



iMATE

FEATURED DEALS

Queensland's Must-See Holiday Deals

Queensland
AUSTRALIA



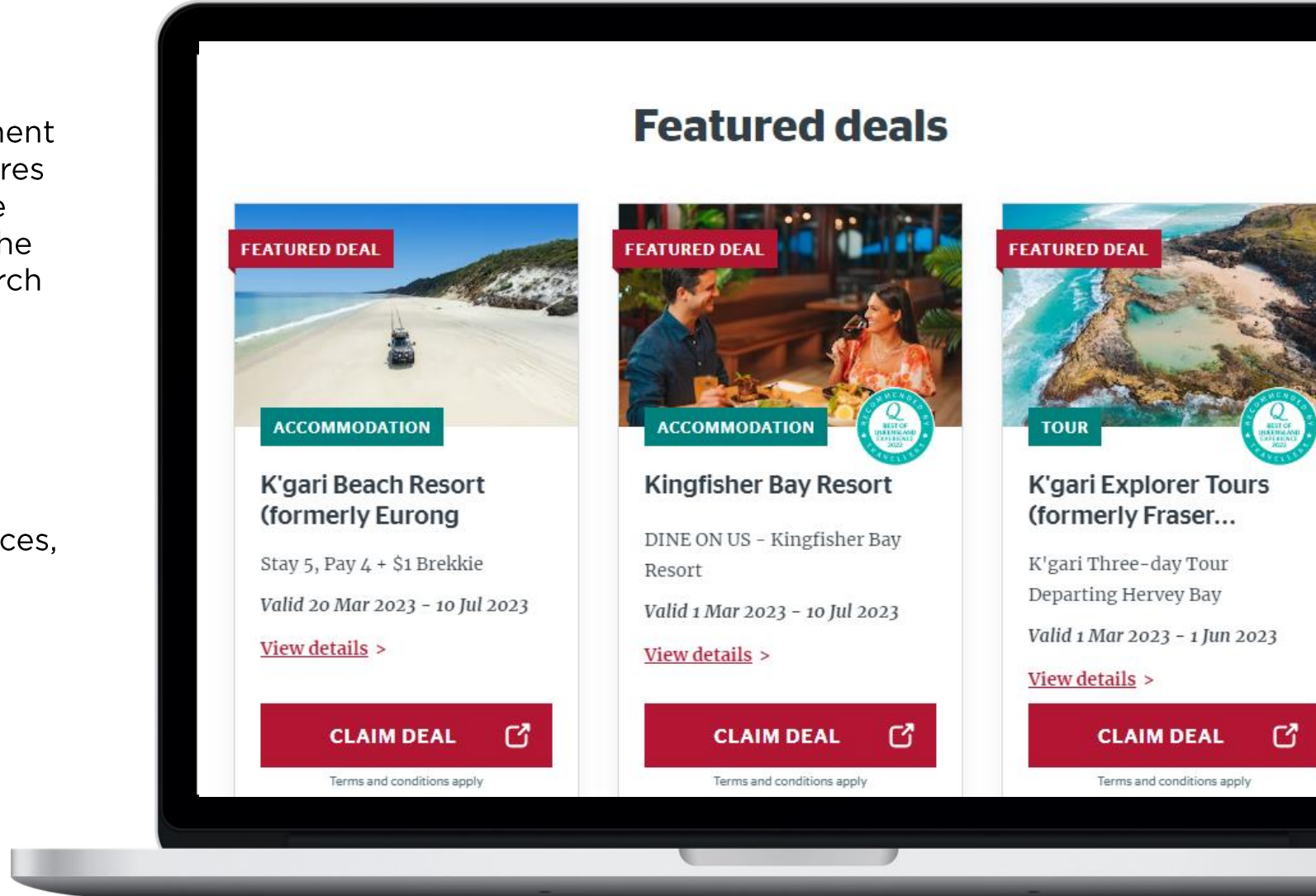
WHAT IS A FEATURED DEAL?

FEATURED DEALS

A featured deal is premium native tile placement on TEQ's Queensland.com website that features your business' ATDW listing. Your deal will be highlighted as a feature listing (as shown in the image) where millions of travel intenders search for holidays and deals on Queensland.com

Featured deals is a premium placement exclusively offered by IMATE.

The featured deal carousel placement can be found across Regions, Destinations, Experiences, Things to Do and the Holiday Deals pages.



WHY FEATURE YOUR LISTING?

It's *EXCLUSIVE*

It allows exclusive placement and guaranteed visibility to reach in-market travel intenders through exclusive, prioritised native placements on [Queensland.com](https://www.queensland.com)

It's *EFFICIENT*

It is a cost-efficient investment that promotes your deal at the top of the deal listings, on top content pages of relevant destinations across [Queensland.com](https://www.queensland.com), with proven return on investment (ROI).

It's *EASY*

It's easy to activate! All you need is an active ATDW listing, upload your deal and it will automatically be pulled through to the front of deals carousels across [Queensland.com](https://www.queensland.com) when you sign up for a Featured Deal

It's *INFULENCING* Travel Intenders on [Queensland.com](https://www.queensland.com) & *DRIVING* leads to your business!

A person with a backpack is walking across a large fallen log in a dense forest. Sunlight filters through the trees, creating a misty atmosphere. The scene is captured from a low angle, looking down the path.

CASE STUDIES & TESTIMONIALS

OPERATOR TESTIMONIAL

““The Featured Deals package has contributed to some great results for our K’gari business deals. We have been using the Featured Deals package traditionally for just Kingfisher Bay Resort listings, and in the last 6 months have used it for K’gari Beach Resort, and now for K’gari Explorer Tours as well, as it is the number one lead generator for our K’gari businesses ”

-Kingfisher Bay Resorts



FEATURED DEAL



ACCOMMODATION

**K'gari Beach Resort
(formerly Eurong)**

Stay 5, Pay 4 + \$1 Brekkie

Valid 20 Mar 2023 - 10 Jul 2023

[View details >](#)

CLAIM DEAL 

Terms and conditions apply



FEATURED DEAL



TOUR



**K'gari Explorer Tours
(formerly Fraser...)**

K'gari Three-day Tour
Departing Hervey Bay

Valid 1 Mar 2023 - 1 Jun 2023

[View details >](#)

CLAIM DEAL 

Terms and conditions apply

CAMPAIGN CASE STUDY: GREAT QUEENSLAND GETAWAY

FEATURED • Promo Code

TOUR

GOOD TO GO

Ocean Freedom - Personal Snorkel & Dive

Almost 50% off 2 adult tour Great Barrier Reef...

Valid 18 Oct 2021 - 31 Oct 2021

[View details >](#)

CLAIM DEAL

Terms and conditions apply

FEATURED • Promo Code

TOUR

GOOD TO GO

Hit the Road Tours Brisbane

Get \$100 Off on our North Straddie Sunset Tour

Valid 18 Oct 2021 - 23 Jan 2022

[View details >](#)

CLAIM DEAL

Terms and conditions apply



750%

Increase in bookings and value

- ✓ 35 Operators
- ✓ Featured Promo Deals Placement
- ✓ Significant Increase in Results

WHAT RESULTS HAVE WE SEEN?

Operator 1

Standard listing on queensland.com (through ATDW listing) saw 39 direct Leads to Industry (business page)

Vs.

A Featured Deal placement where the leads to industry increased to 241, resulting in a 518% increase. With 80k impressions delivered across the month of November



Operator 3

Standard listing on queensland.com (through ATDW listing) saw 22 direct Leads to Industry (business page)

Vs.

A Featured Deal placement where the leads to industry increased to 258, resulting in a 1073% increase. With 194k impressions delivered across the month

Operator 2

Standard listing on queensland.com (through ATDW listing) saw 96 direct Leads to Industry (business page)

Vs.

A Featured Deal placement where the leads to industry increased to 798, resulting in a 731% increase. With 159k impressions delivered across the month of June



A man in a black tank top is water skiing on a lake. He is holding a green rope that extends from the top left corner of the frame. The water is splashing around him, and there are ripples in the wake behind him. The background features a dense line of green trees and a blue, hazy mountain range under a sky with scattered white and grey clouds.

HOW TO ENQUIRE AND BOOK?

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STEP 1:

Your ATDW listing is the first step to gaining business exposure across the TEQ website. Your listing will automatically pull through to Queensland.com and once you have booked a featured deal with the IMATE team it can be promoted across 4 weeks and beyond.

STEP 2:

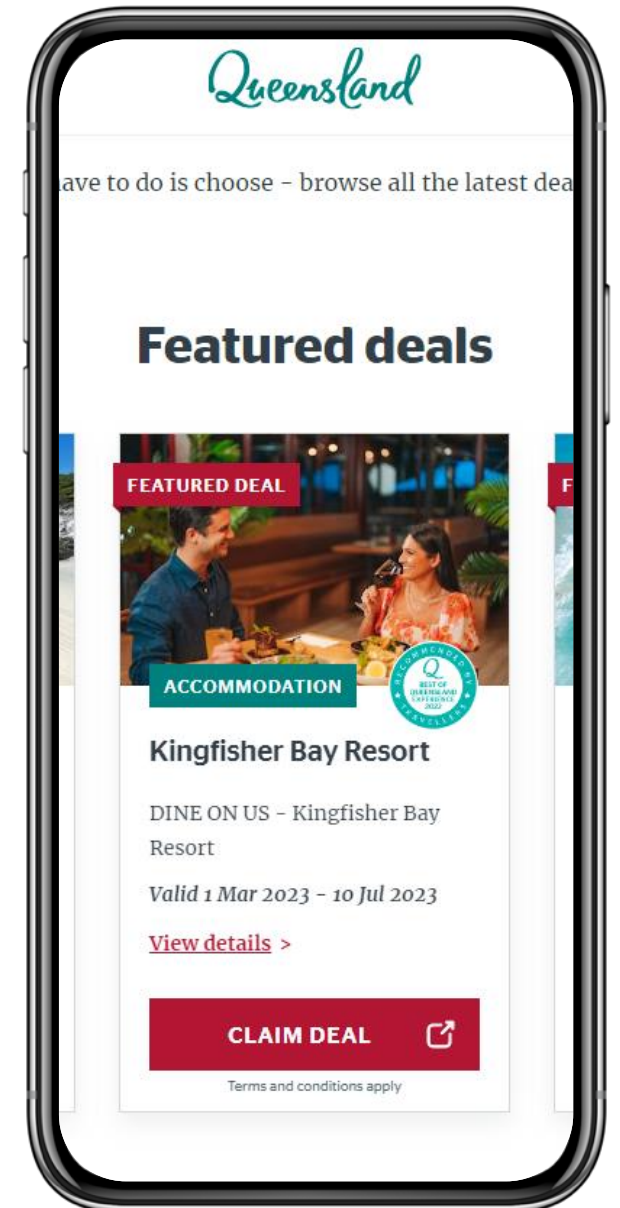
Once your deals have been updated and contain the most relevant images, content and exclusive offers, you can opt in to promote the deal by contacting IMATE and booking your exclusive package.

Please contact the IMATE team for further information:

www.imate.queensland.com

imate.queensland.com/featured-deals

hello@imate.queensland.com





ATDW GUIDE

Update Listings and Deals

1. Go to www.atdw-online.com.au
2. Enter your username (email address) and password. If you don't know your password, you can reset it [here](#).
3. From your **Listing Dashboard**, click the **UPDATE** button next to the listing you would like to update.
4. Navigate to the section you would like to update by using the orange menu on the left, or by clicking on **Summary** to get an overview of your listing.
5. Click on **Send for Review** when you have finished updating your listing.
6. Your updates will be reviewed and approved within 1-2 business days.

If you are not currently a member of ATDW, please contact atdw@queensland.com for more information on how to become a member.

The screenshot shows the ATDW-Online interface for updating a listing. The left sidebar contains a navigation menu with categories like LISTINGS, STATS, ACCOUNT, ADMIN, and SIGN OUT. The 'ADMIN' section is expanded, showing options like Awards, Booking codes, Indigenous Culture, Short description, Tags, Activities, and Tourism organisations. The 'Deals & Offers' section is active, displaying a form with the following fields:

- Deal Type***: A dropdown menu.
- Deal/Offer Name***: A text input field.
- Deal Description***: A large text area.
- Provide the validity start and end date**: Two date pickers for **Start Date*** and **End Date***.
- Deal Terms & Conditions***: A large text area.
- Deal URL**: A text input field.

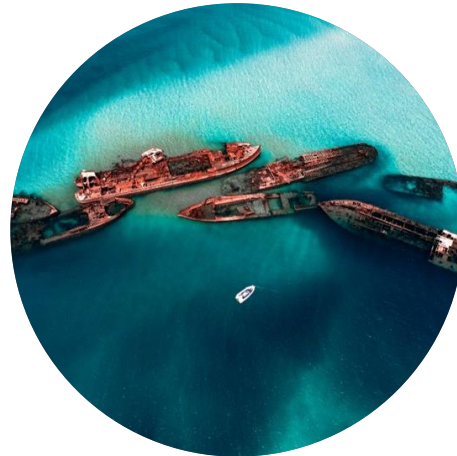
At the bottom of the form are buttons for **PREVIOUS** and **SKIP TO NEXT STEP**. A link [Add another Deal/Offer](#) is also present. On the right side, there is a **Guidance** section with a lightbulb icon, providing instructions on how to use the Deals and Offers feature. A progress bar at the top right indicates '5 optional steps to optimise your listing' with buttons for **SUMMARY** and **MORE...**.

ATDW: ENHANCE YOUR LISTINGS



Regular updates

Make sure to login to ATDW and make updates to your listing whenever you have new information to share about your business to ensure consumers are getting the most up to date information.



Images & Videos

The hero image is used in various placements across Queensland.com so it is essential to ensure you are using your best image as it will often determine whether a consumer will engage with your listing. You can also include up to 10 images and videos, so take advantage of this and ensure you are using your best and most recent images.



User Experience

Where possible, it is preferable to link directly to your website with more information about the deal to provide a seamless consumer experience for conversion. It is mandatory that a URL is provided for each deal.



Upload Holiday Deals

Queensland.com will now display up to three deals uploaded to ATDW. Deals can be either a discount, special rate, bonus offer or a package and must clearly demonstrate the value to consumers. These deals are what can be promoted in the Feature Deals product.



Contact IMATE and Feature Your Deal Today!

IMATE

www.imate.queensland.com
imate.queensland.com/featured-deals
hello@imate.queensland.com

Queensland
AUSTRALIA

An aerial photograph of a tropical coastline. A wide, crescent-shaped white sand beach curves along the edge of a dense, lush green forest. The water is exceptionally clear, showing vibrant shades of turquoise and light blue, with visible coral reefs and sandy patches beneath the surface. The sky is a clear, bright blue. The overall scene is idyllic and scenic.

Thank You