



ATDW. Spreading the word about your business.

## Maximise your online exposure with ATDW

The Australian Tourism Data Warehouse (ATDW) is a comprehensive national database which feeds information on your tourism product and Queensland destinations into a broadening network of over 50 websites. These include Tourism Queensland's and Tourism Australia's consumer websites, [www.queenslandholidays.com.au](http://www.queenslandholidays.com.au), [www.australia.com](http://www.australia.com) as well as Regional Tourism Organisation (RTO) websites. Visit [www.atdw.com.au/distributors.asp](http://www.atdw.com.au/distributors.asp) to view all of the ATDW distributor websites.

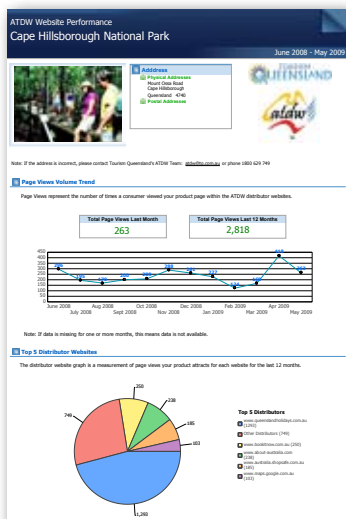
Product categories stored within the ATDW include accommodation, tour, attraction, event, hire and transport. The annual subscription period commences 1st April until the 31st March the following year.

### ATDW Website Performance Reports

These reports help you measure the return of investment of your ATDW subscription and outlines the top 5 performing websites for your listing.

#### Snapshot of the reports:

- Page views for your products ATDW listing.
- Top 20 keywords that lead consumers to your ATDW listing.



### Exclusive ATDW Opportunities

#### Queensland Holidays iPhone application:

- Consumers are able to search for ATDW products from either their current location or from anywhere in Queensland.
- Powerful map features and guides to ATDW products means consumers will always know how to find your tourism business information!



#### Quarterly ATDW e-newsletter provides information on:

- Co-operative advertising campaign opportunities.
- Tips on maximising the effectiveness of your listing.
- Profiles of ATDW distributor sites.
- Consumer research findings.

# Over 50 Prominent ATDW Distributor Websites

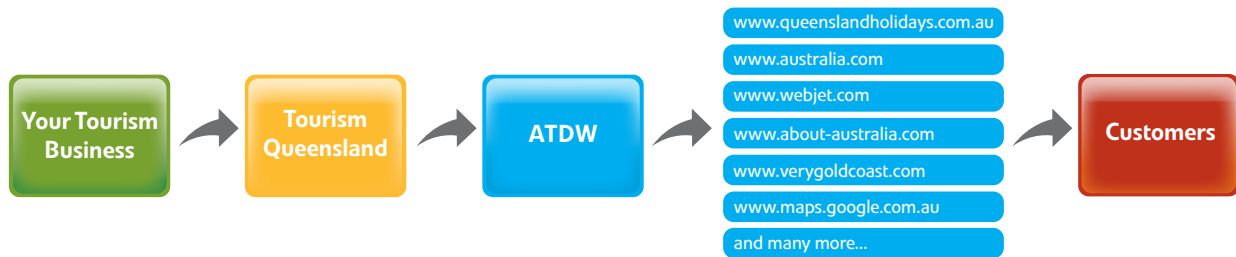
www.about-australia.com



www.australia.com



www.queenslandholidays.com.au



## How to subscribe

- Step 1:** Visit [www.tq.com.au/atdw](http://www.tq.com.au/atdw) and download the relevant registration form.
- Step 2:** Submit your completed registration form with images to Tourism Queensland.
- Step 3:** Once your ATDW information is live on the websites you will receive an invoice for your subscription.  
Paying this invoice will ensure that you remain live on Queensland Holidays and the ATDW distributor sites.
- Step 4:** Send any changes required to [atdw@tq.com.au](mailto:atdw@tq.com.au) throughout the subscription period.

## How Much?

The annual subscription fee for 2010/2011 is \$150 for RTO members and \$200 for non RTO members. All rates are inclusive of GST.

## Queensland Product Page views

*Visitation to Tourism Queensland consumer sites\**

- Over 3.6 million unique visitors
- Over 1 million click throughs to operator websites
- Over 100,000 consumer enquiries sent direct to operators

\* Queensland page view statistics for the 2008/2009 financial year.

For more information on the ATDW please visit [tq.com.au/atdw](http://tq.com.au/atdw) or contact Tourism Queensland's ATDW Team on:

**Email:** [atdw@tq.com.au](mailto:atdw@tq.com.au)  
**Phone:** 1800 629 749  
**Fax:** 1800 187 887  
**Post:** Tourism Queensland's ATDW Team  
 GPO Box 328, BRISBANE QLD 4001



#Please note that screen shots of ATDW distributor websites are correct at the time of printing, visit [www.atdw.com.au/distributor.asp](http://www.atdw.com.au/distributor.asp) for further information.