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## From the CEO's desk

Welcome to our first edition of Digital Spectrum for 2011.

ATDW is pleased to share information with our subscribers about our busy year ahead, filled with constant changes and innovation driven by advancements in technology and exciting industry events.

For the last six months, ATDW have been working on our Future Strategy. Throughout our research we identified some key areas to focus on to help the industry in keeping agile and moving forward in digital distribution. The feature article '4 drivers of change', provides some highlights of these key areas of focus.

ATDW will be flying the Tourism Exchange Australia (TXA) flag at ATE in Sydney, from 4 – 8 April 2011, in booth 37 in the National area. We look forward to meeting with those attending and talking to them about digital distribution through TXA using ATDW content. Also, a great prize will be on offer, so be sure to drop by and say hello.

Liz Ward  
CEO

## 4 Drivers of change

ATDW believe future online trends are moving towards a community focus, where trust and consumer behaviours will shift from a push market to a pull market, resulting in the development of a personalised web and independent communities.

The 4 drivers of change ATDW see having the most impact:-

- 1. Increased Personalisation**  
Content will be tailored and broken down into more flexible and manageable forms to allow consumers to build and customise content to suit them, as individuals.  
These smarter search technologies will change the way consumers search, we will no longer search for content, content will come to us, providing more engaging experiences for consumer.
- 2. Proliferation of mobile devices**  
Mobile technology is a disruptive technology of the future and an important change for our industry. We are seeing innovative devices and continued improvements in mobiles.  
These great devices are another way the tourism industry can reach consumers – we are already seeing content being distributed through mobile applications, creative tools being developed, like trip planners, tripcase etc. Mobile will shift the way consumers are viewing and transacting.

3. **Ubiquitous use of social media**

Social media will continue to evolve, with consumers relying on personal communities to search for content online. Social Media tools, like Facebook and Twitter will push the development of personal communities, where search will revolve around friends' recommendations and images, and comments of their personal experiences.

4. **Continuous changes in payment methods**

The way we transact will continue to change, payment methods will evolve with time, to see dramatic changes in the way we receive and pay for goods.

## The online booking revolution

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ATDW's technology partner, V3, has provided a fantastic article on the '**5 things you should know about Tourism Exchange Australia (TXA)**'.



1. **What is it?**

We're constantly asked, "What's TXA?" It's an alliance between tourism software specialists V3 and tourism content specialists ATDW, creating a single common booking platform across the entire industry supported by all Government tourism organisations and designed to deliver greater visibility and bookings for the tourism industry. The easiest way to understand it: TXA is to tourism what the Stock Exchange is to shares. It's basically an automated online market that simply brings tourism buyers and sellers together to transact.

2. **What does it do?**

TXA provides operators large and small with distribution and management tools fully integrated with their Property Management System or Booking System software. By bringing all the elements involved in the sales process into one, Sellers at last can have total control of their availability, online distribution, commissions and prices.

3. **Why is TXA different?**

The key difference between the TXA model and earlier technologies is that TXA offers true 'direct connection' to the booking system of the Seller. This accesses genuinely live inventory which ensures not only that there's no double bookings but also addresses the need for 'dynamic' search and booking for the next generation of distribution technologies such as mobile. It brings the rich data of ATDW together with book/pay capability and for the first time includes tours, attractions and events as well as accommodation.

4. **What does it do for Distributors?**

One of TXA's fundamental principles is to provide Distributors such as websites and Visitor Centres with access to an expanded range of tourism suppliers and destination content with rich data through a single connection. We have a range of high quality connections direct to Seller's booking systems that allow Distributors to easily access rich data from a portfolio of accommodation, tours, ticketed events and attraction businesses. TXA has the most comprehensive, sophisticated and easy to use supplier and distributor management tools to cost effectively utilise the data.

5. **Why are there so many 'new' Distributors on TXA?**

- A single connection delivers access to the entire TXA Seller base live from multiple booking systems.
- It is easy to control which Sellers Distributors want to be bookable through their channel.

- Free access to a range of management reports for all transactions.
- Super low costs by having the consumer transacting directly with the Seller. No cost, time or liability of managing, processing, collecting and disbursing the booking funds.
- Ability to have 'price comparison' pages.

To find out how to get connected to TXA, please visit [http://www.atdw.com.au/tourism\\_exchange\\_australia.asp](http://www.atdw.com.au/tourism_exchange_australia.asp) or call ATDW's Customer Service Coordinator, James Connolly 07 3112 1769.

## Take control of your listing - myATDW

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ATDW's content is leading the way, and becoming more personalised by providing tourism operators the ability to control the content of their ATDW listing by using the new myATDW remote authoring tool. myATDW has been implemented by four State and Territory tourism organisations, with two states planning future implementations.

This great tool provides tourism operators with control of their content, with updates being published on their State or Territory consumer website and updated on ATDW's national database making their content available to over 60 National ATDW Licensed Distributors including Australia.com.

Tourism operators in ACT could take advantage of training sessions planned by Australia Capital Tourism, to introduce and teach their industry how to utilise this fantastic new online tool released this month by ACT. For further information please visit the [ACT myATDW](#) webpage.

If you are interested in securing a listing on ATDW, contact your State or Territory [tourism organisation](#).

## Educating the industry - Get kitted up

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Being online means keeping up with continual change and this can be daunting at times, especially with a plethora of new and innovative ways being thrust upon us every day. Not only is it essential to have a great website – tourism businesses need to open up communications with their customers and use social media tools, market online, make their products bookable online, and much more.



The Tourism e-kit was specifically developed for the tourism industry – to provide the Australian industry with a free online marketing tool to help tourism businesses succeed in online marketing. The Tourism e-kit is made up of 41 bite size tutorials, providing industry with the most up-to-date and reliable know-how in online marketing.

Since its launch in 2008, the Tourism e-kit continues to evolve to keep pace with technology trends, the e-kit undergoes 6 monthly reviews to ensure content is reliable and consistent with current information. Recently, the Tourism e-kit was published in video format, to complement the existing written tutorials and provide users with an alternative and effective learning medium, especially valuable for time poor tourism operators.

The benefits of being online are many, maximising your businesses visibility and creating exposure of your product. Why not spend five minutes now and experience for yourself the Tourism e-kit, which has been downloaded over 240,000 times - [http://www.atdw.com.au/tourism\\_e\\_kit.asp](http://www.atdw.com.au/tourism_e_kit.asp).

## Distributing in leaps and bounds

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Distribution channels are growing and websites are becoming more innovative in the way ATDW content is published.

We are off to a great start in 2011, with ATDW welcoming eight new licensed distributors, including its first Distributor iPhone App, 'iGetAbout'.

The quality of ATDW's licensed distributors and their unique approaches to marketing Australian tourism products and destinations is impressive. ATDW would like to introduce the following distributors that have recently signed and/or gone live:

- Date Planner
- Locazion (HolidayRentalsAustralia.com)
- The Travel Around Company
- The Manner of Hahndorf
- [The Legendary Pacific Coast](#) (Live)
- [Maybray Digital](#) (Live)
- [Chilli Pepper Media](#) (Live) - "iGetAbout" iPhone App
- [New England North West](#) (Live)

If you are interested in becoming an ATDW Distributor and having access to fantastic high quality content, with booking options, visit [http://www.atdw.com.au/how\\_to\\_access.asp](http://www.atdw.com.au/how_to_access.asp) or email our [customer service](#) team.

## Employment, cake included

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Are you a great ASP.NET Developer? If so, we want you – for a 2-3 month contract role.

ATDW is looking for a motivated, team player with 3-5 years experience in ASP.NET, C#, SQL Server 2008, Visual Studio 2008 or 10.

Apply through [seek](#) and enjoy working with a motivated, fun relaxing team, with fresh fruit and birthday cake included.

## Don't put this off another day...join our social network today!

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We look forward to connecting with you through:

- [Twitter](#)
- [Facebook](#)
- [Linked-In](#)



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