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UPCOMING EVENTS

QTIC Trainers Conference
Brisbane, 10 October 2011

TQ RTO Workshop
Brisbane, 10 October 2011

Directions Conference
Canberra, 13 October 2011

SATIC Conference
Adelaide, 4 November 2011

Global Eco Conference
Sydney, 7-10 November 2011

Online Presence
Brisbane, 9 November 2011

ATEC Meeting Place
Sydney, 6-10 December 2011

The new word of mouth

With the exponential growth of social media and online technologies, the internet has fuelled traditional word of mouth marketing, and now the reach of consumer to consumer marketing is far far wider, having an even more powerful, persuasive effect on your product, brand and services.

Consumers have become the critic, the expert, and importantly the publisher, sharing their personal experience with friends and networks, creating trusted, credible recommendations. With this change, marketing shifts from 'push' to 'pull' with the emphasis being on 'demonstrating, involving and empowering'.

Research shows 80% of consumers are influenced by online consumer reviews when researching and booking their holiday. The modern word of mouth, online consumer reviews, can have a powerful impact on a tourism business and is a valuable marketing tool for growing your business and building customer loyalty.

Understanding user-generated content and leveraging from your consumer's voice is a savvy step to take. For more information visit the ATDW's Tourism e-kit, Tutorial [29](#) 'Customer Reviews and TripAdvisor'.

Embracing modern distribution

Tourism Australia has launched its revamped site, embracing modern online distribution.

The relaunch of www.nothinglikeaustralia.com.au provides consumers with an enhanced online journey, delivering high speed, advanced search, flexibility and rich product content complemented by user-generated content.

All of ATDW's content categories are showcased on this award winning site that attracts more than 300,000 unique visitors each month.

This is a great online marketing initiative, creating valuable exposure for Australian operators, and making it easier for consumers to find information and create their own unique Australian experience.

For further information read ATDW's [Media Release](#).



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

The keys of engagement

Social Media: the means to communicate, share and engage in an open community.

Social Media provides business with reach like we've never seen before; it's creating smarter and cost effective ways to interact with customers and open new opportunities beyond traditional marketing mediums.



By utilising social channels, businesses have the opportunity to engage with consumers, manage their reputation and increase traffic to their websites creating greater brand awareness.

The Keys to Engaging

- Listen
- Be relevant
- Participate
- Passion and personality

Become part of the story, and join ATDW's community

[Facebook](#) | [Twitter](#) | [Linked In](#)

National distributor update

ATDW's distribution platform continues to expand, with over 100 websites and mobile applications publishing ATDW's content. The distribution channels cover a wide reach across Australia, with an increasing variety of commercial and digital channels.



ATDW would like to introduce the following distributors that have recently gone live publishing ATDW content:

- [Capricorn Tourism](#)
- [CIL Insurance](#) (Suncorp Group)
- [Family Activities](#)
- [Fraser Coast Tourism](#)
- [Gladstone Tourism](#)
- [Hills Hawkesbury & Riverlands Tourism](#)
- [Mackay Tourism](#)
- [Nothing Like Australia](#)
- [Southern Downs Tourism](#)
- [Toowoomba Golden West & South Burnett](#)
- WotsGoingOn ([iPhone App](#))

For a full list of ATDW's fantastic distributors visit <http://www.atdw.com.au/distributors.asp>

If you are interested in having access to rich, high quality content, with booking options, visit www.atdw.com.au/how_to_access.asp or email our customer service team at enquiries@atdw.com.au for an information pack.

Website opportunity

Recent tourism research indicates 71% of the tourism businesses have their own website. If you are one of the 29% who don't, here is an opportunity to consider.

Google have partnered with MYOB on the initiative Getting Aussie Business Online. This initiative offers Australian businesses a free website for 1 year and a free domain for 2 years.



“It is critical that a tourism business has an online presence. Getting Aussie Business Online represents a good opportunity for any tourism business in Australia to consider as part of their overall web strategy” said Liz Ward, CEO of Australian Tourism Data Warehouse.

“Having a website is certainly an excellent place to start for any tourism operator who is yet to create a web presence, and coupled with a listing in the ATDW, it will give a tourism business a solid foundation on which to build their online distribution strategy.” said Liz Ward, CEO of Australian Tourism Data Warehouse.

Information on the Getting Aussie Business Online opportunity for Australian businesses without a website is available at www.gettingbusinessonline.com.au/atdw.

Pat on the back

- Congratulations to ATDW Distributor 'FindaPark' Winner of the Travel Sector Mobile App 2011 Awards.
- Fantastic stats - 84% of the Tourism Industry has an online presence (Tourism Operators Online Capabilities Benchmark Survey 2010, NWC Opinion Research)
- Congratulations to all TQUAL Grant winners

Employment, cake included

ATDW is recruiting.. and we're looking for like minded, enthusiastic and motivated hard workers...

- [Junior QA Tester](#)
- [Content Co-ordinator](#)
- [Software Engineer](#)



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