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Tourism gets kitted up for Social Media

The use of Social Media channels by consumers has rapidly expanded, resulting in a high demand by industry for simple and relevant information on how to capitalise on this opportunity. The Tourism e-kit includes major enhancements to support industry on the crucial steps to developing and applying a social media strategy for their business.

In the most exciting addition since the inclusion of video tutorials, the latest release of the Tourism e-kit launches 11 new tutorials on **Social Media**.

The new Social Media tutorials feature practical hands-on exercises and relevant examples, including; Social media for tourism; Online reputation management; Facebook; Twitter; YouTube and other video media sites; Flickr and other image media sites; TripAdvisor; Blogging; Online Tourism Communities; Mobile technology for Tourism Businesses and the Groupon Phenomena.

The new Social Media tutorials are now available to download for free from ATDW's corporate site www.atdw.com.au/tourism_e_kit.asp.



More great exposure through... there's nothing like Australia

Hurry! Today is the last day to get involved with Tourism Australia's **Nothing Like Australia Dream Team** campaign. Industry members can upload a favourite place or experience along with 25 words or less on why there's nothing like Australia at www.nothinglikeaustralia.com.au.

Another great reason to be listed in the ATDW is that Tourism Australia plans to link industry's images with relevant ATDW listings. The promotion closes on **31 October 2011 at 11.59pm**.



National Online Strategy for Tourism

Australia's [National Online Strategy for Tourism](#) (NOST) has been endorsed by Federal Ministers.

The purpose of the NOST is to increase the online distribution and global visibility of Australia's tourism product. It is intended to be a blueprint for digital enablement that will ensure Australia excels in the promotion and distribution of the tourism product online.

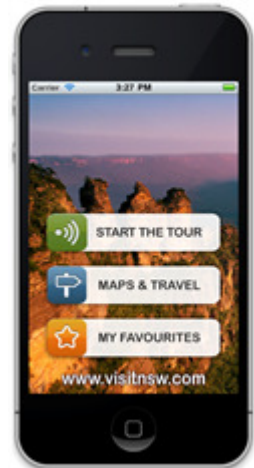
In addition, to support the online strategy the [Going Global Action Plan](#) was developed to assist the industry in enhancing their online capabilities. The action plan outlines the steps required to get online and to progress to the next level of online capability using tools and resources such as the [Tourism e-kit](#).

Mobile... on the move

Mobile technology creates new opportunities to engage in multiple environments. The majority of consumers now walk around with the internet in their pocket with a wealth of information at their fingertips.

The proliferation of mobile has opened communication and made everything so much more **accessible**. Mobile can be used at every stage of the consumer travel experience, from dreaming to planning, comparing and booking, to in-destination and post-destination.

The creation and power of mobile apps gives consumers immediate access to tourism product, including; smart location tools, like alerts of local events and attractions; the ability to book accommodation and tours on the go; to share experiences through social media and many more.



Over the past quarter ATDW has seen a dramatic increase in enquiries to use ATDW's comprehensive content on mobile channels.

For more information read Tourism e-kit, [Tutorial 50](#), Mobile Technology for Tourism or contact ATDW if you are interested in publishing ATDW content.

Interesting Facts and Figures

- Research from the Online Capabilities Benchmark Survey, revealed that currently only 26% of suppliers are utilising social media for business, where as **40% plan to engage** with social media in the future.
- 97% of Australian internet users have **bought a product or service online** (Nielsen Online Retail Monitor, Q2 2010)
- Last year, **smartphones** represented 43 per cent of all mobile phones sold in Australia. By 2014, it is expected to reach 78 per cent, Gartner Australia predicts.

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