

HOW TO: LOAD A DEAL IN ATDW

Tourism businesses around Queensland can load a deal or a set of deals (up to three deals per ATDW profile) through ATDW. When your deal is loaded, it will appear on [Queensland.com](https://www.queensland.com) on a special holiday deals page. This page is live all the time but often boosted by various campaigns that TEQ runs.

If you are loading a deal for a campaign, please make sure you enter the booking and travel dates relevant to the campaign.

When loading these deals:

- Provide instructions to guide consumers how to book and pay for their preferred experience or tour.
- Ensure your deal is available for any traveler.

Once all deals are confirmed and have passed the Quality Assurance process in ATDW, they will be published live on [Queensland.com](https://www.queensland.com).

What makes a good deal?

Your deal doesn't need to be a discount (though it could be) - it could be a value-add (such as a meal, transfers, complimentary photo or free wetsuit hire), or a package with another experience. It can also be a discount off your standard rates.

Step	Instructions	Notes
1	Go to atdw-online.com.au	
2	Enter your username (email address) and password	
3	From your Profile Dashboard, click the 'Update' button next to the profile you would like to update	
4	Navigate to the 'Add a Deal/Offer' section on the left-hand side menu and add the details of your holiday deal	
5	In 'Deal Type' select 'Promo Code' from the dropdown list	
6	Add a Deal Offer Name – note this is what will be displayed as your Deal Name on Queensland.com	eg. \$50 off couples Hot Air Balloon tour
7	Enter a 'Deal Description' with information about the deal on offer and what discount the promo code provides.	Maximum 500 characters.

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	<p>Include any other details for the offer - eg. what product you're offering, key features of the product.</p> <p>Please include the channel you require customers to use to book and pay (eg. via phone only) and provide contact details (phone number/email address etc.).</p>	<p>e.g. Get 20% off this summer on our jet ski tours. This deal applies to both adult and child tickets. So come with your family and make the most of your summer break!</p>
8	<p>Enter the 'Deal Terms and Conditions'. Please include information specific to your business.</p>	<p>Maximum 400 characters.</p> <p>We recommend including (if applicable):</p> <ul style="list-style-type: none"> • Cancellation policy (this is important during times of travel uncertainty) • Minimum age / safety requirements • If the deal is subject to availability
9	<p>Enter the Deal 'In-Market Dates'. These are the dates when TEQ will advertise your offer on Queensland.com.</p>	<p>If you are loading a deal for a campaign, please follow the campaign in-market dates.</p>
10	<p>Enter the 'Validity' Dates as follows. 'Validity' Dates are when consumers can use your offer.</p>	<p>If you are loading a deal for a campaign, please follow the campaign validity dates.</p>
11	<p>For ATDW deal entries, enter the deal price at the already discounted price.</p>	<p>If you are offering \$50.00 off a Rainforest tour usually valued at \$180.00, please enter \$130.00 in the Deal Price field. Leave the 'Price Comment' field blank. If you have entered a more generic offer like, get \$50 off any tour, you can enter that into the Price Comment instead of the Deal Price field.</p>
12	<p>Please upload a deal image that is bright, high quality and represents your experience.</p> <p>This must be 1600 pixels wide by 1200 pixels high in landscape orientation.</p>	<p>The image will also ask for Alt Text.</p>
13	<p>Please enter all inclusions applicable to your deal.</p>	<p>Example: Includes lunch, champagne, and a complimentary photo.</p>
14	<p>In the 'Deal URL' field, add a page on your website where you will provide information about the deal. If you're unable to build a page with the deal information, please provide a link to your contact page on your website.</p>	
15	<p>Submit your deal for review.</p>	<p>Once reviewed and approved by the Quality Assurance team your deal will be published within 24 hours, or if part of a campaign then it will go live on the campaign start date.</p>

Help

If you need help during the campaign, please contact:

ATDW Helpdesk

Monday to Friday | During business hours

Ph. 1800 629 749

Email: atdw@queensland.com

teq.queensland.com

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