

MEDIA RELEASE

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Tourism e-kit – if you haven't got time to read it – watch it!

ATDW has listened to industry feedback and the Tourism e-kit is now available on video.

In its fourth edition, the highly popular Tourism e-kit continues to evolve and adapt to industry needs.

With over 170,000 downloads of the online tutorials in printed format, the Australian tourism industry has been making great use of the tool, to learn all they need to know about marketing and distributing their product online.

The Tourism e-kit is Australia's largest free online e-marketing tool. Funded by all Australian State and Territory tourism offices, the e-kit was designed specifically for the tourism industry and continues to offer tourism operators the opportunity to grow and develop their business in the dynamic online world.

The Tourism e-kit is updated every six months by the Australian Tourism Data Warehouse (ATDW) and the ATDW has now just released video versions of the tutorials to make it even easier for the Australian industry to learn about the online market.

Chief Executive of ATDW, Liz Ward, says, "The videos complement the existing tutorials and were created to assist the busy tourism operator and cater for different adult learning styles. The videos are being show-cased on our new corporate website. It's an exciting time for ATDW, stepping into the future with a modernised website, providing the industry with valuable resources and tools to enable them to compete in the online environment".

Please visit www.atdw.com.au , and check out the Tourism e-kit today.

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About Australian Tourism Data Warehouse (ATDW)

ATDW is owned by all the State/Territory government tourism organisations, as well as Tourism Australia. It was established in 2001 to create a comprehensive, high quality database that houses Australian tourism products, which are available to licensed distributors to publish on their web sites.

About Tourism e-kit

An initiative of the National Online Strategy Committee, ATDW released the Tourism e-kit in September 2008, specifically to equip the tourism industry with effective knowledge and guidance on online marketing.