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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

We are moments away from something new....

At present, the ATDW Customer Solutions Team and the Development Team are moments away from releasing a newer version of the ATDW integration Pack (Distributor Kit). We have come to the realisation (thanks to your valuable feedback) that some examples within the kit as well as its accompanying documentation required updating due to many of the exciting changes ATDW has seen over the recent past.

That being said, we felt it necessary to 'freshen up' the kit and remove redundant information to provide better examples and source code that will assist you in integrating the ATDW content more efficiently. We have now divided the integration pack up into three main sections for better navigability: a Technical kit, a Content Kit and a Marketing Kit.



Please do not hesitate to contact James Connolly (Customer Service Coordinator) for the latest pack.

Important information for ATDW distributors about disabled/expired products

Upcoming events

For information of upcoming events

Email [Catherine Wolstenholme](mailto:Catherine.Wolstenholme)

Pass it on

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

If you're a licensed distributor of ATDW content and you take Delta Update feeds on a regular basis, you will notice the presence of the **DELETE_INDICATOR FLAG** line within the xml. This is an essential element of your updating process as this identifies any product that has since been disabled or become expired in our National Dataset and should then subsequently be removed from your live dataset; displayed on your website. The Delete Indicator flag for a product will be set to "1" if it requires removal and will look like this "`<delete_indicator>1</delete_indicator>`"

Meet our staff

Name: Jason Ward

Position Title: Project Manager

What do you do at ATDW?

A little bit of everything really. My biggest projects, of course, are the State based STRIDE implementations, but on any given week I do my best to support the rest of the team with their own projects in some way – usually by throwing some Business Analysis into the mix. I also look after the Quality Assurance team making sure they have the support they need to meet the commitments we have on all projects.



What do you like about working at ATDW?

I know it's cliché, but it really is the people. I'm lucky in my role to have the chance to deal with everyone in the organisation and they all really excel at the challenges we have. Looking forward, the opportunities ahead for ATDW are truly what makes the day-to-day a pleasure for me.

Would you like to compete in the next Masterchef series?

I do like cooking for family and friends and love watching the kids try something new for the first time. While Masterchef would be a great experience, the combo of being away from the family for so long (of course I'd make top 20!), the mortgage and, of course, the competition, all mean I'll be watching the next series from the comfort of my living room.

Name 5 people you would invite to a dinner party

Jamie Oliver (to cook), Stephanie Alexander (to help Jamie), Lance Armstrong (to inspire), my Grandmother (to entertain) and my wife (to share it all with).

Give us a tip to tame toddler tantrums

Distraction works for me and especially birds or animals, but trying to find either in the confectionary aisle at my local supermarket has proven difficult at times. The great fallback is always 'make believe' and imagination.

Have the game rules changed again?

How people get travel information and book holidays has changed enormously over the last 10 years, but are they about to take on a whole new realm that will force the tourism industry to embrace a new level of online marketing technology?

ATDW CEO, Liz Ward, facilitated the online marketing stream at the recent Tourism Futures Forum and highlighted some major shifts in the online space and how things have already changed in the way that a business's marketing message is communicated. The major shift is that the marketing message is no longer in the hands of the business, but now in the control and influence of the

consumers who are taking over the conversation and adding their own spin through their online networking channels. So the days of having a fantastic, fully functional website as the pillar of your online marketing strategy are gone and now your ability to be trusted in social media is crucial. Also crucial is your brand value being credible as you deliver exactly the experience your brand promises.

What about the future? This will look remarkably different to what online marketing looks like now. Just imagine a future where most people are using their mobile devices to access information via their social networks whilst in the destination. They will be using 'augmented reality' and holding up their phone to a product to be able to see the type of food it offers, what their gym looks like and watch a video clip of their morning yoga class. They will then scan trip advisor reviews and distribution channels; and they will BOOK and pay then and there on their mobile phone. This is possible now, but will be prolific user behaviour in the world of Web 3.0.

Will Australia be left scratching its head? ATDW research has shown that only around 13% of our industry presently have the ability to instantly book online on their website, let alone participate in the other current digital activities where consumers are active. For Australia to be good at creating demand it needs to review and reshape its digital assets, roles and activities. Industry, encompassing suppliers and intermediaries, need to have good quality websites and they need to have the software to have their inventory exposed and booked instantly. As well as this, industry needs to get high quality, factual information and video footage of their products and experiences, making sure it is exposed through distribution platforms like the ATDW so that it receives maximum exposure.

Tourism e-kit goes to video

In a cutting-edge approach to tourism education, ATDW, in partnership with Australia's eight State and Territory Tourism Organisations, has begun production of videos for the suite of Tourism e-kit tutorials. It is anticipated that all tutorials will be converted into video so that the Australian tourism industry can more quickly and readily access the wealth of information that is contained within. 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 a pilot of 'Web 2.0' and you'll find it is a very effective learning variation of the paper based tutorial. The sample video tutorial can be [viewed on YouTube](#) .



Tourism e-kit imminent release

A new release of the Tourism e-kit is coming! Most of our readers would already know what the Tourism e-kit is. It was produced by the Australian Tourism Data Warehouse and is a comprehensive, easy to understand, education program about online marketing for Australian tourism businesses. It comprises a complete suite of easy to understand online tutorials about everything to do with online marketing. The kit can be found at www.atdw.com.au/tourism_e_kit.asp. The e-kit is an initiative of the National Online Strategy Committee and is funded by all Australian State and Territory Tourism Offices. If you would like to go on the list to receive notification when a new version of the e-kit is released please [email us](#).



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

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

[Aquarius Backpackers](#) - All categories of content
[Gold Coast Backpackers](#)- All categories of content
[Australian Tourism Channel](#) - All categories of content
[Flight Centre, NZ](#) All categories of content



Ideas Exchange

Don't lose it

Your web host will normally automatically backup your website (including files, database and email accounts) once a day and provide you with the backup to restore your site upon request. However, it is advised not to only rely on your host but either conduct your own backups or ask your web developer to regularly do so on your behalf. If you intend to do it yourself, read below.



It is much more likely that a crash will occur at your end than on your web server. In order to avoid losing all the documents and files stored on your hard disk it is essential that you regularly back up your own computer. Backing up a computer is something that is usually done automatically. All you need to do is spend a couple of hundred of dollars on an external hard drive, connect it to your computer and install the software. You can also back up your files online, using systems such as www.jungledisk.com. It is very reliable and cheap.

Find out how to effectively and inexpensively back up your systems. Read our tutorial '[Security and Backup](#)' from The Tourism E-kit. **Reading time 15 minutes**

Hot Off the Press

ATDW distributors in Traveltech's top websites awards

Congratulations go to some of our distributors who made it into Traveltech's shortlist of top Australian travel websites of the year, including Flight Centre and Clean Cruising.

These websites were chosen by an independent judging panel from a shortlist of 25 leading Australian websites across retail, air, car, hotel, accommodation, media, destination marketing, tours, activities, rail and cruising. For the full list of Top Ten Travel Websites of the Year, go to Traveltrends.biz.



ATDW's Digital Spectrum networking events brings the experts together

This month ATDW held its increasingly popular Digital Spectrum Drinks event in Sydney which attracted a great cross-section of the industry. Partners and industry colleagues included operators, distributors, media, government tourism staff and ATDW's technology partners, V3 and Micro-strategy. Congratulations to Tina from Captain Cook Cruises; the winner of the door prize.



The event was supported by ATDW's partners, IFITT, Australasian chapter. IFITT is a global organisation that promotes international discussion about information and communication technologies and tourism and is the leading organisation in this field. For more information on IFITT or to join go to their [website](#).

Your Valuable Feedback

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.

direct: +61 (7) 3112 1789
mobile: +61 (0) 410 065 144

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cwolstenholme@atdw.com.au
www.atdw.com.au