

Great State Experiences Voucher Frequently Asked Questions (Operators)

ABOUT THE PROGRAM AND THE VOUCHERS

How do consumers obtain a Great State Experiences Voucher?

The Great State Experiences Vouchers will be available from Monday 13 September 2021 to Wednesday 15 September 2021.

Consumers will need to nominate their preference for a \$100 (single-day experience) voucher OR a \$200 (multi-day experience) voucher.

The trade promotion will be drawn in accordance with terms and conditions of entry which will be advertised as soon as possible.

Who is eligible to obtain a voucher?

All South Australians over the age of 18 will be eligible for a Great State Experiences Voucher.

Both rounds five (tours and experiences) and six (accommodation) are being offered exclusively to South Australians.

When can the vouchers be used?

Bookings for the Great State Experiences Voucher open on Thursday 16 September 2021, following vouchers being distributed to successful ballot entrants from 9am ACST that same day.

The travel period is Friday 17 September 2021 to Sunday 28 November 2021 (inclusive), bookable seven days a week including Saturdays and school holidays.

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 (single-day) vouchers can be applied to tours and experiences with a total booking value of \$100 or more. (For tours and experiences less than \$100 per person, these can be booked for a couple or a group of people to reach the minimum value. E.g. a \$25 experience can be booked for a group of four).
- \$200 (multi-day) vouchers can be applied to multi-day experiences only. Note: a 'multi-day' experience includes accommodation and is part of a multi-day package, e.g. a 3-day walking tour or 2-day river cruise).

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Why is there no \$50 voucher this round?

The \$50 voucher was removed to simplify the process for both consumers and operators.

Operators of a hosted tour or experience of less than \$100 value are able to accept bookings for multiple persons, e.g. a \$25 experience can be booked by a group of 4 to reach the \$100 voucher value.

This will also assist to further drive expenditure for each operator and the entire visitor economy.

Why does it only apply to some experiences?

The aim of the Great State Experiences Voucher program is to stimulate the hosted tours and experiences sector, as these businesses traditionally cater predominantly to international and interstate tourists, and therefore have been significantly impacted by travel and border restrictions.

Why is it not extended to restaurants or ticketed events?

The Great State Experiences Voucher is specifically 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.

There have been three previous Great State Voucher programs, targeted at supporting accommodation providers, with another to follow in October. These programs have had a direct and positive impact on the restaurant sector, as SATC research conducted after each round of vouchers shows that each overnight stay created additional expenditure over and above the voucher booking, including on hospitality. For example, each CBD booking resulted in an average \$512 spend and \$597 in regional SA.

Whilst the Events sector has had to adapt to a new way of delivering events and festivals, events are back on the calendar and are being supported by South Australians, who often will align their accommodation booking with an event attendance.

Are the vouchers valid for use on any day of the week?

Yes, the Great State Experiences Voucher is 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 will continue as the company to facilitate voucher distribution, consumer bookings and redemptions, and operator rebates.

Nabooki will 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.

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Nabooki will 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 Voucher program?

Expression of Interest applications opened on Tuesday 17 August 2021 and will close at 5pm on Monday 23 August 2021 – invited directly by the SATC or industry stakeholders such as TiCSA, as well as promoted through SATC's industry newsletter.

Tourism 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.

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.

Will my booking or reservations system integrate?

No, the campaign portal will not facilitate a connection with your individual reservation systems. 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.

A survey undertaken with the industry following the previous experiences voucher round showed overall satisfaction with the Nabooki system.

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 into the vouchers themselves.

How will the booking process work?

Consumers will be directed to southaustralia.com/voucher for all information regarding the Great State Experiences Voucher campaign.

To make a booking, consumers will be redirected to a booking platform hosted within the SATC's consumer website (www.experiences.southaustralia.com) where they will be able to view all available offers and prices. The consumer will be able to filter the campaign offers by region, voucher type, or tour/experience price. A consumer will 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 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.

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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 Tour Operator’s bank account within 30 days from the tour or 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. 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 must be accepted by the tour operator in order to be involved in the campaign. The terms and conditions can be found [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 Experience Voucher branded assets to be used across social and digital media of participating operators.

What happens if South Australia or part of the state/country goes into lockdown?

The SATC consistently monitors travel and border restrictions, and any changes to these either in SA or elsewhere in Australia, 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.

Round One of the vouchers was disrupted by the ‘circuit breaker’ in SA. The SATC worked with industry to extend the booking period for those consumers whose bookings were affected during the period. 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.

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

We encourage operators who participate in the campaign or are eager 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/experience searches on 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.

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For more information on how to optimise your ATDW listing, visit www.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 or experience.

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.

Cancellations due to COVID-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 are the tax implications for my business if I participate in this campaign?

The Australian Tax Office has published guidance on how government issued stimulus vouchers need to be treated for GST and income tax purposes specifically directed to operators that accept these vouchers from consumers. You can read the published guidance here: [Government grants and payments during COVID-19 | Australian Taxation Office \(ato.gov.au\)](https://www.ato.gov.au/ATO/Content.aspx?Content=Government+grants+and+payments+during+COVID-19)

CRITERIA (INCLUSIONS AND EXCLUSIONS)

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

Yes – absolutely! You will need to provide a minimum of \$100 value. To do this you can offer your experience for multiple people – two, three, four or five people (or a family) – or include other value adds, or a combination of both. We won't accept more than five people to make up the minimum value.

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Example 1: a \$30 per person tour may be offered for four people (bringing the value to \$120). All four persons would need to be booked through the Nabooki system, with an outstanding balance in this case of \$20 with a \$100 voucher.

Example 2: a \$90 per person tour may be offered for two people (bringing the value to \$180 with an outstanding balance of \$80 to be paid to the operator). Alternatively, the experience package could include a \$20 bottle of wine on arrival, therefore bringing the total booking value to \$110 per person (with an outstanding balance of \$10).

Example 3: a \$25 per person tour can be offered for a group of four people to reach the \$100 value.

Whilst value adds are permitted, it's important to note 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

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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

www.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 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

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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 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.

What is different in this round compared to the previous Great State Experiences program?

There will be no \$50 voucher.

This will not be open to interstate residents.

The registration for the \$200 multi-day voucher will have an additional prompter.

In the previous round we had a very high application rate for the \$200 multi-day voucher. Consumers thought they were going for the better value but didn't seem fully aware that multi-day hosted experiences come at a cost. This resulted in low overall redemption. However, the SATC believes a multi-day experience voucher is worth continuing with to support operators in this sector and this time will work on making it clearer to consumers that if they are opting for the \$200 voucher that experiences in this category do come at an additional cost.

Marketing will be reduced.

In the previous round, the SATC undertook a significant marketing campaign including television and newspaper advertising. This was certainly effective with the registrations for vouchers double the amount available. With the South Australian public now quite aware of voucher programs, the SATC will be scaling back paid advertising to divert as much budget to funding vouchers as possible.

Adding in a 'Family Experience' search function

Some of the consumer feedback from the previous round was that there wasn't a lot of options for families. Whilst it is difficult to vastly change the product, we will make family experiences easier to search and we also encourage operators to highlight if they are family friendly.

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)

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