



# 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 270+ 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 your State or Territory's ATDW representative: <https://atdw.com.au/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





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 100,000+ listings and 175,000 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 organisation and released live for publishing. See "How do I list on ATDW and what are the costs" below.

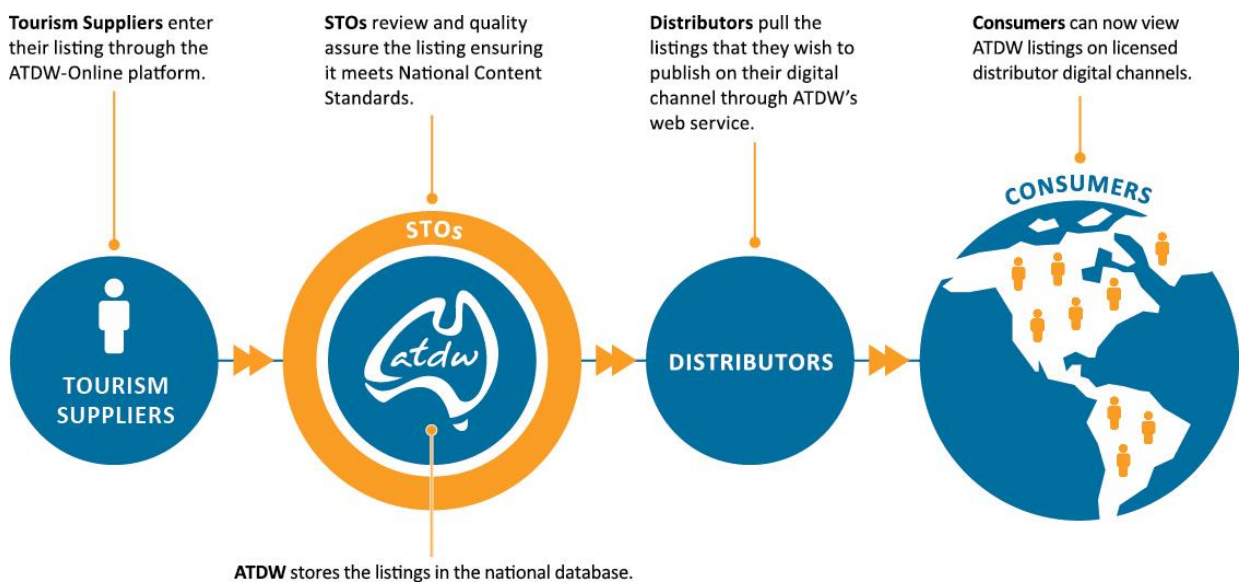


## Broader exposure through ATDW's Distribution network

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

ATDW currently has over 270 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, Australia's Guide, Qantas, Skyscanner, Eventfinda, RACQ, Roadtrippers, 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

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 here <https://atdw.com.au/contact-your-sto/>
- Costs vary depending on which State or Territory you are based in. Yearly subscription can range from free, to approx– AU\$295
- 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.



# THE SMART WAY TO REACH MORE CUSTOMERS



## IN TWO EASY STEPS

### 4 ATDW'S NEW PLATFORM



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

ATDW-Online makes it easier to manage your product information. With increased capability, the platform is less labour intensive and offers some additional **features**:

- National standardisation of information
- Intuitive user-friendly platform with clean, uncluttered page designs which are simple and easy to navigate
- Faster response times and easy password reset process
- Allows for multiple users, linked to one account
- Accepts Vimeo as well as YouTube videos



- 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>.

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

## 5 HELPFUL WIDGET

What's a Widget? A widget is like a digital brochure rack for your website. It is a small piece of website code that you can customise to suit your needs and showcase any ATDW product content as required.

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 completed, a code is presented to you on the screen. This can be copied and then inserted into the business's website in the desired location on the page.

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 around the event venue.

## 6 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 listing be published?: <http://atdw.com.au/tourism-operator/listing-with-atdw/where-will-my-info-be-published/>
- Distribution Widget: <http://atdw.com.au/distributors/distributor-tools/distribution-widget/>