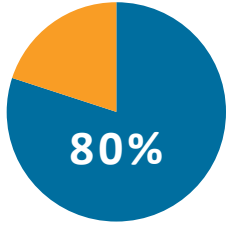
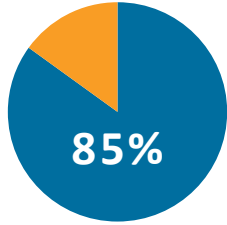


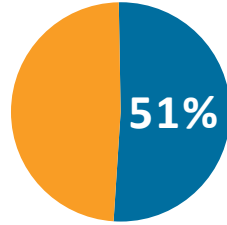
# THE SMART WAY TO REACH MORE CUSTOMERS



80% of travellers use the internet to plan their holidays.



85% of travellers use smartphones and/or tablets whilst on holiday.



51% of leisure travellers watch online videos.

## Who is the ATDW?

The ATDW is a one-of-a-kind, digital tourism database, which is government owned and set up in 2001 by Tourism Australia and all the State and Territory Tourism Organisations (STO).

The ATDW is your 'must have' marketing and distribution partner supporting the Australian tourism industry. We store and manage the most comprehensive, quality assured tourism product and destination information including over 90,000 listings across 11 product categories.

## How can we help you?

Simply put, the ATDW's ultimate aim is to support and assist the Australian Tourism Industry with online and digital marketing:

- By providing **Tourism Operators** with an easy, cost effective way to increase their online marketing exposure and be easily found on over 250 Distributor websites.
- And **Travel Distributors** can access this rich, up-to-date content from our central database, to easily populate their websites.

## Benefits of listing



### MASSIVE ONLINE EXPOSURE

- For example australia.com and STO websites
- 100's of Distributor websites



### QUALITY INFORMATION

- Trusted
- Automatically updates across all sites
- Meets national standards
- Mobile friendly



### QUICK AND EASY

- Update your listing at anytime
- Control your information
- User friendly



### SAVES TIME

- Register only once
- Have your listings reach 1,000's of potential customers



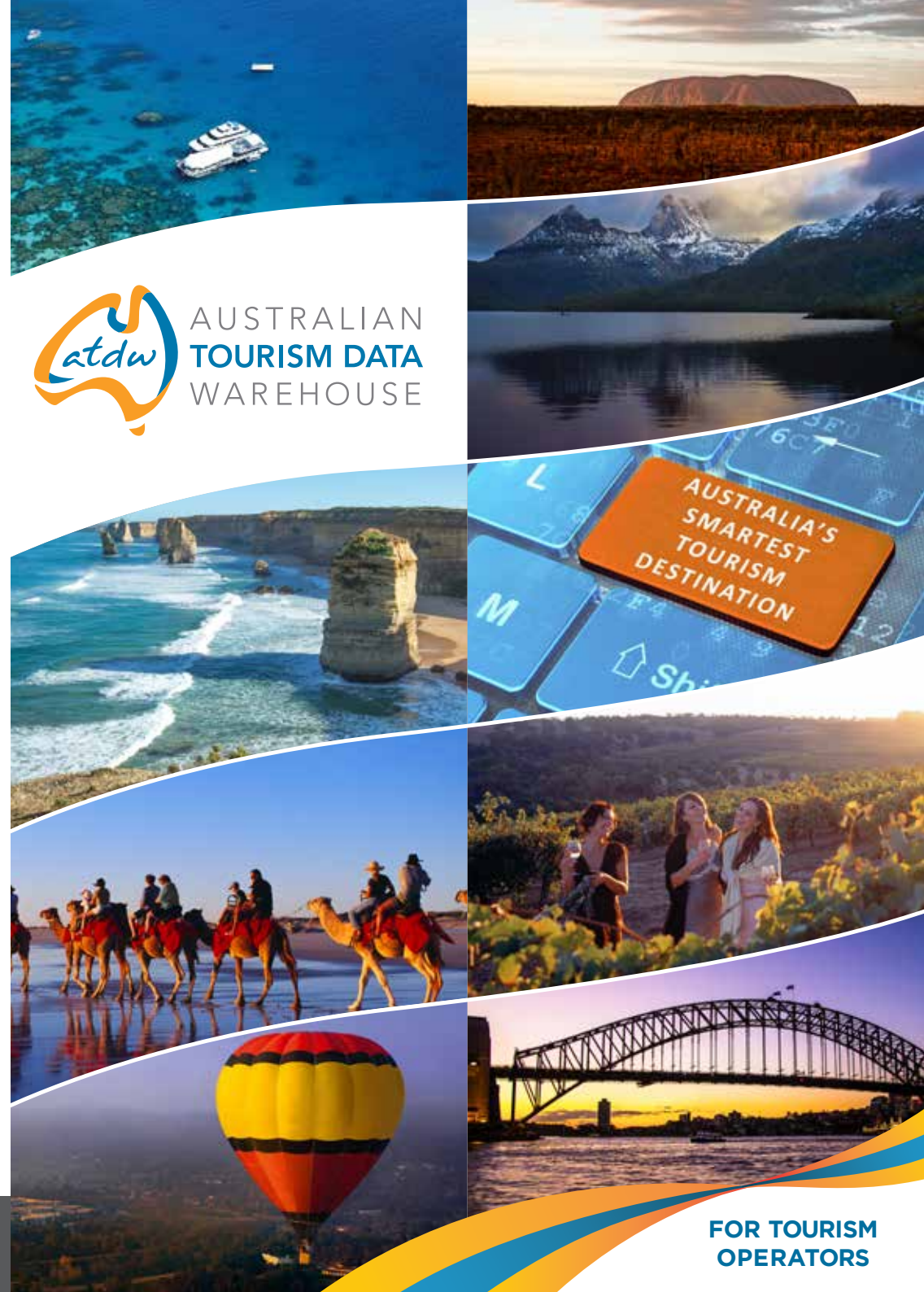
### COST EFFECTIVE

- Subsidised by your STO

## Our Partners



AUSTRALIAN  
TOURISM DATA  
WAREHOUSE

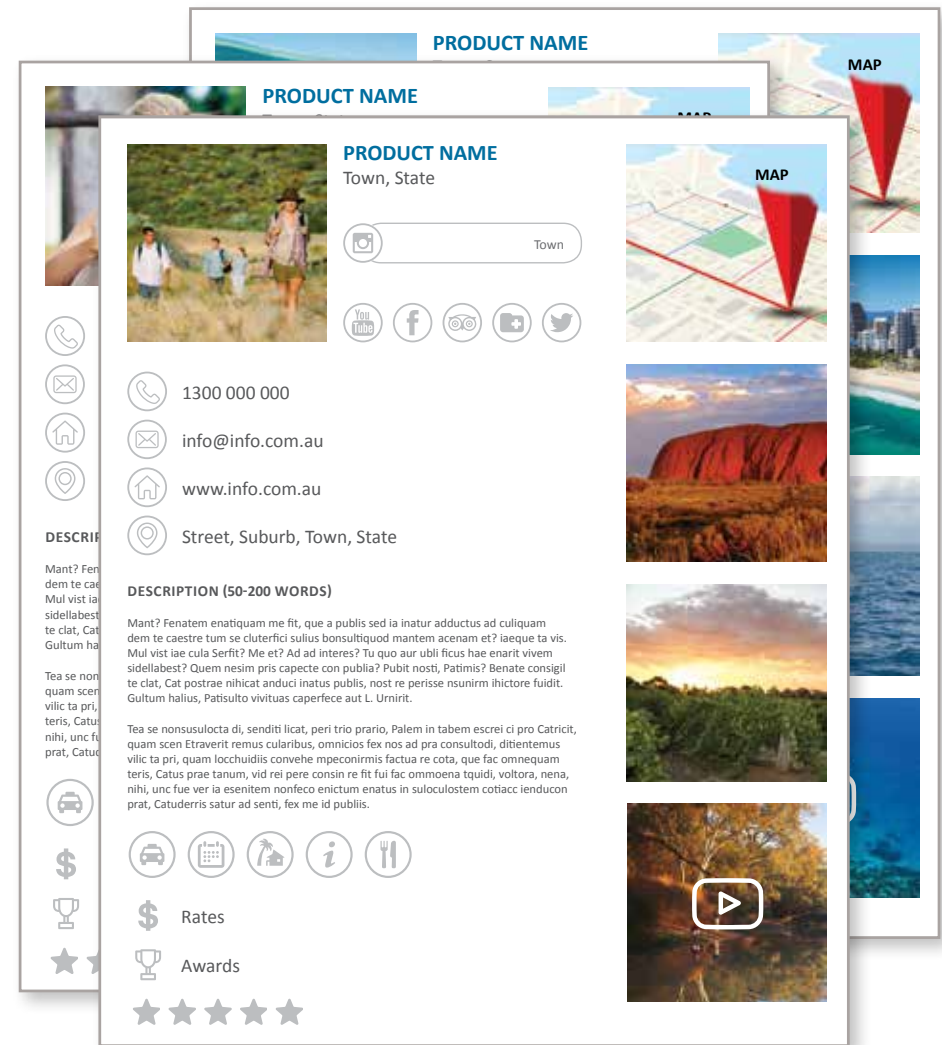


# BE SMART AND REGISTER NOW



## IN TWO EASY STEPS

WHAT ARE YOU WAITING FOR? Register at [atdw-online.com.au](http://atdw-online.com.au) today  
 FOR MORE INFORMATION CONTACT YOUR STATE TOURISM ORGANISATION OR EMAIL: [SUPPORT@ATDW.COM.AU](mailto:SUPPORT@ATDW.COM.AU)



### Who Should List

- Accommodation
- Attractions
- Events
- Food & Drink
- General Services
- Hire
- Tours
- Transport