

Another Compelling Reason to List in the ATDW

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Tourism Australia's global campaign site, www.nothinglikeaustralia.com.au now publishes Australian Tourism Data Warehouse's (ATDW) rich tourism content.

The award winning website publishes the ATDW content as part of their modern interactive consumer mapping tool. All of ATDW's content categories are showcased on the site, giving products listed in the ATDW valuable exposure both nationally and internationally.

The recently revamped website attracts more than 300,000 unique visitors each month and has formed a key part of Tourism Australia's global campaign There's nothing like Australia since its launch in May 2010.

"Tourism Australia is embracing consumer needs by providing a much more advanced method of searching and by featuring rich content including TripAdvisor's user-generated reviews, journeys from ATDW and YouTube videos" ATDW's CEO, Liz Ward said.

"ATDW is proud to contribute to this innovative marketing initiative, this is a fantastic opportunity for consumers to view more than 24,000 Australian products that are listed on the ATDW.

"With over 100 websites and mobile applications distributing ATDW's content, the addition of Nothing Like Australia is another compelling reason for tourism businesses to be part of Australia's most comprehensive digital tourism database." said Liz Ward.

Tourism businesses can get their product exposed through the ATDW by contacting their state or territory tourism organisation.

For more information please contact Jac Burton, Marketing Coordinator, Jaclyn.Burton@atdw.com.au, 07 3112 1789.

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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.

