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Upcoming events

ATDW staff will be attending ...

ATEC Symposium, 20-23 April, Hobart

ATE - 1-6 June, Adelaide

Tourism Futures - 5-7 July, Brisbane

Email [Vikki Rabe](#)

Pass it on

[Click here](#) to forward this email to up to 5 friends at once.

Welcome

The old adage that 'the one consistent thing in life is change' is never truer than in the online business. Rapidly evolving technologies and consumer expectations are our life blood at ATDW.

ATDW is constantly adjusting focus to ensure we continue to deliver excellent tourism content and distribution services on behalf of the tourism industry. Hence, we are pleased to update you on interesting and useful tools and online initiatives for the industry.

Thank you for your ongoing support.

[Liz Ward](#)

CEO



More ATDW enabled iPhone applications hit the mobile market

ATDW congratulates [Tourism Northern Territory](#) and [South Australia Tourism Commission](#) on their recently launched iPhone applications. Also [Tourism Queensland](#) continues to enhance their iPhone app, adding new features to meet growing consumer needs.

The iPhone platform built by ATDW has proven its flexibility in creatively supporting planning and in-destination applications which are unique, yet are all based on the core ATDW iPhone design.

These applications provide exciting new ways to deliver quality content to consumers. More applications are in development...

More than 4.5 billion mobile applications are forecast to be downloaded worldwide in 2010! [Source emarketer.](#)



A strong first quarter for TXA

There are now **3,045 products** in National ATDW mapped and ready for bookings. As soon as those operators Opt In to a Distributor's offer the 'Book Now' button will appear on that Distributor's site to enable bookings.

An increase in product volume of over 800, resulted from the recent **Roamfree** integration.

In another significant milestone is that **Bookeasy** have become a Distributor thus providing the many staff and volunteers in Visitor Information Centres that use Bookeasy access to the operators connected to TXA.

In yet more TXA news this quarter ... **RatesToGo.com**, one of Australia's leading travel websites, announced in January that it is has teamed with V3 to connect to TXA to add to their breadth of Australian travel product.

For more information and details on who to contact to participate please use the links below:

- If you are an online **Distributor** or **Web site** wishing to participate. [Click here.](#)
- If you are an **Operator** wishing to participate. [Click here.](#)
- If you are a **Booking / Reservation System.** [Click here](#)

Tripadvisor Reviews now linked to ATDW listings

Through a global distribution partnership with Tripadvisor, ATDW is able to provide pre-mapped ATDW listings and the latest Tripadvisor reviews to authorised distributors, saving online distributors a great deal of time and effort.

There are now over 5,100 ATDW listings linked to related Tripadvisor reviews. Tourism Tasmania's www.discovertasmania.com.au was the first website to publish reviews and more websites will activate this very soon.



Tourism e-kit keeps pace with the times

The ATDW and its partners have launched [Version 4 of the Tourism e-kit](#). This highly successful industry education program has been downloaded over **157,000 times**.



It contains updates and new information to assist the tourism industry to make the most of your online opportunities.

Why not use this freely available resource as a training tool within your own organisation?

Congratulations New ATDW Distributors

Signed up since our last edition...

- [AccomNoosaHeads.com](#) – Accommodation (Sunshine Coast Region Only)
- [Dept of Services, Technology, Administration NSW](#) – Events (NSW Only)
- [FoodWineSleep](#) – Events (Australia Wide)
- [LookBookandGo](#) – Destination Information (Australia wide)
- [Old Dept of Transport & Main Roads](#) – Transport, Destination Information, Information Services (QLD only)



Gone live using ATDW content since last edition...

- [Jasons Travel](#) – Accommodation, Attractions, Destination information, Hire, Information Services, Tours (ACT, SA, NSW, VIC, WA Only)
- [Dept of Environment & Climate Change \(Great Eastern Ranges\)](#) - Accommodation, Attractions, Destination Information, Events, Hire, Information Services, Tours, Transport - Great Eastern Ranges, NSW Only

Interested in being a Distributor?

To receive a Introduction Pack email [James Connolly](#) today.

AAA Tourism Star Rating Schema Change

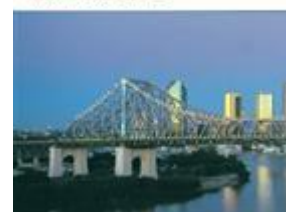
AAA Tourism (AAAT) is incorporating a category layer as part of their star rating system. ATDW is working with AAAT on the implementation of these categories into the ATDW database. We will be in contact with our Distributors on the timing of these changes and any details on how this will impact the way you will need to present the AAAT Star Ratings on your websites.



Chance to win free entry to the Tourism Futures Conference

The [Tourism Futures National Conference](#) program this year (5-7 July Brisbane) will include a one day Tourism Online Futures Forum to assist tourism organisations in becoming more familiar with, and successful in the online environment.

Tourism Futures
NATIONAL CONFERENCE



You are invited to complete a quick and easy 5 minute online survey which will help provide some insights into where Australia's tourism operators are currently at in terms of adopting online technologies and e-marketing tools.

All respondents will be **eligible to enter a draw to receive 1 free registration** for the Tourism Online Futures forum.

Survey results will be collected and released at the Tourism Online Futures Forum, 7th July, Southbank, Brisbane. [Click here to complete the survey now!](#)

Have you checked out ATDW's Information Services lately?

There are over 500 listings this product category which holds useful listings such as Visitor Information Centres, Airports and National Operator listings.

Why not consider this content for your web site? To review these listings - see our [Trade Product Search](#).

Meet James Customer Service

James Connolly is our Customer Support Coordinator. James has been with us since 2006 and has mastered his role, addressing clients' implementation and technical issues quickly and pro-actively. James steps easily from explaining ATDW to an operator to having technical web service discussions with a distributor deep in their implementation process.

"It's not a job for the faint hearted, but I'm always up for the challenge" James says, "It gives me great satisfaction receiving feedback indicating that ATDW have exceeded our client's expectations".

"Whilst some people are intimidated by confronting issues on a daily basis, I'm quite the opposite... **I eat issues for breakfast!**" says James.

You can see why we appreciate our James!



Your Valuable Feedback

We value your feedback. Please email ATDW if you would like to make comments on this newsletter or if you would like to submit or suggest an article.



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