

ATDW RESULTS 2018/19



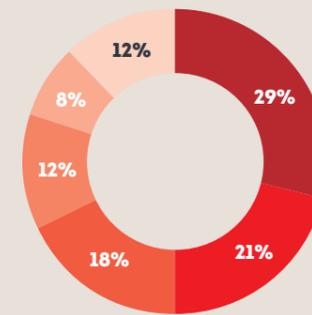
KEY NUMBERS

634,627 LEADS

FROM **SOUTH AUSTRALIA.COM** TO SA TOURISM OPERATORS WHICH IS **↑130%** ON LAST YEAR

89 ATDW LISTINGS RECEIVED AT LEAST **1,000** LEADS

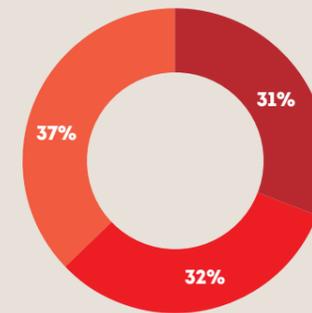
ATDW LEADS BY TYPE



LEADS TO TOURISM OPERATORS BY TYPE

- Accommodation
- Attraction
- Events
- Food & Drink
- Tours
- Other

ATDW LEADS BY REGION



ATDW LEADS BY REGION

- Adelaide CBD
- Inner Regions*
- Outer Regions**

43,732 CLICKS
TO BOOKING PLATFORMS

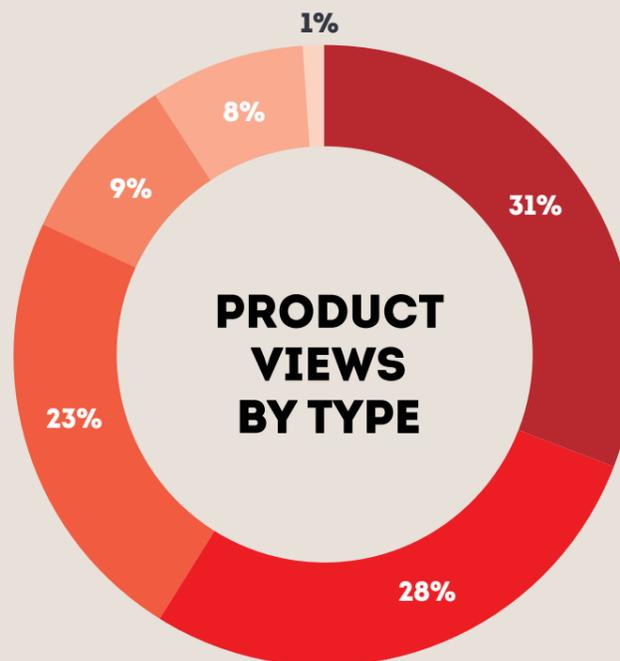
10,685 CLICKS
TO CALL

19,337 CLICKS
TO EMAIL

560,873 CLICKS
TO OPERATOR WEBSITES

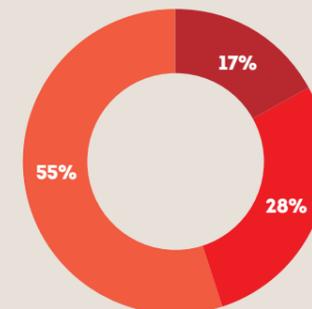
3.4 MILLION
PRODUCT VIEWS
ON **ATDW** LISTINGS
WHICH IS **↑276%**
ON LAST YEAR

- Attraction
- Accommodation
- Events
- Food & Drink
- Tours
- Other



PRODUCT VIEWS BY TYPE

ATDW LISTINGS BY REGION



3,710 ATDW LISTINGS
CURRENTLY LIVE WHICH
IS **↑17%** ON LAST YEAR

- Adelaide CBD
- Inner Regions*
- Outer Regions**

*Inner Regions (Adelaide Hills, Barossa, Fleurieu Peninsula).

**Outer Regions (Clare Valley, Yorke Peninsula, Eyre Peninsula, Flinders Ranges & Outback, Kangaroo Island, Murray River, Lakes & Coorong, Riverland, Limestone Coast)

