

# FAQ's for Territory businesses

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

There is no cost. The campaign is open to tourism businesses with bookable services or packaged products that are available until 30 April 2021.

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

The Tourism Voucher campaign is funded by the Northern Territory Government and administered by the Regional Tourism Organisations (RTO) in a service level agreement.

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

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.

For further information contact:

### 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 [estrojny@discoverca.com.au](mailto:estrojny@discoverca.com.au)

Phone: 1800 645 199

## As a tourism operator, can I register for a Territory Tourism Voucher as an NT resident?

Yes, the voucher is available to all Territory residents aged 18+ including tourism operators and government employees.

## Can consumers book directly with my tourism business?

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.

## Can we offer product that has been altered due to COVID-19?

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. Also, don't forget to update your ATDW listing with current information.

## My product sells for much less than the voucher is worth. Can I still be involved?

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 value to your product such as transfers, late check out etc.
- Consider partnering with a like-minded operator or business that complements your product.

## 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.

## Can we access creative assets used in the campaign for our own advertising?

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

