

POINT LOWLY LIGHTHOUSE
EYRE PENINSULA

PROMOTING THE ATDW



SOUTH AUSTRALIA.COM

GENERAL PROMOTION OF THE ATDW

As the ATDW is a core platform for all National and SATC marketing activities, consistent and effective promotion of the ATDW is critical. The following key information, spiels and resources can be used to assist destination management organisations to promote the use of the ATDW to tourism operators and businesses throughout their normal communication channels.

ATDW ELEVATOR PITCH

The Australian Tourism Data Warehouse (ATDW) is Australia's national platform for digital tourism information. With over 250+ distributors of this content, the ATDW is the gateway to having your business showcased on tourism websites such as australia.com, southaustralia.com and local regional websites.

SHORT PHRASES AND FAST PLUGS

- ▶ An ATDW listing is the gateway to further support and promotion via southaustralia.com and wider marketing channels.
- ▶ Get more visitors by listing your tourism product or event with ATDW
- ▶ ATDW is quick, easy and FREE to South Australian businesses.
- ▶ southaustralia.com generates more than 20k qualified and commission free leads to South Australian tourism businesses each week via their ATDW listing.
- ▶ ATDW currently has over 250+ Australian distributor websites for your listing to potentially appear on, including australia.com and southaustralia.com.

GENERAL PROMOTION OF THE ATDW

BENIFITS OF THE ATDW



**GATEWAY TO SUPPORT
& PROMOTION VIA
SOUTHAUSTRALIA.COM**



**GET MORE
VISITORS**



**250+ AUSTRALIAN
DISTRIBUTOR WEBSITES**



**SOUTHAUSTRALIA.COM
GENERATES OVER 20K
LEADS EACH WEEK**



**QUICK, EASY
& FREE**

AVAILABLE CONTACTS AND RESOURCES

South Australia's Industry Website is home to SATC's ATDW Support & Marketing Hub. With a host of resources including guides, help sheets, videos, FAQ's, we're certain you'll find what you're looking for. There's even Tips & Tricks on how to optimise your ATDW listings and advice on getting started with SEO.

Where necessary, the ATDW or SATC can be referred to for further information or as a contact for enquiries. Please refer to the below as best available contacts.

ATDW

E: support@atdw.com.au
atdw.com.au

SATC

E: onlineservices@sa.gov.au
tourism.sa.gov.au/support/atdw

GENERAL PROMOTION OF THE ATDW

GENERAL PROMOTION OPTIMISED FOR EDMS & NEWSLETTERS

The Australian Tourism Data Warehouse (ATDW) is Australia's national platform for digital tourism information! Having a listing on the ATDW is the gateway to having your business promoted [for free] across digital tourism channels, including tourism websites, such as [australia.com](#), [southaustralia.com](#), regional websites and beyond. Best of all? It is driving commission free clicks direct to your website.

To find out more on how to create and optimise your ATDW listing, visit the [ATDW Support & Marketing Hub](#).

This written text should have hyperlinks to the different websites and resources as mentioned. You can adapt the wording to include your own website as an example of where the information is being promoted.

GENERAL PROMOTION OPTIMISED FOR FACEBOOK

The Australian Tourism Data Warehouse (ATDW) is Australia's national platform for digital tourism information! Having a listing on the ATDW is the gateway to having your business promoted [for free] across digital tourism channels, including tourism websites, South Australia socials and beyond. Best of all? It is driving clicks direct to your website.

To find out more visit the [ATDW Support & Marketing Hub](#).

GENERAL PROMOTION OPTIMISED FOR INSTAGRAM

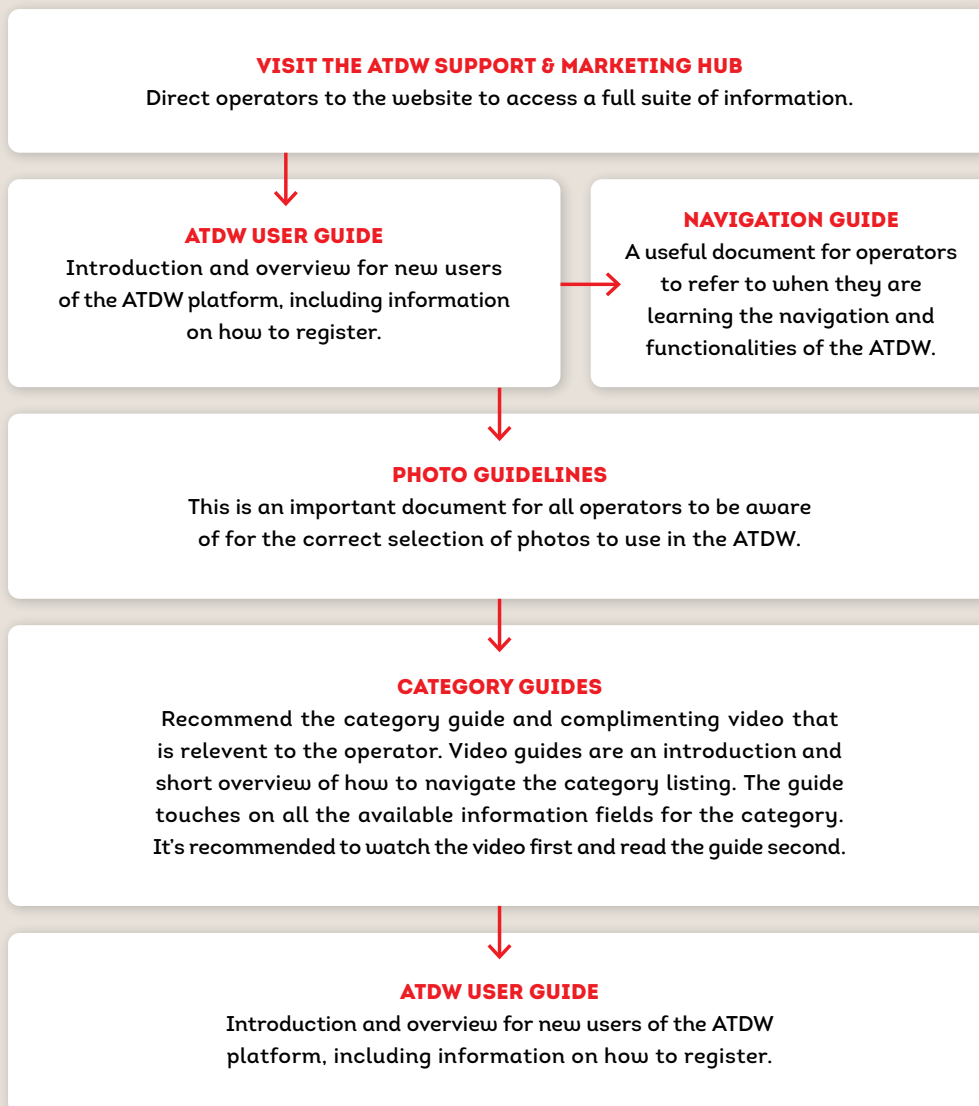
The Australian Tourism Data Warehouse (ATDW) is Australia's national platform for digital tourism information! Having a listing on the ATDW is the gateway to having your business promoted [for free] across digital tourism channels, including tourism websites, [@southaustralia](#) socials and beyond. Best of all? It is driving clicks direct to your website.

To find out more visit the [ATDW Support & Marketing Hub](#) on the [@satourismcommission](#) industry website.

HOW TO SUPPORT BUSINESSES WITH THE ATDW SUPPORT AND MARKETING HUB

The ATDW Support and Marketing Hub was developed with the business journey in mind. As tourism operators navigate through each page and section, the resources and information will build upon prior resources, helping to equip businesses with the tools and knowledge to understand the ATDW platform fluidly.

When helping businesses to use the ATDW, we recommended you use the flowchart below.



PROMOTING INFORMATION SESSIONS

When organising to host an ATDW Information Session, a checklist & toolkit document, inclusive of written scripts and links to imagery will be provided. If you're interested in hosting an ATDW Information Session, please email onlineservices@sa.gov.au. An example of text and imagery can be seen below.

GENERIC WRITTEN CONTENT FOR WORKSHOP PROMOTION

The South Australian Tourism Commission is coming to region to host an ATDW Information Session!

The Australian Tourism Data Warehouse (ATDW) is Australia's national platform for digital tourism information! Having a listing on the ATDW is the gateway to having your business promoted [for free] on across digital tourism channels, including tourism websites, South Australia socials and beyond. Best of all? It is driving clicks direct to your website.

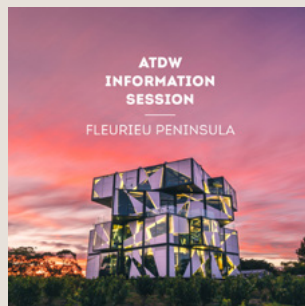
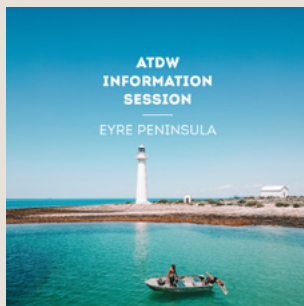
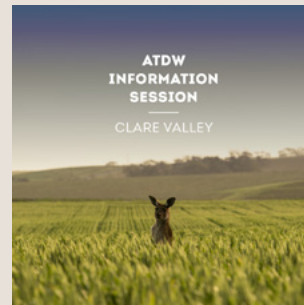
The information session will be held on <Day>, <Time> at <location>.

This session is available at no cost to operators and will provide the opportunity to learn more about how you can optimise your ATDW listings, leverage the platform for your digital promotion and increase your presence on websites such as southaustralia.com.

To register your attendance, visit <link>.

ACCOMPANYING IMAGES

The South Australian Tourism Commission has created a catalogue of promotional tiles for the digital promotion of ATDW Information Sessions in regions. To access these tiles for your digital promotion, please email OnlineServices@sa.gov.au.



CONTACT US

ATDW & DIGITAL MARKETING TEAM

onlineservices@sa.gov.au

WEBSITES

southaustralia.com

tourism.sa.gov.au

