

STAND OUT ACHIEVEMENT AS E-KIT HITS 200,000 DOWNLOADS

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The unique online marketing program, the Tourism e-kit continues to be very popular with industry having just exceeded 200,000 downloads.

In its fifth edition, in two years, the e-kit is proving to be a successful industry resource, providing tourism businesses with the most up-to-date and reliable know-how in online marketing. It empowers operators to market their products using rapidly evolving technology, enabling them to grow their online business.

The Tourism e-kit is the most comprehensive online tool of its kind and is freely available to members of the Australian tourism industry.

“The e-kit is an innovative and efficient way for tourism businesses to improve their online presence. It’s free, easily accessible and can be worked through in stages to fit operators’ busy lifestyles.” said Liz Ward, CEO of ATDW.

“It’s a fantastic resource and the overwhelming uptake, gives me the confidence that it is continuing to make a real difference to the Australian tourism industry.”

To freely download the Tourism e-kit or view the videos online please visit www.atdw.com.au/tourism_e_kit.asp.

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

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About Australian Tourism Data Warehouse (ATDW)

Launched in July 2001, the ATDW is Australia’s national database and digital distribution platform. The ATDW system is a central distribution and storage facility for tourism industry product and destination information. For more information visit www.atdw.com.au

About the Tourism e-kit

The Tourism e-kit was launched in September 2008 and is another collaborative initiative of ATDW and all the Australian State and Territory Tourism organisations. The Tourism e-kit was developed to meet a critical education gap existing in the Australian tourism industry, delivering the first comprehensive free online marketing program in Australia. The Tourism e-kit is made up of over 40 Tutorials and Videos and can be downloaded free of charge to the industry. www.atdw.com.au/tourism_e_kit.asp.

