The Australian Tourism Data Warehouse

What will I learn in this tutorial?

- Being listed with Australian Tourism Data Warehouse (ATDW) will provide my tourism business with increased exposure
- The ATDW is key to my product being marketed by Tourism Australia and state and territory tourism organisations in Australia
- ATDW's growing distribution network of over 150 distributors, is comprised of Tourism Australia, all state and territory organisation websites, many regional tourism websites and other third party distributors
- To get listed go to the ATDW-Online platform (https://atdw-online.com.au) OR contact my state or territory's ATDW representative: http://atdw.com.au/tourism-operator/operator-support/contact-your-sto/

1   WHAT IS THE AUSTRALIAN TOURISM DATA WAREHOUSE (ATDW)?

The Australian Tourism Data Warehouse (ATDW) is Australia's most current, national, digital, tourism database and distribution network.

ATDW was created in 2001 as a joint initiative of Tourism Australia and all of the Australian State and Territory Government Tourism Organisations (STO) to market a comprehensive

AUSTRALIA'S SMARTEST
TOURISM DESTINATION

ATDW
AUSTRALIAN
TOURISM DATA
WAREHOUSE

range of Australian tourism products and destination information without limitations of geographical boundaries.

ATDW operates to provide tourism operators with increased online exposure by delivering their listed products across ATDW's growing and robust multi-channel distribution network.

ATDW's national tourism database

ATDW's national database is made up of over 40,000 listings and 150,000 images across 11 product categories including Accommodation, Attractions, Destination Information, Events, General Services, Information Services, Hire, Journeys, Food and Drink, Transport and Tours.

Tourism operators list their products directly through the national ATDW-Online application (https://atdw-online.com.au).   This content is quality assured by each State or Territory Tourism organisations and released live for publishing. See "How do I list on ATDW and what are the costs" below.
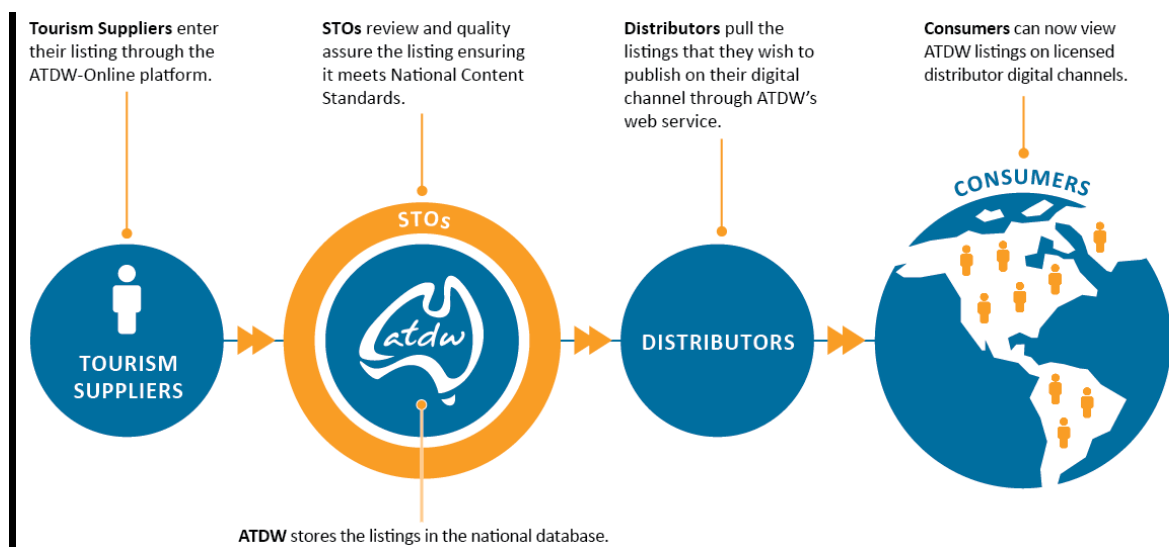
Broader exposure through ATDW's Distribution network

Once the tourism product is listed on ATDWs national database it is then electronically accessible by ATDW's travel distributors to be published, promoted and sold through their websites and other digital channels.

ATDW currently has over 150 licensed travel distributors, including Australia.com, all the Australian State and Territory Tourism Organisation consumer websites and a large number of Regional & Local Tourism Organisations and city councils, About Australia, Eventfinder, RACQ, PleaseTakeMeTo, a range of regional and niche publishers, together with a growing number of mobile applications. You can view the full list at http://atdw.com.au/distributors/current-distributors/

ATDW's cost-effective and high quality source of tourism information increases international and domestic exposure for tourism suppliers.

2 WHAT ARE THE BENEFITS OF LISTING YOUR PRODUCT ON ATDW?

The benefits of being listed on ATDW can be summarised as follows:

- Simple and easy registering and listing on ATDW-Online.
- Increased product exposure, nationally and internationally
- Retain control of your product listing information
- Cost effective online marketing
- Sell your product by using TXA

Being listed on ATDW is a simple way to maximise your product's exposure. As a tourism operator, you will **only need to submit your product information once so it can be accessed by multiple websites and other digital channels** that make up ATDW's distributor network.

For further information see Tutorial, Optimising your ATDW Listing.

3 HOW DO I LIST ON ATDW AND WHAT ARE THE COSTS?

- List your product through the ATDW-Online platform (https://atdw-online.com.au) or your State or Territory Tourism Organisation. Each State or Territory Tourism Organisation has an ATDW representative, you can find their contact details http://atdw.com.au/tourism-operator/operator-support/contact-your-sto/

- Costs vary depending on which State or Territory you are based in. Yearly subscription can range from approx AU$0 – AU$250

- Once your product is submitted, your State or Territory Tourism Organisation will quality assure and approve it for publishing to ATDW's national distribution network.

4   ATDW'S NEW PLATFORM

To streamline, futureproof and evolve in line with technology trends, ATDW has recently re-built and launched a new centralised, technology platform, called **ATDW-Online.**

ATDW-Online offers considerable improvements for tourism operators by making it easier to manage your product information. With increased capability, the new platform will be less labour intensive and overall improve the user experience. **Some of the new features include:**

- National standardisation of information
- Intuitive user-friendly platform with clean, uncluttered page designs which are simple and easy to navigate
- Faster response times and instant updates and password resets
- Allows for multiple users, linked to one account
- Accepts Vimeo as well as YouTube videos
- Additional event categories have been added, as well as a new Food & Drink category

- Mobile compatible
- Analytics Dashboard with access to comprehensive statistics & graphs
- Larger Image requirement with helpful image uploading tool

To register a new listing or to update your listing go to https://www.atdw-online.com.au .

If you already have a listing, you will need to enter your email address and password or click on the "Forgot your password link" to reset your password for the first time.

Further information on ATDW-Online can be found here. http://atdw.com.au/tourism-operator/operator-support/faq/

5   WHAT IS THE TXA?

Making your listing bookable:

To respond to the demand of travellers who would like to be able to not only read about different tourism experiences but also book them online, ATDW set up the Tourism Exchange Australia (TXA). The TXA allows multiple booking systems to connect at the same time and sell your inventory (rooms, tours, events, attractions) instantly online through ATDW's connected TXA distributors. So your product is not only being published, but is also bookable through multiple websites, connecting suppliers and consumers instantly.

This gives you, as the tourism supplier, the opportunity to sell your rooms, tours, events or attractions online through several websites with little effort and without the trouble of phone call or email bookings. The TXA looks after the transactions for you while bookings are being made through multiple websites.

How do I get involved in the TXA?

In order to take advantage of the TXA and sell your products instantly online you need to be listed on the ATDW first. By following the steps previously outlined to join ATDW you will have the opportunity to sell your inventory through ATDW distributors who use the TXA.

Then simply advise ATDW that you would like to enable the TXA on your listing. For more information on taking advantage of the TXA please see Tutorial 32, Tourism Exchange Australia.

6   HELPFUL WIDGET

What' a Widget? It's a small application with limited functionality that can be installed within a web page by an end user. A widget occupies a portion of a webpage and does something useful with information fetched from other websites and displayed in one place.

The Distribution Widget is quick and easy to install on your existing website and is the digital solution to the traditional brochure rack that many tourism operators display in their reception area. The Widget offers a simple and free method to publish ATDW listings and is ideal for small businesses that want to share information about their destination and what their guests can do on their visit.

The Widget pulls up-to-date content from the ATDW database to provide high quality information on products, destinations, attractions and events. This useful tool can add value to a website, making it "stickier" and improving your website's user experience.

The widget can be tailored to your specifications with the flexibility of choosing the name, size (for desktop and mobile websites) and language (English or Chinese) and listings can be filtered by region and categories of products. This means that only the information that is relevant to the business's website and target market will be displayed. At each step of the configuration process, the widget can be previewed and once complete, a code is given. This can be copied and then it can be inserted in the business's website.

Eg: B&B might add the Widget to their website to display attractions and events in the area; or an event organiser may use the widget to display accommodation and restaurants in the area.

7 RELATED WEBSITES

- Australian Tourism Data Warehouse http://www.atdw.com.au/
- ATDW Online Platform: https://oauth.atdw-online.com.au/login
- Listing with ATDW: http://atdw.com.au/tourism-operator/listing-with-atdw/
- Where will my lsiting be published?: http://atdw.com.au/tourism-operator/listing-with-atdw/where-will-my-info-be-published/
- Tourism Exchange Australia: http://atdw.com.au/tourism-operator/operator-tools/txa/
- Distribution Widget: http://atdw.com.au/distributors/distributor-tools/distribution-widget/