

TOURISM GETS KITTED UP FOR SOCIAL MEDIA

Australia's most comprehensive free online marketing program, the Tourism e-kit launches 11 new tutorials on Social Media.

The use of Social Media channels by consumers has rapidly expanded, resulting in a high demand by industry for simple and relevant information on how to capitalise on this opportunity. The Australian Tourism Data Warehouse (ATDW) has responded to this challenge with a major enhancement to the Tourism e-kit to support industry on the crucial steps to developing and applying a social media strategy for their business.



The new tutorials are comprehensive, including social media for tourism, online reputation management, blogging, online tourism communities, Facebook for tourism, mobile technology and the Groupon phenomena and much more.

The Tourism e-kit has been embraced in the National Online Strategy for Tourism as a key resource for industry. The National Long-Term Tourism Strategy recognised the importance of education for digital enablement of the industry in Australia and supports its ongoing development.

“Social media is a growing platform; it’s the new way consumers engage with each other and with products and services.” said ATDW’s CEO, Liz Ward.

“Research from the [Online Capabilities Benchmark Survey](#), showed that currently only 26% of suppliers are utilising social media for business, whereas 40% plan to engage with social media in the near future.

“In today’s environment education is vital, tourism businesses must be agile and adapt quickly. We developed the Tourism e-kit to deliver a relevant and up-to-date resource that guides small to medium enterprises on rapidly changing technologies like online booking and social media.” said ATDW’s CEO, Liz Ward.

The Tourism e-kit is free and easily accessible at www.atdw.com.au/tourism_e_kit.asp.

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.

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. In 2011, the National Long-Term Tourism Strategy and National Online Strategy for Tourism embraced the Tourism e-kit as a key resource for tourism industry and support its ongoing development. The Tourism e-kit is made up of over 50 Tutorials and Videos and can be downloaded free of charge at www.atdw.com.au/tourism_e_kit.asp.