

23 December 2020

Share your last-minute holiday deals to support TEQ campaign

BURLEIGH HEADS, GOLD COAST



TEQ launches marketing blitz to encourage last-minute summer holiday bookings - update your ATDW to get involved

TEQ is launching a marketing blitz this Sunday to encourage Queenslanders to book a last-minute summer holiday.

Tourism operators across the state are being asked to update their [Australian Tourism Data Warehouse](#) (ATDW) listings now with their latest summer holiday deals for December and January to help support the campaign, which will be rolled out across News Corp print publications and supported by radio spots and social media advertising.

The campaign will push potential travellers to the [Holiday Deals page on Queensland.com](#) or to book with operators directly, urging Queenslanders to get out and around their state over the summer break, with the message that 'last-minute holidays are Good To Go.'

How to update your ATDW listing with a holiday deal

Tourism operators can take advantage of the new campaign by updating (or creating) your ATDW listing with your latest summer holiday deals by taking the following action:

1. Go to www.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.
5. Click on 'Send for Review' when you have finished updating your listing.
6. Your updates will be reviewed and approved within 1-2 business days.

Don't have ATDW membership? Join for free

In response to the unprecedented challenges facing the state's tourism and events industry as a result of COVID-19, Tourism and Events Queensland, in partnership with Queensland's regional tourism organisations, is currently offering ATDW membership 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 and click 'Register now' in the top right corner to create an ATDW listing.

ATDW is Australia's largest tourism network, providing your business with exposure on key travel websites including Queensland.com, Australia.com and Queensland's Regional Tourism Organisation sites.

GO TO ATDW



Please ensure industry.news@corp.e.queensland.com is on your 'safe' list to ensure you continue to receive our updates.

Feedback on Eye on Q is welcomed at industry.news@queensland.com.

TEQ is working towards becoming a White Ribbon Accredited Workplace.

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