

## **MEDIA RELEASE**

**FOR IMMEDIATE RELEASE | 7 SEPTEMBER 2010**

### **Tourism operators don't have to speed read**

**Australia's largest free online marketing course, the Tourism e-kit, is now available in online videos, cutting learning times by 50%.**

The creation of these videos aims to provide small business owners, with an easy time-saving option, to learning how to improve their online presence and increase their distribution.

The 41 new video tutorials have a maximum viewing time of 7 minutes, ranging from basic webpage design to more complex topics of online distribution. The videos are designed to fit in with operator's business needs and busy lifestyles, allowing operators to learn at their own pace, and in their own environment.

"Operators tell us they love the Tourism e-kit but sometimes struggle to take the time out to concentrate and learn. This is a great alternative for the busy operator." Liz Ward, CEO of ATDW said.

Get online and watch the tutorials today [http://www.atdw.com.au/tourism\\_e\\_kit.asp](http://www.atdw.com.au/tourism_e_kit.asp).

For more information please contact Vikki Rabe, Communications and Marketing Manager, [vikki.rabe@atdw.com.au](mailto:vikki.rabe@atdw.com.au), 07 3112 1762

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#### ***About Australian Tourism Data Warehouse (ATDW)***

*ATDW is the national platform for digital tourism information on Australia. The ATDW system is a central distribution and storage facility for tourism industry product and destination information.*