

## **ACCOMMODATION VOUCHERS – OPERATOR FAQs**

### **How do consumers obtain a Great State Voucher?**

More Great State Vouchers for accommodation will be available in September 2021. Details about how eligible consumers can obtain a voucher will be provided following the completion of an Expressions of Interest for accommodation providers to participate.

### **Who is eligible to obtain a voucher?**

All South Australian residents over the age of 18. This round is exclusively for South Australians.

### **When can the vouchers be used?**

Bookings for the Great State Vouchers for accommodation will open on Thursday 23 September 2021, upon the time of receiving your unique voucher code.

The travel period runs from 23 September 2021 until 10 December 2021, inclusive.

As per previous accommodation voucher rounds, Saturday nights are excluded (unless booking a multi-night stay e.g. Friday and Saturday night; or Saturday and Sunday night).

### **Why does the regional voucher value differ to the CBD?**

Data shows that accommodation occupancy in regional South Australia continues to be strong – and in fact, the latest data (June 2021) shows that regional SA has had record high accommodation occupancy levels for seven consecutive months from December 2020.

In contrast, CBD hotel occupancy rates have been heavily impacted by extended interstate border closures, the downturn in corporate travel, and continued closure of international borders.

With each iteration of the Great State Voucher scheme, the SATC analyses data and consults with industry about where and when the stimulus is most needed.

### **Why are Saturday night stays excluded?**

Saturday night stays cannot be booked with a Great State Voucher, unless they are booked as part of a multi-night stay (e.g. Friday and Saturday is booked together, OR Saturday and Sunday. The voucher discount will then be applied to the Friday night or Sunday night stay).

Data shows that Saturday nights are still strong without stimulus. For example, during Great State Voucher round four, Adelaide hotel occupancy saw a high of 56% on Saturday 21 August without vouchers, compared to Friday 20 August at 55% which was stimulated with voucher bookings.

It continues to be mid-week, particularly Sunday to Thursday nights when the stimulus is most needed.

### **What accommodation providers are eligible?**

- The accommodation provider must have premises in South Australia.
- All accommodation providers must have a minimum of 3 individually bookable rooms trading under the same business name on the same property or postcode.

- The accommodation provider must have its product listed on the Australian Tourism Data Warehouse (ATDW). The listing must be live by Monday 30 August 2021.
- The accommodation provider must be open for business for at least a portion of the time between 23 September 2021 to 10 December 2021 (the travel period of the campaign).

### **Terms and Conditions for accommodation providers to participate**

For operators interested in participating in the Great State Voucher program round six, please refer to the **Operator Terms and Conditions**.

### **How do accommodation providers apply to be a part of the Great State Voucher program?**

An Expressions of Interest invitation was sent directly from the SATC to all potentially eligible operators listed in the Australian Tourism Data Warehouse (ATDW). It was also distributed to industry partners, such as TICSA, ATEC and regional tourism organisations, to share with their network.

The EOI closes at 5pm ACST on Friday 3 September 2021. Accommodation providers will need to meet the rules for eligibility and agree to the terms and conditions to participate in the campaign.

The ATDW is used widely by the industry nation-wide as it is the most exhaustive list of tourism operators in Australia. If your business is not listed on the ATDW, we encourage you to create a listing to be eligible for future activities and also to maximise exposure for your business. It is free to list. More information on how to register your business on the ATDW can be found here:

<https://tourism.sa.gov.au/support/atdw>

### **I have less than 3 self-contained B&B/cottages/cabins/houseboats/properties of similar nature in the same postcode which in total have more than 3 bedrooms – am I eligible to participate?**

No. The eligibility criteria refer to a minimum of 3 *individually bookable* rooms under the same business name on the same property or postcode. For example, a 3-bedroom house where the guest books the entire house is not eligible to participate as it is one individual booking.

### **Can this Great State Voucher be used in conjunction with any other promotion?**

No, the Great State Voucher cannot be used in conjunction with any other offer or discount promotion.

### **How many offers can I put forward for inclusion?**

We encourage accommodation providers to submit an attractive offer that can be used to market to the consumer. Accommodation providers in Adelaide CBD and North Adelaide (5000 and 5006 postcodes) can load up to four room types. Accommodation providers in suburban Adelaide and regional SA can load up to three room types.

Accommodation providers will need to load inventory against each room type.

### **Do I need to pay commission or fees to participate?**

Operators will not be charged any commission or fees to participate.

### **Do I need to subscribe to the premium platform on Nabooki to take part in the program?**

No. However if the accommodation provider chooses to subscribe to the Nabooki premium platform, additional fees and charges may apply as determined by Nabooki.

### **What is the role of the third-party supplier, Nabooki in the program?**

*Nabooki* has been appointed as the company to facilitate voucher distribution, consumer bookings, redemptions and operator rebates. *Nabooki* specialises in voucher redemption programs and has strong experience both in tourism and non-tourism related industries.

Nabooki will be responsible for gathering campaign offers and associated terms and conditions from all South Australian operators registered to participate in the campaign and updating the campaign portal. Nabooki will also act as SATC's agent in facilitating payment of voucher rebates to South Australian operators participating in the campaign.

Nabooki will assist the SATC to service consumer enquiries during the campaign.

### **How will the booking process work?**

All information for consumers will be available at [southaustralia.com/voucher](http://southaustralia.com/voucher), including access to the booking platform where consumers can view all available offers. Consumers will be able to filter offers by region or voucher type.

Consumers then click through to a chosen deal to make a booking, apply their voucher code as a discount and where required, make payment for the price difference (room rate less the voucher value). Accommodation providers can choose whether or not to accept pre-payment at the time of booking.

### **How will I receive my voucher rebate?**

The rebate is payable upon a consumer/guest completing their stay.

To notify the completion of the booking, the Accommodation Provider is required to log into its account within the campaign portal, locate the relevant booking on the dashboard and mark the guest as "checked-in".

Once the guest has been checked-in, Nabooki will issue a recipient created tax invoice (RCTI) and will automatically facilitate processing of the voucher rebate within the stipulated timeframe.

### **When will I receive my voucher rebate?**

The voucher rebate will be paid from Nabooki to the Accommodation Providers bank account within 30 days from the confirmed check-in date.

### **How will the balance of payments be made to operators?**

If an accommodation provider is a registered user of one of the following payment gateways, the campaign portal allows consumer payments for bookings to be made directly through those gateways: (a) Pay Pal; (b) Stripe; (c) Braintree; (d) eWay there is also the option for payment to be directed to the operators own normal payment gateway channels.

There may be fees associated with an accommodation provider accepting a pre-payment from a consumer at the time of booking using one of these gateways and the accommodation provider will

be solely responsible for those fees. Accommodation providers are encouraged to check with their preferred payment gateway as to what those fees are.

To minimise the risk of 'no shows', we suggest the accommodation provider collects payment details from guests and directly liaises with them regarding their booking.

#### **Am I required to use recipient created tax invoices (RCTI)?**

If you do not opt-in to use recipient created tax invoices (RCTI), you will be required to issue your own tax invoices to Naked Bookings Pty Ltd t/a Nabooki prior to receiving voucher rebate payments.

These invoices should include individual voucher numbers as a reference and be emailed to [gsvinvoices4@nabooki.com](mailto:gsvinvoices4@nabooki.com). Any delay in providing a valid tax invoice may result in delayed reimbursement of the voucher rebate.

#### **Will my booking or reservations system integrate?**

No, the campaign portal will not facilitate a connection with your own reservation system. Operators can manually manage inventory on the campaign portal if they want to opt for automatic confirmation and be alerted to low inventory levels for particular dates or departures.

The SATC has investigated API links but found they would impact on the cost and time delivery of this program, which aims to stimulate the sector as quickly as possible and with as much funding directed in the to vouchers themselves.

#### **Can I use the branding of the campaign to extend further offers to my customers after SATC announces the stimulus?**

Yes, absolutely. We encourage accommodation providers to value-add to encourage consumers to stay longer, spend more and return for repeat visits. Once accommodation providers have had their applications accepted, and their offers successfully loaded to the campaign portal, the SATC will share Great State Voucher branded assets to be used across social and digital media of participating operators.

#### **Do I need to update or do anything to my ATDW listing for the campaign?**

The SATC strongly encourages operators who apply to participate in the campaign or are seeking alternative ways to leverage the campaign, to review all of their digital marketing channels, including their ATDW listing.

The program will not pull data directly from the ATDW, but we expect an increase of accommodation related searches on [southaustralia.com](http://southaustralia.com). It is therefore in your best interest to have your product presented with the most relevant, up-to-date content including imagery within your product listing.

For more information on how to optimise your ATDW listing, see [tourism.sa.gov.au/support/atdw](http://tourism.sa.gov.au/support/atdw).

#### **Will I get the voucher subsidy if the guest cancels or doesn't arrive for their stay?**

The SATC will not pay the voucher rebate in circumstances where a consumer has not completed their stay, including, but not limited to situations where a consumer has made a booking but failed to arrive on the day of the booking.

Accommodation providers should make clear in their terms and conditions their cancellation policies and provide these terms and conditions to Nabooki during the onboarding process. These policies will be visible to the consumer during the booking process. The accommodation provider will be at liberty to enforce these cancellation policies and fees (where applicable) directly to the consumer. A consumer is not entitled to utilise the value of the voucher to cover any cancellation fees.

Cancellation due to COVID-19 related restrictions on trading will be treated differently – we will always do our best to encourage these unavoidable cancellations to reschedule to a later date and we will communicate directly with industry in these circumstances.

### **What happens if South Australia goes into lockdown?**

The SATC consistently monitors travel and restrictions and any changes to these will be carefully reviewed to assess impact on the campaign. In these instances, the SATC will ultimately be guided by the advice of SA Health and SA Police.

In previous Great State Voucher rounds, where there has been lockdown (or travel restriction) disruptions, the SATC has worked with industry to extend the travel period for those consumers whose bookings were affected. The SATC's intention is to ensure the maximum impact of the stimulus is felt across the visitor economy, while also ensuring the safety of the community.

### **What is different in this round compared to the previous Great State Voucher accommodation round?**

Operators will have greater access into the platform to amend images, descriptions and booking preferences.

Operators will be able to add bookings on behalf of customers.

Invoicing will be clearer for easier reconciliation (it will include Voucher code – Booking ID – Customer name – Check in date)

All properties, regardless if they take prepayment or not will have a before standard price 'crossed out' and the discounted price (with the voucher applied) clearly displayed. This aims to make it as clear as possible for the consumer. Examples below:

<b>BOOK NOW</b>	<b>BOOK NOW</b>
<del>\$169.00</del>	<del>\$171.00</del>
<b>\$69.00</b>	<b>\$121.00</b>

There will be a number of changes implemented on the marketplace to make the consumer experience better including clearer display of pricing and availability.

This will not be open to interstate residents.

