



## SMART DATA. TOTAL CONTROL.

### Pricing Packages

As there are varying levels of integration and content requirements, the below offerings provide flexibility and choice across 3 package options.

#### INDUSTRY

**\$110**  
per month

For Government and Not-for-profit Organisations. Access to a specific state or region

#### LITE

**\$165**  
per month

Designed for commercial distributors with access to your choice of 2 categories

#### PREMIUM

**\$385**  
per month

Full access to the entire database content of over 40,000 listings across all categories



AUSTRALIAN  
**TOURISM DATA**  
WAREHOUSE

### Techy Bits



Real-time API queries delivered by our ATLAS webservice ensures the most up-to-date data anytime



Keyword, Full text & Geospatial Search functionality



Advanced filtering providing a radius around a geo-location



Data can be queried through a Restful Interface



ALTAS webservice supports JSON and XML data output



### Try our Widget

ATDW's free Distribution Widget allows you to promote local tourism products and experiences on your website, much like a "brochure rack" would. It's simple to setup, allows you to select the style and tailor the widget's appearance, easily integrates and displays up-to-date content relevant and complimentary to your business and ultimately it improves your website's user experience.

## Who is ATDW?

The Australian Tourism Data Warehouse (ATDW) was established in 2001 to provide the tourism industry with a national content standard and create a comprehensive, high quality consumer relevant database of Australian tourism products and destination content.

ATDW works in partnership with all Australian State and Territory Government Tourism Organisations (STOs) to collect, quality assure and manage the wide range of tourism products in the database. The flexible database enables distributors to pick and choose which product listings,

categories and regions they wish to publish on their digital channel and they can apply their own style and branding. This content is available for online publication through ATDW's multi-channel distribution network.

## AUSTRALIA'S NATIONAL TOURISM DATABASE & DIGITAL DISTRIBUTION PLATFORM

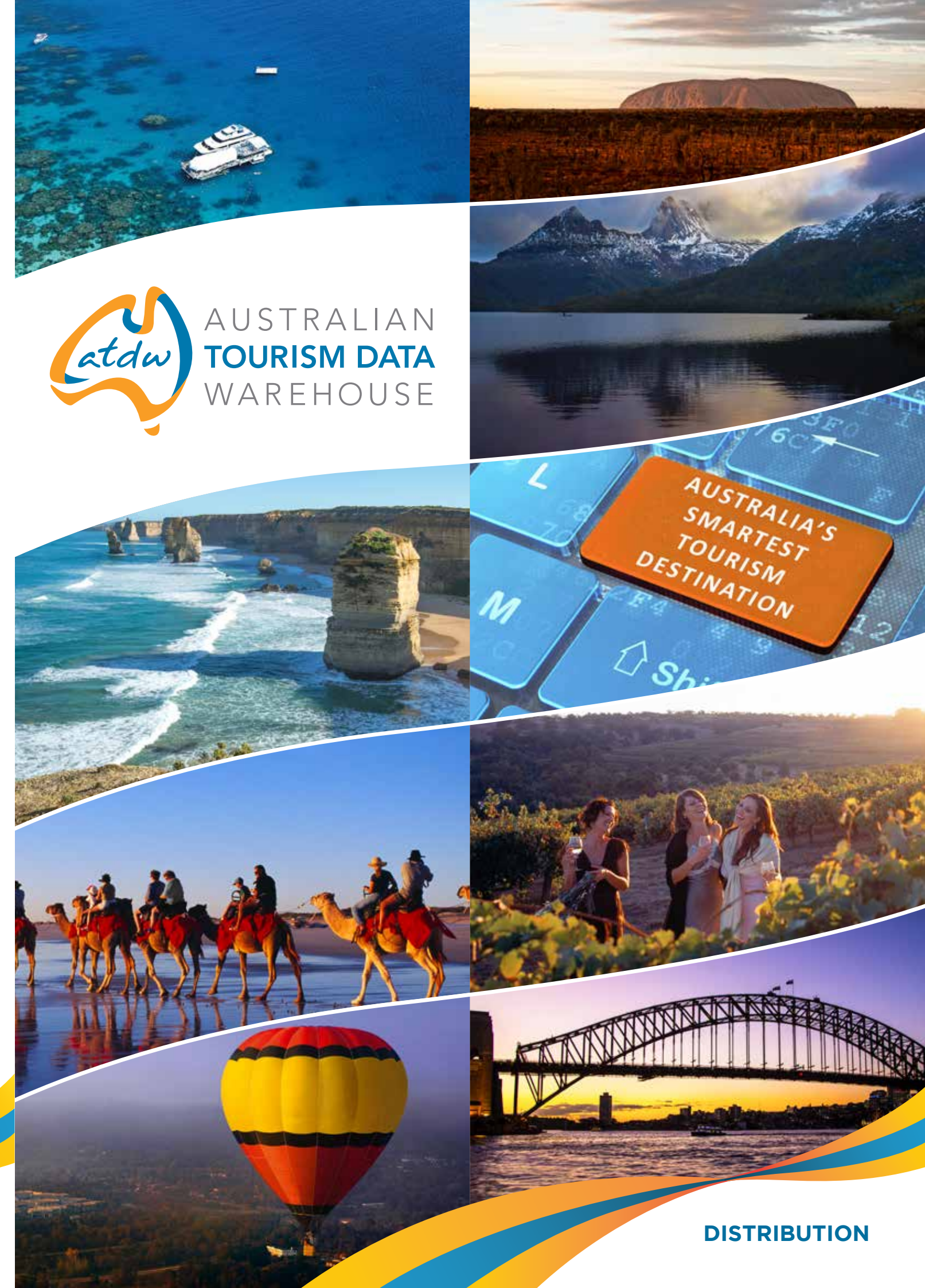


AUSTRALIAN  
**TOURISM DATA**  
WAREHOUSE

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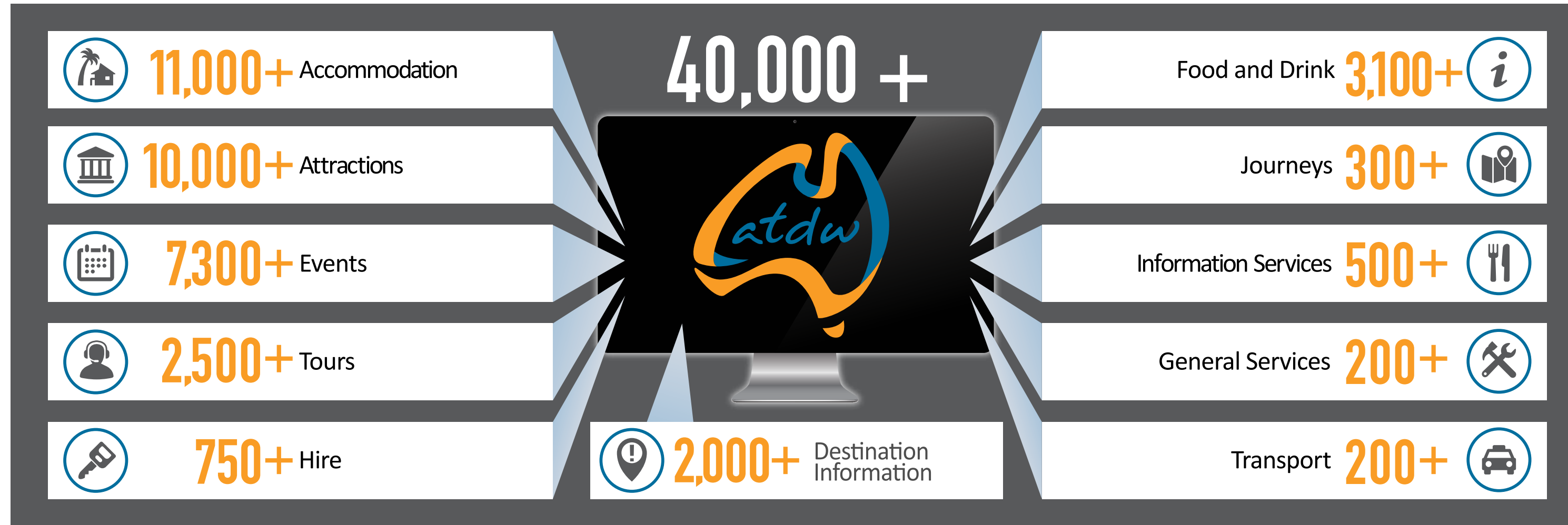
[atdw.com.au](http://atdw.com.au)

DISTRIBUTION



# Content Features

ATDW's content platform consists of over 40,000 quality assured tourism listings and 175,000 images across 11 product categories.



## Content Categories

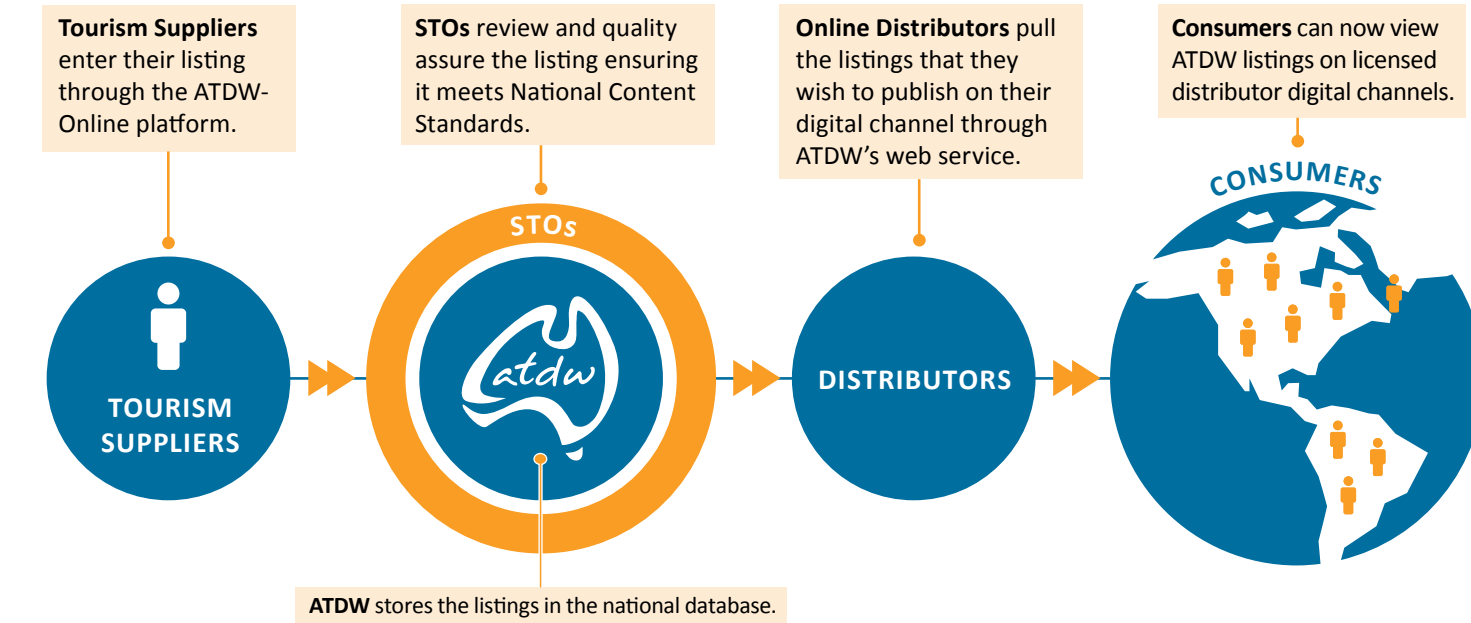
- ACCOMMODATION**  
Accommodation establishments allowing short term stay.  
Apartments; Backpackers and Hostels; Bed and Breakfasts; Caravan, Camping and Holiday Parks; Cottages; Farmstays; Holiday Houses; Hotels, Motels, Resorts; Retreats and Lodges.
- DESTINATION INFORMATION**  
Destination information about the Town, Suburb, City, Area, State or Region.  
Suburb; City; Area; Region; State.
- EVENTS**  
Events that have a leisure tourism focus with the best potential to stimulate visitation.  
Business Events; Classes; Lessons; Workshops and Talks; Community Events; Concerts and Performances; Exhibitions and Shows; Festivals and Celebrations; Food and Wine; Markets; Sporting Events.
- HIRE**  
Hire services that provide products or services hired for a specific time to be used/operated by the leisure tourist.  
Bicycles; Boats; Campervans and Motorhomes; Cars; Equipment; Four Wheel Drives; Houseboats; Minibuses and Coaches; Motorcycles; Yachts.
- INFORMATION SERVICES**  
Information on visitor services including airports, cruise terminals and visitor information centres.  
Cruise Terminals and Airports; Visitor Information Centres.
- JOURNEYS**  
Suggested journeys which can include a series of routes and waypoints.  
Day Trips; Great Walks; Itineraries; Trails.
- FOOD AND DRINK**  
Establishments which are targeted at leisure visitors and/or offer a unique dining experience.  
Bars; Breweries; Cooking Schools; Lessons; Workshops; Produce; Restaurants and Cafes; Wineries.
- TOURS**  
Regularly organised tours with a leisure-tourism focus, organised by experienced guides. These may include a personal host and/or commentary.  
Adventure and outdoors tours; Air, Helicopter and balloon tours; Cruises, sailing and water tours; Cultural and theme tours; Food and Wine tours; Nature and Wildlife; Nightlife tours; Shopping tours; Sightseeing tours; Sports tours; Walking and biking tours.
- TRANSPORT**  
Transfer Services and Air, Coach, Ferry and Rail point to point services.  
Air Services; Bus Services; Coach Services; Ferry Services; Train Services; Tram Services; Transfers.
- GENERAL SERVICES**  
Listings for products which support tourism and those who travel.  
APP; Bank; Bus Stop; Child Care Service; Cinema; Council Public Car Park; Dentist; Discount Card Provider; Foreign Exchange; Fuel Stop; Hospital; Interpreter Guide; Medical Centre; Motor Mechanic; Park Pass Provider; Pet Care Service; Pharmacy; Playground; Private Car Parking; Public Telephone; Public Toilet; Public Transport Station; Service Station; Supermarket; Taxi Rank; Train Station; Tram Stop; Transit Centre; Wedding Services; General Tourism Services; Accommodation Booking Service; Electric Vehicle Charging Points.

## Make it Bookable

**BOOK NOW**

Together with publishing ATDW's rich content, distributors also have the option to extend their online offering by enabling online bookings across a selection of tourism products. ATDW listings have been mapped with several booking exchanges such as TXA, HotelsCombined and Bookeasy which combines ATDW's quality content with live rates and availability; delivering a secure payment process with instant booking confirmations. Note: Distributors are to make direct agreements with these booking partners to enable this service. Alternatively, ATDW listings in various categories include the tourism businesses preferred booking URL that Distributors could display as means of conversion for those products.

# Content Flow



## BENEFITS

There are many benefits of becoming a licensed ATDW distributor. These include:

- ✓ A cost effective quality content solution
- ✓ Updated daily, rich and relevant tourism content
- ✓ Simple integration into digital channels using the latest technology
- ✓ Quality assured by State Government Tourism Organisations (STO's)
- ✓ Distributors pick & choose content they want to publish (Integrate part or all of the content)
- ✓ Complement pre-existing content with ATDW data. Select own branding and style
- ✓ Have access to more than 40,000 listings across Australia and 175,000 high quality images across 11 product categories
- ✓ Content includes product descriptions, high quality photos, video & social media links, contact details and much more
- ✓ Content also available in Traditional and Simplified Chinese Translations
- ✓ Distributor controls call to action

## Publish in 6 easy steps

- 1 Register for the 30-day free trial
- 2 Choose a suitable package
- 3 Receive your trial distributor key
- 4 Test ATDW content and web service
- 5 Integrate ATDW content
- 6 Advise ATDW and Go LIVE!