VISIT VICTORIA - THE BENEFITS OF ATDW

2026
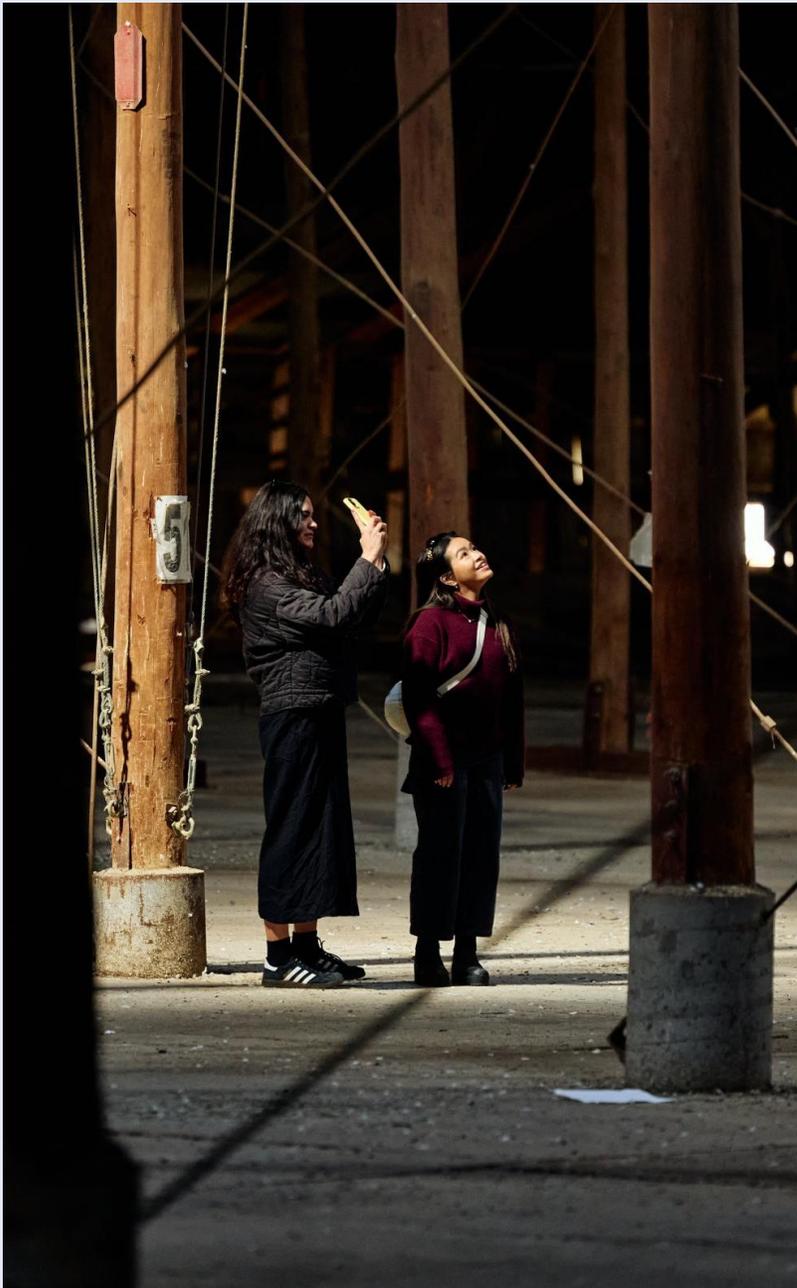
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We acknowledge the First Peoples throughout Victoria and their ongoing connection to the land and waters. We pay our respects to their culture, knowledge and Elders past and present.

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AGENDA

WHAT IS THE ATDW?

WHAT ARE THE BENEFITS FOR BUSINESSES?

HOW CAN VISIT VICTORIA TEAM ASSIST?

HOW MUCH DOES AN ATDW PROFILE COST?

HOW TO CREATE A PROFILE

TIPS TO OPTIMISE YOUR PROFILE - ADDING DEALS AND EVENTS

QUESTION TIME

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WHAT IS THE ATDW?

The Australian Tourism Data Warehouse (ATDW) is a national content and distribution platform that connects Australian tourism businesses with global consumers.

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ATDW'S PURPOSE

Promote competitive advantage to maximise bookings, enabling tourism growth.

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HOW DOES THE ATDW WORK?

WHAT ARE THE BENEFITS?

ATDW enables your business to be found on high profile tourism websites

THE GRAMPIANS

THE WIMMERA MALLEE

visitgrampians.com.au
visitwimmeramallee.com.au

TOURISM AUSTRALIA

australia.com
22.5M annual visits

VISIT VICTORIA

visitvictoria.com
visitmelbourne.com
10.5M annual visits

and many key tourism websites

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WHAT ARE THE BENEFITS?

Helps your Search Engine Optimisation (SEO).

We all want our offering to come up number one on a Google search, but search engine rankings can change quickly.

Your presence on ATDW and sites like visitvictoria.com and australia.com can improve your website's SEO.

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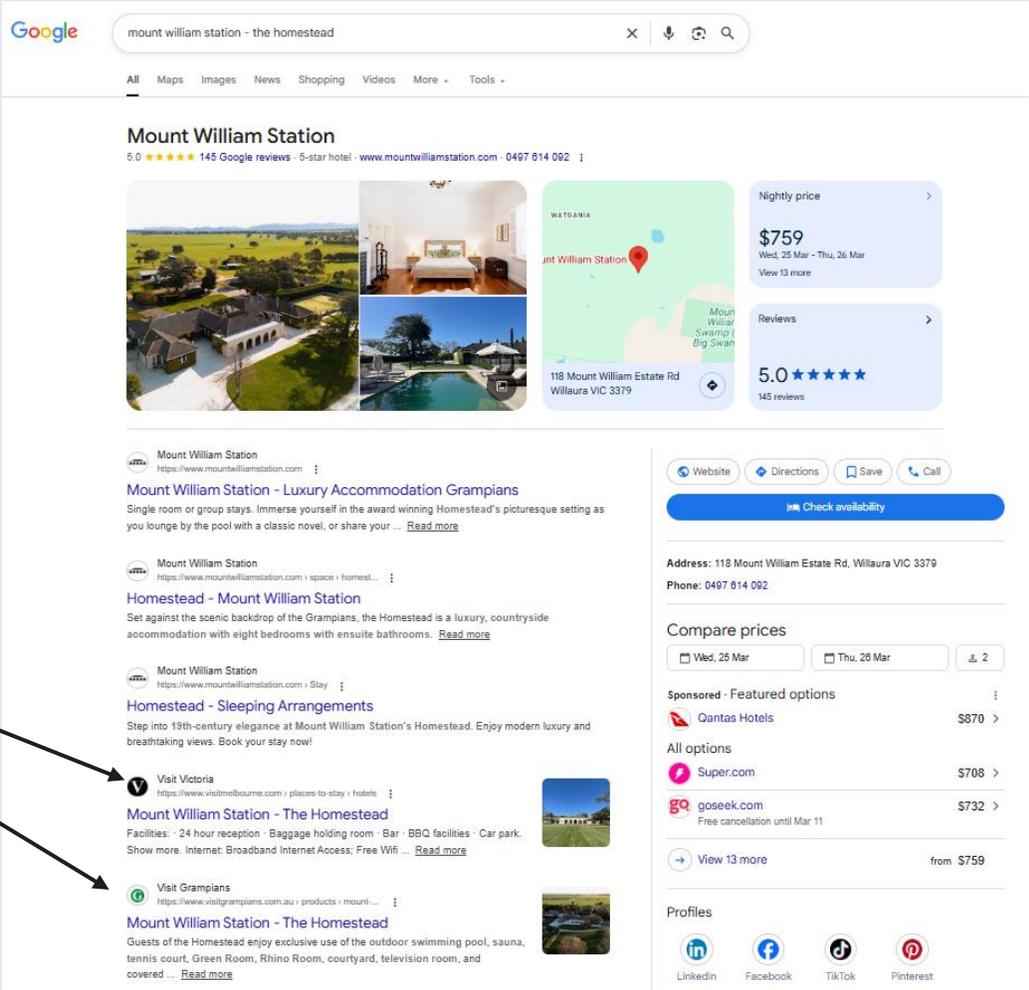
WHAT'S THE BENEFIT?

Update just one profile with your changes automatically reflected across all websites
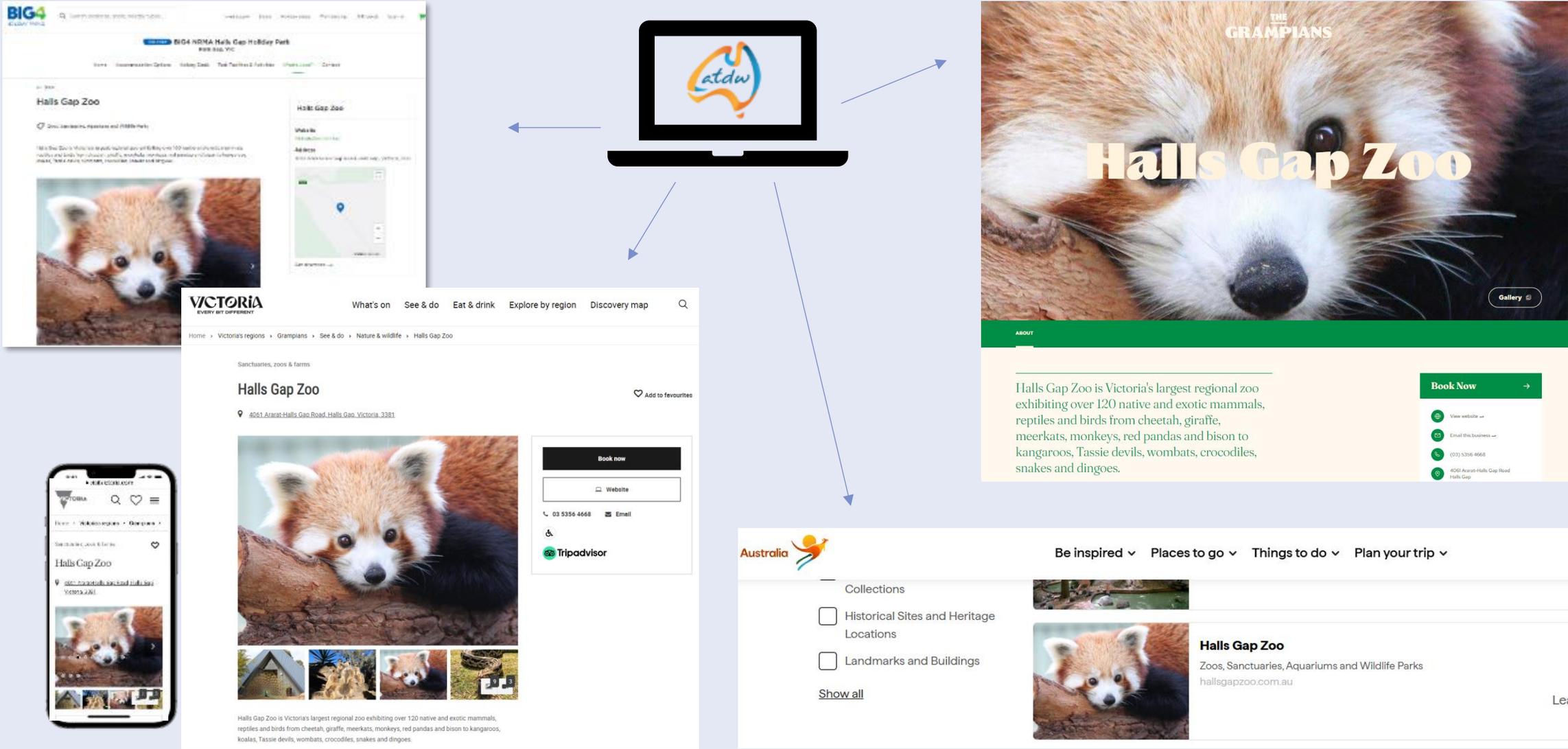
YOUR PROFILE MEETS NATIONAL QUALITY STANDARDS

ATDW Support Team reviews your profile to ensure:
- ✓ Images and content optimised
- ✓ Pricing included
- ✓ All links drive leads directly to your website
- ✓ All Social Media URLs are correct
- ✓ Profile is categorised correctly and appears on high traffic pages on distributor websites

WHAT ARE THE BENEFITS?

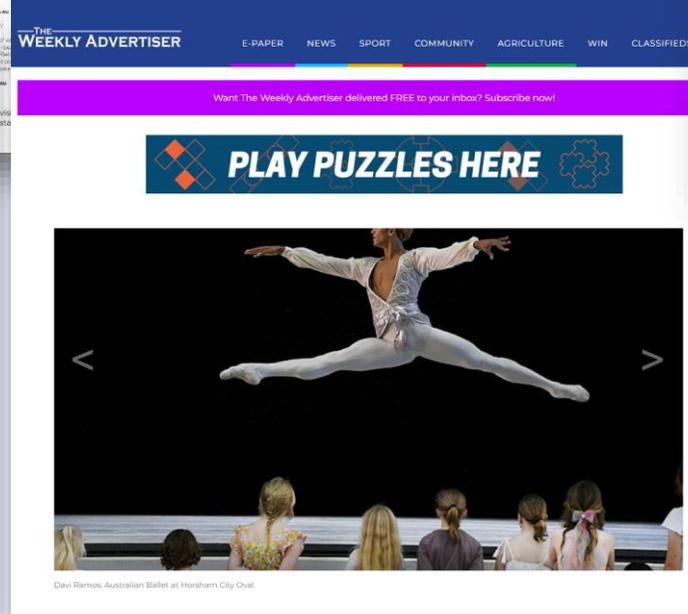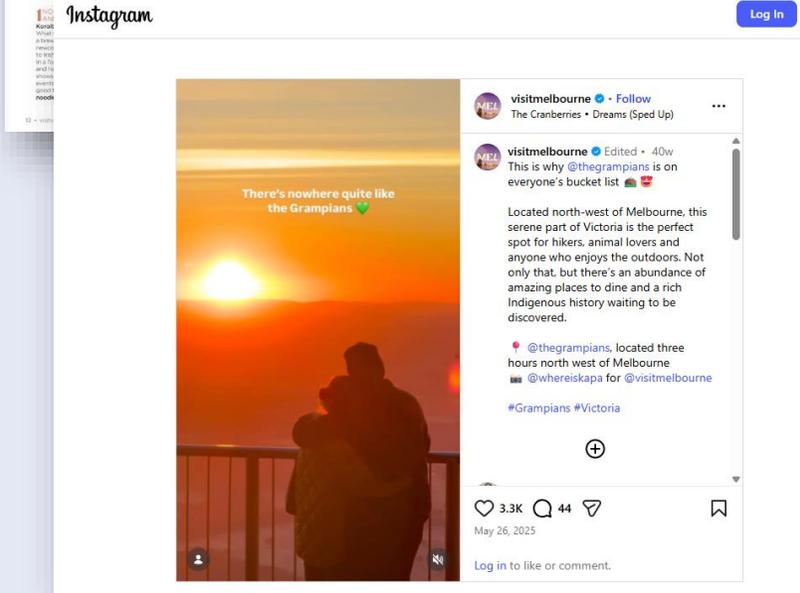## Essential to be included in the marketing programs of
- GWMT, Visit Victoria and Tourism Australia

ATDW & YOUR AI STRATEGY

Optimise for AI:

- Be present wherever travellers are researching - ATDW, your website, Google, and social media
- Optimise your profile and website with compelling **content** and **visuals**. Complete all fields.
- Ensure your profile includes **relevant keywords** that potential travellers are likely to use
- Encourage guests to leave **reviews** - AI rewards strong, recent feedback
- Regularly audit your online presence across all channels, search your business and adapt your content to stay visible and inspiring

More info
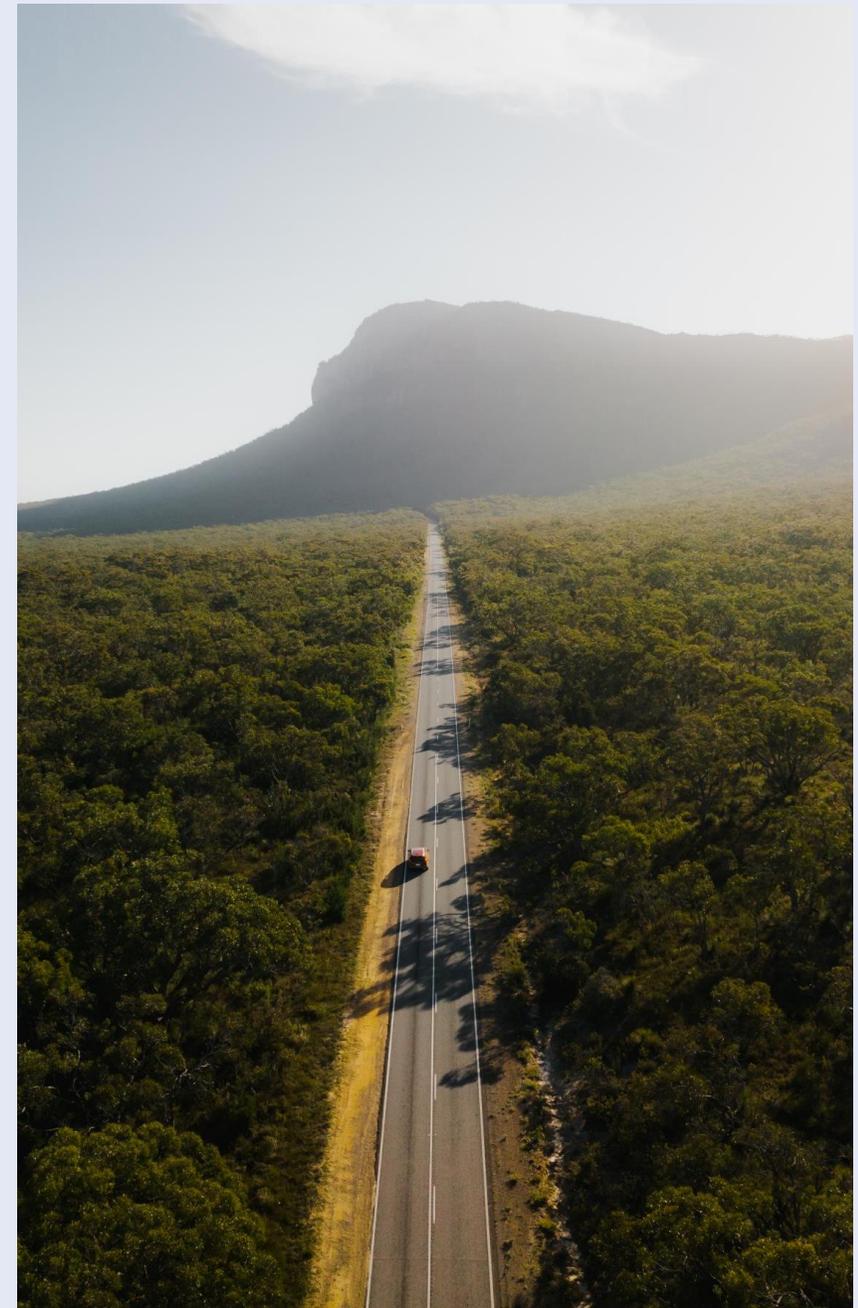
HOW CAN VISIT VICTORIA TEAM ASSIST?

- ATDW-Online user support – phone and email

- Publish ATDW profiles to our consumer websites **visitvictoria.com/visitmelbourne.com**

- Liaise with the marketing team to feature ATDW profiles in marketing campaigns and channels

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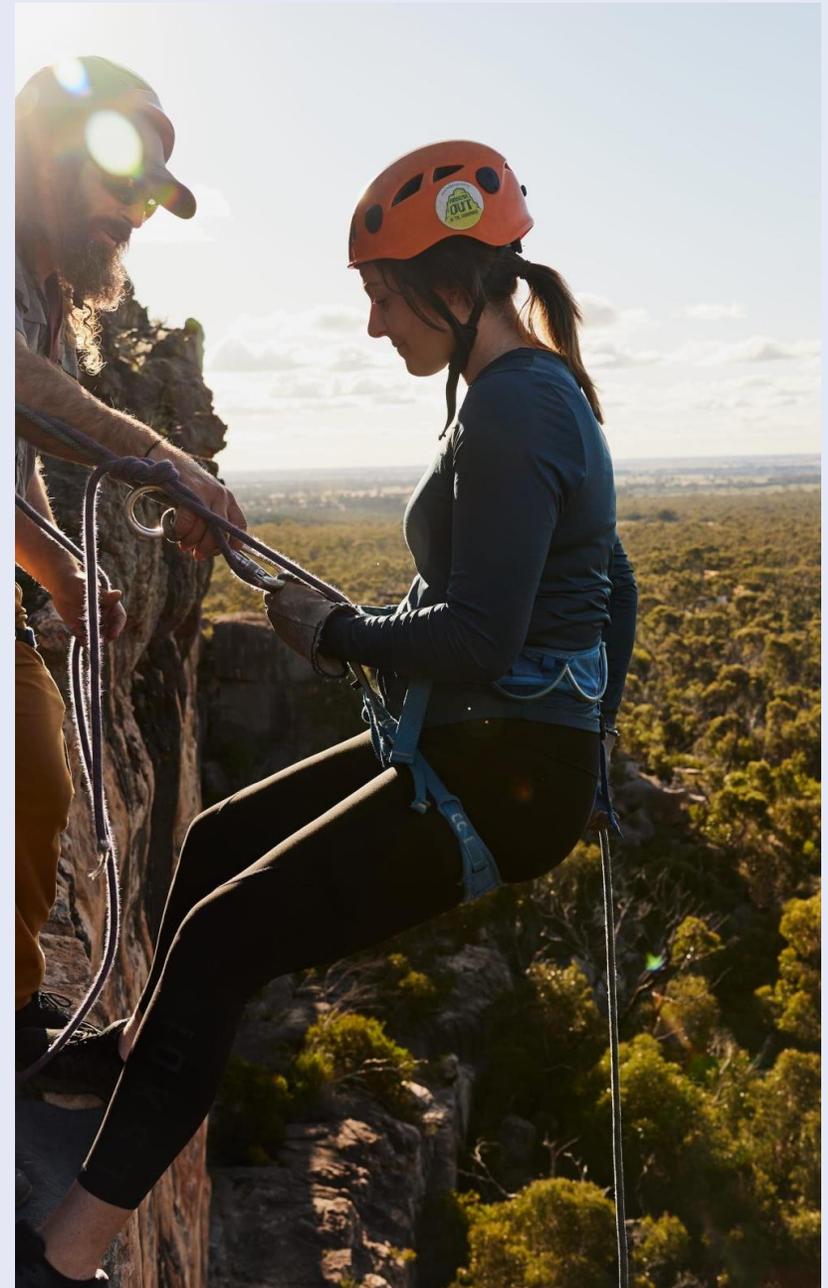
HOW MUCH DOES AN ATDW PROFILE COST?

$295 for 12 months

$120 for 12 months for accredited businesses

Events and Not-for-profit organisations are free to list

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HOW TO CREATE A PROFILE

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WHAT YOU NEED

- General business/event details
- Description of business/event (50 to 200 words)
- Images (five to 10)
- Credit card for payment or coupon code from your Visitor Economy Partnership (if applicable)

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1. CONFIRM YOUR BUSINESS MEETS THE ELIGIBILITY CRITERIA

Your product or service must:

- Must be located/operate in Australia

- Provide a tourism or leisure experience

- Have a physical location where consumers can access the product/service

- Must align with one of the ATDW profile categories

Ineligible businesses/services:

- Websites or virtual businesses

- Travel agents or wholesalers

- Non-tourism related services

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2. REGISTER AN ATDW ACCOUNT

Let's get started.

Welcome to ATDW. Whether you're a tourism business or destination looking to boost visibility or a distributor seeking reliable, up-to-date tourism content, ATDW is your foundation for growth. Our platform supports over 50,000 tourism businesses and connects you with leading tourism channels - driving engagement, efficiency, and shared results.

Registration is quick, secure, and designed for your needs. Ready to strengthen your digital presence and industry impact? Start your registration now - let's build the future of Australian tourism, together.

Select your account type

Tourism Business

Reach up to 80 million potential customers with a single profile.
Read more

Distributor

Enhance your digital channels with Australia's most comprehensive tourism content. Read more

Continue

I don't know

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3. ORGANISATION & USER DETAILS

4. READ & AGREE TO TERMS

Terms of Use

These terms are relevant if You are supplying Content.

If you are are publishing **Content** from this **Site**. Please contact us at support@atdw.com.au for a copy of our Distributor Licence Agreement. Before your continued use of this Site you should secure and agree to these terms.

1. The Site and your Content

Welcome to the http://www.atdw-online.com.au website or mobile properties, including related applications (collectively, this **Site**).

We provide an online platform that allows You to tell Us about your tourism business. This requires you to submit content including text, graphics, video/audio, photographs, images and multimedia (**Content**). We make this content available for publication by Us and by **Distributors**.

The term **You** refers to you being a business that has registered with Us to contribute content on, or publish content from, the Site. The terms **Your** and **Yourself** pertains to You.

The term **Distributor** refers to a business that registers for access and is supplied content by ATDW or

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5. 'LET'S GO' TO CREATE A PROFILE

6. SELECT YOUR PROFILE CATEGORY

Accommodation
Accommodation establishments allowing short term stay

Attraction
Areas of interest that offer a distinct visitor experience to the leisure tourist

Food & Drink
Establishments which are targeted at leisure visitors and/or offer a unique dining experience

Tour
Must offer regularly organised tours with a leisure-tourism focus, organised by experienced guides.

Hire
Must provide products or services hired for a specific time to be used/operated by the leisure tourist.

Transport
Must provide point to point travel or transfers for the leisure tourist

Event
Must have a leisure tourism focus with the best potential to stimulate visitation.
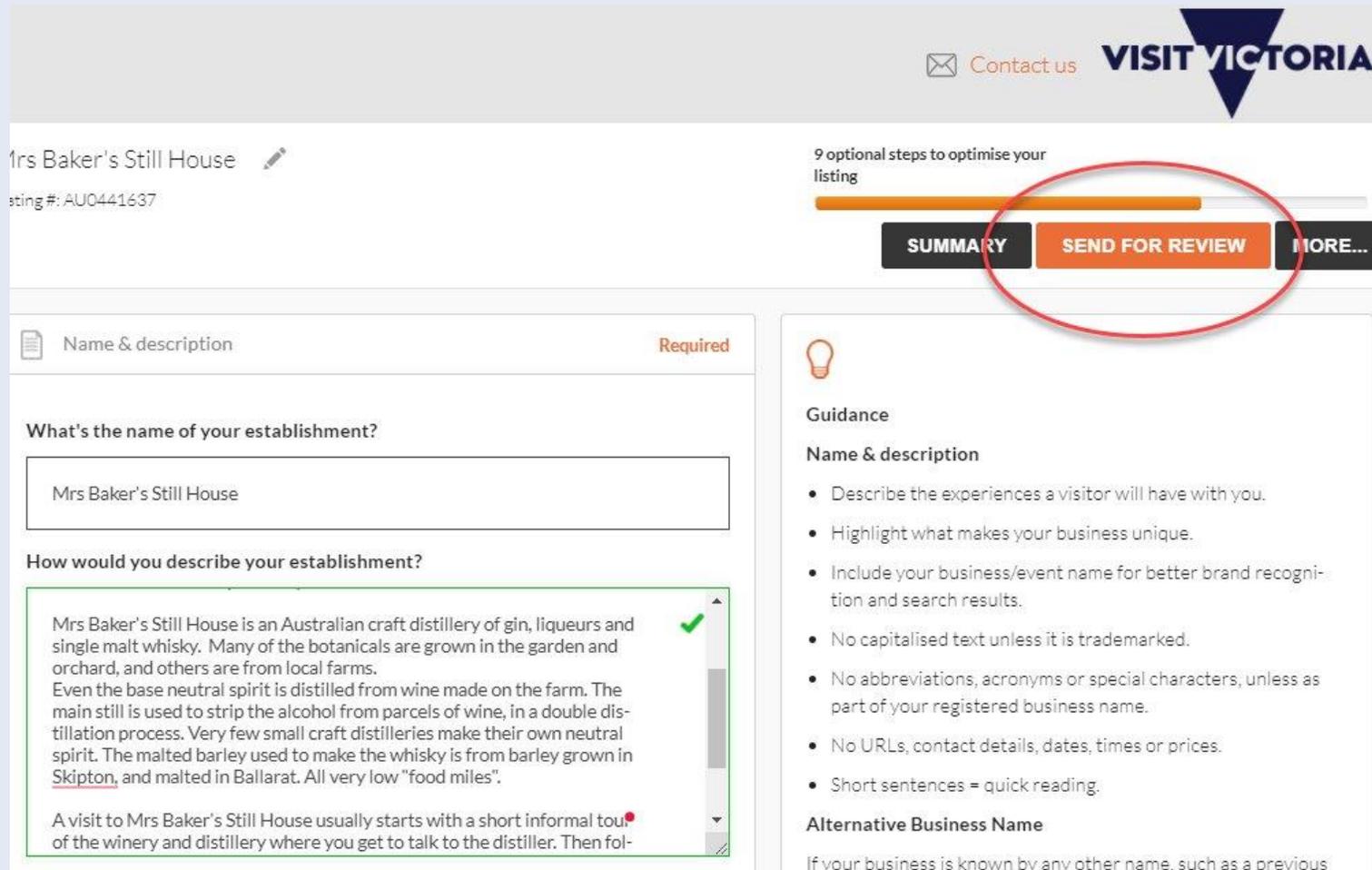
General Service
Limited to products or services which support tourism and those who travel.

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7. FILL IN YOUR PROFILE TEMPLATE

- Description (50 – 200 words)

- Images (up to 10)

- Videos (up to 10)

- Contact details

- Direct booking/purchase URL

- Pricing

- Facilities

- Social media

- Accreditations

- Deal, package or special offer

8. SEND YOUR PROFILE FOR REVIEW

9. ENTER YOUR CREDIT CARD PAYMENT OR COUPON CODE

LINK YOUR ATDW PROFILE TO YOUR GOOGLE BUSINESS PROFILE

A Google profile is the summary information that appears in Google Search and on Google Maps when the name of your business is searched.

By linking your ATDW profile to your Google Business Profile, you can update with minimal effort and save time.

Fields that sync include; Business Name, Business Type, Address, Phone Number, Website URL, Description, Opening Hours and Product Image/s.

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TIPS TO OPTIMISE YOUR PROFILE

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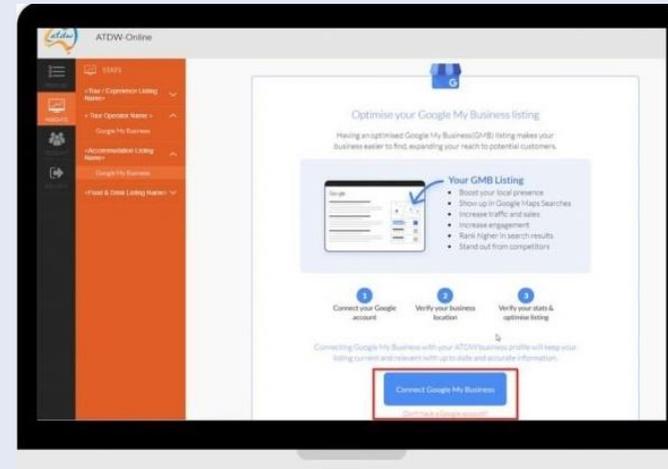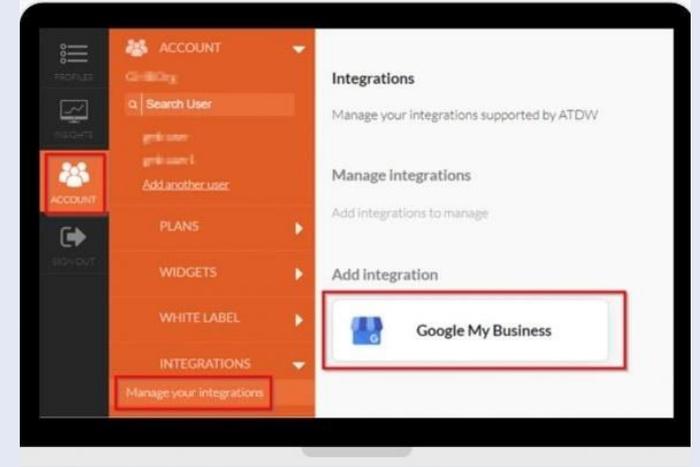
1. ADD ENGAGING IMAGES

- **Choose photos that highlight your USP.** Depict the experience.
- **Show your location at its best** but be careful about giving false first impressions.
- **Show a variety of photos** with/without people, close up/far away, inside/outside, of different room types, different meals and different vehicles or destinations.
- **Keep your photos current and real**. Keep in mind changing fashions and hairstyles.
- **Put your most captivating image first** – this will be your hero image.

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ATDW IMAGE GUIDELINES

- **Minimum size** - 1600 x 1200 pixels. Upload images in their largest size and resolution
- **Landscape orientation** – Portrait images will be cropped, and important content may be cut off
- **No text or logos over images** – These may be cropped and displayed poorly on distributor websites
- **No banners,** posters, flyers, collages or white borders
- **Alt text.** A brief description of the image for readers who are unable to see it

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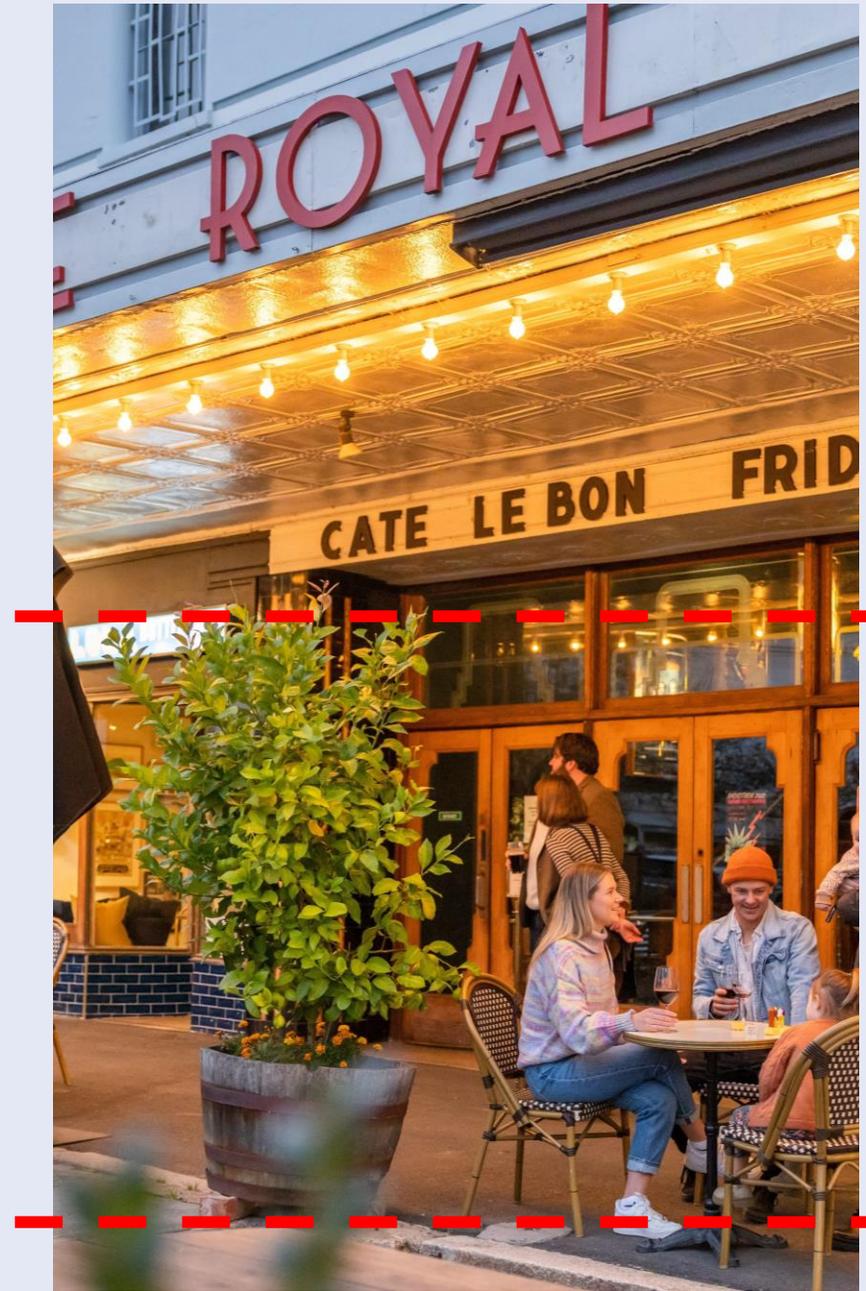
VISIT VICTORIA CONTENT HUB – FREE MARKETING RESOURCE
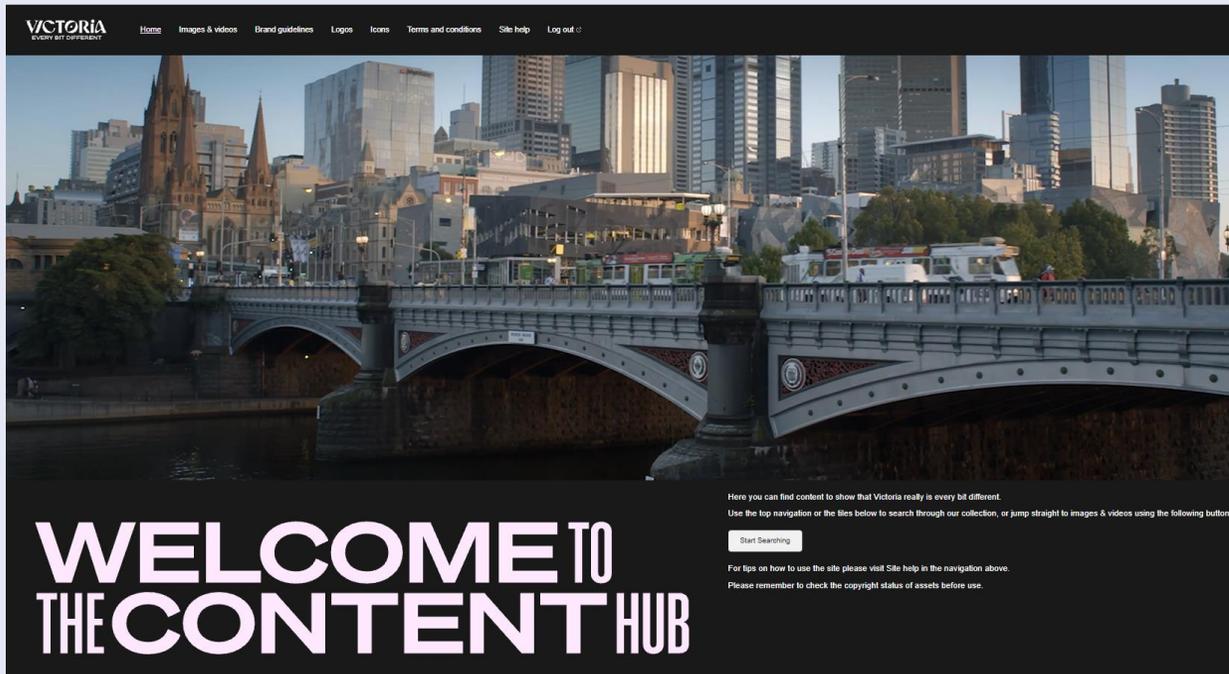
- Images and video of Melbourne and regional Victoria

- Available to travel/lifestyle media and the tourism industry

- Register an account to access content for free

www.contenthub.visitvictoria.com

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2. WRITE A CAPTIVATING DESCRIPTION OF YOUR BUSINESS OR EVENT

1. Ingredients

Focus on your USPs – your unique selling propositions. Why is your product, service or event worth it? What's different about it? What are the benefits? Why should they pick you over a similar option? Try to explain this in just one or two sentences.

Key words help with search engine optimisation. Be sure to include your business name and other key words like the region you operate in.

2. Method

Write your description in a Word document and spellcheck before pasting it into ATDW. Make the most of your 200-word limit.

Write as if you are having a conversation with your customer. Put them at the centre of what you write.

Write in short sentences. One idea per sentence (people find this easier to read). Use simple, direct language. Get straight to the point. Consider using a web tool like Grammarly to help shorten and simplify your writing. You can also use generative AI to assist with writer's block and give you an idea of how to structure your content. Learn more about using AI for product descriptions here.

3. Assembly

Re-shuffle your sentences into an order which makes the most sense when read from top to bottom.

Structure your description using the 'pyramid structure'. Begin with a short summary including your product name and location. Expand and elaborate underneath. Conclude with lists of basic features and 'how to get there' information.

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EXAMPLE - ACCOMMODATION

Luxury Lodge offers cottage and lodge style accommodation set amidst 20 acres and only metres from the sheltered waters of Eastern Cove.

< Mentions product name and USP in first sentence

The cottages accommodate two to five guests and each has a patio that overlooks the ocean. Queen size beds, modern cooking facilities and smart televisions are featured throughout.

< Briefly describes rooms, services and noteworthy facilities

The lodge accommodates two to four guests with two double beds in each room. All rooms have decks with outdoor settings and barbecues to help you enjoy the peaceful setting.

It's just a two minute walk to the wharf and boat ramp, ideal for fishing. There's also free fishing advice from local professional fisherman and fishing charters available.

< Provides ideas on what to do in the area

Luxury Lodge is a six hour drive or 45 minute flight from Adelaide.

< General 'how to get there' details. Use time to travel instead of distance

(126 words)

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EXAMPLE - ATTRACTION

Unique Museum located is located in Geelong and boasts the largest collection of Aboriginal art in Australia. Located on the banks of the ABC River overlooking the beautiful city skyline, Unique Museum is a must-see on a visit to Geelong.

< Provides a hook to encourage to read further. Gives an idea of where product is located

Internationally recognised exhibitions are showcased in impressive spaces thoughtfully created to complement the collections. There is an emphasis on Indigenous, Pacific and Asian collections.

< Highlights major features of the attraction

School and after-school groups are also catered for with special packages available that include lunch and hands-on participation. There are also many function rooms that can be hired for various corporate needs.

< Further detail about services provided

Unique Museum is easily accessible by train, bus from the city centre of Geelong. There is also parking available nearby.

< 'How to get there' info

(143 words)

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THINGS TO LEAVE OUT OF YOUR DESCRIPTION

- First person language ('we' or 'our')

- Abbreviations (BYO, TV, BBQ)

- Dot points

- Symbols (&, !!, @)

- Contact details (Call Luke to book on 03..)

- Pricing (Adult $30, Conc $20)

- Website links (https://lukescottage.com)

- Unnecessary capitalisation – only use for names, regions or specific places

3. DEALS, SPECIAL OFFERS & PACKAGES

- Deals uploaded through ATDW give you added exposure on visitvictoria.com

- Does not always have to be a discount

- Could be a package, bonus gift, collaboration with another business

- Deal should clearly demonstrate value

- Up to 3 deals are live for maximum three months

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4. ADD EVENTS – FREE!

Listing your event on the ATDW is free and takes under 10 minutes. We recommend adding events **at least** four weeks prior.

What you need:

- General organisation details if you are registering a new account.

- A description of your event (up to 200 words).

- Images of your event. At least one image (maximum of 10). Images need to be minimum 1600 pixels (W) by 1200 pixels (H) and no larger than 10MB.

- Events **must have** a leisure tourism focus with the best potential to stimulate visitation from international and interstate visitors.

Events appear on What's On section of websites

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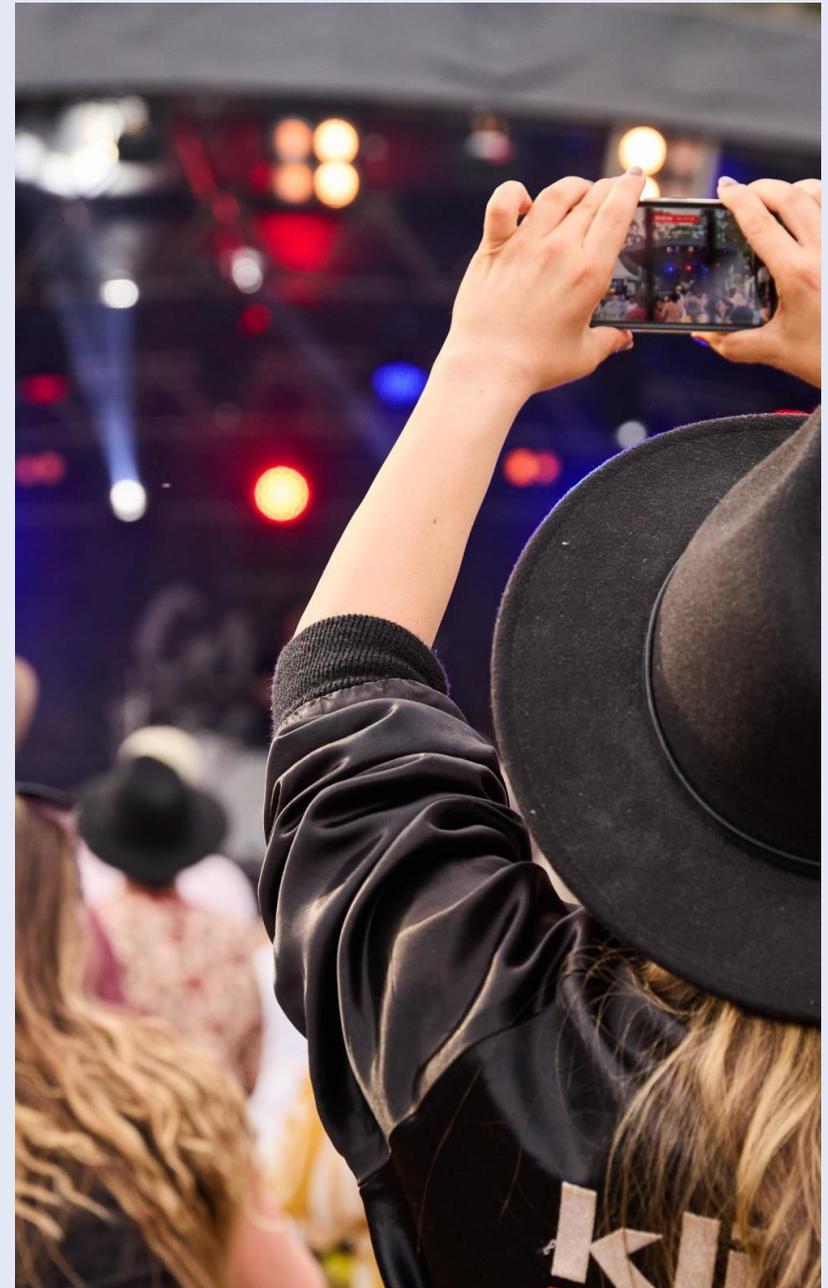
FINAL TIPS

Include your product name and location in the first line of your description – helps with SEO and site search

Be consistent with your business name and contact details and other channels that you advertise on

Fill out all relevant fields – use the profile progress bar at the top for guidance

Provide multiple points of contact – website, booking, social etc.

Keep your profile up to date – images, opening hours, deals, expired links

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VISIT VICTORIA'S ATDW SUPPORT TEAM

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CONTACT US FOR ASSISTANCE:

E: *ATDWSUPPORT@VISITVICTORIA.COM.AU*

P: 1300 306 366

W: *CORPORATE.VISITVICTORIA.COM* SEARCH "ATDW"