

In this Issue



[Christmas wishes from ATDW](#)

["I love my button!"](#)

[Get kitted up with the Tourism e-kit](#)

[Mobile is the way of the future](#)

[Welcome aboard new Distributors](#)

[Support over the Christmas/New Year break](#)

[Join our online community](#)

UPCOMING EVENTS

ATE 2011

Sydney | 4-8 April 2011

ATEC Symposium

Hamilton Island | 17-20 May 2011

ARTN Convention 2011

Townsville | 8-12 August 2011

Pacific Asia Indigenous Tourism Convention

Darwin | 27-28 September 2011

For further information please click on any of the above events.

Christmas wishes from ATDW

2010 has been a year of growth and innovation for ATDW and we believe it's due to the continued support and collaboration of the growing community of ATDW's distributors, industry partners and of course, our owners, the Government Tourism Organisations (GTOs).

This year we witnessed the industry's increasing enthusiasm for modern technologies including growth in take up of online distribution, growth of Tourism Exchange Australia (TXA) and more use of social media by the industry. ATDW assisted industry to get exposure through mobile channels by working with the GTOs to develop iPhone applications and the industry helped themselves to get more online marketing knowledge by downloading the Tourism e-kit over 100,000 times in 2010.

In 2010, ATDW will generate approximately 88 million page impressions on ATDW product listings. That's a 19% increase over last year. All of ATDW's licensed distributors are qualified tourism sites generating quality, relevant leads for the industry.

Thank you to all of ATDW's friends, customers and colleagues in the industry - your continued support makes our work more effective and rewarding.

Have a happy, safe and relaxing Christmas break with your families and loved ones and if you haven't seen our Christmas video card yet...check it out (just keep in mind we don't hire our staff based on their theatrical talents) [Link to youtube](#)

We look forward to working with you in 2011. Click here are some [Christmas wishes from the ATDW team.](#)

Christmas wishes,

Liz Ward
CEO

"I love my button!"

This was one very happy tour operator's proud announcement to ATDW at a workshop during the year. "I love my button" she stated and then went on to explain how thrilled she has been to provide her customers with the ability to book online. It has exposed her product's inventory and rates and has increased the number of bookings since she implemented a booking system which is connected to TXA and enables a Book Now button on her own web site.

It's been a productive year for TXA, with the number of connected businesses growing by 76% resulting in 3,433 products being mapped and ready to book on ATDW's National Database.

If you're listed on ATDW's national database and would like to get more value from your listing by making your product available for sale online; or if you're distributing



ATDW content and would like to be able to convert lookers to bookers, then you should take advantage of TXA. With a simple and quick integration process, consumers will go from 'looking' to 'booking' in an easy and seamless process via your website.

To get connected go to

http://www.atdw.com.au/tourism_exchange_australia.asp for more details.

Get kitted up with the Tourism e-kit

The Tourism e-kit is teaching in leaps and bounds this year; with the complete e-kit hitting over 220,000 downloads so far. This year we added online video tutorials, completed two updates, added new tutorials, applied a fresh new design and were awarded as Finalist in the Queensland Tourism Awards education category.

The implementation of the online video tutorials has delivered significant benefits; reducing learning times by up to 50% and offering a different learning medium to fit in with tourism business needs and their busy lifestyles.

The Tourism e-kit was developed specifically for tourism operators and is the most comprehensive online marketing tool of its kind. It is freely available to members of the Australian tourism industry.

For the most up-to-date and straight forward know-how in online marketing, get online today http://www.atdw.com.au/tourism_e_kit.asp.



Mobile is the way of the future

Gartner Research predicts that mobile use will overtake computers by 2013 and that search will change to become highly personalised utilising the semantic web (Link - http://en.wikipedia.org/wiki/Semantic_Web).

ATDW has developed a range of iPhone Applications for most of the GTOs in 2010. These great applications are keeping up with technology expansion into smarter search and provide advanced features including tailored content for consumer's personalised experiences.

Best of all ATDW's iPhone apps provide an excellent mechanism for tourism products to get exposure in these modern mobile channels.

The following iPhone Applications are publishing ATDW content and use ATDW iPhone technology:

- Australian Capital Tourism - **Go Canberra**
- Tourism Queensland – **Queensland**
- Tourism New South Wales – **Sydney Australia**
- Tourism Northern Territory – **iOutbackNT**
- Tourism Australia - **Oz Planner**

For more information on these apps and how download visit [ATDW's website](#) and click on the iPhone image.

Welcome aboard new Distributors

Thirty two distributors have joined ATDW in 2010 bringing the total to 82 licensed ATDW Distributors.

ATDW is impressed with the fresh and innovative ways Distributors connect with consumers using ATDW content.

Since our last edition, the following distributors have



signed and/or gone Live publishing ATDW content.

- [Accommodation Barossa Valley](#) (Live)
- Chilli Pepper Media (Live) - "iGetAbout" iPhone App
- [Clare Valley Accommodation](#) (Live)
- DealMe.com.au
- [Escape Travel](#) (Live)
- Dept of Trade & Economic Development (SA)
- Discover Murray River
- Events Queensland
- Flight Centre Ltd
- [Floriadeaustralia](#) (Live)
- [FoodWineSleep](#) (Live)
- GoAustraliaCard
- icampedhere
- Jewel Business Solutions (JBS)
- New England North West
- NoLeaveNoLife.com (Tourism Australia)
- Out The Back Australia
- poidb.com
- [STARSoFWA](#) (Live)
- [Student Flights](#) (Live)
- The Hyperfactory
- The Legendary Pacific Coast
- Top Tourist Parks of Australia
- [True Local](#) (Live)

For a full list of our Distributors [visit our website](#). If you are interested in publishing ATDW content please contact enquiries@atdw.com.au.

Support over the Christmas/ New Year break

Over the Christmas and New Year period ATDW will be closed from midday Friday 24 December 2010 and re-opening on the Tuesday 4 January 2011.

For urgent assistance during this period, please contact 0404 299 926.

Join our online community

Let's grow our community and connect online:-

- [@ATDW](#) on Twitter
- Australian Tourism Data Warehouse [Facebook](#) page
- Link to our company profile on [Linked-In](#)



ATDW Direct +61 (0)7 3112 1760

| enquiries@atdw.com.au

| www.atdw.com.au

jaclyn.burton@atdw.com.au