

Topic | E-Marketing

Tutorial 31

Australian Tourism Data Warehouse

This tutorial will explain to you how to give your product a broader exposure thanks to the Australian Tourism Data Warehouse.

Reading time: 15 minutes

Prerequisite: None



This tutorial is part of the complete online education program, the Tourism e-kit.



The Tourism e-kit has been produced by the Australian Tourism Data Warehouse, is an initiative of the National Online Strategy Committee, and is funded by all the Australian States & Territory Tourism Offices.

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1. What is the Australian Tourism Data Warehouse (ATDW)?

The ATDW is the combined effort of all Australian state and territory tourism offices, as well as Tourism Australia. It operates to **provide industry with a national database of tourism products and destinations so that they can be published, promoted and sold through multiple websites and other digital media.**

The ATDW is the only government recognised nation-wide distribution facility for Australian tourism content. The database has more than 26,000 listings and 80,000 images that are quality assured and updated daily by state tourism offices to ensure accuracy and relevance to the customer who views the information.

a) *How does my product get a broader exposure?*

Once the tourism product listing is submitted to the ATDW national database it is then published through ATDW distributors who make up online tourism marketers and other digital publishers that promote tourism products and destinations through their websites. ATDW distributors may also sell the tourism suppliers' inventory (rooms, tours, events, and attractions) online using ATDW's inclusive booking platform, the Tourism Exchange Australia (TXA).

ATDW distributors include the likes of Google, Webjet, Yahoo!7 and about-australia.com (for an updated list of distributors please visit our website: <http://www.atdw.com.au/distributors.asp>).

THE ATDW'S COST-EFFECTIVE, QUALITY SOURCE OF TOURISM INFORMATION, INCREASES INTERNATIONAL AND DOMESTIC EXPOSURE FOR TOURISM SUPPLIERS.

While Tourism Australia and the state and territory government websites have been publishing ATDW information since 2001, the number of new licensed ATDW distributors continues to grow.

2. What are the benefits of being on the ATDW?

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

- Simple listing submission through your state government tourism office.
- One listing submission is delivered to hundreds of tourism websites and other digital channels.
- International exposure.
- Drives supplier marketing costs down.
- Government tourism offices set quality data standards.
- Millions of webpages are viewed per month

BEING ON THE ATDW IS A SIMPLE WAY TO MAXIMISE YOUR PRODUCT'S EXPOSURE. AS A TOURISM SUPPLIER, YOU WILL ONLY NEED TO SUBMIT YOUR PRODUCT INFORMATION ONCE SO IT CAN BE ACCESSED

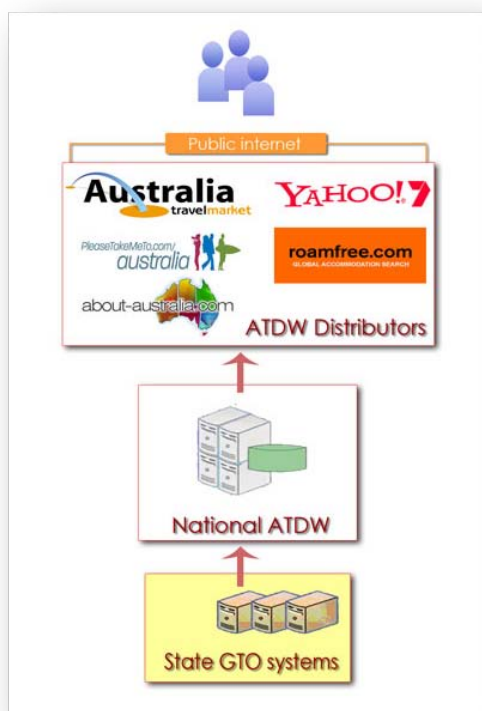
BY MULTIPLE WEBSITES AND OTHER DIGITAL CHANNELS THAT MAKE UP ATDW'S DISTRIBUTOR NETWORK.

For tourism suppliers to achieve a broad, multi-level online marketing plan they spend millions of dollars every year. The ATDW eliminates unnecessary costs and processes by gathering, organising and delivering a comprehensive, high quality content solution, **helping its distributors and suppliers meet consumer demands and secure sales.**

3. How does it work and what are the costs?

1. Contact the ATDW representative at your state tourism office to organise for your product to be listed on the ATDW database so that it can be published on ATDW's distributor websites. If you do not have your state's representative contact details please view this list: www.atdw.com.au/how_to_list.asp.
2. Costs vary depending on which state or territory you are based in but the average yearly subscriptions are between AUD100.00 and AUD200.00 with some states not charging a fee at all.
3. Complete and submit the forms your state or territory tourism office provides you with. Alternatively, you may be asked to enter your product information via an easy-to-use interface.
4. Your listing will then be populated into the ATDW's national database system.

The following diagram provides a simple outline of what happens to your tourism listing when it is listed on the ATDW:



4. What is the TXA?

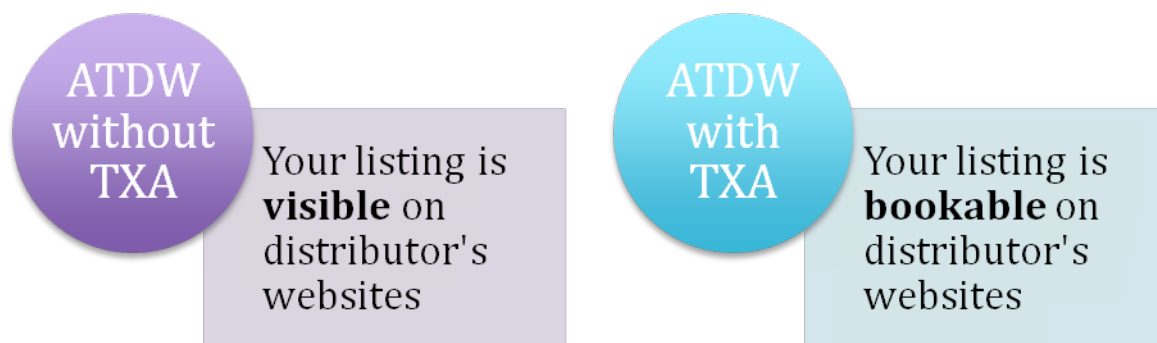
To respond to the demand of travellers who would like to be able to not only read about different tourism experiences but also book them online, the ATDW has set up the Tourism Exchange Australia (TXA).

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 many distributors.



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.



a) *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 the ATDW distributors who use the TXA.

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

5. Key learning outcomes

- Being listed with the ATDW will provide your tourism business with increased visibility on the Internet
- To get listed please contact your state or territory's ATDW representative:
http://www.atdw.com.au/how_to_list.asp

6. Related material

a) *Related tutorials*

- Tourism Exchange Australia
- Online booking systems 101

b) *Related websites*

- Australian Tourism Data Warehouse: www.atdw.com.au
- Australian Tourism Data Warehouse benefits: www.atdw.com.au/to_benefits.asp
- Australian Tourism Data Warehouse how to get listed: www.atdw.com.au/how_to_list.asp