



December 2009

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Upcoming events

For information of upcoming events

Email [Vikki Rabe](#), Communications & Marketing Manager, ATDW

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ATDW Christmas wishes..

The continued support and encouragement of ATDW's distribution network and the wider tourism industry play a major role in ensuring ATDW provides important services for the Australian tourism industry.

To all our friends, customers and colleagues across the industry, we'd like to say thank you for your support, diversity, talent and feedback during 2009.

We wish you a very joyful Christmas and that our collective 2010 will abound with creativity, co-operative spirit and smart projects.

With a sincere ho, ho, ho,

[Liz Ward](#)
CEO, ATDW



Welcome New Distributors ...

Signed up since our last edition...

- [Rentahome](#) - Accommodation, Destination Information, Events, Information Services (Australia wide)
- [Ace Web Designs](#) - All Categories (SA Only)
- [Events NSW](#) - Events (NSW Only)
- [Jasons Travel](#) - All Categories (ACT, NSW, VIC, SA, WA)
- [MayBray Digital](#) - Destination Information (Australia Wide)
- [STARSoFWA](#) - Attractions, Destination Information, Information Services, Tours, (WA Only)



Gone live using ATDW content since last edition...

- [Flight Centre NZ](#) - Accommodation, Attractions, Destination Information, Events, Hire, Information Services, Tours (Australia wide)
- [International Vacation](#) - (VisitAustralia) - All categories (not every product fully integrated yet, but will be completed by early 2010 - Australia wide)

- [SA Direct](#) - Accommodation, Attractions, Tours, Transport (SA Only)
- [TravelYearRound](#) - Destination Information (Australia Wide)

For more information or details on how to join ATDW contact [James Connolly](#) on 07 3112 176.

Support During The Holiday Period ...

Over the Christmas and New Year period, ATDW will be closed from Friday 25th December to Friday 1st January. We will re-open on Monday 4th January 2010 (9:00am EST).



If an urgent situation arises during this time, Michael Wang (ATDW IT Manager) from our office will be on call. Should you need his assistance please call **0402 586 570**.

2009 has been a productive year for ATDW ...

It has been an very busy year end and we are pleased to summarise some recent achievements:

- **myATDW** - new content editing interface went live to 5,000 operators in NSW on 9 Dec!
- **iPhone** - ATDW have built iPhone applications for Tourism Queensland and South Australian Tourism Commission and assisted with Tourism Australia's app, with more in pipeline.
- **Tripadvisor linking** – is now live on National ATDW with www.discovertasmania.com.au being the first site to go live with this content
- **Business Intelligence** – ATDW has built operator reports and dashboards containing easy to use intelligence on page impressions so tourism businesses can better understand the value of distribution of their information through the ATDW network
- **Videos on Destinations** - State/Territory Listings have videos
- **Content Improvements** - increased number and improved quality of geo codes, 3,600 more listings have images; 3,200 listings have expended product descriptions and 4,400 new or expanded service descriptions
- **Tourism e-Kit** – now over 128,000 downloads and tutorials being developed on video



- **Tourism Exchange Australia** – 2,189 ATDW listings are now available for booking
- **Hot Site in USA** - ATDW now has a hot site in San Antonio, Texas, USA

For more information on any of these initiatives please contact [James Connolly](#) on 07 3112 176.

Join us on Facebook and Twitter

Thank you to all of you who have joined us on [Facebook](#) and [Twitter](#).



We look forward to also sharing news and information with you in 2010 via these channels.



2010 meeting plans so far ...

ATDW will be at the following events, and more...

- **[ENTER 2010](#)**, 10-12 February, Lugano - CIO, Andrew McIntyre is presenting on Web 3.0, the Semantic Web and preparing for the exponential growing technologies of the future. IFITT event.
- **[No Vacancy](#)**, 18 March, Sydney - CEO, Liz Ward, is presenting. Key themes are Distribution, Innovation, Technology. No Vacancy has a strong reputation for dynamic programming and great networking.
- **[ATEC Symposium](#)**, 20-23 April, Hobart - ATDW will be participating in this well respected forum.
- **[Australian Tourism Exchange 2010 ATE](#)**, 29 May - 4 June, Adelaide - ATDW will have a supplier booth again this year. Please drop by if you are there and get more information on Tourism Exchange Australia (TXA).
- **[Tourism Futures](#)**, 5-7 July – Brisbane - ATDW will be participating in this excellent forum. 2009 received great reviews!



We Value Your Feedback

We value feedback from our e-newsletter readers. Please email [James Connolly](#) if you would like to make any comments or if you would like to suggest an article for our newsletter.

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