

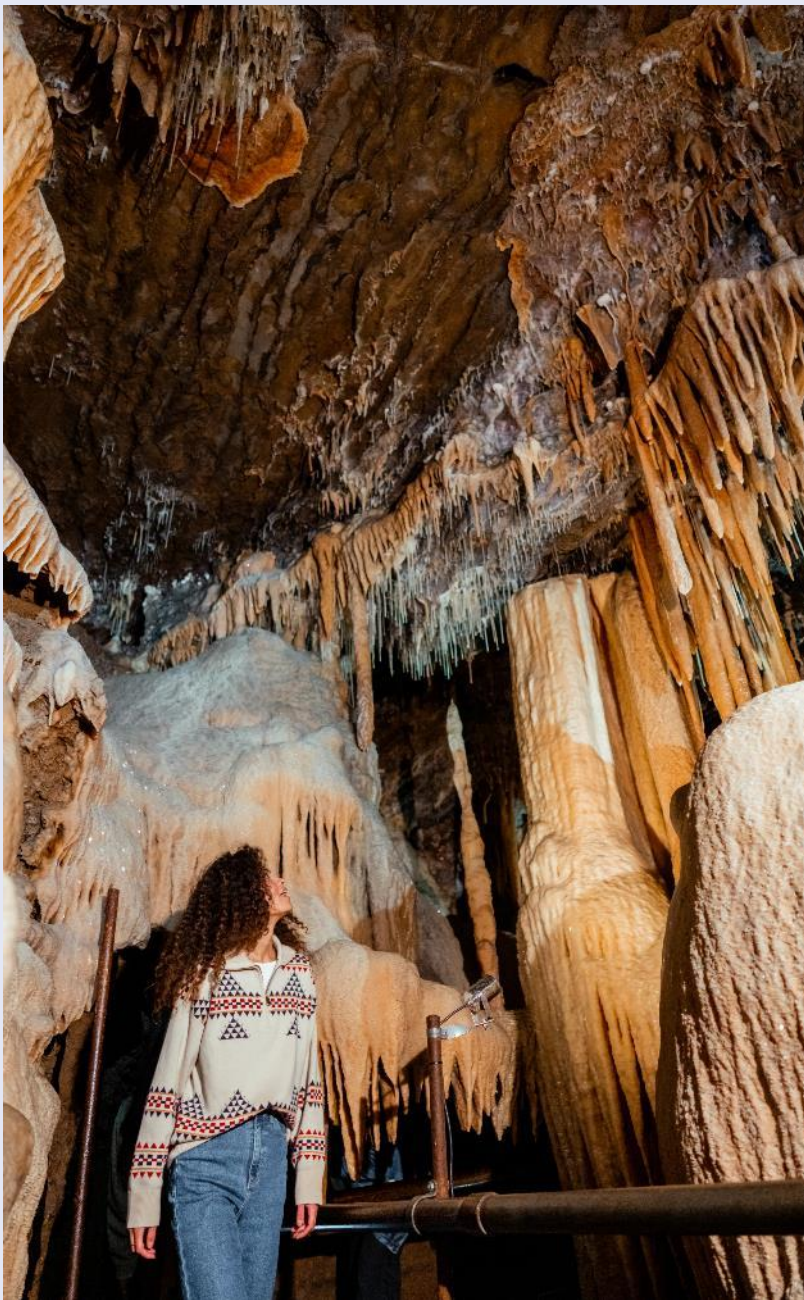


VISIT VICTORIA - THE BENEFITS OF ATDW

2026

A close-up photograph of a person's hand, likely of Indigenous descent, holding a branch with long, narrow green leaves. The hand is positioned over a dark, circular object, possibly a traditional Indigenous fire pit or a basket. In the background, a blurred city skyline is visible under a soft, overcast sky. The overall tone is respectful and contemplative.

**We acknowledge the First Peoples
throughout Victoria and
their ongoing connection to the
land and waters. We pay our
respects to their culture, knowledge
and Elders past and present.**



AGENDA

WHAT IS THE ATDW?

WHAT ARE THE BENEFITS FOR BUSINESSES?

HOW CAN VISIT VICTORIA TEAM ASSIST?

HOW MUCH DOES AN ATDW PROFILE COST?

HOW TO CREATE A PROFILE

TIPS TO OPTIMISE YOUR PROFILE - ADDING DEALS AND EVENTS

QUESTION TIME

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.



HOW DOES THE ATDW WORK?



WHAT ARE THE BENEFITS?

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



visitgippsland.com.au
visiteastgippsland.com.au



australia.com
22.5M annual visits



visitvictoria.com
visitmelbourne.com
10.5M annual visits

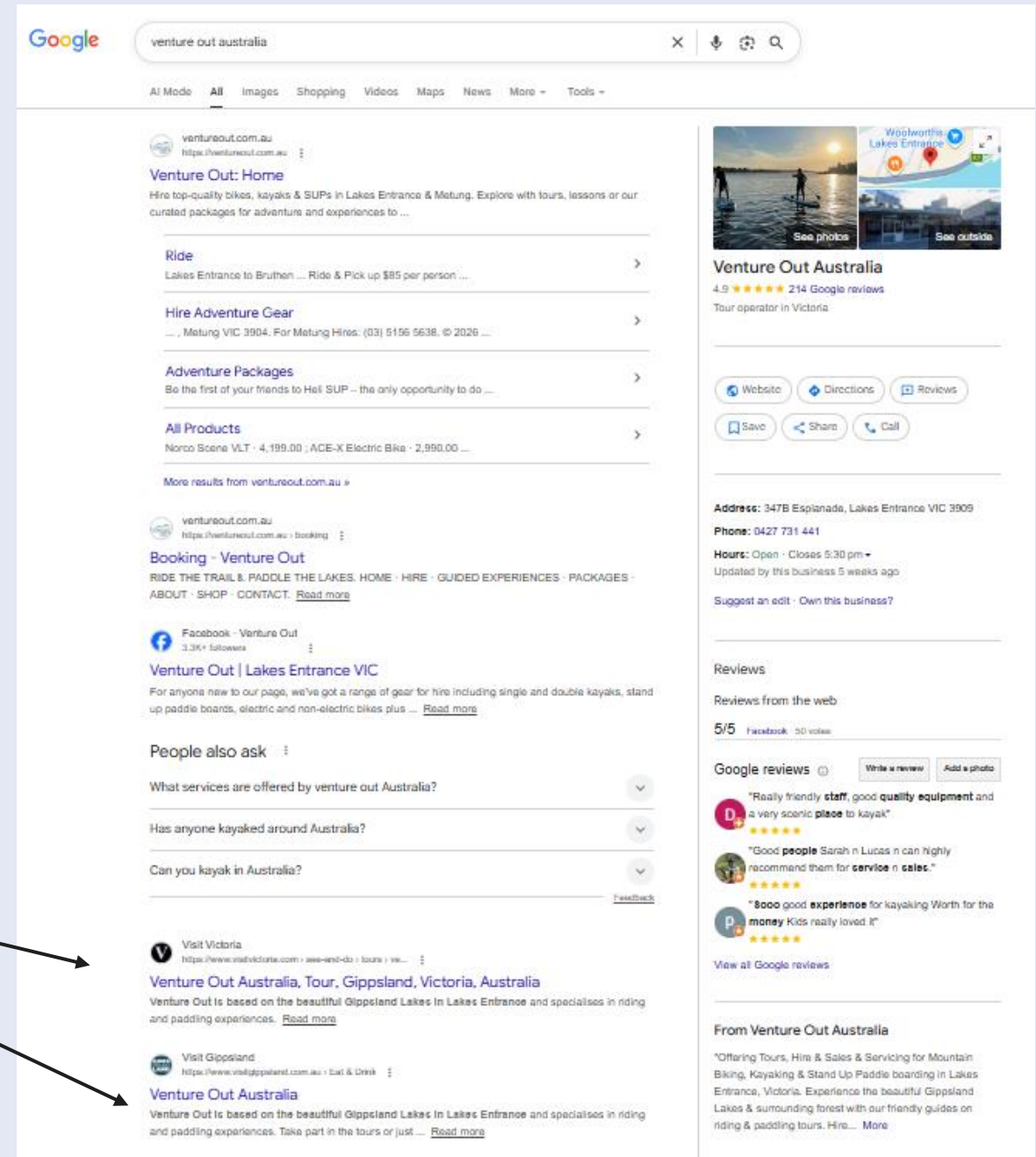
and many key tourism websites

WHAT ARE THE BENEFITS?

Helps your Search Engine Optimisation (SEO).

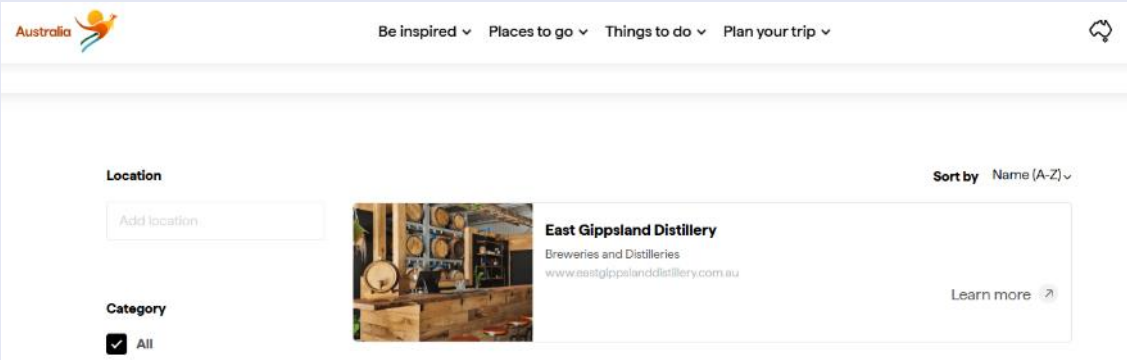
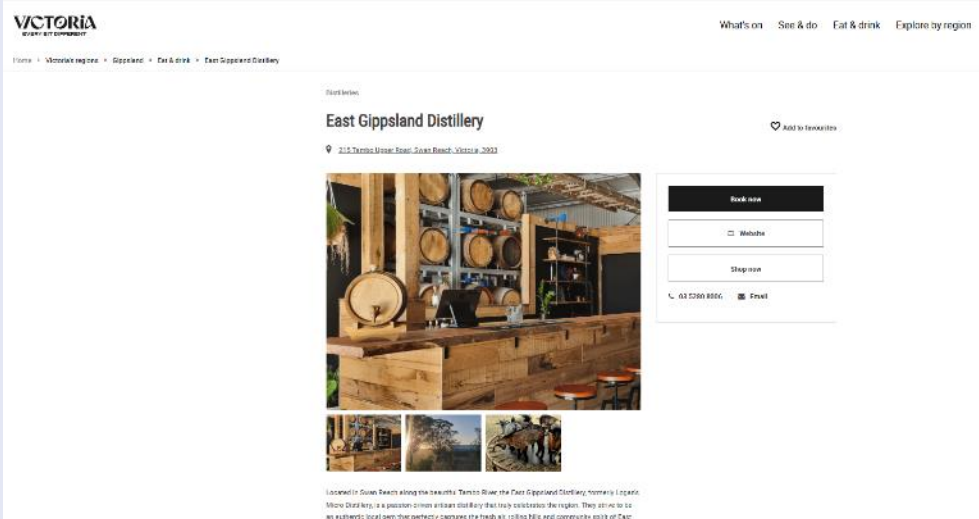
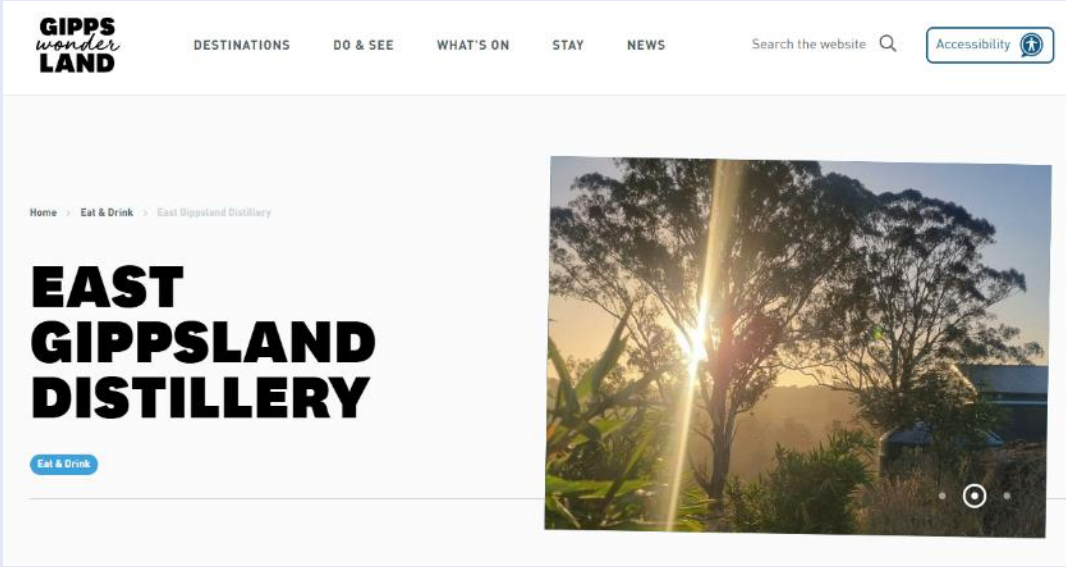
We all want our offering to come up number one on a Google search, but search engine rankings can change quickly.

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



WHAT'S THE BENEFIT?

Update just one profile with your changes automatically reflected across all websites



The Ridge House

♥ Add to favourites

📍 460 Yarraquen South Road, Yarraquen South, Victoria, 3823



Experience serenity and luxury at The Ridge House - a fully renovated country home set on 50 acres of private bushland sanctuary.

With four bedrooms accommodating up to eight guests, it's perfect for couples, groups, or weddings. Explore historic walking tracks or unwind on the wrap-around verandah with stunning views.

Only... [Show more](#)

Price: **\$330.00 - \$620.00**

The Ridge House sleeps from two to eight guests. \$330 per weeknight and \$380 per weekend night for up to two guests. Additional guests (three-eight) are \$80 per person per night. Cleaning fee \$160. Holiday rates may apply to high season dates.

Social media:



YOUR PROFILE MEETS NATIONAL QUALITY STANDARDS

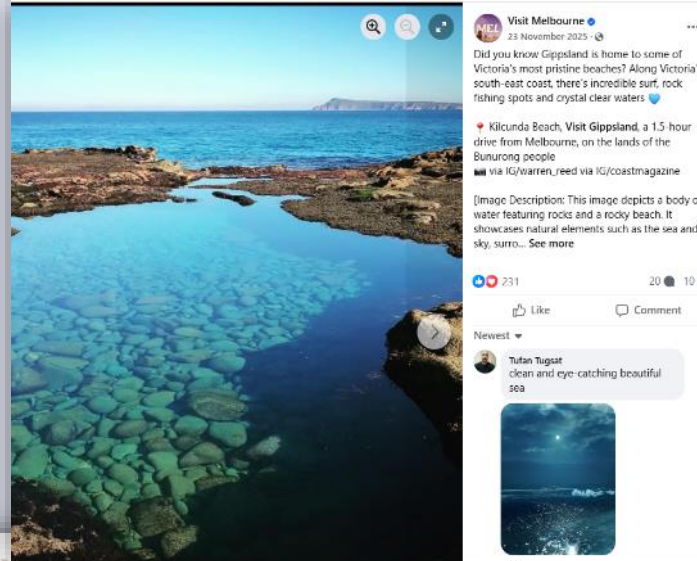
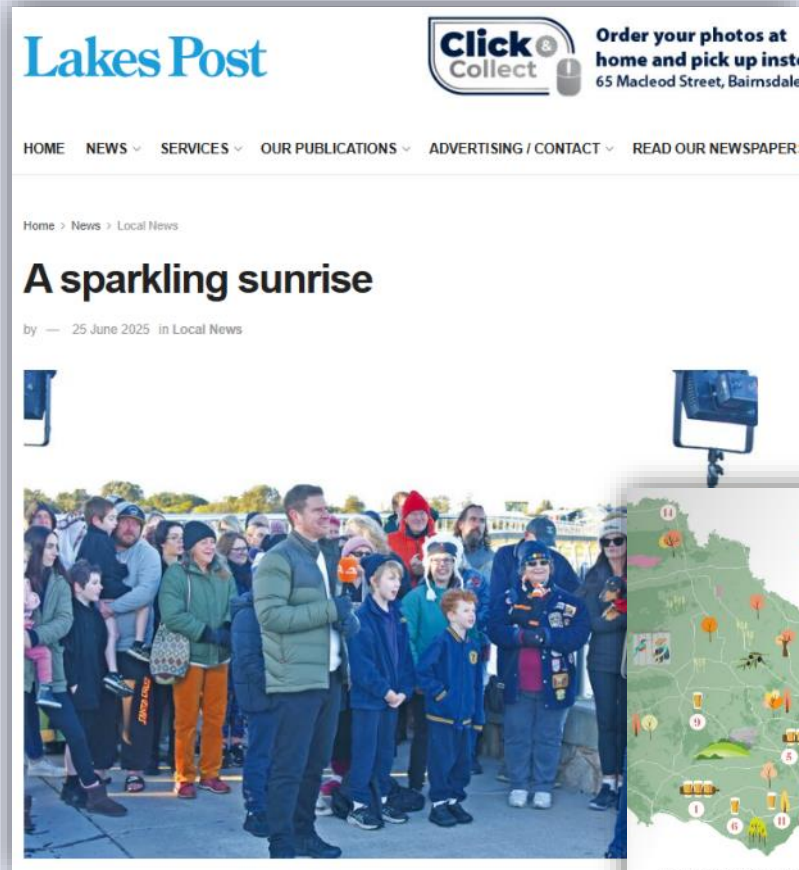
ATDW Support Team reviews your profile to ensure:

- ✓ Images and content optimised
- ✓ Pricing included
- ✓ All links drive leads directly to your website
- ✓ All Social Media URLs are correct
- ✓ Profile is categorised correctly and appears on high traffic pages on distributor websites

WHAT ARE THE BENEFITS?

Essential to be included in the marketing programs of

- Visit Gippsland, Visit Victoria and Tourism Australia



Chef Michael Wilson's Culinary Homecoming in Gippsland, Victoria

By Amy | September 5, 2025

On a gastronomic journey through Victoria's fertile Gippsland region, Epicure joins Chef Michael Wilson of one-Michelin-starred Marguerite as he reconnects with old friends and rediscovers the beauty of provenance – from regenerative farms and olive groves to small batch distilleries. Text and photos by: Amy Van



ATDW & YOUR AI STRATEGY

Optimise for AI:

- Be present wherever travellers are researching - ATDW, your website, Google, and social media
- Optimise your profile and website with compelling **content** and **visuals**. Complete all fields.
- Ensure your profile includes relevant keywords that potential travellers are likely to use
- Encourage guests to leave **reviews** - AI rewards strong, recent feedback
- Regularly audit your online presence across all channels, search your business and adapt your content to stay visible and inspiring

More info



HOW CAN VISIT VICTORIA TEAM ASSIST?

- ATDW-Online user support – phone and email
- Publish ATDW profiles to our consumer websites visitvictoria.com/visitmelbourne.com
- Liaise with the marketing team to feature ATDW profiles in marketing campaigns and channels



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

HOW TO CREATE A PROFILE



WHAT YOU NEED

- General business/event details
- Description of business/event (50 to 200 words)
- Images (five to 10)
- Credit card for payment or coupon code from your Visitor Economy Partnership (if applicable)

1. CONFIRM YOUR BUSINESS MEETS THE ELIGIBILITY CRITERIA

Your product or service must:

- Must be located/operate in Australia
- Provide a tourism or leisure experience
- Have a physical location where consumers can access the product/service
- Must align with one of the ATDW profile categories

Ineligible businesses/services:

- Websites or virtual businesses
- Travel agents or wholesalers
- Non-tourism related services

2. REGISTER AN ATDW ACCOUNT

Let's get started.

Welcome to ATDW. Whether you're a tourism business or destination looking to boost visibility or a distributor seeking reliable, up-to-date tourism content, ATDW is your foundation for growth. Our platform supports over 50,000 tourism businesses and connects you with leading tourism channels - driving engagement, efficiency, and shared results.

Registration is quick, secure, and designed for your needs. Ready to strengthen your digital presence and industry impact? Start your registration now - let's build the future of Australian tourism, together.

Select your account type

Tourism Business

Reach up to 80 million potential customers with a single profile.

[Read more](#)

Distributor

Enhance your digital channels with Australia's most comprehensive tourism content. [Read more](#)

Continue

[I don't know](#)

3. ORGANISATION & USER DETAILS

Register

Please provide your organisation information

ABN number

Business ABN

Organisation information

Name of organisation*

Location

Street address*

Start typing the address and select the address from the auto suggested list

Unit / Apartment / Suite / Building

e.g. Unit 401

Suburb*

e.g. Surry Hills

State*

Select a state

Post code*

e.g. 2000

Create a user

Provide this user with access to listings for this account

Personal information

First name

Last name

Phone number

Login details

Email address

Password

Re-type password

CREATE

4. READ & AGREE TO TERMS

Terms of Use

These terms are relevant if You are supplying Content.

If you are are publishing **Content** from this **Site**. Please contact us at support@atdw.com.au for a copy of our Distributor Licence Agreement. Before your continued use of this Site you should secure and agree to these terms.

1. The Site and your Content

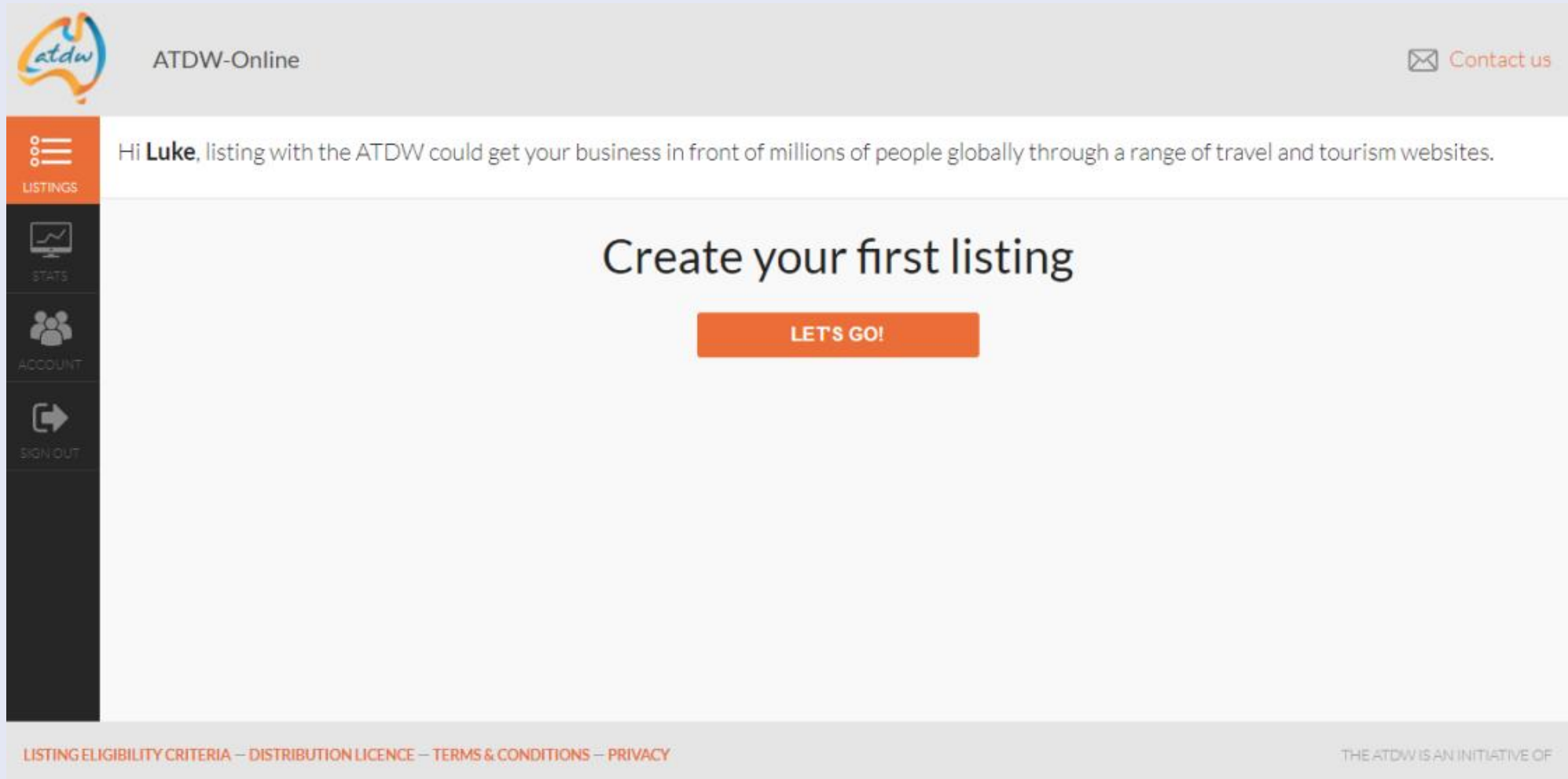
Welcome to the <http://www.atdw-online.com.au> website or mobile properties, including related applications (collectively, this **Site**).

We provide an online platform that allows You to tell Us about your tourism business. This requires you to submit content including text, graphics, video/audio, photographs, images and multimedia (**Content**). We make this content available for publication by Us and by **Distributors**.

The term **You** refers to you being a business that has registered with Us to contribute content on, or publish content from, the Site. The terms **Your** and **Yourself** pertains to You.

The term **Distributor** refers to a business that registers for access and is supplied content by ATDW or an STO that publishes the supplied content. Terms of Use relevant for these businesses are contained in

5. 'LET'S GO' TO CREATE A PROFILE



6. SELECT YOUR PROFILE CATEGORY



Accommodation

Accommodation establishments allowing short term stay



Attraction

Areas of interest that offer a distinct visitor experience to the leisure tourist



Food & Drink

Establishments which are targeted at leisure visitors and/or offer a unique dining experience



Tour

Must offer regularly organised tours with a leisure-tourism focus, organised by experienced guides.



Hire

Must provide products or services hired for a specific time to be used/operated by the leisure tourist.



Transport

Must provide point to point travel or transfers for the leisure tourist



Event

Must have a leisure tourism focus with the best potential to stimulate visitation.



General Service

Limited to products or services which support tourism and those who travel.

7. FILL IN YOUR PROFILE TEMPLATE

- Description (50 – 200 words)
- Images (up to 10)
- Videos (up to 10)
- Contact details
- Direct booking/purchase URL
- Pricing
- Facilities
- Social media
- Accreditations
- Deal, package or special offer

The screenshot shows the ATDW-Online profile creation interface. The header includes the ATDW logo, 'ATDW-Online' text, a 'Contact us' link, and the 'VISIT VICTORIA' logo. The left sidebar contains navigation links: PROFILES, INSIGHTS, ACCOUNT, ADMIN, and SIGN OUT. The main content area is titled 'ACCOMMODATION' and lists various fields to be filled: Name & description, Accommodation Type, Location, Contacts, Indicative Prices, Accessibility, Photos, Capacity, Videos, Check-In & Check-Out, Internet Access, Property Facilities, and Memberships. The 'Name & Description' section is highlighted and contains a 'Required' label. It includes a text input field for 'What's the name of your property?' (100 characters max) and another for 'How would you describe your property?' (Write a summary in 50 to 225 words). A progress bar indicates '9 mandatory steps to list'. Buttons for 'SUMMARY', 'PUBLISH', and 'MORE...' are visible. A checkbox for 'Do not email operator' is also present. A 'Guidance' section on the right provides instructions for the 'Name & Description' field.

ATDW-Online

Contact us VISIT VICTORIA

PROFILES

ACCOMMODATION

Untitled

9 mandatory steps to list

Profile #: AU1725999

Organisation: [Visit Victoria - VICTVIC](#)

SUMMARY PUBLISH MORE...

☐ Do not email operator

Name & Description Required

What's the name of your property?

100 characters max

How would you describe your property?

Write a summary in 50 to 225 words

Guidance

Name & Description

- Describe the experiences a visitor will have with you.
- Highlight what makes your business unique
- Include your business/event name for better brand recognition and search results.

8. SEND YOUR PROFILE FOR REVIEW

Contact us **VISIT VICTORIA**

Mrs Baker's Still House 

Listing #: AU0441637

9 optional steps to optimise your listing

SUMMARY

SEND FOR REVIEW

MORE...

 Name & description Required

What's the name of your establishment?

Mrs Baker's Still House

How would you describe your establishment?

Mrs Baker's Still House is an Australian craft distillery of gin, liqueurs and single malt whisky. Many of the botanicals are grown in the garden and orchard, and others are from local farms. Even the base neutral spirit is distilled from wine made on the farm. The main still is used to strip the alcohol from parcels of wine, in a double distillation process. Very few small craft distilleries make their own neutral spirit. The malted barley used to make the whisky is from barley grown in Skipton, and malted in Ballarat. All very low "food miles".

A visit to Mrs Baker's Still House usually starts with a short informal tour of the winery and distillery where you get to talk to the distiller. Then fol-



Guidance

Name & description

- Describe the experiences a visitor will have with you.
- Highlight what makes your business unique.
- Include your business/event name for better brand recognition and search results.
- No capitalised text unless it is trademarked.
- No abbreviations, acronyms or special characters, unless as part of your registered business name.
- No URLs, contact details, dates, times or prices.
- Short sentences = quick reading.

Alternative Business Name

If your business is known by any other name, such as a previous

9. ENTER YOUR CREDIT CARD PAYMENT OR COUPON CODE

Payment Step 2: Payment summary and method

Coupon Code

If you have received a coupon code from your Regional Tourism Organisation, please enter the coupon code below:

VVIC10379264  **APPLY COUPON**

Coupon code applied. [Click here to clear the coupon code](#)

Order summary

Victorian operators are required to pay an annual subscription fee.

ATDW-Online Annual Subscription	
Subtotal	\$295.00
Coupon code discount	-\$295.00
Total amount due	\$0.00

Payment method

Please click the 'Place Order' button below to complete the process

PLACE ORDER 

CANCEL

Payment Step 2: Payment summary and method

Coupon Code

If you have received a coupon code from your Regional Tourism Organisation, please enter the coupon code below:

APPLY COUPON

Order summary

Victorian operators are required to pay an annual subscription fee.

ATDW-Online Annual Subscription	
Subtotal	\$295.00
Coupon code discount	-\$0.00
Total amount due	\$295.00

Payment method

Select your preferred payment method below to pay the total amount due. We accept Visa, Mastercard and AMEX

PAY WITH CARD **PAY WITH BPAY**

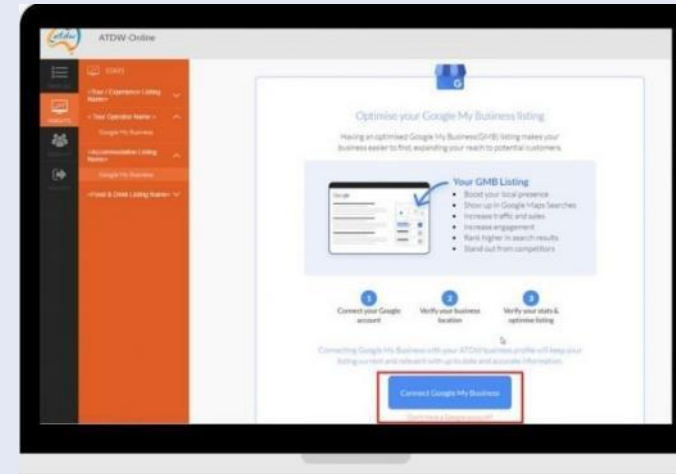
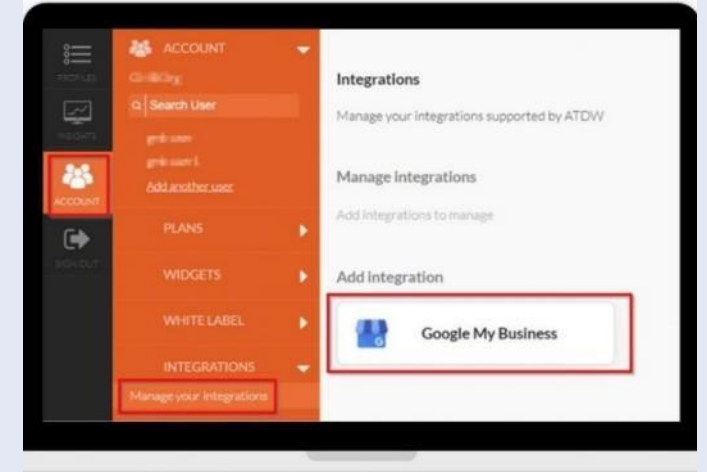
CANCEL

LINK YOUR ATDW PROFILE TO YOUR GOOGLE BUSINESS PROFILE

A Google profile is the summary information that appears in Google Search and on Google Maps when the name of your business is searched.

By linking your ATDW profile to your Google Business Profile, you can update with minimal effort and save time.

Fields that sync include; Business Name, Business Type, Address, Phone Number, Website URL, Description, Opening Hours and Product Image/s.



TIPS TO OPTIMISE YOUR PROFILE



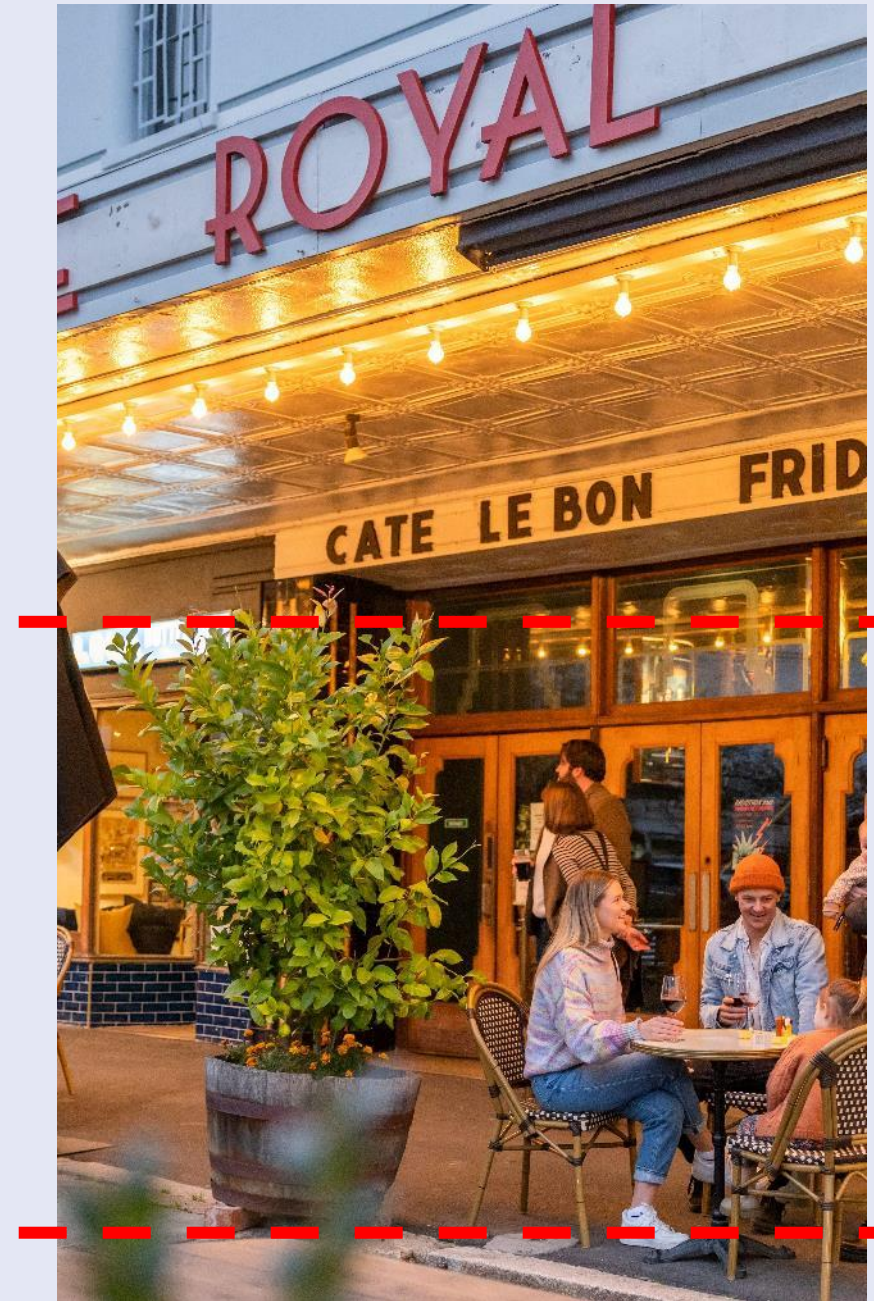
1. ADD ENGAGING IMAGES

- Choose photos that highlight your USP. Depict the experience.
- **Show your location at its best** but be careful about giving false first impressions.
- **Show a variety of photos** with/without people, close up/far away, inside/outside, of different room types, different meals and different vehicles or destinations.
- **Keep your photos current and real.** Keep in mind changing fashions and hairstyles.
- **Put your most captivating image first** – this will be your hero image.

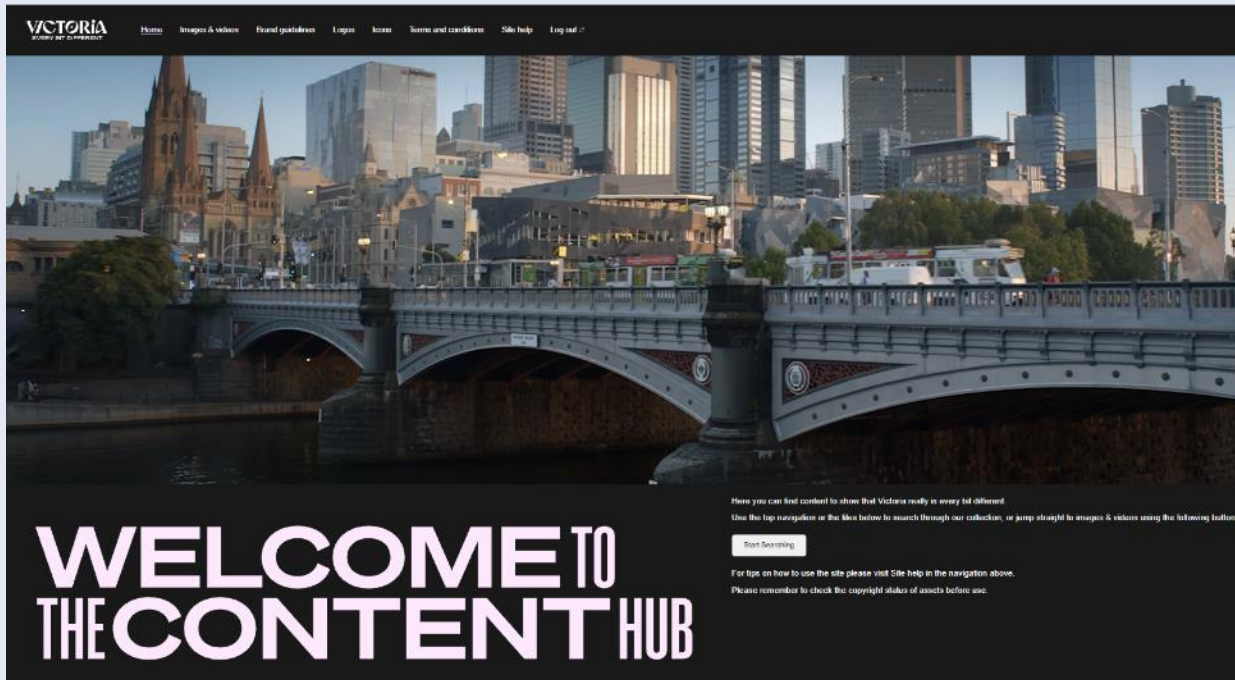


ATDW IMAGE GUIDELINES

- **Minimum size** - 1600 x 1200 pixels. Upload images in their largest size and resolution
- **Landscape orientation** – Portrait images will be cropped, and important content may be cut off
- **No text or logos over images** – These may be cropped and displayed poorly on distributor websites
- **No banners**, posters, flyers, collages or white borders
- **Alt text**. A brief description of the image for readers who are unable to see it



VISIT VICTORIA CONTENT HUB – FREE MARKETING RESOURCE



- Images and video of Melbourne and regional Victoria
- Available to travel/lifestyle media and the tourism industry
- Register an account to access content for free

www.contenthub.visitvictoria.com

2. WRITE A CAPTIVATING DESCRIPTION OF YOUR BUSINESS OR EVENT

1. Ingredients

Focus on your USPs – your unique selling propositions. Why is your product, service or event worth it? What's different about it? What are the benefits? Why should they pick you over a similar option? Try to explain this in just one or two sentences.

Key words help with search engine optimisation. Be sure to include your business name and other key words like the region you operate in.

2. Method

Write your description in a Word document and spellcheck before pasting it into ATDW. Make the most of your 200-word limit.

Write as if you are having a conversation with your customer. Put them at the centre of what you write.

Write in short sentences. One idea per sentence (people find this easier to read). Use simple, direct language. Get straight to the point. Consider using a web tool like Grammarly to help shorten and simplify your writing. You can also use generative AI to assist with writer's block and give you an idea of how to structure your content. Learn more about using AI for product descriptions [here](#).

3. Assembly

Re-shuffle your sentences into an order which makes the most sense when read from top to bottom.

Structure your description using the 'pyramid structure'. Begin with a short summary including your product name and location. Expand and elaborate underneath. Conclude with lists of basic features and 'how to get there' information.

EXAMPLE - ACCOMMODATION

Luxury Lodge offers cottage and lodge style accommodation set amidst 20 acres and only metres from the sheltered waters of Eastern Cove.

The cottages accommodate two to five guests and each has a patio that overlooks the ocean. Queen size beds, modern cooking facilities and smart televisions are featured throughout.

The lodge accommodates two to four guests with two double beds in each room. All rooms have decks with outdoor settings and barbecues to help you enjoy the peaceful setting.

It's just a two minute walk to the wharf and boat ramp, ideal for fishing. There's also free fishing advice from local professional fisherman and fishing charters available.

Luxury Lodge is a six hour drive or 45 minute flight from Adelaide.

(126 words)

< Mentions product name and USP in first sentence

< Briefly describes rooms, services and noteworthy facilities

< Provides ideas on what to do in the area

< General 'how to get there' details. Use time to travel instead of distance

EXAMPLE - ATTRACTION

Unique Museum located is located in Geelong and boasts the largest collection of Aboriginal art in Australia. Located on the banks of the ABC River overlooking the beautiful city skyline, Unique Museum is a must-see on a visit to Geelong.

Internationally recognised exhibitions are showcased in impressive spaces thoughtfully created to complement the collections. There is an emphasis on Indigenous, Pacific and Asian collections.

School and after-school groups are also catered for with special packages available that include lunch and hands-on participation. There are also many function rooms that can be hired for various corporate needs.

Unique Museum is easily accessible by train, bus from the city centre of Geelong. There is also parking available nearby.

(143 words)

*< Provides a hook to encourage to read further.
Gives an idea of where product is located*

< Highlights major features of the attraction

< Further detail about services provided

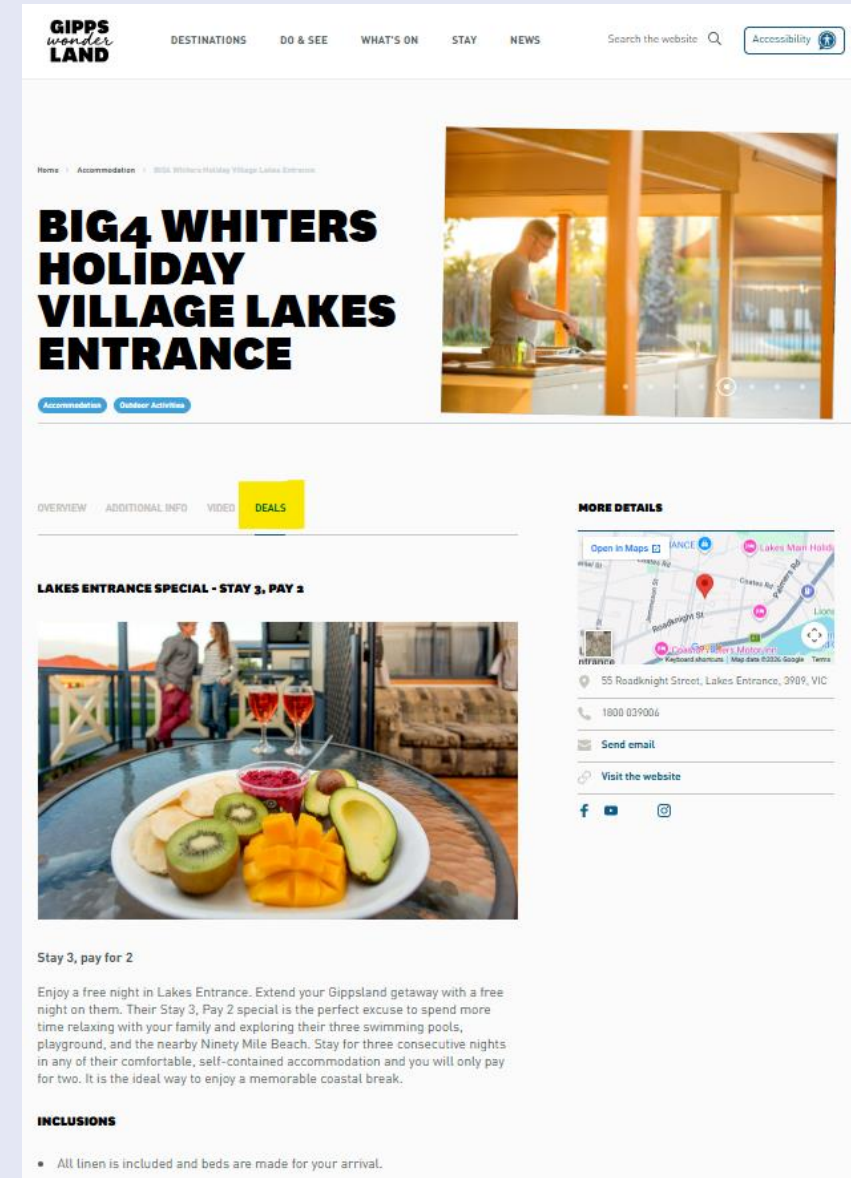
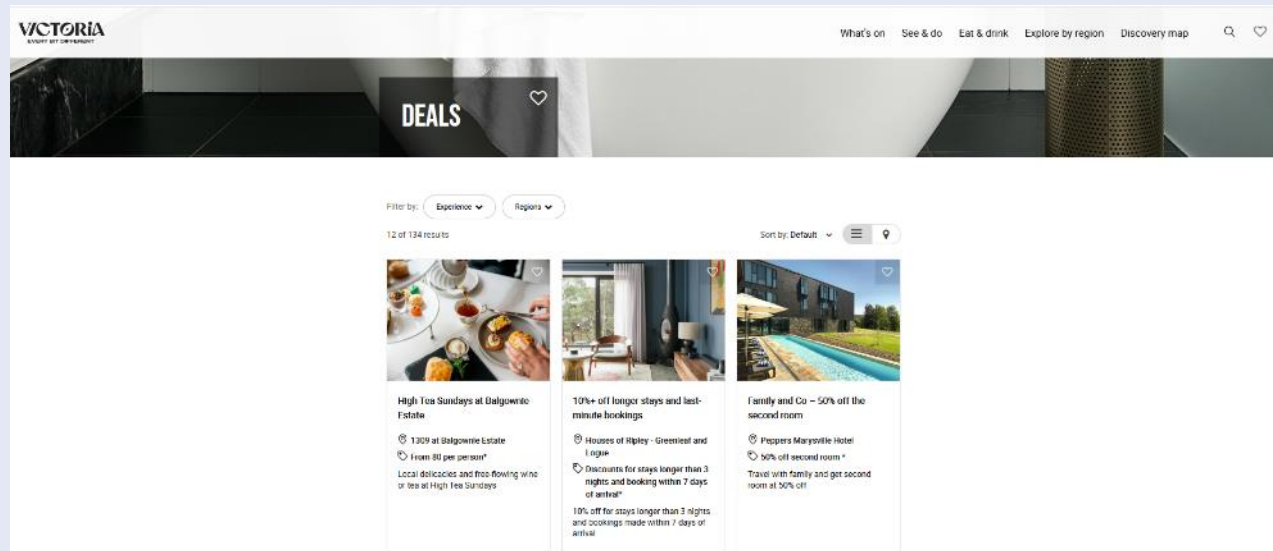
< 'How to get there' info

THINGS TO LEAVE OUT OF YOUR DESCRIPTION

- First person language ('we' or 'our')
- Abbreviations (BYO, TV, BBQ)
- Dot points
- Symbols (&, !!, @)
- Contact details (Call Luke to book on 03..)
- Pricing (Adult \$30, Conc \$20)
- Website links (<https://lukescottage.com>)
- Unnecessary capitalisation – only use for names, regions or specific places

3. DEALS, SPECIAL OFFERS & PACKAGES

- Deals uploaded through ATDW give you added exposure on visitvictoria.com
- Does not always have to be a discount
- Could be a package, bonus gift, collaboration with another business
- Deal should clearly demonstrate value
- Up to 3 deals are live for maximum three months



HOW TO ADD A DEAL ON ATDW?

FOOD & DRINK

Name & description

✓

Food and Drink Type

✓

Location

✓

Contacts

✓

Accessibility

✓

Photos

✓

Videos

✓

Opening Hours

✓

Service & Prices

✓

Cuisine Types

✓

Menu URL

✓

Licensing

✓

Internet Access

✓

Facilities

✓

Memberships

✓

Social Accounts

✓

Media Links

✓

Wine Varieties

✓

Wine Features

✓

Add a Deal / Offer

Add a Job Vacancy

Translations

Deals and Offers

Optional

Deal Type*

Select Deal Type

Deal/Offer Name*

Maximum 55 characters

Deal Description*

A broader description of the deal or offer, Minimum 20 characters, maximum 500 characters

Deal Terms & Conditions*

An overview of the terms and conditions for accepting the deal.
Minimum 20 characters, Maximum 400 characters

Provide the in-market start and end dates that the deal will be advertised

Start Date*

Start Date of the Deal

End Date*

End Date of the Deal

Provide the validity start and end date for when the deal can be redeemed

Start Date

Start Date of the Deal

End Date

End Date of the Deal

Please provide either a Deal Price or a Price Comment*

Deal Price

\$

Enter deal price

Price Comment

For example, kids eat free

Photos

Required

Drag & drop photos here or [click to upload](#)

Requirements: Landscape orientation photos only with a minimum size of 1600 x 1200 pixels.

Deal Inclusions

An overview of the deal inclusions.
Minimum 20 characters, Maximum 200 characters

Deal URL

Provide the website URL for this deal (if available) e.g. www.address.com/we-want-this-url-here

36 DOCUMENT TITLE | DD.MM.YYYY

VICTORIA EVERY BIT DIFFERENT

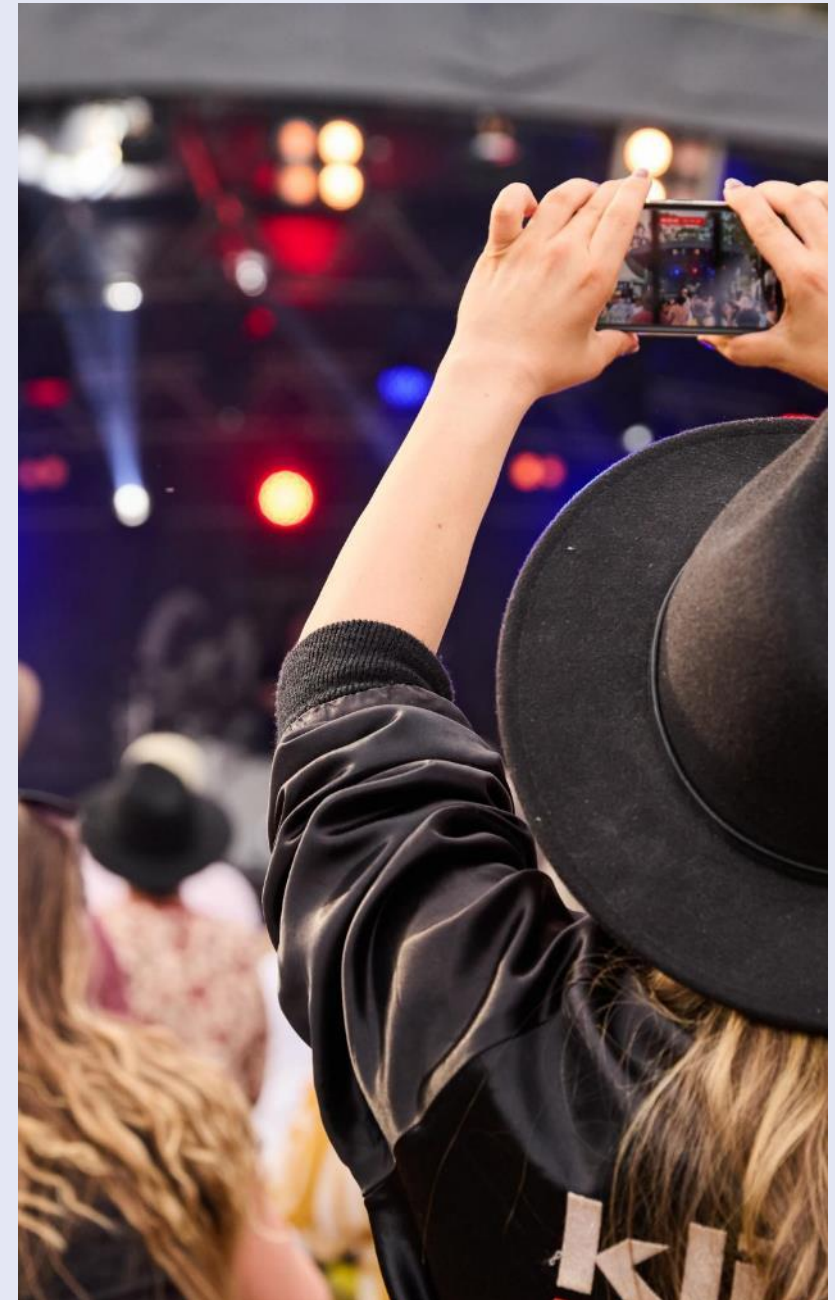
4. ADD EVENTS – FREE!

Listing your event on the ATDW is free and takes under 10 minutes. We recommend adding events **at least** four weeks prior.

What you need:

- General organisation details if you are registering a new account.
- A description of your event (up to 200 words).
- Images of your event. At least one image (maximum of 10). Images need to be minimum 1600 pixels (W) by 1200 pixels (H) and no larger than 10MB.
- Events **must have** a leisure tourism focus with the best potential to stimulate visitation from international and interstate visitors.

Events appear on What's On section of websites



FINAL TIPS

Include your product name and location in the first line of your description – helps with SEO and site search

Be consistent with your business name and contact details and other channels that you advertise on

Fill out all relevant fields – use the profile progress bar at the top for guidance

Provide multiple points of contact – website, booking, social etc.

Keep your profile up to date – images, opening hours, deals, expired links



VISIT VICTORIA'S ATDW SUPPORT TEAM



CONTACT US FOR ASSISTANCE:

E: ATDWSUPPORT@VISITVICTORIA.COM.AU

P: 1300 306 366

W: CORPORATE.VISITVICTORIA.COM SEARCH “ATDW”