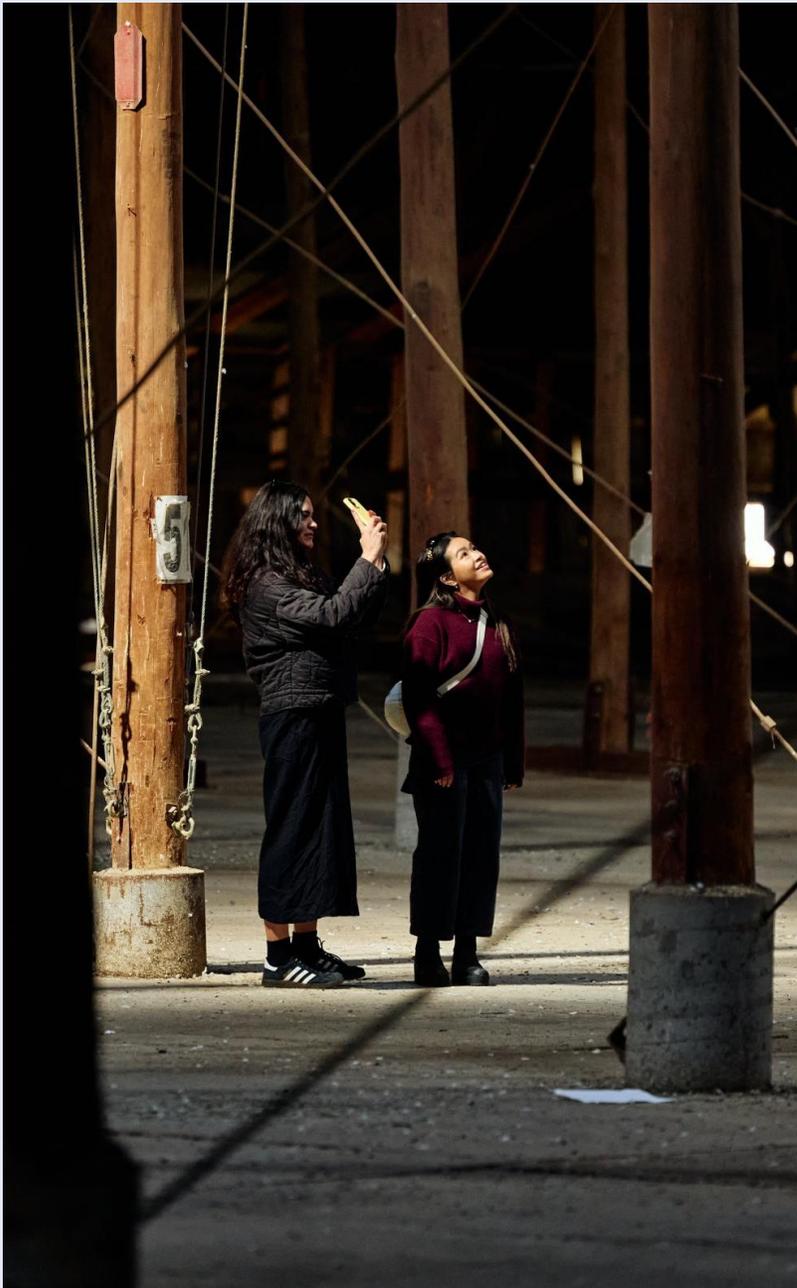


VISIT VICTORIA - THE BENEFITS OF ATDW

2026



**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.**



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

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.



ATDW'S PURPOSE

Promote competitive advantage to maximise bookings, enabling tourism growth.



HOW DOES THE ATDW WORK?



WHAT ARE THE BENEFITS?

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



visitgrampians.com.au
visitwimmeramallee.com.au



australia.com
22.5M annual visits



visitvictoria.com
visitmelbourne.com
10.5M annual visits

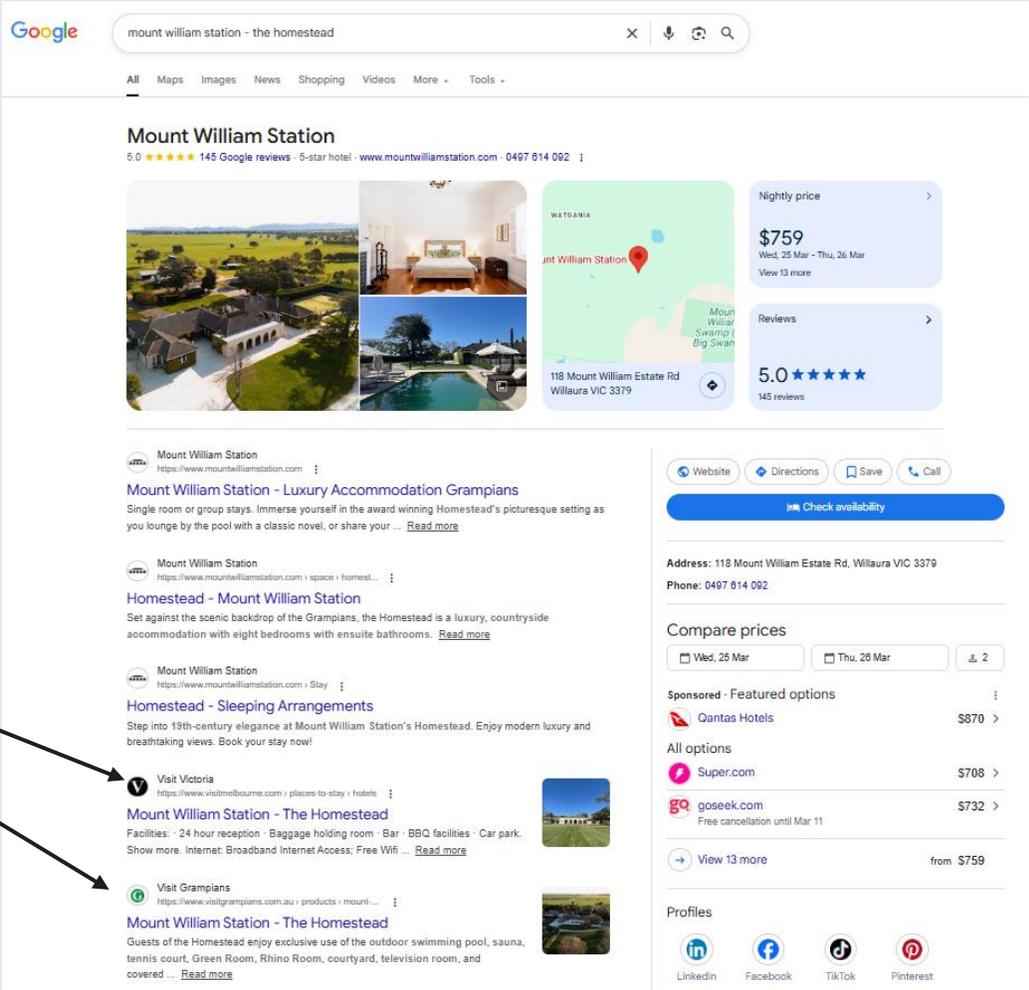
and many key tourism websites

WHAT ARE THE BENEFITS?

Helps your Search Engine Optimisation (SEO).

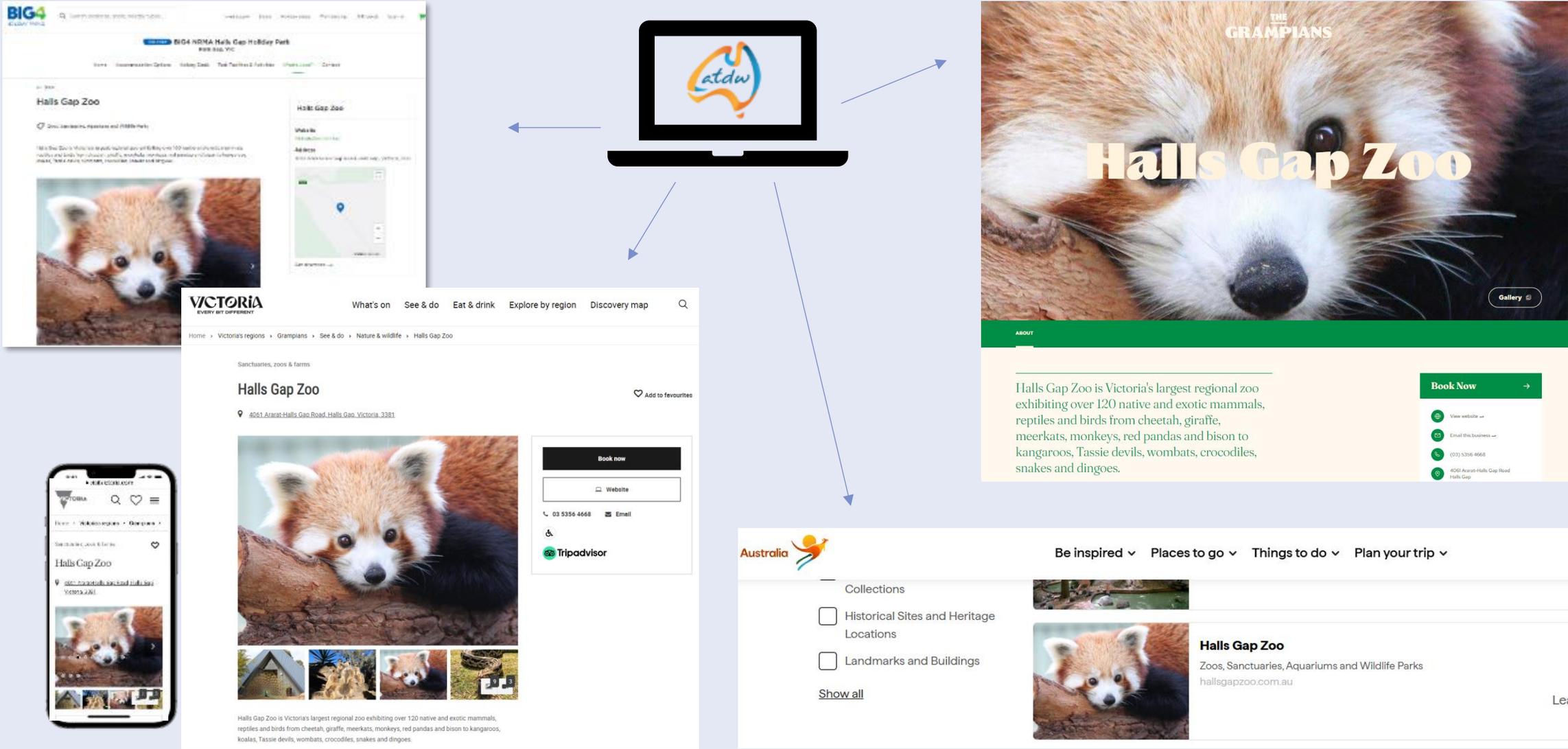
We all want our offering to come up number one on a Google search, but search engine rankings can change quickly.

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



WHAT'S THE BENEFIT?

Update just one profile with your changes automatically reflected across all websites



Shopping & fashion

Dimboola Imaginarium

 Add to favourites

 7-9 Lochiel Street, Dimboola, Victoria, 3414



The Dimboola Imaginarium is a whimsical gift shop and accommodation housed in the former National Bank of Australasia Limited building. Constructed 1909 in Renaissance-style architecture, the redbrick building has a bank manager's residence and a garden with stables. The building has retained most of its original character and was an emblem of the... [Show more](#)

Cost: Free entry

Social media:  

Book now

 Website

Shop now

 0425 705 591  0466 646 637

 Email

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

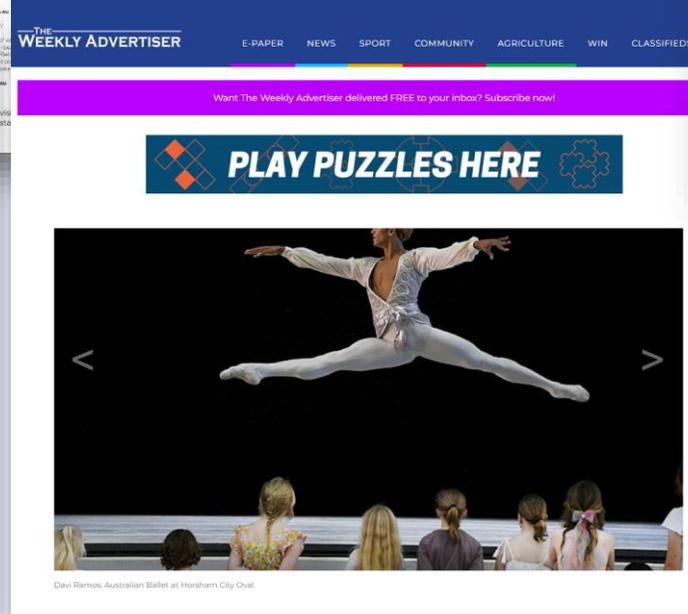
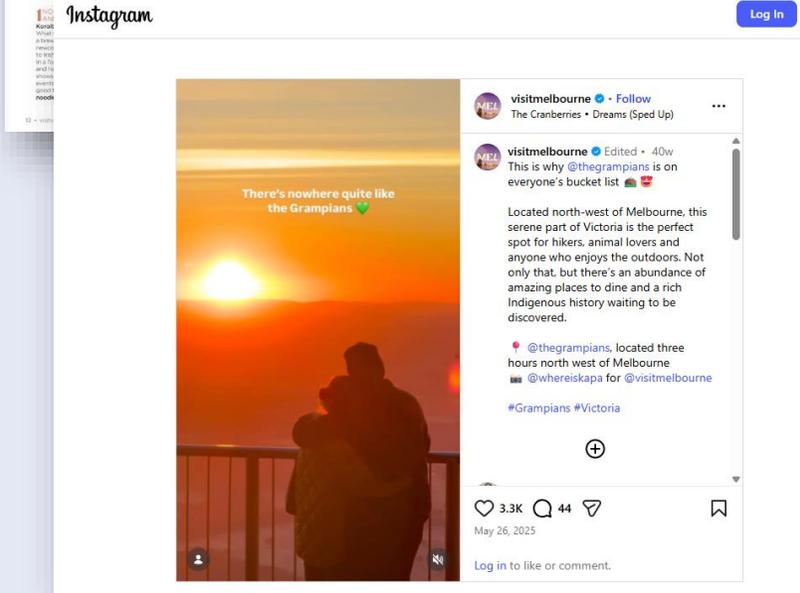
- GWMT, Visit Victoria and Tourism Australia



Nine Afternoon News at 04:16 p.m.
Channel 9, 26 Mar 2025 16:16, R00119784641

Back home in Lavinia. Nixon is not here. She is out and about today and in fact in Halls Gap and it is one of the beautiful parts of Victoria. Lavinia.

[Download](#)



PHOTOS: Thousands enjoy Australian Ballet at Horsham City Oval

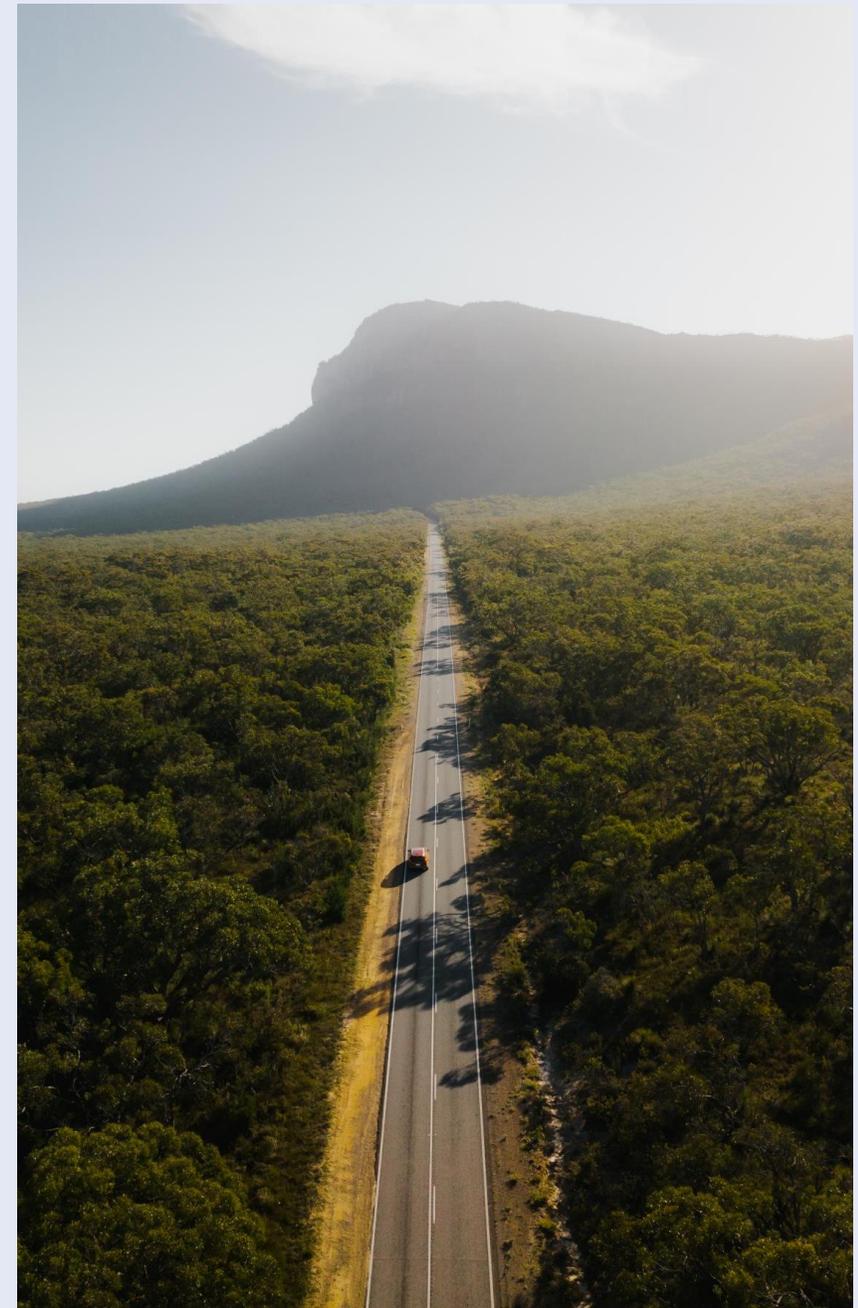


ATDW & YOUR AI STRATEGY

Optimise for AI:

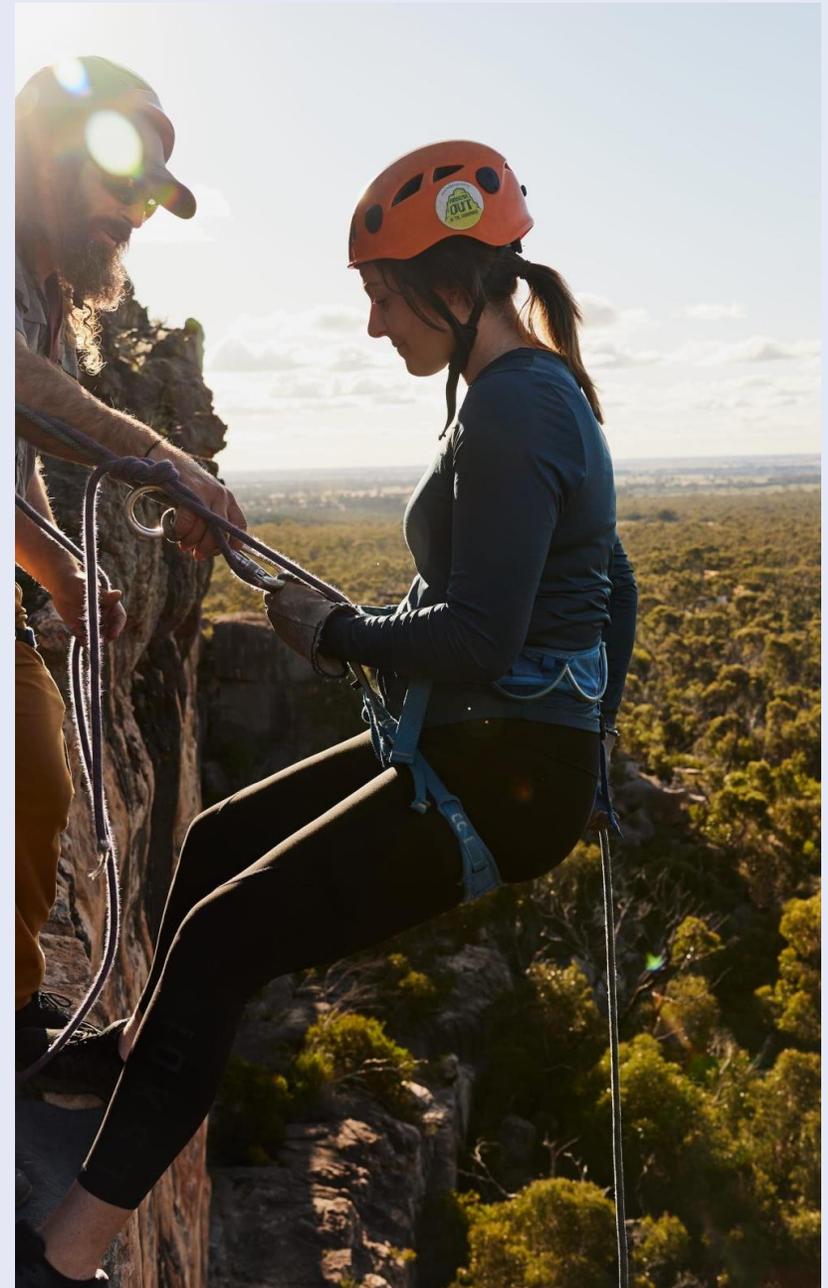
- Be present wherever travellers are researching - ATDW, your website, Google, and social media
- Optimise your profile and website with compelling **content** and **visuals**. Complete all fields.
- Ensure your profile includes **relevant keywords** that potential travellers are likely to use
- Encourage 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



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

HOW TO CREATE A PROFILE



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)

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

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](#)

3. ORGANISATION & USER DETAILS

Register

Please provide your organisation information

ABN number

Business ABN

Organisation information

Name of organisation*

Location

Street address*
Start typing the address and select the address from the auto suggested list

Unit / Apartment / Suite / Building
e.g. Unit 401

Suburb*
e.g. Surry Hills

State*
Select a state

Post code*
e.g. 2000

Create a user

Provide this user with access to listings for this account

Personal information

First name

Last name

Phone number

Login details

Email address

Password

Re-type password

CREATE

4. READ & AGREE TO TERMS

Terms of Use

These terms are relevant if You are supplying Content.

If you 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 an STO that publishes the supplied content. Terms of Use relevant for these businesses are contained in

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

The screenshot shows the ATDW-Online website interface. At the top left is the ATDW logo and the text 'ATDW-Online'. At the top right is a 'Contact us' link with an envelope icon. A navigation sidebar on the left contains icons and labels for 'LISTINGS', 'STATS', 'ACCOUNT', and 'SIGN OUT'. The main content area features a personalized greeting: 'Hi Luke, listing with the ATDW could get your business in front of millions of people globally through a range of travel and tourism websites.' Below this is a large heading 'Create your first listing' and a prominent orange button labeled 'LET'S GO!'. The footer contains a list of links: 'LISTING ELIGIBILITY CRITERIA – DISTRIBUTION LICENCE – TERMS & CONDITIONS – PRIVACY' and the text 'THE ATDW IS AN INITIATIVE OF'.

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

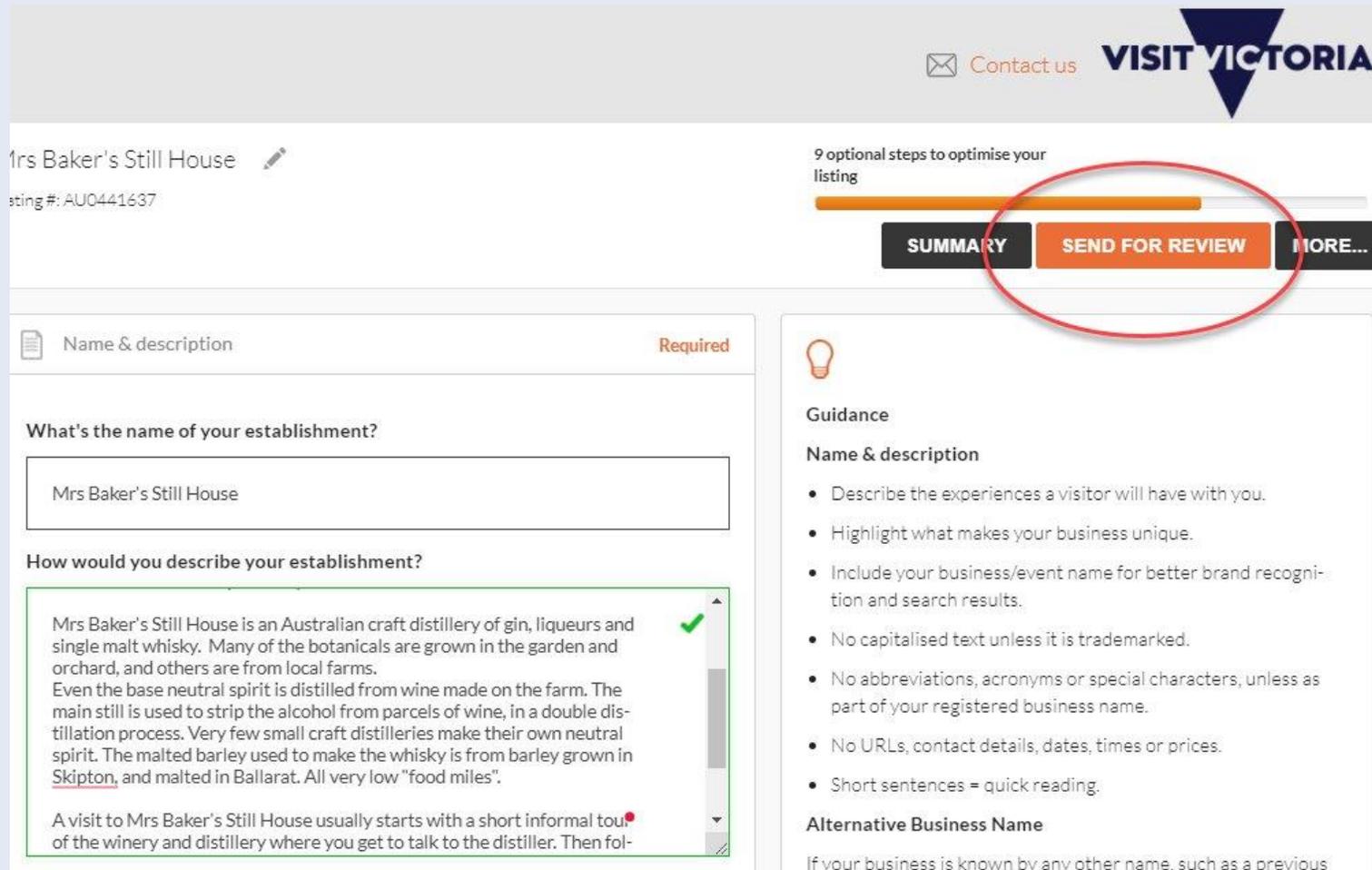
Limited to products or services which support tourism and those who travel.

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

The screenshot shows the ATDW-Online profile creation interface. The top navigation bar includes the ATDW logo, 'ATDW-Online', a 'Contact us' link, and the 'VISIT VICTORIA' logo. A left sidebar menu lists various profile sections: PROFILES, INSIGHTS, ACCOUNT, ADMIN, and SIGN OUT. The 'ACCOMMODATION' section is expanded, showing fields for Name & description, Accommodation Type, Location, Contacts, Indicative Prices, Accessibility, Photos, Capacity, Videos, Check-In & Check-Out, Internet Access, Property Facilities, and Memberships. The main content area is titled 'Untitled' and shows a progress bar for '9 mandatory steps to list'. Below the progress bar are buttons for 'SUMMARY', 'PUBLISH', and 'MORE...'. A checkbox for 'Do not email operator' is also present. The 'Name & Description' section is highlighted as 'Required' and contains two text input fields: 'What's the name of your property?' (with a '100 characters max' limit) and 'How would you describe your property?' (with a 'Write a summary in 50 to 225 words' instruction). A 'Guidance' section on the right provides instructions for the 'Name & Description' field, including: 'Describe the experiences a visitor will have with you.', 'Highlight what makes your business unique', and 'Include your business/event name for better brand recognition and search results.'

8. SEND YOUR PROFILE FOR REVIEW



The screenshot shows the 'Mrs Baker's Still House' profile page on the Visit Victoria website. At the top right, there is a 'Contact us' link and the 'VISIT VICTORIA' logo. Below the profile name, there is a progress bar indicating '9 optional steps to optimise your listing'. A navigation bar contains three buttons: 'SUMMARY', 'SEND FOR REVIEW', and 'MORE...'. The 'SEND FOR REVIEW' button is highlighted with a red circle. The main content area is divided into two columns. The left column has a 'Name & description' section with a 'Required' label. It contains a text input field with 'Mrs Baker's Still House' and a larger text area with a detailed description of the distillery, which is marked with a green checkmark. The right column has a 'Guidance' section with a lightbulb icon, followed by 'Name & description' guidelines and an 'Alternative Business Name' section.

Contact us VISIT VICTORIA

Mrs Baker's Still House 
Listing #: AU0441637

9 optional steps to optimise your listing

SUMMARY SEND FOR REVIEW MORE...

Name & description **Required**

What's the name of your establishment?

Mrs Baker's Still House

How would you describe your establishment?

Mrs Baker's Still House is an Australian craft distillery of gin, liqueurs and single malt whisky. Many of the botanicals are grown in the garden and orchard, and others are from local farms. Even the base neutral spirit is distilled from wine made on the farm. The main still is used to strip the alcohol from parcels of wine, in a double distillation process. Very few small craft distilleries make their own neutral spirit. The malted barley used to make the whisky is from barley grown in Skipton, and malted in Ballarat. All very low "food miles".

A visit to Mrs Baker's Still House usually starts with a short informal tour of the winery and distillery where you get to talk to the distiller. Then fol-

Guidance

Name & description

- Describe the experiences a visitor will have with you.
- Highlight what makes your business unique.
- Include your business/event name for better brand recognition and search results.
- No capitalised text unless it is trademarked.
- No abbreviations, acronyms or special characters, unless as part of your registered business name.
- No URLs, contact details, dates, times or prices.
- Short sentences = quick reading.

Alternative Business Name

If your business is known by any other name, such as a previous

9. ENTER YOUR CREDIT CARD PAYMENT OR COUPON CODE

Payment Step 2: Payment summary and method

Coupon Code

If you have received a coupon code from your Regional Tourism Organisation, please enter the coupon code below:

VVIC10379264 

Coupon code applied. [Click here to clear the coupon code](#)

Order summary

Victorian operators are required to pay an annual subscription fee.

ATDW-Online Annual Subscription	
Subtotal	\$295.00
Coupon code discount	-\$295.00
Total amount due	\$0.00

Payment method

Please click the 'Place Order' button below to complete the process

Payment Step 2: Payment summary and method

Coupon Code

If you have received a coupon code from your Regional Tourism Organisation, please enter the coupon code below:

Order summary

Victorian operators are required to pay an annual subscription fee.

ATDW-Online Annual Subscription	
Subtotal	\$295.00
Coupon code discount	-\$0.00
Total amount due	\$295.00

Payment method

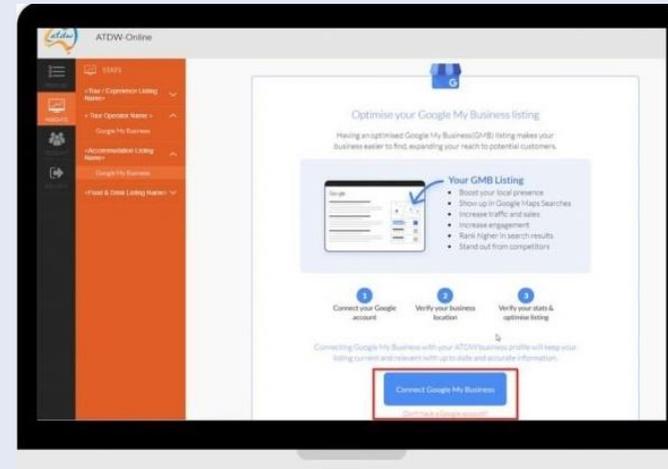
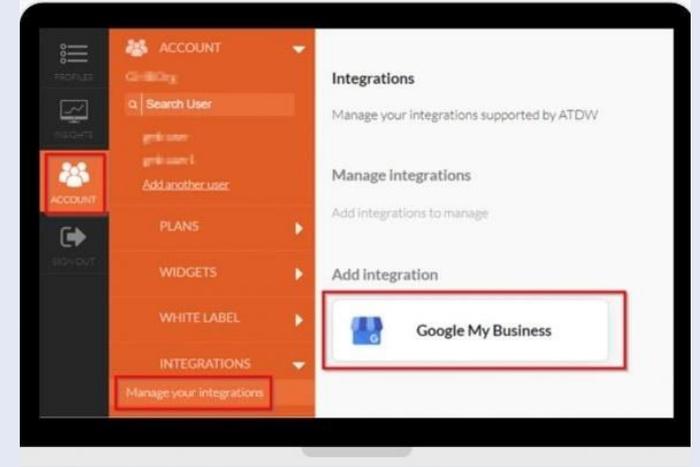
Select your preferred payment method below to pay the total amount due. We accept Visa, Mastercard and AMEX

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.



TIPS TO OPTIMISE YOUR PROFILE



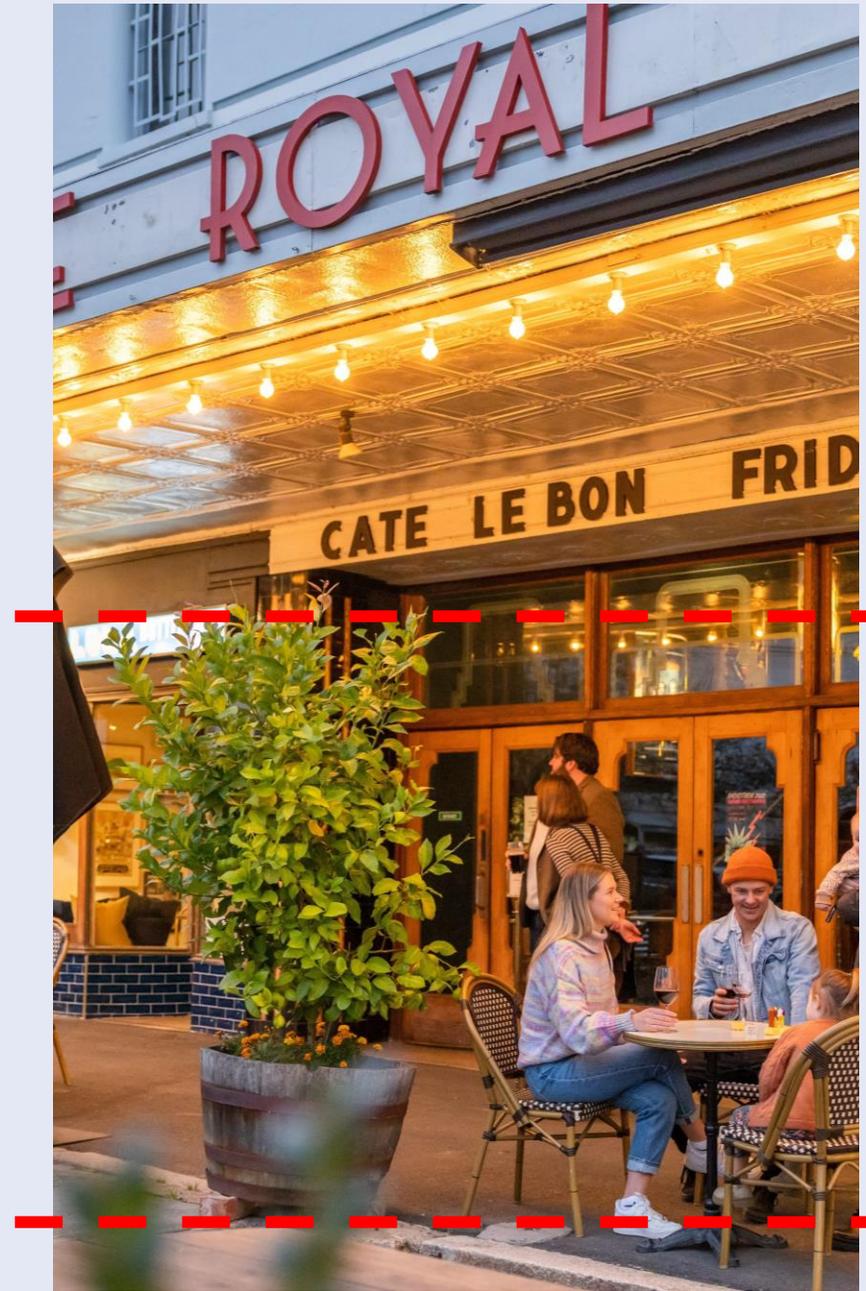
1. ADD ENGAGING IMAGES

- 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.

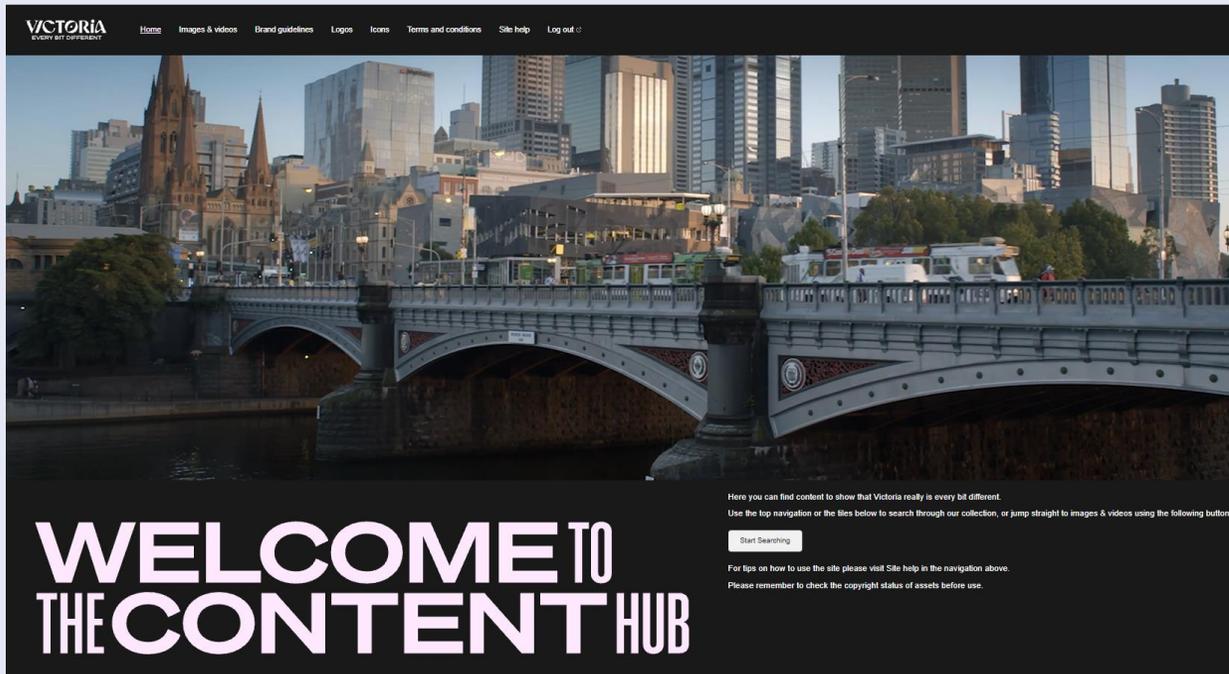


ATDW IMAGE GUIDELINES

- **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



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

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.

EXAMPLE - ACCOMMODATION

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

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.

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.

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

(126 words)

< Mentions product name and USP in first sentence

< Briefly describes rooms, services and noteworthy facilities

< Provides ideas on what to do in the area

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

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.

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

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.

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

(143 words)

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

< Highlights major features of the attraction

< Further detail about services provided

< 'How to get there' info

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

HIGHLIGHTS



Peninsula Hot Springs and Glamping at Yurt Hideaway

- 📍 Yurt Hideaway
- 🏷️ \$590 for a one night stay*

Break out of your normal routine, relax and rejuvenate.



Spring Revival Package

- 📍 Lon Retreat & Spa
- 🏷️ From \$1600*

The perfect spring experience.



Southbank St...

- 📍 AC Hotel b Southbank
- 🏷️ From \$380

An elevated stay

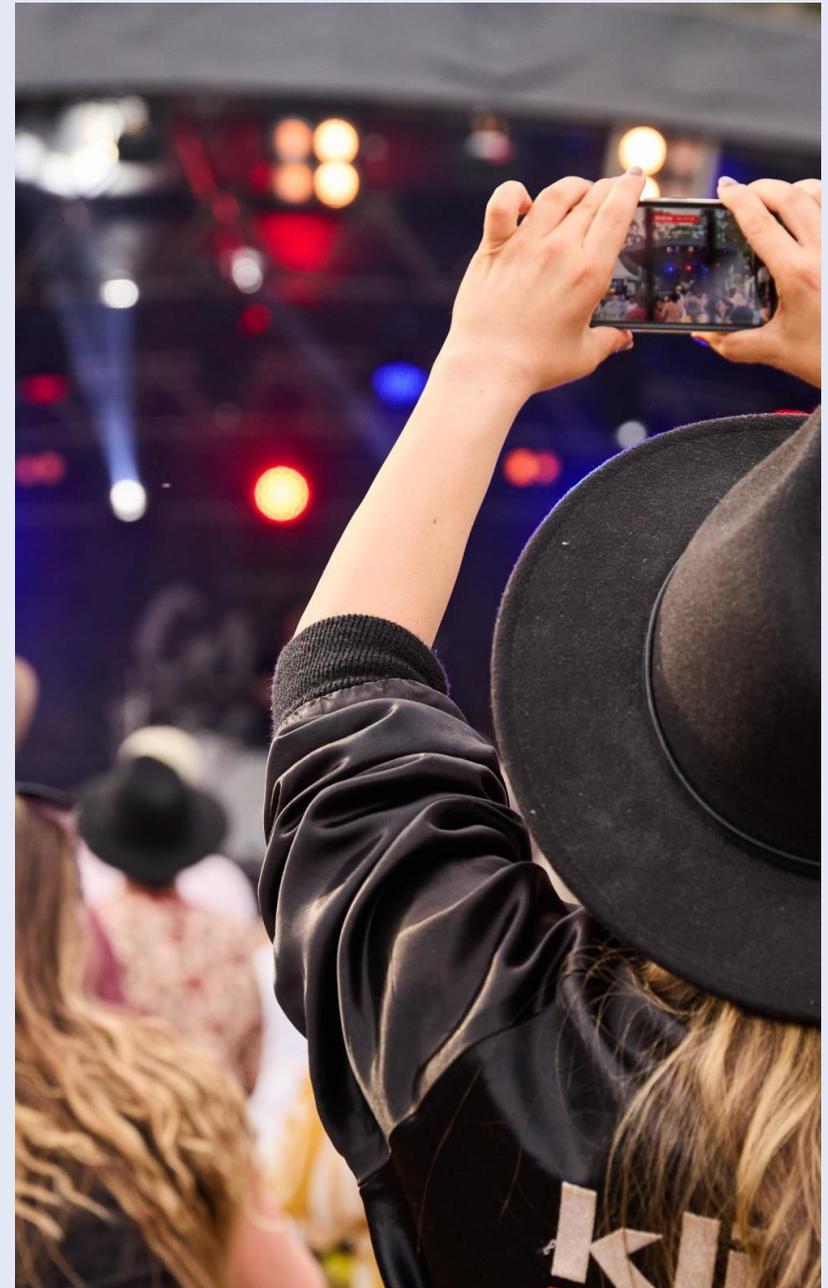
4. ADD EVENTS – FREE!

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



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



VISIT VICTORIA'S ATDW SUPPORT TEAM

VICTORIA EVERY BIT
DIFFERENT

CONTACT US FOR ASSISTANCE:

E: ATDWSUPPORT@VISITVICTORIA.COM.AU

P: 1300 306 366

W: CORPORATE.VISITVICTORIA.COM SEARCH "ATDW"