



FIRST VIDEO WEBSITE DEDICATED ENTIRELY TO AUSTRALIAN TOURS

The Australian Tourism Data Warehouse (ATDW) announced today that one of its distributors, Vision Safari, launched Australia's first travel website dedicated entirely to video streaming Australian and New Zealand tours.

The only website of its kind in Australia, visionsafari.com offers consumers a visual smorgasbord of video clips of tours that entice travellers to proceed to the booking stage. It combines reliable information on Australian tours from ATDW with innovative online video technology.

Visitors to the site are immediately met with a larger-than-life showcase of Australian tours and up-to-the-minute information on each one, creating a persuasive story for Australian tourism.

Video interest by internet users has soared in the last few years with 54% of US internet users alone now consuming video and advertisers are increasingly turning to online video to sell their products. Through visionsafari.com tour operators can now play in this space without battling the television giants.

"Utilising the ATDW's nationwide tourism content means that consumers are provided with both the rich media experience and the reliable information to make an informed decision about their tour planning," ATDW General Manager Liz Ward said.

"ATDW is thrilled to be making Australia's national database available to Vision Safari to combine with their video collection which creates a great user experience for travellers,"

"As the video phenomenon continues to reshape the internet to a more entertainment-centred experience visionsafari.com is set to meet this trend head on.

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To publish your tour video or have one produced contact vision_safari_info@visionsafari.com

