AN INTRODUCTION TO THE ATDW AND OPTIMISING YOUR LISTING

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TOURISM AUSTRALIA

ATDW

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australian
tourism
Data Warehouse

our
vision

The leading national
digital tourism
marketplace,
sharing Australian
experiences with the
world.

our
purpose

Promote competitive advantage to maximise bookings enabling tourism growth.
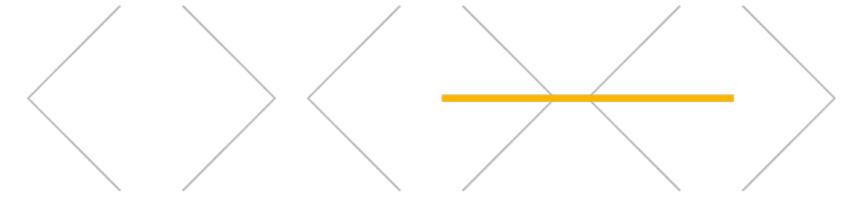
new
world

- To exist online is to exist as a tourism business.

- Now more than ever, the lifeblood of tourism is online visibility.

- To recover, our industry needs infrastructure and capacity to be visible.

- Collaboration is more important than ever to increase leads to industry.

- Delivering contextual data and quality content optimises conversion rates.

- In times of crisis, digital connections are more essential.

- Optimising quality content and maximising digital exposure is crucial to business survival.

Stakeholder Galaxy

STO/TA

RTO

ACCOMMODATION

TRANSPORT

TOUR

ACCOMMODATION PROVIDER

TRANSPORT

AVIATION

GOVERNMENT (OTHER)

FOOD AND DRINK

atdw

ATTRACTIONS

OTA

ATTRACTIONS

APPS

DESTINATION INFO

LTA

CITY COUNCILS

GENERAL SERVICES

EVENTS

JOURNEY

FESTIVALS

HIRE

MEDIA

INFO SERVICES

* ATDW Shareholders

what do we do?

Australian Tourism Data Warehouse (ATDW) is a **unique tourism content marketplace**, the only **Australia owned and managed** national digital marketplace between Operators and Distributors to generate leads.

ATDW powers and **connects tourism products to local, national and international customers**. Publishing comprehensive, quality-assured digital content and destination information, through a domestic and international **multi-channel distribution network**, as the last mile of tourism marketing.
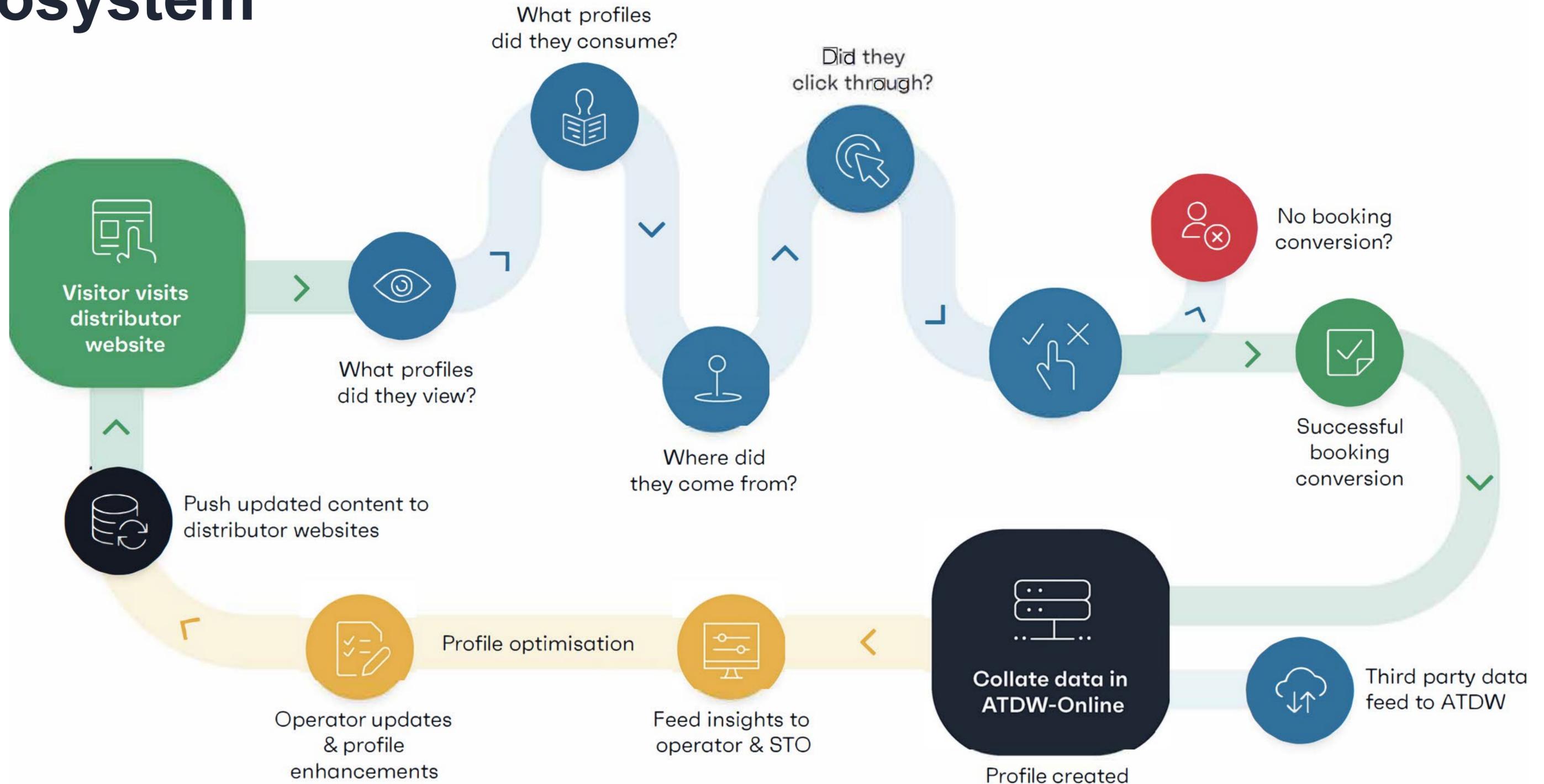
ATDW supports over **90,000 tourism profiles**, publishing content throughout our expanding **250+ distributor network**.

Our content profiles are compiled in a nationally agreed format, electronically accessible by tourism operators, offering **free tourism marketing**, while simultaneously providing wholesalers, retailers, and distributors with cost-effective, consumer-relevant local tourism content to use on their digital channels.

powering the australian visitor economy, democratising access to leads

ATDW
marketplace ecosystem

What profiles did they consume?

Did they click through?

No booking conversion?

Visitor visits distributor website

What profiles did they view?

Where did they come from?

Successful booking conversion

Push updated content to distributor websites

Collate data in ATDW-Online

Third party data feed to ATDW

Operator updates & profile enhancements

Profile optimisation

Feed insights to operator & STO

Profile created

profile **categories**

content strategy aligned to consumer behaviour, demand and trends

11 profile categories

Accommodation
Accommodation establishments must offer accommodation bookable on a short term basis

Attraction
Attractions must be places/areas of interest that offer a distinct visitor experience to the leisure tourist

Destination information
Destination information about a Town, Suburb, City, Area, State or Region

Event
Events must have a leisure tourism focus with the best potential to stimulate visitation.

Food & Drink
Establishments targeted at leisure visitors that offer a food and/or drink experience

General Service
General Services are limited to products or services which support tourism and those who travel

Hire
Hire Companies must provide products or services hired for a specific period of time to be used/operated by the leisure tourist

Information service
Information Services are limited to airports, cruise terminals and visitor information centres

Journeys
Suggested journeys which can include a series of routes and way-points. May include walking trails, scenic drives and suggested itineraries

Tour
Eligible tour operators must offer regularly organised tours with a leisure-tourism focus, organised by experienced guides. These may include a personal host and/or commentary.

Transport
Transport companies must provide point to point travel/transfers for the leisure tourist
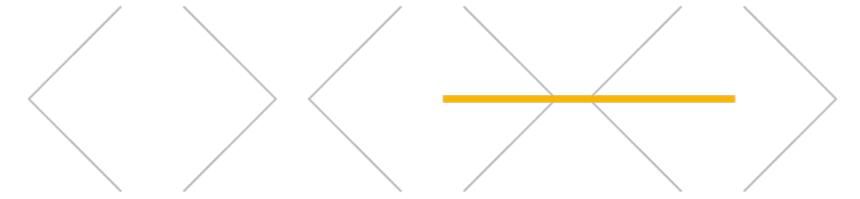
gold-standard
profiles

- Upload high-quality, distinctive and captivating imagery;

- Use an SEO methodology within your description, highlighting what makes your offering unique;

- Engaging video is more emotive, informative and immersive;

- Create excitement and urgency through *deals & offers*;

- Update regularly (and seasonally) with tailored copy and images;

- Complete as much information as possible, to increase exposure opportunity through varying distributor campaigns and websites;

- Keep it real…and drive advocacy.
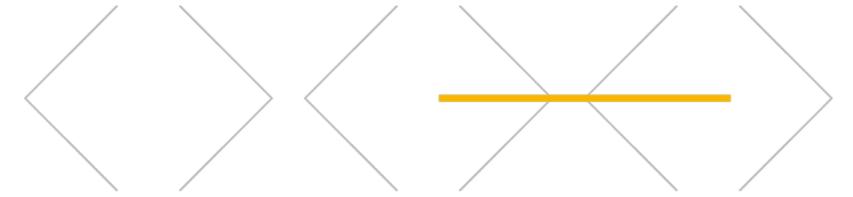
working together
to drive bookings

customised profiles

Over and above creating a gold standard profile with all the key information a consumer is looking for, ATDW also captures:

- COVID safe certification

- Direct booking links

- Deals and special offers

- Accessibility information

- Tailored winery profiles

- Indigenous business identification

- Sustainability credentials

offering
segmentation and
personalisation

operator
benefits

- Your digital shopfront 24 / 7 / 365;

- Dedicated team to work with you to optimise your profile;

- Achieve global visibility by entering your profile on ATDW-Online *once*;

- Be part of a marketplace generating over $200 million in tourism bookings;

- Use the integrated manual translation service;

- Easily push tactical deals and special offers into the marketplace to consumers.
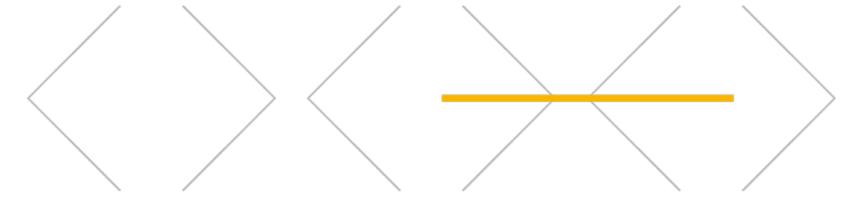
enabling over 6 million leads

expanding distributor
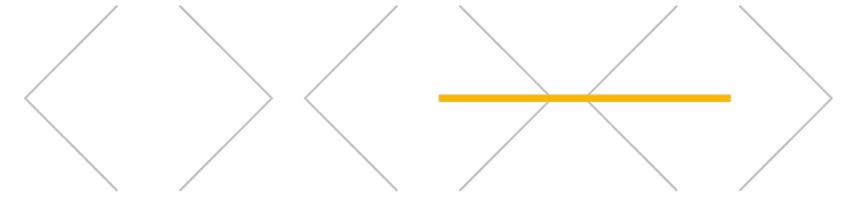**network**
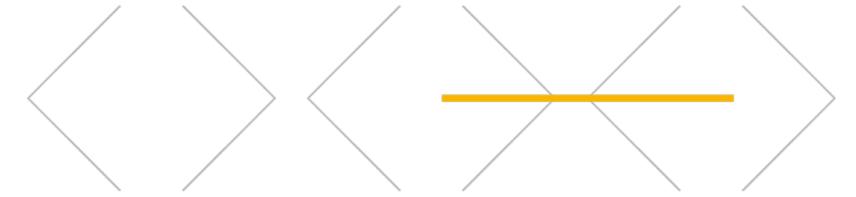
250+ Tourism Content Distributors, and growing

Australia's
tourism
marketplace

distributor
benefits

- Automatically receive tourism content at scale

- Cost effective access to readily optimised profiles

- Trusted, quality assured and regularly updated tourism business profiles

- Integration with booking inventory, for commissionable booking.

- Access to real-time consumer reviews

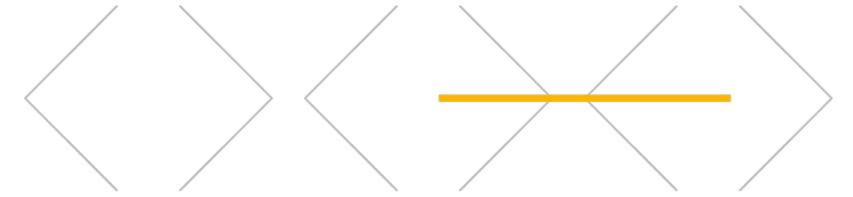- Localised manually translated profiles

your content
provider

better
together

shared
ambition

- Tourism Operators give purpose to our technology;

- Providing the best possible domestic and international visibility, to potential travellers;

- Showcasing the breadth and depth of tourism incredible Australian experiences;

- Delivering maximum value, converting into increased revenue for the tourism industry we serve.

genuine
partnering

Accelerating tourism recovery through digital collaboration.

our
direction

strategic focus

Data Insights
Measure & Benchmark Performance

Providing data to inform and promote competitive advantage.

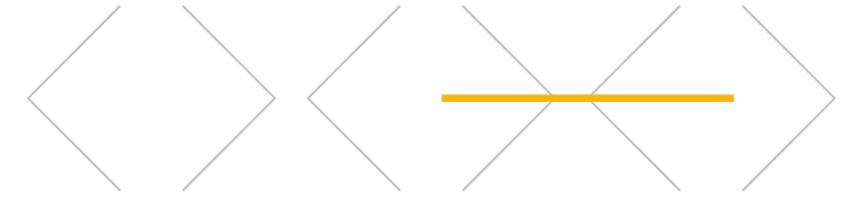## Effective Content
Increase Conversions

Acquiring, managing and serving high-quality, reliable content that generates leads.

Technology Innovation
Enabling Recovery

Providing technology to accelerate tourism industry growth.

what's
coming

Increasing ATDWs value to operators through new innovation and meaningful data insights:

- Scaled automated translations in 10 key market languages;

- Seamless integration with Google My Business;

- National analytics performance dashboard illustrating key insights;

- Improving Profile effectiveness through a new Conversion Rate Optimisation (CRO) framework

keeping pace
with digital
marketing trends

thank
you

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