

ATDW Survey Results 2009



The Australian Tourism Data Warehouse (ATDW) is a comprehensive national database which feeds information on tourism products and destinations into a broadening network of over 50 websites. Key findings from the ATDW subscriber survey conducted in September 2009 are outlined below. These survey findings will be used to provide Tourism Queensland's ATDW Team with valuable insights on how we can best assist Queensland operators and set direction for future strategic initiatives. Tourism Queensland would like to thank all subscribers who participated in this survey.

Website Performance Reports

The reports give subscribers an insight into consumer behaviours and visitation trends that are unique to their business website listing.

In general subscribers agree that the Website Performance Reports are useful, easy to read and relevant.

Due to survey feedback reports will now be available on a **quarterly basis**.

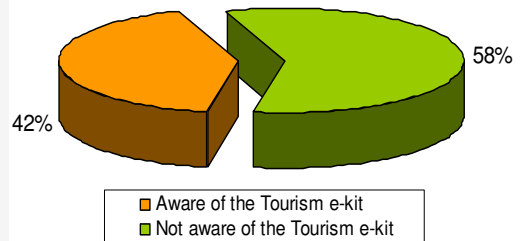


Tourism e-kit Awareness



The Tourism e-kit is a free educational resource, developed to assist small and medium tourism operators successfully market their business online.

Just under half of subscribers were aware of the Tourism e-kit. Of these, half had actually downloaded a tutorial. Due to the lack of awareness, Tourism Queensland plan to invest more resources to better promote the Tourism e-kit.



For more info www.tq.com.au/ekit

ATDW Customer Service

Overall the majority of subscribers (88%) cited that they were satisfied with the service provided by TQ's ATDW Team. Tourism Queensland are the first point of contact regarding operator listings or anything do to with the ATDW.

Outline Update Tool

Most subscribers used the Online Update Tool (OUT) to complete their annual updates in 2009 and found the process easy. As a result the OUT will be used for the 2010 renewal period.

Furthermore subscribers indicated they would like to be able to update their listing more frequently, preferably every quarter. Tourism Queensland plan to investigate opportunities to make the Online Update Tool more accessible to subscribers.

Number of Respondents: 560 operators
Conducted: September 2009

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