

Tourism businesses will be exposed online

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With over 80% of consumers planning and booking their holidays online it is imperative for tourism businesses to have a website presence.

For tourism businesses without a website, there is a **great new opportunity** for them to consider. The program called Getting Aussie Business Online was created by Google and MYOB and they are offering 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.

“It 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, will give a tourism business a solid foundation on which to build their online distribution strategy.”

To get their business exposed to consumers tourism operators can find all the information on the Getting Aussie Business Online offer at www.gettingbusinessonline.com.au/atdw.

When a tourism operator is setting out on their online journey, ATDW recommends the operator gets to know the simple secrets to online success. They are revealed to all Australian tourism industry businesses in Australia’s free online marketing resource, the Tourism e-kit. If the operator is new to online marketing, the online videos in the ‘basics’ section are a great place to start and will only take 30 minutes to view www.atdw.com.au/tourism_e_kit.asp

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For more information please contact Vikki Rabe, Communications & Marketing Manager (07) 3112 1762, vikki.rabe@atdw.com.au

About the Australian Tourism Data Warehouse

The Australian Tourism Data Warehouse (ATDW) is owned by all the State and Territory government tourism organisations, as well as Tourism Australia. ATDW was established in 2001 to provide the tourism industry with a national content standard and create a comprehensive, high quality database of Australian tourism product and destination content. ATDW is available to licensed distributors to publish on web sites or other distribution channels. For more information on ATDW visit www.atdw.com.au.