

PRESS RELEASE

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For Immediate Release

GOOGLE MAPS OUT AUSTRALIAN TOURISM INFORMATION

Google and the Australian Tourism Data Warehouse (ATDW) have today announced a partnership under which information in the ATDW database will be available and searchable on the Google Maps™ service ([www.maps.google.com.au](http://www.maps.google.com.au))

The ATDW provides an extensive database of Australian tourism listings, including hotels, tourist attractions, tour operators and other tourism-related businesses, to digital tourism publishers. Its content standards are set by Australian Government tourism offices. Its listings are of a consistently high standard and updated daily.

Under the arrangement, Google Maps will provide consumers with a reliable directory of the ATDW's 18,000 tourism listings. Consumers who are looking for a travel or tourism product will be able to use the Google Maps service to search for and find these business listings, by category and by location.

The partnership provides the Australian tourism industry with the potential to reach millions of Google's Australian and overseas users.

"This easy-to-use, interactive tool will no doubt increase leads to the tourism industry and contribute to marketing Australia as an attractive tourist destination.," ATDW General Manager, Liz Ward, said.

"Google Maps is the best integrated solution of maps, search functionality and informative content in Australia and makes it so easy for consumers to find travel choices."

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