

# FAQ's for Territory businesses

## I have closed my business for 2020, can I still benefit from the campaign?

The tourism industry is in need of support with an immediate financial injection necessary, especially as many businesses have had to refund forward bookings. This stimulus initiative is critical for tourism operators who rely upon a strong tourist season every year.

This immediate stimulus is an incentive for locals to spend money with operators to allow you to sustain your business until borders re-open and interstate tourists can visit.

The program will only be running from 1 July until 31 October 2020 and all vouchers must be claimed and redeemed by 31 October 2020. Unfortunately there are no rain checks.

Without forward bookings many tourism businesses are not able to open and we want to support your business by creating demand from locals and stimulating much needed cash flow. It is critical that we give tourism businesses the confidence to open by creating forward bookings now so that other sectors of the tourism industry can also be supported.

Products should be ready to accept bookings between 1 July and 31 October 2020. Gaming and alcohol is explicitly excluded from this program.

Make sure you are subscribed to the [Industry Update](#) for other campaign activities and opportunities.

## How much does it cost to participate in the campaign?

There is no cost to be involved with the campaign as long as you are a bookable tourism business with services or packaged products available from 1 July to 31 October 2020.

## I am not a member of Tourism Top End (TTE) or Tourism Central Australia (TCA), can I still benefit?

This tourism voucher scheme is funded by the Northern Territory Government and administered with the Regional Tourism Organisations (RTO) in a service level agreement.

If you are not an existing member of your local RTO, for this program only, bookable tourism products can complete an EOI process to become a Campaign Partner with a commissionable product. Please fill out an EOI form via the [TTE](#) or [TCA](#) websites to register your interest.

The voucher can be used for touring, accommodation, attraction or car hire.

For further information you can contact them directly on the below details:

### TOURISM TOP END

Email: [membership@tourismtopend.com.au](mailto:membership@tourismtopend.com.au) or [admin@tourismtopend.com.au](mailto:admin@tourismtopend.com.au)

Phone: 61 1300 138 886

### TOURISM CENTRAL AUSTRALIA

Email: [info@discoverca.com.au](mailto:info@discoverca.com.au) or [steph.romein@discoverca.com.au](mailto:steph.romein@discoverca.com.au)

Phone: 1800 645 199

## Am I able to claim my own Territory Tourism Voucher as a NT resident?

Yes! The voucher is available to Territory residents aged 18+.

## Can consumers book the voucher directly through us?

No. All vouchers must be redeemed through the Visitor Information Centres at either Darwin, Katherine, Tennant Creek or Alice Springs – in person, over the phone or online.

Vouchers presented directly at a business will not be honoured. Operators are reminded to refer any direct voucher enquiries back to the local RTO.

## We have slightly altered our tourism offerings because of COVID-19, are we able to offer this as product?

Yes, as long as you upload the exact product details and commissionable price on Bookeasy. Loading bookable product is either direct with the Bookeasy system (with a current login) or linked via your applicable channel management system, which TTE or TCA can assist with. Don't forget to also update your ATDW listing as well!

## My product sells for much less than the voucher is worth and I fear consumers won't want to book my product using the voucher, how will I still benefit from this campaign?

To leverage the most from the voucher, we recommend you chat to the team at [Tourism Top End or Tourism Central Australia OR contact the distribution team at Tourism NT](#). Some ideas could be;

- Add on something to your product (transfers etc)
- Consider partnering with a like-minded operator or someone that compliments your business.

## I'm a hospitality or retail operator, can I participate?

Hospitality and retail providers can only participate if their product is packaged with a bookable tourism product. Businesses will need to complete the respective EOI process to become a Campaign Partner and, where necessary, package with another suitable tourism service provider. For example, talk with an accommodation provider to develop a 'Stay, Shop and Dine' deal.

## Are we able to access the creative assets used in the campaign for our website and social media accounts?

YES! Please download all the digital asset working files provided by Tourism NT [here](#) from 22 June 2020.