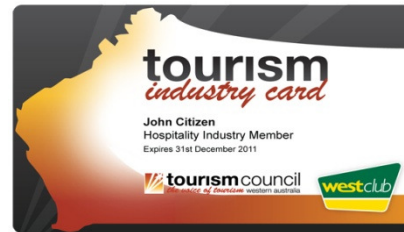


The Tourism Industry Card Program

Supplier Participation



All Tourism businesses have spare capacity, unsold inventory, tickets, rooms or seats or times when demand is lower than others. By using that spare capacity co-operatively we can make it more attractive for people to work long term in our industry, attract and retain better staff to our business state-wide and increase our professionalism and profitability in the long term.

- Only **TCWA members** can participate as a supplier.
- There is **no cost** associated with the advertising and promotional activity attached to the program
- A number of **major Tourism Organisations**, including Cable Beach Club, Burswood Entertainment Complex, Aspen Parks, Seashells Hospitality Group, Edge Resorts and Hospitality Inns have already confirmed their participation in this initiative
- The only cost to suppliers is the benefit they provide for TIC cardholders when they book. This may be as simple as extending staff rates you already have for your own people to TIC cardholders - people involved in other WA Tourism businesses
- The TIC rate needs to be a **genuine staff rate**, better than anything in any other program available to the public – otherwise it undermines the program
- The offer needs to be **attractive and simple** so that it can work effectively in the online environment
- Bookings must be made **direct** but they don't have to be done on line
- We are suggesting to accommodation suppliers that their offer should be no less than **10% off the wotif rate**. As TIC bookings are made direct and no commission is payable, this equates to the **same rate** an operator would receive from a wotif booking. To make their offer even more attractive Hospitality Inns will be offering 20% off the wotif rate to TIC cardholders at all their properties.
- For accommodation suppliers, Levart Distribution Systems Channel Control clients will be able to establish a **TIC rate** to enable cardholders to book on line
- Rates must **not be available to** or able to be seen by the **public**
- Rates can **vary** in high and low season and are **subject to availability**
- You don't have to submit an offer on everything you do! Some people will only be able to provide offers on some of their tours/room types/entry fees. We are happy to discuss what offers may be appropriate for your business
- The programme will have its own website which will be supported by a regular email **newsletter** providing suppliers the opportunity to advertise specials to TIC cardholders free of charge
- The offer pages on the website will have email, phone contacts and a **link** to their own website for bookings to be made
- There is an additional opportunity for all suppliers to participate free of charge in the existing **Westclub** and **WA Pass** programs that have more than 100,000 members throughout WA. We would expect the offers for these programs to be different and somewhat less attractive than the TIC offer (eg value adds, free breakfast etc). Refer to www.westclub.com.au and www.wapass.com.au for further information

Frequently Asked Questions – Supplier Participation

Do I have to offer an allotment?

No, all bookings are subject to availability via your normal booking channels eg your own website, your own reservations staff or Levart Distribution Systems.

Can I withdraw my offer when bookings are tight?

No, the basic offer (eg 10% off wotif or 50% off a river cruise) needs to be in place until 31 Dec 2011. All offers are subject to availability so can be closed out as you would with any other booking stream. It will however undermine the integrity of the program if your offer is impossible to book. Remember this is an opportunity to market your business to your tourism industry peers and their employees and will allow you to gain additional marginal business revenue and word of mouth marketing/promotion.

Is there a minimum advance booking period for cardholders?

No. This program is designed to utilise unsold inventory to provide tourism employees with additional benefits. It makes sense therefore to keep your offer available until the last minute if you can. Industry employees can sometimes have rosters and shifts changed at short notice providing them with last minute free time and an opportunity to use their card.

Why should I become a TIC Supplier?

Apart from the opportunity of gaining additional revenue, the success of this program will make it more attractive to work in WA Tourism in the long term which in turn will improve the quality of staff available throughout the Industry and minimise the traditionally high staff turnover and training costs involved.