

## Tourism Operators do it Online

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MEDIA RELEASE | IMMEDIATE | 06 JULY 2011

The Tourism e-kit, Australia's A – Z of online marketing, downloaded over a quarter of a million times

The Tourism e-kit was launched in 2008, by the Australian Tourism Data Warehouse (ATDW), with a simple aim of educating the industry in online marketing and distribution, and providing tourism operators with the tools and resources to get their business online.



Made up of 41 bite size, easy to understand tutorials, it is freely available online in PDF and video formats. The Tourism e-kit is the most comprehensive online tool of its kind, designed specifically for the Australian tourism industry.

“We have the continued support of all the Australian State and Territory Tourism Organisations, which ensures this great tool continues to flourish. The e-kit is updated every six months so that industry members are provided with the most up-to-date and reliable resource” said Liz Ward, CEO of Australian Tourism Data Warehouse.

“One of the great things about the e-kit, is that it suits every tourism business. Wherever their business is situated on the online journey they can look to the Tourism e-kit for support.”

“Our goal was to hit 10,000 downloads in the e-kit's first year, and now in its third year we're astounded by the uptake of this tool with over 250,000 downloads and what it delivers to tourism operators, and ultimately the education it provides for the Australian Tourism industry” Liz Ward said.

Watch the Tourism e-kit in [video](#).

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For more information please contact Jac Burton, Marketing Coordinator (07) 3112 1789, [jaclyn.burton@atdw.com.au](mailto:jaclyn.burton@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](http://www.atdw.com.au).



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