

Exclusive Visitor Card

Opportunity

Tourism Whitsundays (TW) Members are invited to participate in the re-formatted initiative 'Exclusive Visitor Card' designed to encourage visitation to restaurant and retail businesses, and to encourage direct bookings in the Whitsundays.

Consumer Marketing

Consumers will receive "Exclusive Visitor Card" with the tag-line "There's more to explore". The card will be distributed to visitors via accommodation houses, transfer providers, the Volunteer Cruise Ship Ambassadors and other participating outlets. Consumers will be directed to a digital marketplace, www.tourismwhitsundays.com.au/visitorcard which will feature three levels of advertising opportunities for members to participate.

- Level 1 – free inclusion for members to provide a offer to consumers. This will be in the form of a free listing. This is free for restaurant and retail members of Tourism Whitsundays.
- Level 2 - \$100 to place a offer/listing on the digital marketplace, available to all members of Tourism Whitsundays.
- Level 3 - \$250 to advertise in the middle section of the digital market place. Includes a business image.
- Level 4 - \$450 to advertise at the top of the digital market place. Includes priority placement and a business image.

When directed to the website, consumers will find a range of exclusive deals and offers of all participating members. All participants will receive a business listing, which will form a united PDF document for consumers to print out if they choose to do so.



Participation Branding

Participating members will receive a sticker for their shopfront to highlight their involvement in the initiative and the recognition of card holders. We invite you to share the web link via your social platforms and highlight your involvement to encourage use of the card and its benefits.

Booking information and artwork requirements

Level 1 - Free business listing

Key Features: Free offer listing on the live webpage; inclusion in printable PDF; dispersed via accommodation, transfers, regional market etc.

Offer must contain the following information: (Please complete and return with booking details on page 3)

Business Name: _____

Deal: _____

Terms and
Conditions of deal: _____

Business Phone: _____

Business Email: _____

Website: _____

****Please send through an EPS or high resolution logo****

Level 2 - Digital Listing - Price \$100 + GST

Ad must contain the following information: (Please complete and return with booking details on page 3)

Business Name: _____ Phone: _____

Deal: _____ Website: _____

Terms and
Conditions of deal: _____

****Please send through an EPS or high resolution logo****

Level 3 - Hot Deals - Price \$250 + GST

Key Features: Middle of the web page; Business image; complimentary business listing.

Ad must contain the following information: (Please complete and return with booking details on page 3)

Business Name: _____

Deal: _____

Terms and
Conditions of deal: _____

Business Phone: _____

Business Email: _____

Website: _____

****Please send through an EPS or high resolution logo****



Level 4 - Exclusive Offers (Limited spaces available) - Price \$450 + GST

Key Features: Top of the web page; Large image; expandable and printable PDF of deal, business details and map of location; complimentary business listing.

Ad must contain the following information: (Please complete and return with booking details on page 3)

Business Name:

Deal:

Terms and
Conditions of deal:

Business Phone:

Business Email:

Website:

****Please send through an EPS or high resolution logo****



Booking Details – please send to reception@tourismwhitsundays.com.au

Business Name: _____

Contact Name: _____

Phone: _____

Email: _____

Booking L1 Free listing (for restaurant & retail members)
 L2 Digital Listing (\$100 +GST)
 L3 Hot Deals (\$250 +GST)
 L4 Exclusive Offers (\$450 +GST)

I agree to the Terms and Conditions as outlined below: _____

Signature: _____

Date: _____

Terms and Conditions

Tourism Whitsundays has the right to:

- Refuse advertisements that do not meet the participation terms and conditions
- Refuse advertisements that are in breach of the ACCC guidelines for travel
- Ensure there is an adequate mix of operators featured
- Ensure payment has been received in full before deal is loaded
- All prices are set, exclusive of GST, and cannot be reduced due to membership inclusions
- Exclusive Offers: Deal must be a substantial consumer offer, and due to limited spaces may be refused at TW discretion if not seen to be conducive to consumer uptake

By returning your signed booking form, you agree to Tourism Whitsundays' Terms and Conditions:

- Bookings are accepted on a first in first served basis, limited spaces are available
- A signed booking form must be returned to secure your booking
- Adverts must be supplied by the operator in the format specified on Page 2 and content must be approved for use by Tourism Whitsundays for advertising, marketing and PR purposes
- Deals offered must be valid until the end of 2019
- Deals can only be amended at TW discretion after written request has been granted, allowing up to 14 days to make the change
- Participants must be members of Tourism Whitsundays and abide by the organisation's [Code of Conduct](#) to participate in this opportunity

