



The Australian Tourism Data Warehouse



[\(ATDW\)](#), the government's national database of tourism content for online publishers, will launch the country's largest online education initiative for the Australian tourism industry at an official ceremony in Brisbane, QLD next week.

The online education kit, Tourism e-kit, offers the most comprehensive, step-by-step education process for Australian tourism suppliers ever produced. The kit comprises a complete suite of online tutorials providing easy to consume information on basic online marketing concepts such as website design to more complex issues including an introduction to online booking. It is an initiative of the National Online Strategy Committee and is funded by all State & Territory Tourism offices. The complete program resides on ATDW's corporate website www.atdw.com.au/tourism_e_kit.asp and will enable Australian tourism businesses to better understand and take advantage of the online marketing opportunities that exist today.

"ATDW is extremely proud to offer this tailor-made e-marketing education program to the Australian tourism industry," Liz Ward, CEO, ATDW, said.

"The program is an important step in improving Australian tourism's opportunities in an increasingly competitive global e-marketing environment.

"The Tourism e-kit addresses the specific needs of the tourism industry with a broad delivery of topics. It will be available in an easy-to-use format and will be freely accessible to operators."

The launch of the Tourism e-kit will be held at ATDW's corporate office in Brisbane, QLD on September 25.

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About Australian Tourism Data Warehouse

ATDW is owned by all the State/Territory government tourism organisations, as well as Tourism Australia. It is 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.