

## Great State Experiences Voucher Frequently Asked Questions (Operators)

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### **ABOUT THE PROGRAM AND THE VOUCHERS**

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

More Great State Vouchers for hosted tours and experiences will be available in early March 2022.

Details about how eligible consumers can obtain a voucher will be provided following the completion of an Expressions of Interest for operators of hosted tours and experiences to participate.

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

All Australian residents over the age of 18. Terms and conditions apply.

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

Bookings for the Great State Experiences Voucher will open on Thursday 10 March 2022, upon the time of consumers receiving their unique voucher code.

The travel period is Friday 11 March 2022 to Tuesday 31 May 2022 (inclusive), bookable seven days a week including Saturdays, Easter and the April school holidays.

#### **Why does it only apply to some experiences?**

The aim of this voucher program is to stimulate bookings for hosted tours and experiences, as the businesses operating in this space traditionally cater to a predominantly international and interstate market, and therefore have been significantly impacted by travel and border restrictions. The voucher program also aims to sustain and create jobs in tourism, and therefore a hosted tour or experience directly supports jobs.

#### **How do the different values (\$100, \$200) of vouchers work?**

The Great State Experiences Vouchers can be used only on participating hosted tours and experiences of **an equal or higher value**. This means:

- \$100 vouchers can be applied to experiences valued at \$100 or more. Whilst this is marketed as a single day experiences voucher, if a consumer did want to use this for an overnight experience we will allow this.
- \$200 vouchers can be applied to multi-day experiences only.

#### **Are the vouchers valid on any day of the week?**

Yes, the Great State Experiences Voucher will be redeemable seven days a week.

Operators may apply their own block-out dates if and where applicable, for example, a public holiday, or traditionally sold-out date. This may be done during the onboarding process with the SATC's agent, Nabooki, after your application has been approved.

#### **Is there any difference in vouchers between city and regional experiences?**

No, the Great State Experiences Vouchers are redeemable state-wide.

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

*Nabooki* has successfully supported previous rounds of the Great State Voucher program. The company will continue for rounds 7 and 8, to facilitate voucher distribution, consumer bookings and redemptions, and operator rebates.

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

Nabooki will also assist the SATC in servicing consumer and operator enquiries during the campaign.

## **OPERATOR PROCESSES AND OFFERS**

**How do tourism operators apply to be a part of the Great State Experiences Vouchers program?**

Expressions of Interest applications opened on Monday 7 February 2022 and will close at 5pm on Wednesday 9 February 2022. Operators will need to meet the program's eligibility criteria and agree to the [Terms and Conditions](#) to participate in the campaign.

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

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

If the tour operator 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) PayPal; (b) Stripe; (c) Braintree; (d) eWay and (e) Square.

There may be fees associated with a tour operator accepting a pre-payment from a consumer at the time of booking using one of these gateways and the tour operator will be solely responsible for those fees. Operators are encouraged to check with their preferred payment gateway as to what those fees are.

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

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

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

If you use Redzy as your booking system, it will integrate with the Nabooki system. For other booking and reservation systems, there is currently no integration.

**How will the booking process work?**

Consumers will be directed to [southaustralia.com/voucher](http://southaustralia.com/voucher) for all information about the Great State Experiences Vouchers.

To make a booking, consumers will be redirected to a booking platform hosted within the SATC's consumer website ([experiences.southaustralia.com](http://experiences.southaustralia.com)) where they will be able to view all available offers. The consumer will be able to filter the campaign offers by region, voucher type, or tour/experience price. Consumers can then click through to their chosen offer to make a booking, apply their voucher code as a discount, and where required, make payment for the remaining balance (the difference between the tour price less the voucher discount). Operators will have the option to accept pre-payment at the time of booking, or not.

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

The rebate is payable upon a consumer completing a tour experience with the Tour Operator.

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

Once the customer 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 to the Tour Operator's bank account within 30 days from the tour experience check-in date.

### **Am I required to use 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 [gsvinvoices@nabooki.com](mailto:gsvinvoices@nabooki.com). Any delay in providing a valid tax invoice may result in delayed reimbursement of the voucher rebate.

### **What are the Terms and Conditions for Tourism Operators?**

The campaign Terms and Conditions are mandatory and must be accepted by the Tour Operator in order to participate in the campaign. View the [Terms and Conditions here](#).

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

Yes, absolutely! We encourage you to value-add to encourage consumers to stay longer, spend more and return for repeat visits.

Once operators have had their applications accepted, and their offers successfully loaded within the campaign portal, the SATC will share Great State Experiences 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 listings.

The program will not pull data directly from the ATDW, but we expect an increase of tour 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 and imagery within your product listing and individual tour types. Visit our [How to add a Tour Type Help Sheet](#) for more information.

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

### **Can I offer a further discount in my offer?**

Yes, operators may wish to offer an additional discount off their regular tour price. For example, if an operator's regular tour is \$200, it may be offered at a special promotional price of \$175, which would then become \$75 when a \$100 voucher is applied. In this example, the \$25 discount off the usual retail price is fully funded by the operator.

It is important to consider the best available offer for the consumer. Once tour pricing is loaded into the campaign portal, it cannot be altered or amended. For example, lowering the price because bookings are low is not permitted.

It is certainly not mandatory to provide a discount to be involved.

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

Each operator may choose to offer a maximum of three offers.

### **Will I get paid the voucher subsidy if the customer cancels?**

The SATC will not pay the voucher rebate in circumstances where a consumer cancels their tour.

Operators should make clear in their terms and conditions their cancellation policies and provide these terms and conditions for the campaign portal during the onboarding process, and these policies will be visible to the consumer during the booking process. The Operator 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 and/or in the instance where a person is unable to travel due to testing positive to COVID-19 or being a close contact will be treated differently – we will always do our best to encourage these unavoidable cancellations to reschedule to a later date.

## **CRITERIA (INCLUSIONS AND EXCLUSIONS)**

### **My experience is under \$100, can I be involved?**

Yes. However, you will need to provide a minimum of \$100 value. To do this you can offer your experience for two, three, four or five people (or a family) or other value adds, or a combination of both within reason. We won't accept adding additional people beyond five to make up the \$100 value.

Example 1: a \$30 per person tour may be offered for four people which comes to \$120. This would become \$20 with a \$100 voucher. A consumer wouldn't be able to book for just two or three people in the system but would need to book for a minimum four. Whilst we then hope that person indeed travels in a party of four people, in the event only two people travel the subsidy will still be paid.

Example 2: a \$90 per person tour may be offered for two people (\$180 down to \$80) or the operator may instead choose to include a \$20 bottle of wine and offer \$110 per person (down to \$10 with a voucher)

Example 3: a \$15 per person tour cannot be offered for seven people to reach the \$100 value. In this scenario an operator may consider a mix of value adds or alternatively not participating in this program.

Whilst value adds are allowable, it's important to remember that the focus in all cases must be on the hosted and guided experience and this is where the most value should lie.

#### **Are travel agencies eligible to list tours?**

Travel agents booking clients into third-party tours are not eligible for the Great State Experiences Voucher subsidy.

If you are a travel agent that also runs your own tours (either with your own tour vehicles, own itineraries or with your own hosts / guides), you may be eligible to apply, provided you meet all other eligibility criteria.

Travel agents not eligible to be listed are encouraged to get involved by helping their clients to make their Great State Experiences Voucher booking (noting that no commission will be payable) and then building other elements of a package around it to earn commission on the additional components.

#### **I run an accommodation property, can I put together a package for consideration?**

No, this stimulus program is specifically targeted to hosted tour and experience operators.

Accommodation operators who also run their own touring operations (that is, run their own tours with their own vehicles or guides) may submit an application for their touring, which may be coupled with accommodation at their own property.

Accommodation operators who do not have their own touring operation but want to get involved may consider connecting with tour operators in their region. Tour operators may wish to put together a multi-day tour utilising your property. All bookings would need to be made through the tour operator.

#### **I have a business that doesn't meet the criteria. Is there another way I can be involved?**

This program is designed to stimulate the hosted tours and experiences sector which has been impacted heavily by the downturn in interstate and international visitation due to travel and border restrictions.

If your business does not meet the eligibility criteria, you may look to engage with tour operators that service your region and investigate the possibility of including your product within their tour, as part of their offering. All bookings would then be via the tour operator.

#### **I don't currently have an ATDW listing. Can I participate?**

No, the program is designed to support existing hosted tour operators and experience providers which have been impacted by the downturn in international and interstate visitors due to COVID more generally and then recent lockdowns and border closures. The ATDW is the most exhaustive list of tourism operators in South Australia and is used by industry across the country. We encourage you to register for the ATDW which can provide valuable exposure to your business. A listing will also ensure that you are considered for future support programs and/or can be promoted by the SATC.

For more information and to register on the ATDW, please visit [tourism.sa.gov.au/support/atdw](http://tourism.sa.gov.au/support/atdw).

#### **I only accept walk up bookings, can I participate?**

No, the system is reliant on pre-bookings for operators to enable the SATC to authenticate and track voucher usage.

**Are wine, beer, and/or spirit tastings, flights and paddles included?**

Generally, no. Standard tastings, flights and paddles in cellar doors, breweries, distilleries which incur a tasting fee will not be considered unless they qualify as a hosted experience. Any tasting experiences which have a fee redeemable on purchase cannot be considered.

To be considered, the experience must be hosted – that is, where staff are dedicated to deliver the experience and provide interpretation *throughout*. If staff provide this interpretation only as an introduction or when they/the venue is not busy, the experience is not eligible as the hosting element cannot be guaranteed for the duration of the experience.

**Are winery, brewery, and/or distillery tours included?**

Yes, provided they are guided tours, and meet other eligibility criteria.

**Can I create a new tour or experience for this campaign?**

The Great State Experiences Voucher aims to stimulate existing hosted tours and experiences that have been impacted by the downturn of interstate and international visitation.

Whilst we are not encouraging new product development, in some circumstances it may be suitable to tweak an existing product to cater for the voucher audience.

If you are a tour operator intending to launch a new tour or experience with a long-term view of providing this offering, then this campaign would be a suitable platform to promote your new offering.

**Are fishing charters included?**

Yes. They will need to meet all other eligibility criteria.

**My company offers vehicle/bus charters, am I included?**

The program will not accept point-to-point transfers or hourly charters where consumers purely book the vehicle with a driver for a set period. It is not intended to be used on transfers for a day/night out, or for wedding vehicles for example.

If you offer leisure tourism focussed tours as a usual part of your business, i.e. a driver hosts and is integral to delivering the experience and is not simply driving from point-to-point, and you organise at least part of the itinerary for your clients, you may submit an Application for consideration.

**What is a multi-day tour?**

A multi-day tour is an inclusive two-day, one-night (minimum) experience in South Australia. It must have a sense of continuity where the whole experience from start to finish is with the same company and at a minimum includes accommodation, touring or guiding as well as some meals and entry fees in the one price.

Multi-day tours where the consumers must find, book or pay for their own accommodation will not be eligible for the \$200 voucher.

It is noted that some tour companies structure their itineraries with a period of free time or do not include all meals. This will meet eligibility criteria only if there are some inclusions and meals included in the cost.

For multi-state tours (i.e. part in SA, part interstate), these must include at least two-days, one-night in South Australia. That said, with ongoing border closures possible, multi-state tours are not encouraged and would be assessed case by case.

**Can I offer a gift voucher if a customer can't travel on a certain day?**

No. The objective of this program is to get people travelling in the coming few months and not putting it off to a later date. If a tour doesn't happen then impacted guests need to be rescheduled to a different date within the travel period.