next to the profile 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.		
5	In 'Deal Type' select 'Promo Code' from the drop-down list.		
6	Add a Deal Offer Name - note this is what will be displayed as your Deal Name on Queensland.com	eg. 50% off up to \$100 on a Hot Air Balloon tour	eg. 50% off up to \$200 on a Great Barrier Reef Cruise

Step	Instructions	Tips for \$100 promo codes (South East, Central and Western Queensland)	Tips for \$200 promo codes (Northern Queensland)
7	<p>Enter a 'Deal Description' with information about the deal on offer and what discount the promo code provides.</p> <p>Include any other details for the offer - eg. what product you're offering, key features of the product.</p> <p>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).</p> <p><i>*Travel must be completed by 11:59pm AEST, 23 January 2022 - you must take this into account when accepting bookings.</i></p>	<p>Maximum 500 characters.</p> <p>eg. Get \$100 off on one of our Hot Air Balloon tours. Usually \$350, now \$250 with a Queensland Incentive Program promo code. Offer valid for travel from 18 October 2021 - 23 January 2022. Promo code holders can book from 18 October - 31 October, or until sold out.</p> <p>Call us directly on 07 9876 5432 for more details.</p>	<p>Maximum 500 characters.</p> <p>E.g. Get \$200 off a couples Great Barrier Reef cruise. Usually \$450, now \$250 with a promo code. Book from 18 October - 31 October or until sold out.</p> <p>We only accept online bookings, if you have any inquiries email at <a href="mailto:support@gbrcruises.com.au">support@gbrcruises.com.au</a></p>
8	<p>Enter the 'Deal Terms and Conditions'. Please include information specific to your business.</p>	<p>Maximum 400 characters.</p> <p><b>We recommend including (if applicable):</b></p> <ul style="list-style-type: none"> <li>• Cancellation policy</li> <li>• Minimum age / safety requirements</li> <li>• If the deal is subject to availability</li> </ul>	
9	<p>Enter the Deal 'In-Market Dates'. These are the dates when TEQ will advertise your offer on <a href="http://Queensland.com">Queensland.com</a>.</p>	<ul style="list-style-type: none"> <li>• In-Market Start Date: 17 October 2021</li> <li>• In-Market End Date: 31 October 2021</li> </ul>	
10	<p>Enter the 'Validity' Dates as follows. 'Validity' Dates are when consumers can use your offer.</p>	<ul style="list-style-type: none"> <li>• Validity Start Date: 18 October 2021</li> <li>• Validity End Date: 23 January 2021</li> </ul>	
11	<p><b>For ATDW deal entries, enter the deal price at the already discounted price.</b></p>	<p>If you are offering <b>\$100.00</b> off a Hot Air Balloon tour usually valued at <b>\$250.00</b>, please enter <b>\$150.00</b> in the Deal Price field.</p> <p>If your offer is under the value of <b>\$100.00</b>, for example, a single tour rate usually <b>\$80.00</b> with 50% off, now <b>\$40.00</b>, please enter the final deal price of <b>\$40.00</b> including the promo code discount.</p> <p>Leave the 'Price Comment' field blank.</p> <p>If you have entered a more generic offer like, get \$100 off any tour, you can enter that into the Price Comment instead of the Deal Price field.</p> <p><b>Note:</b> This is different to the way the booking total cost is entered in the promo code/operator portal.</p>	<p>If you are offering <b>\$200</b> off a Great Barrier Reef cruise usually valued at <b>\$450.00</b>, please enter <b>\$250.00</b> in the Deal Price field.</p> <p>If your offer is under the value of <b>\$200.00</b>, for example, a single cruise rate usually <b>\$150.00</b> with 50% off, now <b>\$75.00</b>, please enter the final deal price of <b>\$75.00</b> including the promo code discount.</p> <p>Leave the 'Price Comment' field blank.</p> <p>If you have entered a more generic offer like, get \$200 off any tour, you can enter that into the Price Comment instead of the Deal Price field.</p> <p><b>Note:</b> This is different to the way the booking total cost is entered in the promo code/operator portal.</p>
12	<p>Please upload a deal image that is bright, high quality and represents your experience.</p> <p><b>This must be 1600 pixels wide by 1200 pixels high in landscape orientation.</b></p>	<p>The image will also ask for Alt Text.</p>	
13	<p>Please enter all inclusions applicable to your deal.</p>	<p><b>Example:</b> Includes lunch, champagne, and a complimentary photo.</p>	<p><b>Example:</b> Includes snorkel and wetsuit hire, lunch, bottle of water and complimentary photography package.</p>
14	<p>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.</p>		
15	<p>Submit your deal for review.</p>	<p>Once reviewed and approved by the Quality Assurance team your deal will be published when the consumer promo code program goes live.</p> <p>If the program is already live, your offer will go live within 24 hours of being reviewed and approved.</p>	

If you are having trouble setting up your profile, you can contact the ATDW Helpdesk.

#### ATDW Helpdesk

Monday to Friday | 8:30am-4:30pm

Ph. 1800 629 749

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

**Confidential industry briefing document only**

Queensland  
AUSTRALIA