

Topic | E-Marketing

Tutorial 31

Australian Tourism Data Warehouse

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

Reading time: 15 minutes

Prerequisite: None



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 Australian Tourism Data Warehouse (ATDW) is Australia’s most comprehensive 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 range of Australian tourism product 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.

The following animation describes the ATDW content and distribution platform, and can be viewed from this link http://youtu.be/-ly1xiEsT_c



a) ATDW’s national database

ATDW’s national database is made up of over 30,000 listings and 140,000 images across nine product categories including Accommodation, Attractions, Destination Information, Events, Information Services, Hire, Restaurants, Transport and Tours.

Tourism operators list their product directly through their State or Territory tourism organisation, this content is quality assured and compiled in a nationally agreed format and updated daily to ATDW’s national database by each STO.

See ‘How do I list on ATDW and what are the costs’ below.

b) 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 travel distributors to be published, promoted and sold through their websites and other digital channels.

ATDW currently has over 100 licensed travel distributors, including Australia.com, all the Australian state and territory consumer websites, About Australia, Eventfinder, PleaseTakeMeTo, a range of regional and niche publishers, together with a growing number of

mobile applications. You can view the full list at www.atdw.com.au/traveldistributors.aspx.

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

c) *Make it bookable*

ATDW offers an all-inclusive booking platform, Tourism Exchange Australia (TXA), which enables tourism operators to sell their inventory (rooms, tours, events and attractions) online through ATDW's travel distributors. So your product is not only being published but is also bookable through multiple websites, connecting suppliers and consumers instantly.

See 'What is TXA?' below, and Tourism e-kit Tutorial 32, Tourism Exchange Australia, for more information.

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 listing with your State or Territory tourism organisation
- Increased product exposure, nationally and internationally
- Retain control of your product listing information
- Cost effective online marketing
- Sell your product by using TXA

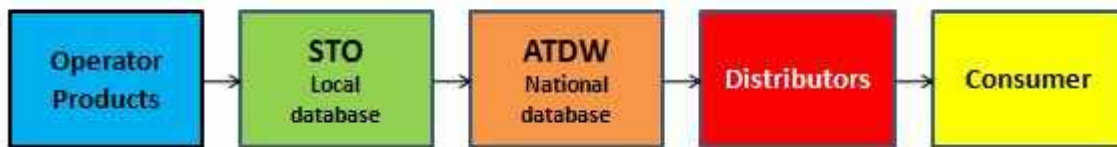
BEING LISTED ON ATDW IS A SIMPLE WAY TO MAXIMISE YOUR PRODUCT'S EXPOSURE. AS A TOURISM OPERATOR, YOU WILL ONLY NEED TO SUBMIT YOUR PRODUCT INFORMATION ONCE SO IT CAN BE ACCESSED BY MULTIPLE WEBSITES AND OTHER DIGITAL CHANNELS THAT MAKE UP ATDW'S DISTRIBUTOR NETWORK.

3. How do I list on ATDW and what are the costs?

1. List your product through your State or Territory tourism organisation
 - a. Each State or Territory tourism organisation has an ATDW representative, you can find their contact details at www.atdw.com.au/tourismoperators/howtolistorupdate.aspx
2. Costs vary depending on which State or Territory you are based in
 - a. Yearly subscription can range from approx AUD\$0 - \$250
3. Once your product is listed through your State or Territory tourism organisation it will be quality assured and uploaded to ATDW's national database

a) *ATDW flow chart*

The following diagram shows the stages of listing your product on ATDW:



4. A free app to support ATDW listed operators, iGrow Australia

Get ready to download the latest tool for tourism operators from ATDW, **iGrow Australia**.

iGrow Australia is an iPad application designed specifically to support tourism operators listed in ATDW, to grow their distribution network and enhance their online exposure.

A simple and easy to use app, iGrow will allow tourism operators to list and update their ATDW listing, share their product information, cross promote their region by publishing other ATDW listings on their app or website and engage with their community through social media.

iGrow will also be useful to local tourism organisations and visitor information centres, as a tool to aggregate, publish and share regional product and destination information with their customers.

iGrow Australia is currently being tested and will be available at the iTunes store by mid to late 2013.

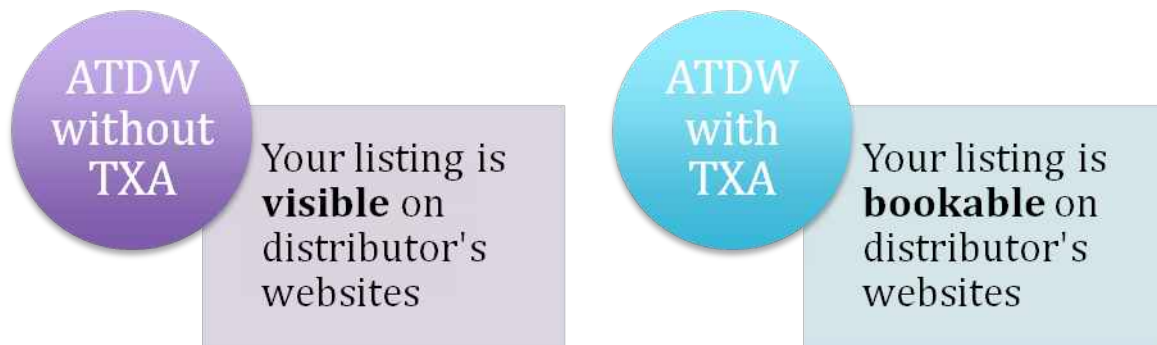
5. What is the TXA?

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, 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 connected TXA 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 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. Key learning outcomes

- Being listed with ATDW will provide your tourism business with increased exposure
- To get listed please contact your state or territory's ATDW representative:
www.atdw.com.au/tourismoperators/howtolistorupdate.aspx

7. Related material

a) *Related tutorials*

- Tutorial 32, Tourism Exchange Australia
- Tutorial 34, Online booking systems 101

b) *Related websites*

- Australian Tourism Data Warehouse
 - Benefits: www.atdw.com.au/tourismoperators.aspx
 - How to list: www.atdw.com.au/tourismoperators/howtolistorupdate.aspx
- Tourism Exchange Australia www.atdw.com.au/tourismexchangeaustralia.aspx