

Australian Tourism Data Warehouse (ATDW)

The Australian Tourism Data Warehouse (ATDW) is the new national platform for digital tourism information about Australia.

The ATDW system is a central storage and distribution facility for tourism industry product and destination information from all Australian States and Territories.

Your event receives maximum exposure by creating an ATDW listing – not only will it boost your online exposure and search engine optimisation (SEO), it's quick, easy and free.

One of the major benefits of ATDW listings is that you only have to enter your details once and your listing will appear on many travel sites around Australia including Australia.com, visitvictoria.com, Goulburn River Valley Tourism, Great Victorian Rail Trail, Y Water Discovery Centre and Murrindindi Shire Council websites.

Other benefits of listing with ATDW:

- Provides free online marketing
- Allows control of your own content
- Updates can be made at anytime
- Drives traffic to your website
- Responsive template meaning the listing will display and can be edited across desktops, mobile devices and tablets
- ATDW-Online will allow for multiple users per listing. If you have multiple listings, these can also be linked together on request.

Key things to remember:

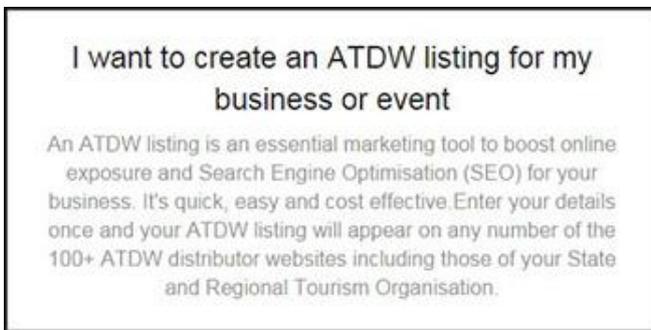
- A minimum of one photo is required with a maximum of 10 photos per listing.
- Photos must be in jpg format and Landscape orientation. Portrait sized photos are not accepted, nor are posters, brochures, logos or photos containing text.
- For the best results, upload photos in their biggest size and quality. Photos are automatically resized by the system so don't worry about adjusting them yourself, but the minimum photo size is 2048 x 1536 pixels. This size image can easily be captured on many smart phones and inexpensive digital cameras.
- New listings and updates can take 3-5 business days to be approved once submitted. Once you receive the automated email advising your listing has been approved, you can expect to see your information on your state's tourism site the following day. Please keep these timeframes in mind during your planning.
- Annual events are required to be updated at least every 12 months to retain the listing in the database.

Tourism Victoria's industry site has great information on digital marketing – visit www.tourism.vic.gov.au and search digital marketing.

How to create your FREE ATDW event listing

Register and create your new listing:

1. Go to www.atdw-online.com.au (To maximise efficiency, it is recommended to use Mozilla Firefox or Chrome browsers, however Internet Explorer will work also).
2. Register as a new user by pressing the '**CREATE AN ACCOUNT**' button on the lower half of the screen.
3. Select the option to **I want to create a new ATDW listing for my business or event.**



4. Fill in the template with your details and click '**Register Now**' at the bottom of the page.
5. You will receive an email to verify your account. Click on the link on the email to verify your account.
6. Go to www.atdw-online.com.au and login with your username and password.
7. Click the '**ADD A NEW LISTING**' option and select '**EVENT**'.
8. Work your way through each step and '**Submit for review**' when finished.

Once submitted, your listing will be sent for QA (Quality Assurance) and your information will be published within 1-2 business days.

If you require assistance, please contact the ATDW Support Desk on 1300 306 366, Monday to Friday, 9am-5pm.