

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 | Prerequisites: None

The Tourism e-kit is an initiative of the National Online Strategy Committee and is funded by the Australian State & Territory Tourism Offices. This tutorial has been produced by The Australian Tourism Data Warehouse as part of the complete online education program, Tourism e-kit

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

The Australian Tourism Data Warehouse (ATDW) is Australia's most comprehensive tourism database available for multi-channel distribution. 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.**

ATDW was created in 2001 as a joint initiative of all of the Australian State and Territory Government Tourism Organisations (STO) and Tourism Australia to market a comprehensive range of Australian tourism product and destination information without limitations of geographical boundaries.

a). The National Database

ATDW's national database is made up of 24,000 listings and 90,000 images of product categories including Accommodation, Attractions, Destination Information, Events, Information Services, Hire, Transport and Tours.

This content is quality assured and compiled in a nationally agreed format and updated daily to the ATDW national database by each Australian State and Territory tourism organisation. See 'How do I list on the 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 80 licensed travel distributors, including Australia.com, all the Australian state and territory consumer websites, About Australia, PlanBookTravel, PleaseTakeMeTo and many more. You can view the full list at www.atdw.com.au/distributors.asp.

The 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 to 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 the ATDW?

The benefits of being on the 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

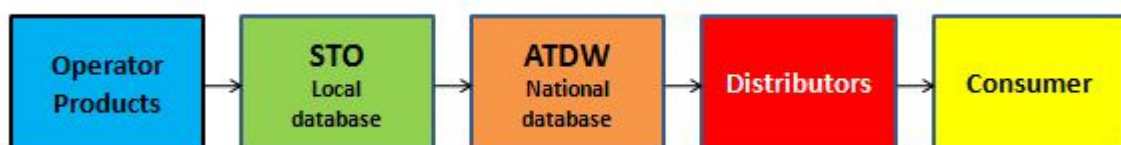
Being on the ATDW is a simple way to maximise your product's exposure. As a tourism supplier, you will only need to submit your product information once so it can be accessed by multiple websites and other digital channels that make up ATDW's distributor network.

3. How do I list on the 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 http://www.atdw.com.au/how_to_list.asp
2. Costs vary depending on which State or Territory you are based in.
 - a. Yearly subscription can range from approx AUD\$0 - \$300.
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 the ATDW:

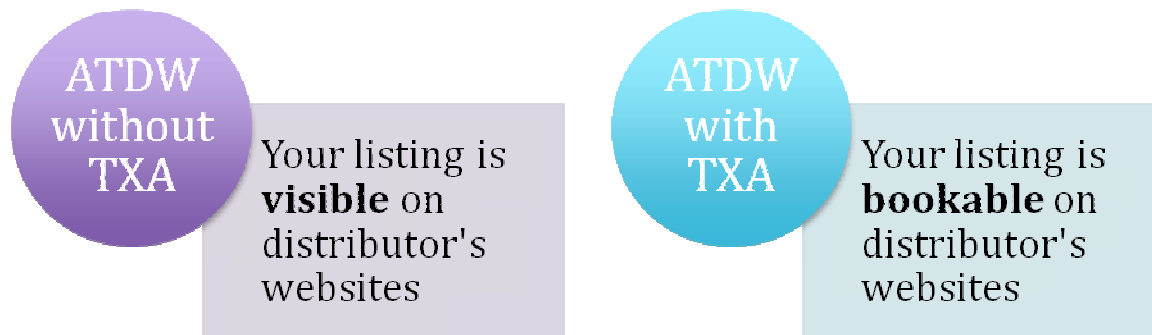


4. What is the TXA?

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 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 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 32, Tourism Exchange Australia

5. Key learning outcomes

- Being listed with the ATDW will provide your tourism business with increased exposure 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

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

b). Related websites

- Australian Tourism Data Warehouse
 - Benefits: www.atdw.com.au/to_benefits.asp
 - How to list: www.atdw.com.au/how_to_list.asp
- Tourism Exchange Australia www.atdw.com.au/tourism_exchange_australia.asp