

ATDW Distributor Fact Sheet @ July 2008

What is the Australian Tourism Data Warehouse (ATDW)?

The ATDW is a centralised national database of Australian tourism product and destinations, supplying New South Wales and other state tourism information. The ATDW has 75 licensed distributors, 45 of which have web sites publishing the ATDW data . The remainder are in various stages of development to integrate the ATDW data.”

You can see the list of distributors **here**. www.atdw.com.au/web_services.asp

Over five million pages of tourism information are published throughout ATDW licensed distributors each month. New South Wales typically receives over 20% of this share of exposure.

Recently the ATDW has established Tourism Exchange Australia (www.atdw.com.au/tourism_exchange_australia.asp). The exchange will add value to the ATDW for all operators - especially small and niche businesses such as B&Bs as it connects booking systems to the Exchange and generates instant bookings through licensed ATDW distributors.

Why should I be part of ATDW?

ATDW can get your product listing and details to a larger audience network through web sites and portals, so more consumers will see your product, and potentially book it. It's a great way for tourism operators with limited promotion budgets to publicise their services.

Through the '**Get Connected**' program, Tourism NSW gives you the opportunity to showcase your tourism product online FREE of charge through the ATDW. You only need to enter your information once and your details will then be included on the ATDW as well as Tourism NSW websites. (www.visitnsw.com and www.sydney.com)

Your listing can include detailed information about your tourism business, indicative prices, images and driving directions, increasing exposure to your business.

For Frequently Asked Questions about Get Connected, **here** (http://corporate.tourism.nsw.gov.au/FAQs_p719.aspx)

What should I do if an ATDW distributor contacts me?

Occasionally ATDW distributors contact operators with offers of premium advertising space on their web sites, reservation services or other online marketing opportunities.

ATDW distributors must follow the ATDW Distributor Communications Guidelines. These guidelines aim to protect the interests of tourism operators, especially from other irrelevant or poor quality unsolicited offers.

Operators are listed **free of charge** on a distributor's website or digital channel as a condition of the ATDW License Agreement.

If you do not wish to receive further offers or updates from a distributor, you can 'unsubscribe' from its email service.

Any offers you receive to upgrade or change your listing should be considered on its merits, just like any offer to advertise in the media.

How do I sign up?

Register here (www.tourism.nsw.gov.au/getconnected). You will be sent a user name and password allowing you to manage your information.

Contact us

For assistance or questions about the Get Connected program, Tourism NSWs websites, the State Tourism Data Warehouse (STDW) or the Australian Tourism Data Warehouse (ATDW), please contact our help line for the cost of a local phone call on 1300 655 077 or email getconnected@tourism.nsw.gov.au