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## In this Issue

- ▶ [ATDW updates](#)
- ▶ [Content updates](#)
- ▶ [Meet our staff](#)
- ▶ [ATDW is acknowledged in the Jackson report](#)
- ▶ [Tourism e-kit goes to video](#)
- ▶ [Be a star, have your topics included in our e-kit](#)
- ▶ [ATDW content on iPhones](#)
- ▶ [Congratulations New Distributors](#)
- ▶ [Ideas Exchange](#)
- ▶ [Hot Off the Press](#)
- ▶ [ATDW draws competition winner at ATE](#)
- ▶ [National Visitors Safety Handbook](#)
- ▶ [Your Valuable Feedback](#)

## ATDW updates

### Servicing global demand and making ATDW more robust

To better service international distributors of Australian tourism content the Australian Tourism Data Warehouse is now hosted in two continents as part of an upgrade initiative ATDW completed in May 2009. "The introduction of additional servers in the united states will increase our throughput capacity by millions of transactions per month and provide further redundancy to better guarantee service to our customers." ATDW's Chief Information Officer, Andrew McIntyre says.



The hosting of the National ATDW is now spread across data centres hosted in Brisbane, Queensland and San Antonio, Texas.

## Content updates

### Operators updating information....

As you know ATDW's content is managed and quality assured by each STO (State and Territory Tourism Organisation) and we pride ourselves on the high standards that we have achieved in the evolution of our content system. Each state also has excellent QA processes, however, with the volume of content involved there may be the occasional incorrect data submitted. ATDW always want to know if a distributor or operator spots an inconsistency in the data. In that vein, if you ever spot a problem of incorrect content please notify us. Please report the product name (and Product ID), along with a short description of the problem to ATDW's Content Manager, [Dennis Rosendahl](#) .



Of course if an operator approaches a distributor about updating their listing please re-direct them to their relevant STO. For a list of STO contacts, please visit ATDW's [Corporate Website](#) . To assist in responding to operator enquiries to update their content, you could also email the following message to them: "Thank you for your enquiry. To update your ATDW listing you will need to contact your State Tourism Organisation (STO) Please see the direct contact details of the State Tourism Organisation that your listing belongs to (traditionally it will be the State/Territory that your listing is located in). You only

## Upcoming events

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ATDW Networking  
function

Digital Spectrum  
drinks, Monday 7th  
September 5.30pm,  
Cargo Bar Sydney

To rsvp email [Catherine  
Wolstenholme](mailto:Catherine.Wolstenholme@atdw.com.au)

## Pass it on

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

have to update once with your STO and you will soon see the changes flow through to our website in the very near future.

## Meet our staff

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**Name:** Andrew Cupper

**Position Title:** Software Engineer

**What do you do at ATDW?** I'm a software engineer helping to develop the next generation of tourism data management software for ATDW's customers.

**What do you like about working at ATDW?** It's a great place to work, I learn new stuff every day, the staff are heaps of fun, and I get to help the Australian tourism industry by developing some really innovative technology.

**What's your favourite acronym?** KISS (Keep It Simple, Stupid) Why? Because the most successful innovations are the ones we don't have to think about!

**What's the geekiest innovative technology you wish you owned?** A Virtual Retinal Display - it projects your computer screen directly into your eyes so you don't need to sit in front of a computer; I could work from the beach, or get price comparisons while I do my grocery shopping!



## ATDW is acknowledged in the Jackson report

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The Jackson Report, a report produced by Australia's National Long Term Strategy Committee, made a positive step toward supporting online marketing for tourism when it incorporated a recommendation to accelerate industry's use of technology for marketing and distribution and endorsed ATDW and Tourism Exchange Australia (TXA) as established and proven vehicles to do this. The paper, which outlines strategies to advance Australia's long-term tourism future, acknowledges ATDW's vital role in supporting a sustainable solution to Australia's tourism marketing strategies.

The Jackson Report is downloadable on the [ret website](#).

## Tourism e-kit goes to video

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In a cutting-edge approach to tourism education, ATDW, in partnership with the eight State and Territory Tourism Organisations in Australia, has begun production of videos for the suite of Tourism e-kit tutorials. It is anticipated that all tutorials will eventually be converted into video so that consumers of this education tool can more quickly and readily access the wealth of information that is contained in it. Following several requests to convert the comprehensive education tool into video, ATDW began work to pilot the production. The first video tutorial to have been produced is 'Web 2.0' and is an extremely professional, visually effective learning clip. The sample video tutorial can be [viewed on YouTube](#) .



## Be a star, have your topics included in our e-kit



The Tourism E-Kit is designed to assist the tourism industry to make the most of the online environment. We have a commitment to continually improve its content and keep up-to-date with this ever changing environment. To this end we welcome suggestions for new topic or topics you would like enhanced.

Please send us your ideas along with your contact details for consideration for the September edition to [Wendy Smith](#)

## ATDW content on iPhone

In an unprecedented step, ATDW have produced an iPhone application that publishes ATDW listings through an i-phone application. The first State to take up this opportunity is Tourism Queensland who are offering the application free and downloadable from the Apple i-store. With powerful map features and guides, consumers are exposed to a gammit of travel experiences direct from their iPhone.



These are some of its features:

- A useful mapping service that lets you search for and contact holiday products, in all of Queensland. It displays accommodation, events, attractions and information etc, no matter where you are. Click through to a detailed view of the operator: there's descriptive content and an active phone number, email and website link — so you can connect directly
- Several top 10 lists of the most popular Queensland holiday products. Great for travel planning and generating ideas. The lists are regularly, automatically updated to show the most popular viewed products in Queensland
- A direct feed of the Queensland Holidays RSS feed, which keeps you connected with all the hot holiday tips and deals
- An e-Newsletter subscription service, providing the latest competitions and exclusive subscriber-only offers

## Congratulations New Distributors

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We would like to offer our congratulations to some of our recently signed-up ATDW distributors:

- [Geelong Ottway](#) - content of Victoria
- [Flight Centre NZ](#)-All categories of content
- Travelyearround - All categories of content
- [BBFAA](#) - All categories of content



## Ideas Exchange

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### Converting visits to sales

Nurturing a visitor into a sale can be challenging, especially when you are relying on your website to be your sales representative. A well designed website, however, can maximise your chances for sales and create an effective experience for your customer.

Some common features of a quality tourism website include large image headers with support calls, good use of images, videos, testimonials and colours.

Another highly important aspect of your website includes a relevant, reliable content set that will provide a thorough, enticing information base for your consumers with a booking tool that leads your consumer to your ultimate goal; a sale.

Find out how to create an effective website that keeps visitors longer and creates more sales. Read our new tutorial '[Converting a prospect into a quest](#)'.

**Reading time 10 minutes**



## Hot Off the Press

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### Hold the front page? Oh that's so yesterday!

News reporting has become a commodity. The publishing model has changed forever. Traditional news organisations are struggling to keep up with the new models – they are like the legacy airlines, you could say.

The technology that is allowing all of us to communicate any way we want, whenever we want and wherever we are, is driving change in all our businesses and our lives.

Read the full article on [Travelmole](#)



## ATDW draws competition winner at ATE

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Congratulations goes to Julie (standing left in this happy snap with Liz Ward, CEO, ATDW) from the Hotel Grand Chancellor in Melbourne for winning the iPhone competition that ATDW held at ATE. By way of giving something back to the industry ATDW decided to hold the iPhone competition as an opportunity to say "thanks for partnering with us in the successful marketing of Australia as a hot travel destination". We had a very successful time participating in ATE this year spreading the word about the value of ATDW and Tourism Exchange Australia (TXA) and look forward to seeing you all there again next year.



## National Visitors Safety Handbook

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This [document](#) has been prepared to provide the tourism industry and the media with a glossary of tourism safety messages. These messages have been created to provide a template for use by major tourism information providers and the media when promoting tourist safety in Australia. It is a valuable tool that you can use to provide important information to your clients. It can be downloaded in PDF or Word document format from Tourism Australia's [website](#)

## Your Valuable Feedback

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We value the feedback from our newsletter recipients. Please simply email [Catherine Wolstenholme](mailto:Catherine.Wolstenholme) if you would like to make comments of this newsletter or if you would like to include an article in our 'Information Exchange' regular article.

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