



MEDIA RELEASE

8 April 2010

FOR IMMEDIATE RELEASE

Tourism e-kit keeps pace with the times

Australia's largest free online e-marketing course designed solely for the tourism industry is now in its fourth release.

The Australian Tourism Data Warehouse has just completed its bi-annual review and re-release of this highly sought after industry education tool.

"The Tourism e-kit addresses an important need for today's tourism industry," said Liz Ward, CEO of the Australian Tourism Data Warehouse. "Industry members are time poor but need to ensure they are knowledgeable about online business and they need an easy tool to assist them. Whilst the e-kit is designed to be simple to digest, it is written by highly experienced online professionals imparting technical information in quick and easy to follow tutorials."

The e-kit, which is funded by all the State and Territory tourism organisations is comprised of 41 tutorials providing a step by step education process for Australian tourism businesses. It incorporates information from basic online marketing concepts to more complex issues. Tutorials range from a reading time of 5 minutes to 40 minutes providing businesses with bite size information and the ability to select topics individually.

The Tourism e-kit gives every industry member the power to understand and take advantage of the online marketing opportunities that exist today.

"This is one of the best training and business development programs I have seen." said Graham Bell, South Australian business consultant and trainer. "It is inspiring to see organisations encouraging its use as a free program so that it has the greatest benefit."

"ATDW is extremely pleased with the popularity of the Tourism e-kit" said Liz Ward, CEO. "Since its release in September 2008 it has been downloaded more than 157,000 times. This would indicate it is meeting a real need for the industry."

To freely access the Tourism e-kit, visit
http://www.atdw.com.au/tourism_e_kit.asp

For more information on Australian Tourism Data Warehouse, visit <http://www.atdw.com.au>

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For more information please contact
Vikki Rabe, Australian Tourism Data Warehouse
Email: vikki.rabe@atdw.com.au Phone: 07 3112 1762

About Australian Tourism Data Warehouse

ATDW is owned by Tourism Australia and all the State/Territory government tourism organisations. Established in 2001, ATDW provides a comprehensive, high quality database of tourism products and destinations that is available to online tourism marketers (licensed distributors) to publish on their web sites.