



Making your budget stretch further

If targeting the Free Independent Traveller (FIT) market is key to your business, then a great way to enhance your profile is to offer a value-add incentive, or extra benefits.

Want to provide Vouchers in the Must-Do's Regional Guides?

Travellers love to see their dollars go further, and our discount vouchers are a great opportunity to prompt visitors to choose your business over your competitors.

TEMPLATE ADVERTISING

Discount Voucher

Discount Vouchers encompass everything from adventure activities to eating out and accommodation.

INCLUDES:

- Discount/offer
- Establishment name and contact details
- Conditions of offer including expiry dates
- Business logo

HOW TO INCREASE TRAVELLER REDEMPTION

- Value-add or free incentives are as equally attractive as a discounted rate
- If offering a discount, our research indicates at least 20 percent discount motivates a buying decision
- Make it easy for the traveller – too many restrictions and it becomes a hassle



10% DISCOUNT ON ADMISSION

10% Discount

EXPIRES: 31/12/2020

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- Direct bookings only
- Not available with other special deals or combos
- Use Promo Code 'AATravel' when booking online

PRICING

ADVERTISING RATES (exclusive of GST)

VOUCHER	PRICE
1 Voucher	\$350