

Affiliate Project Fact Sheet:

Destination NSW (DNSW) implemented an Affiliate project with HotelsCombined in February 2017. This program enables a broader range and number of accommodation businesses listed via the DNSW Get Connected Program to display their online bookable inventory (if their products are also listed on hotelscombined.com).

The key benefits of this revised Affiliate Program will be that booking activity via the DNSW owned sydney.com and visitnsw.com will now be better able to:

- report the increase and frequency of bookings in NSW
- improve the conversion reporting on visitor nights in NSW
- provide reliable intelligence and return-on-investment metrics for marketing, co-operative marketing and partnership marketing campaigns.

The DNSW and HotelsCombined Affiliate pages will be hosted on hotels.sydney.com and hotels.visitnsw.com.

Below are some of the frequently asked questions (FAQ's) relating to this HotelsCombined Affiliate Program on sydney.com and visitnsw.com:

Who is HotelsCombined?

- HotelsCombined (hotelscombined.com) is an online booking aggregator. They aggregate large online travel agents (OTAs) into its bookable inventory feeds – including Expedia.com, Hotels.com, HotelTravel, Accorhotels.com, Get A Room, Lastminute.com, Travelocity as well as a number of other Online Travel Agents (OTAs).
- HotelsCombined searches the top travel websites in real-time to show travellers availability and the optimal hotel deal, then travellers click directly through to partner websites to book.

What are the benefits of HotelsCombined.com?

- Seamless connection to one of the world's largest hotel price comparison search engines
- Provides travellers with the best price available in real-time
- No booking fees and no mark ups. HotelsCombined do not charge the operator any additional commission or fees.

How do I register and/or get a 'Check Availability' button against my accommodation listing on visitnsw.com and sydney.com?

- DNSW is working with HotelsCombined to provide travellers with multiple booking options from some of the world's top booking websites
- To enable a 'Check Availability' button on your listing, you will need to firstly have a live ATDW-Online accommodation listing and also at least one connection with a HotelsCombined affiliate partner website. Once these two criteria are met, then a 'Check Availability' button will automatically appear on your listing which links to your live accommodation inventory on HotelsCombined.

What will happen to the current NSW Connect and Tourism Exchange Australia (TXA)?

- Now that the HotelsCombined integration is complete, NSW Connect will no longer be available. This means that DNSW will no longer connect directly to the TXA platform for online bookings. (NB: TXA is only 3% of current online bookable inventory via Get Connected)
- TXA will continue to be available through the Australian Tourism Data Warehouse (ATDW) and operators with an existing connection will continue their relationship directly with V3, the technology provider of the TXA platform. Contact V3 on 1300 880 683 or visit the [ATDW website](#) for further information
- Accommodation providers with a booking system connected to TXA can still use the platform to obtain a 'Book Now' button on visitnsw.com and Sydney.com. Simply opt in to a [partner website](#) of HotelsCombined via the TXA platform and they will link to you via this channel
- Please note HotelsCombined do not charge the operator booking fees, however it is the responsibility of the operator to understand the fee structure of their booking system and associated distribution channels.

I am a Hire/Tour/Event/Attraction Operator. How do I get a 'Book Now' button?

- The HotelsCombined Affiliate Program is for Accommodation Products only. Any attraction, tour operator or event owner must have a booking system with online bookable inventory to obtain a 'Book Now' button



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- Login to your ATDW-Online listing and under the 'Preferred Booking URL' field, input your booking URL
- A 'Book Now' button will be enabled on your listing within 48 hours
- The 'Book Now' button will link directly to your online booking system page via sydney.com and visitnsw.com.

Note: The HotelsCombined partnership is for accommodation products only so if you are not an accommodation product, your current online booking system can still be linked within your Get Connected listing.

How do I know if my booking system is connected to one of HotelsCombined partner websites?

- You will find most booking systems have a connection to one of HotelsCombined many supplier partners. If you are unsure, please contact your booking system organisation directly to confirm.

I am an accommodation provider and have my own booking system, but it isn't connected to any of HotelsCombined.com partner websites? Does this mean I will miss out?

No you will not miss out. DNSW are not mandating that accommodation operators use a specific method of displaying bookable inventory. Accommodation operations will be provided with flexibility to choose from the 3 options noted below.

Accommodation operators have 3 options when it comes to linking to bookable inventory via sydney.com or visitnsw.com.

1. The operator gives approval for their HotelsCombined inventory to be displayed on sydney.com and visitnsw.com; or
2. The operator enters their preferred booking URL to their ATDW listing and this is displayed on sydney.com and visitnsw.com; or
3. The operator chooses a 'Visit Website' button which links the user direct to their website to make contact to book (usually via phone or email).

Option 2 (Preferred Booking URL) is the default option i.e. if an accommodation operator enters their Preferred Booking URL to their ATDW listing then this will override any matching with HotelsCombined.



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I have my own booking system but am also connected to one of HotelsCombined partner websites?

- If you have an online booking system and also have a connection with one of HotelsCombined partner websites, then Destination NSW will use the Preferred Booking URL field as the default option. The Accommodation Operator is able to choose which bookable inventory display option they prefer i.e. own booking system or HotelsCombined inventory listing.
- However, if an operator has chosen to link to their Preferred Booking URL via the 'Check Availability' button but also has HotelsCombined inventory, then a website visitor may still navigate to that operators HotelsCombined inventory if they do a general search of accommodation via the HotelsCombined Affiliate pages.

I don't have an online booking system but I want a 'Check Availability' button, what do I do?

- You will need to research the most suitable and cost-effective booking system for your business
- This can be an overwhelming process with many booking systems on the market. [Tourism Tribe](#) is an online community that connects tourism operators, industry and digital experts in a supported learning environment. This can be a great place to start your research and seek advice from expert digital coaches.

Will Destination NSW be working with other Affiliate Partner booking systems?

- Now that the HotelsCombined Affiliate program is implemented, DNSW will be also working with other potential Affiliate program partners, depending on the relevant system's technical compatibility and mutual business objectives
- DNSW will provide an update as further information becomes available.



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Who do I call to help me access this project with HotelsCombined?

Below is a list of useful resources and information to assist you to better understanding the structure of the Affiliate project. If you would like more detailed information on the options for your business to list its online bookable inventory on sydney.com and visitsw.com, then please call or email DNSW via the following contact details;

The Get Connected Team
P: 1300 655 077
E: getconnected@dnsw.com.au

Destination NSW Resources:

- Get Connected Website Membership Program
<http://www.destinationnsw.com.au/tourism/industry-opportunities/connect-your-tourism-product/get-connected>
- Online Marketing Tourism e-kit
<http://www.destinationnsw.com.au/tourism/industry-opportunities/connect-your-tourism-product>
- Business Development resources
<http://www.destinationnsw.com.au/tourism/business-development-resources>
- HotelsCombined Hotelier Assistance
<https://www.hotelscombined.com/Hotelier/Contact>
- Business Development resources
<http://www.destinationnsw.com.au/tourism/business-development-resources>