



VISIT VICTORIA - THE BENEFITS OF ATDW

LINDSAY HAWKE – DIGITAL PRODUCT COORDINATOR

WHAT IS THE ATDW?

The Australian Tourism Data Warehouse (ATDW) is a national content and distribution platform that connects Australian tourism businesses with global consumers.



ATDW'S PURPOSE

Promote competitive advantage to maximise bookings, enabling tourism growth.



WHAT ARE THE BENEFITS?

ATDW enables your business to be found on high profile tourism websites



visitvictoria.com
visitmelbourne.com
10.6M annual visits



australia.com
22.5M annual visits

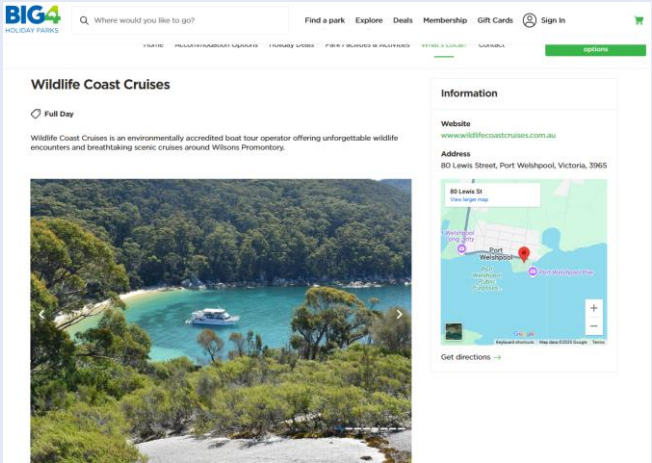
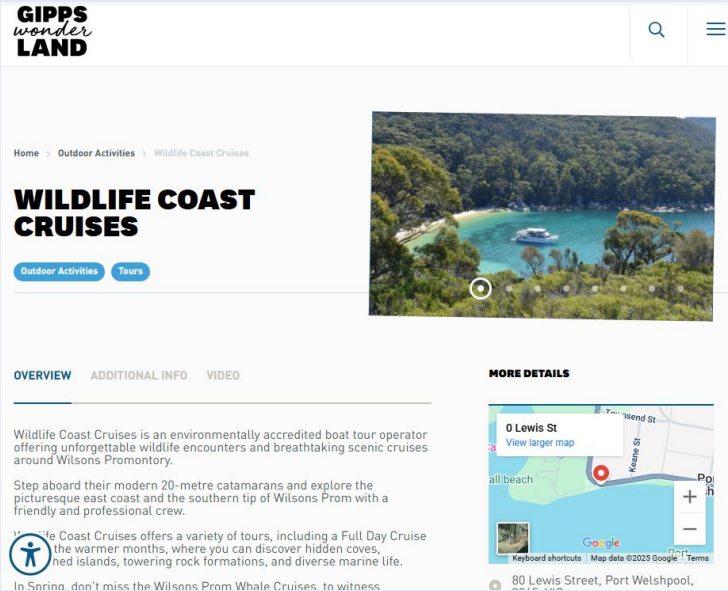
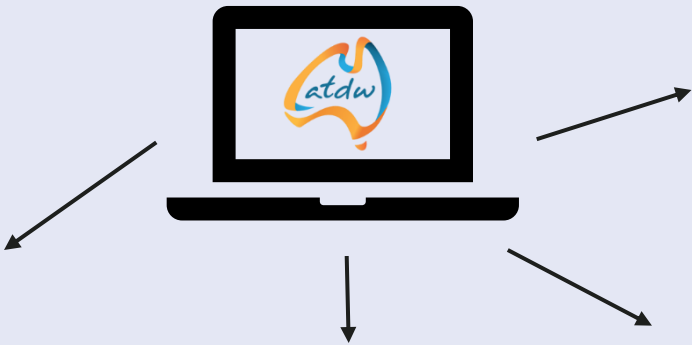
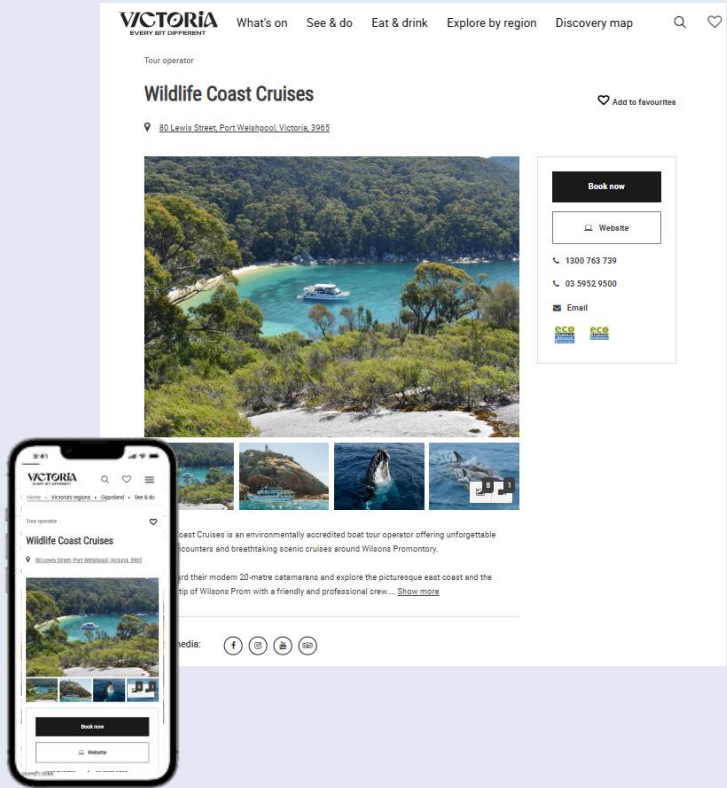


visitgippsland.com.au
920k annual visits

and many key tourism websites

WHAT ARE THE BENEFITS?

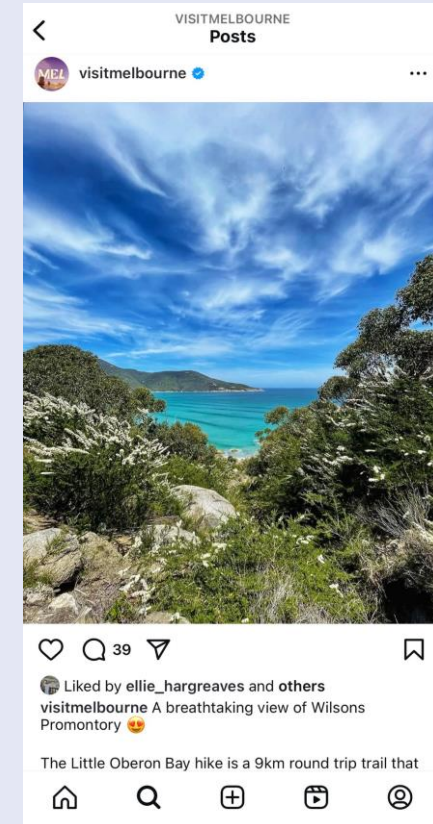
Exposure on key tourism websites



WHAT ARE THE BENEFITS?

Essential to be included in the marketing programs of

- Visit Victoria, Tourism Australia & Destination Gippsland

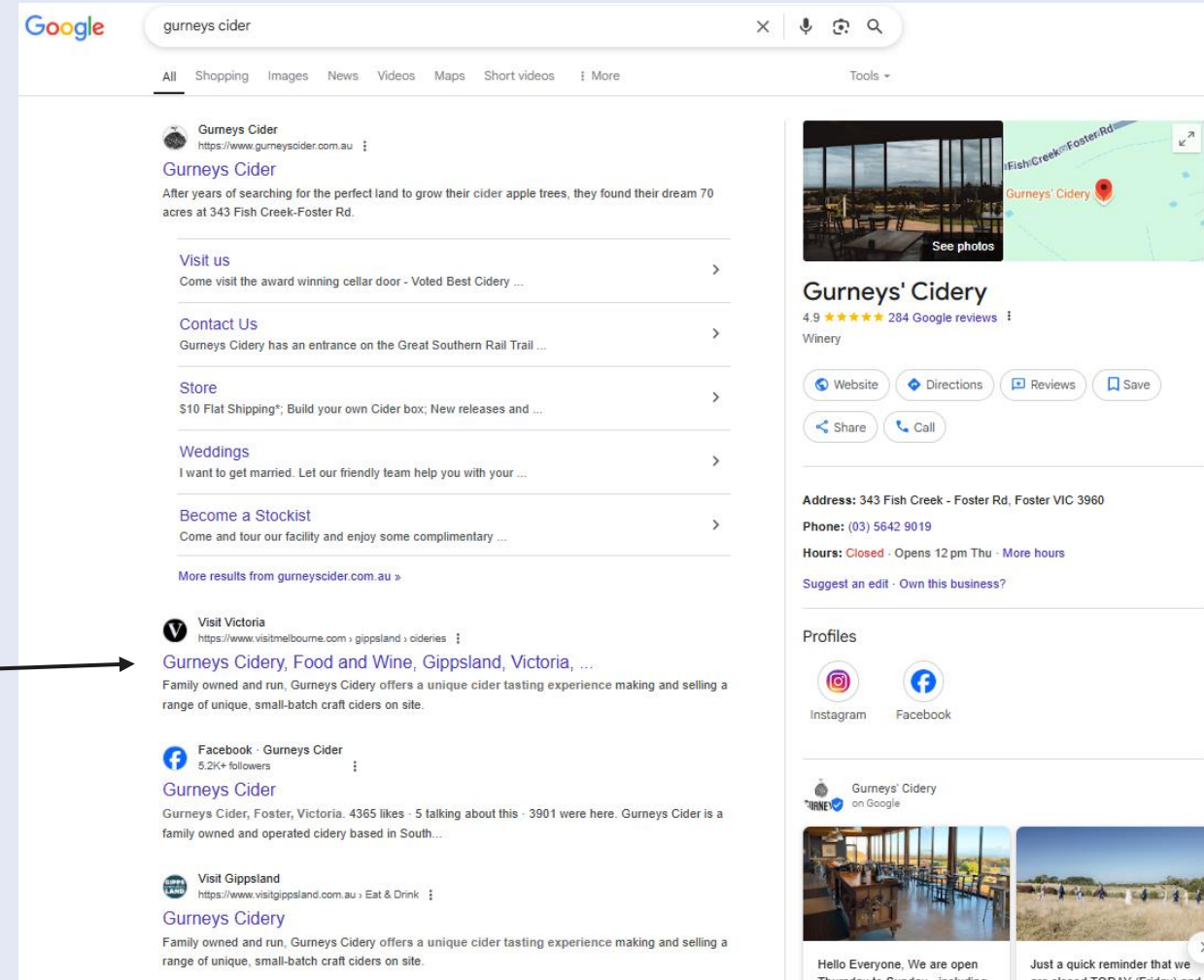


WHAT ARE THE BENEFITS?

Helps your Search Engine Optimisation (SEO).

We all want our offering to come up number one on a Google search, but search engine rankings can change quickly.

Your presence on ATDW and sites like visitvictoria.com and australia.com can improve your website's SEO.

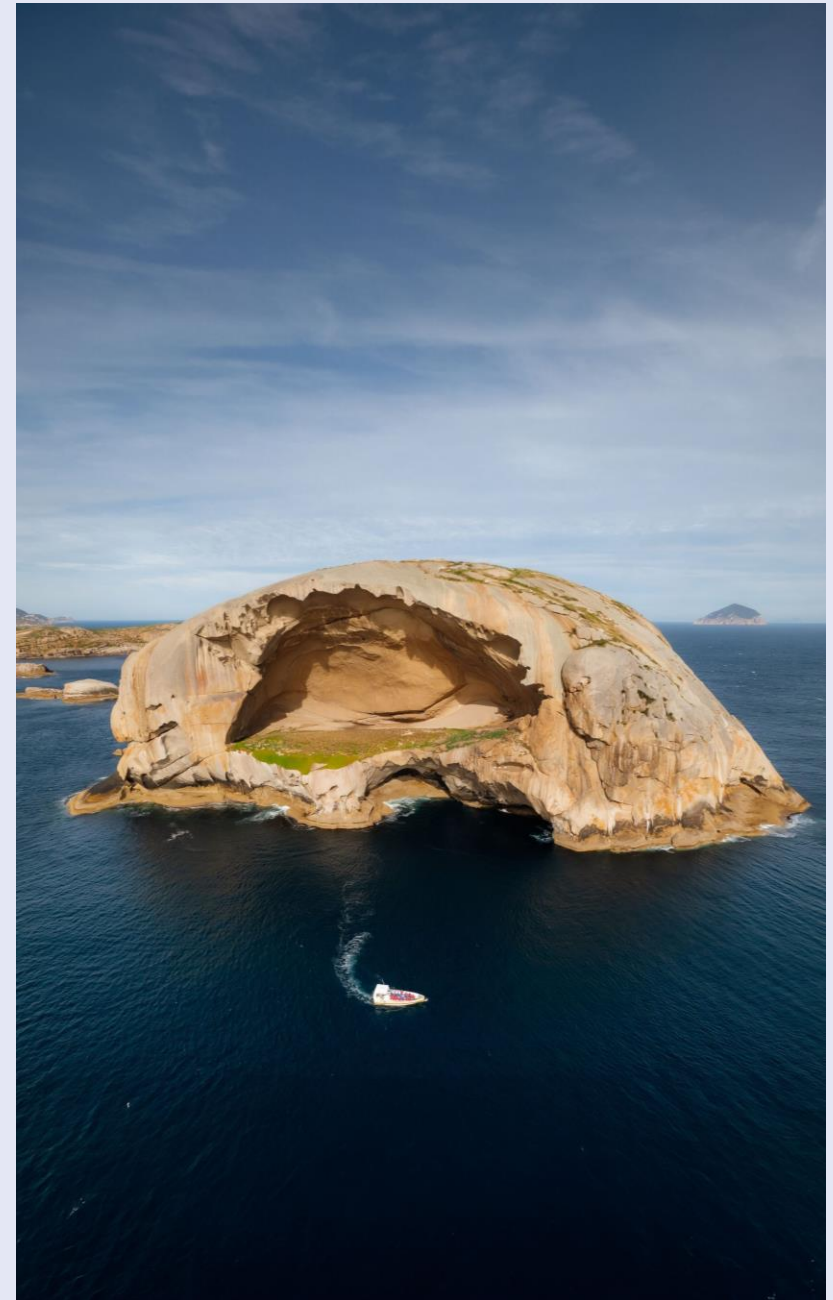


HOW MUCH DOES AN ATDW PROFILE COST?

\$295 for 12 months

\$120 for 12 months for accredited businesses

Events and Not-for-profit organisations are free to list



VISIT VICTORIA'S ATDW SUPPORT TEAM



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