

HALF OFF FULL ADVENTURES OPERATOR FAQ'S

How does the offer work?

Interstate and international visitors will be able to register for 50% off tours and attractions on a first come, first serve basis online at www.wavisitorcentre.com.au/half-off-full-adventures-sign-up

Once registered, visitors will be able to redeem their vouchers online at www.wavisitorcentre.com.au/half-off-full-adventures, over the phone (1800 812 808) or in person in store at the Western Australia Visitor Centre (WAVC) at 55 William Street, Perth.

Where is the discount coming from?

The 50% discount is being subsidised by the State Government through Tourism WA. Operators will still receive their usual tour or experience value payment (less WAVC commission) whilst visitors receive 50% off.

What are the booking and validity dates for the discount?

Registrations for the discount can be made from 1 April to 30 June 2022, unless the total discount value is exhausted earlier. Bookings must be completed by 30 June 2022 and travelled by the 15 July 2022.

How much does it cost to participate in the campaign?

There is no cost to be involved with the campaign as long as you are a bookable tourism business through the WAVC and fit the eligibility criteria.

Is my business eligible?

The discount is redeemable on tourism attractions and tours.

- Your product must be bookable and connected through the WAVC
- Must accept all of the WAVC [terms and conditions](#), this includes that operators will be paid once the customers have travelled
- Must offer consistent departures throughout the campaign period
- Bookings must be made for a specific date, open ended tickets are not eligible

How is a "tourism experience" defined?

A "tourism experience" is a place of interest, offering a distinct visitor experience to the leisure tourist. For the purpose of this campaign, tourism experiences are considered to be cultural experiences, food or beverage experiences, observatories, planetariums, zoos, sanctuaries, aquariums, amusement and theme parks, wildlife and animal parks.

How is a "tour" defined?

A "tour" is defined as an organised excursion with a guide and/or commentary. These may vary in duration from less than a day to one day, to extended touring such as; walking, biking, segway, adventure or outdoor tours, coach tours, 4WD, aerial tours or aerial activities, marine, cruises, sailing, water, scuba diving or snorkelling tours, marine wildlife interactions and food or beverage tours.

What businesses are ineligible?

- Vehicle hire (unless there is a guided element or destination-based commentary)
- Point-to-point transport providers (unless there is a guided element or packaged with an experience or tour) - air, coach and rail
- Farmers markets, markets, retail precincts

- Charter services - air, coach, ferry, marine charter, small charter vehicle, car, van charter, motor home hire and short-term leisure equipment hire (unless there is a guided element)
- Accommodation providers – hotels, holiday parks, farm stays, station stays, caravan parks, holiday homes
- Events and festivals
- Restaurants, cafes, food outlets
- Food and beverage products provided without guided commentary or if not part of a group experience
- National park entry fees
- Open ended tickets

Can consumers book directly through an operator?

No. All vouchers must be redeemed through the WAVC. This can be done in person, over the phone or online at www.wavisitorcentre.com.au/half-off-full-adventures
Discount codes presented directly at a business will not be honoured. Consumers can reserve a booking directly with a business but will then need to direct the consumer to make the booking and payment with the WAVC.

My business is currently closed for the season, can I still participate and benefit?

The program will only be running from 1 April to 30 June 2022 and all discounts must be booked and redeemed by 30 June 2022. Unfortunately there are no rain checks. Operators should be ready to accept bookings between 1 April and 30 June 2022.

Is there a minimum spend for consumers to access the discount?

No, there is no minimum spend required in order to redeem the 50% off.

Is there a cap on the maximum discount that is able to be accessed per operator and per booking?

Yes, the WAVC will limit the number of discounts that can be used per operator. The limit is set at \$25,000.00. The WAVC will let the operator know when the limit is reached.

There is also a cap of \$500.00 of discount that can be redeemed on a single booking.

How do I get involved in the campaign?

Tour and experience operators need to be connected with the WAVC. You can do this by getting in touch with them via email at info@wavisitorcentre.com.au and you can also visit

www.wavisitorcentre.com.au/half-off-full-adventures to download a Booking Agreement Form.

Your product must meet the eligibility criteria outlined above. Make sure your product, availability, pricing and business details are up to date.