



# Want to reach more customers? It's easy...



What are you waiting for?  
Register at [www.atdw.com.au](http://www.atdw.com.au) today.

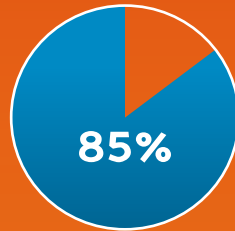
# Calling all tourism businesses



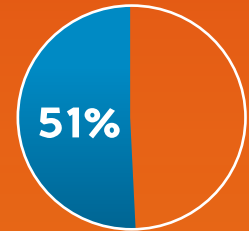
## Go online to “catch up” with your customers!



80% of travellers use the internet to plan their holidays... Yet only 40% of Australian tourism operators have optimised their website for search.



85% of travellers use smartphones and/or tablets whilst on holiday... Yet only one in two tourism operators' website is mobile friendly



51% of leisure traveller's watch online videos... Yet only 23% of Australia's tourism business create online videos.

## Who is the ATDW?

The ATDW is a one-of-a-kind, digital tourism database, which is proudly owned by all the State and Territory Tourism Organisations (STO) and Tourism Australia.

The ATDW is your 'must have' marketing and distribution partner supporting the Australian tourism industry. We store and manage the most comprehensive, quality assured tourism product and destination information including over 38,000 listings across 10 product categories.

This information is made available for distribution by the ATDW to publish across a growing network of online distributors, websites and mobile apps.

## How can we help you?

Simply put, the ATDW's ultimate aim is to support and assist the Australian Tourism Industry with online and digital marketing:

- By providing **Tourism Operators** with an easy, cost effective way to increase their online marketing exposure and be easily found on over 150 Distributor websites.
- And **Travel Distributors** can access this rich, up-to-date content from our central database, to easily populate their websites.

ATDW  
has really helped  
me get more  
exposure online!



## Why register with ATDW?



### Massive online exposure

- For example [www.australia.com](http://www.australia.com) & STO websites
- 100's of Distributor websites



### Cost effective

- Subsidised by your STO



### Saves time

- Register only once
- Your listing reaches 1,000's of potential customers



### Quick and easy

- Update your listing at anytime
- Control your information
- User friendly



### Quality information

- Trusted
- Automatically updates across all sites
- Meets national standards