

MODULE SIX

LISTING ON THE AUSTRALIAN TOURISM DATA WAREHOUSE

This module shares case studies of businesses using the Australian Tourism Data Warehouse (ATDW), the national business directory, to increase exposure for their business. Use the module to walk through the steps in creating and managing your ATDW profile.

Why is ATDW important for your business?

Creating and maintaining a current listing on ATDW means that your product or service appears live on the key travel websites that consumers are using to plan and book their holidays.

ATDW also allows you to track the number of views you are seeing and where leads are coming from to hone your marketing.



Case Study

ARIA CRUISES, REDLANDS COAST

Aria Cruises offers sailing options to suit everyone, including private charters, sunset cruises, island tours, and Moreton Bay and Brisbane River cruises.

1. What does ATDW mean to you and your business?

Our ATDW listing gives us recognition by the wider Queensland and Australian tourism industry and provides a platform for our tours to be promoted through visitor information centres and by other businesses. It has also been a great launch pad to take part in tourism campaigns such as the Brisbane Holiday Dollars and Great Queensland Getaway.

2. Why is it important to maintain your listing?

Maintaining and updating our listing is important for us to be recognised as a professional tourism operator. It also ensures that travel agents and the visitor information centres accessing information from ATDW are seeing the most up to date information. If we don't maintain our listing, we have the potential to miss business opportunities.

3. What is your process for keeping your listing content current?

Across the seasons our product may look different so throughout the year we review our listing and update with fresh images. We also check the information remains accurate and links are working correctly. We are pretty consistent in what we offer throughout the year so we don't have to make many major changes to our product information.

4. What steps did you take to list with ATDW?

We attended a tourism marketing workshop where we learnt about the database and its importance as a tool to help us reach visitor information centres and tourism websites and get in front of more customers.

On the ATDW website, we copied over the descriptions from our website and uploaded

photos. It's quite a simple process and not as time consuming as I expected. It doesn't ask for anything you don't already have access to at your fingertips.

5. Tips for other businesses on making the most out of ATDW

Get on there and give it a go. You will be surprised how many connections it opens up within the industry. For us, ATDW has connected us with customers through visitor information centres and travel agents.

Aria Cruises' active use of ATDW has meant involvement in a range of marketing campaigns, including Great Queensland Getaway and Brisbane Holiday Dollars.



Case Study

EXTRACTION ARTISAN COFFEE, LOGAN

Extraction Artisan Coffee Roasters and Cafe are passionate about encouraging a love and appreciation of coffee in the city of Logan.

1. What does ATDW mean to you and your business?

A listing with ATDW means we are automatically eligible to be considered in the BoQE Program. We feel very proud to be rated as a BoQE. It also means to us that we're representing Logan well and helping achieve our business purpose of 'Reaching Out to Humanity'.

2. What steps did you take to list with ATDW?

It is a very easy process of inputting the online information into the ATDW database.

3. Why is it important to maintain your listing?

We want to ensure our information is always up to date. Customers are very savvy and will search the internet to find out all they can about you before potentially visiting. So we want to make sure they have access to the best and most current information.

4. What is your process for keeping your listing content current?

When I receive an email prompt from ATDW, I use that as an opportunity to check everything is up-to-date.

5. Tips for other businesses on making the most out of ATDW

For under an hour of your time to set up, it's something you should consider, especially if your business is tourism or food focussed.





Creating and Managing Your ATDW Profile

The following provides an overview of the steps in listing on ATDW and keeping your profile current and live for customers.

List on ATDW

Step 1: Go to www.atdw-online.com.au and enter your username (email address) and password.

Step 2: Select 'Create your first profile', choose your profile category and complete all mandatory fields.

Step 3: Click on Send for Review when you have finished.

Step 4: You'll receive an email from ATDW Quality Assurance once your profile passes, or if there are any changes that need to be made.

Step 5: Your listing will be live on various ATDW distributor websites within approximately 48 hours, which includes queensland.com and visitbrisbane.com

Keep Current

Step 6: Make sure your content is current. From your profile Dashboard, click the UPDATE button next to the profile you would like to update.

Step 7: Navigate to the section you would like to update by using the orange menu on the left, or by clicking on Summary to get an overview of your profile.

Step 8: Click on Send for Review when you have finished updating your profile.

Step 9: Incorporate your social media links as they will display on your ATDW profile.

TEQ Review

Step 10: Mark on your calendar when your annual BoQEP assessment is expected.

Step 11: TEQ and BEDA will contact you with a reminder to make sure your listings are up to date before the annual assessment.

Step 12: Listings need to be updated and live by the required date each year to be assessed in the Program.

BoQE

Step 13: Receive your annual BoQE Consumer Insights Report.

Step 14: Identify where actions are needed to improve or maintain performance levels.

Step 15: Reach out to BEDA for support as needed.

TIPS FOR MAKING THE MOST FROM YOUR ATDW LISTING

- Enter your website and online booking URL as that will enable customers to book instantly – increasing your conversion.
- Link your social media, Google My Business and TripAdvisor accounts. You can add these sites in the social accounts section of your profile on ATDW. This is important to ensure your customer reviews can be identified and evaluated for your BoQE Program assessment.
- Enter any accreditations, COVID Safe recognition etc.
- Look out for the new dashboard which will allow you to track how many click/leads you are getting as a result of your ATDW listing.
- The BoQE Program assessment timeframes can change. The Program timeframes will be advised through TEQ and BEDA. The best way to stay informed about the deadlines is to sign up to BEDA's Tourism Alerts and TEQ's Industry Newsletter (Eye on Q).
- Schedule time to maintain an accurate and current listing on ATDW.

FIND OUT MORE

[View this instructional video](#) to help you sign up for ATDW.

Alternatively, you can follow the instructions here on how to register and list on ATDW:

www.atdw.com.au/listing-with-atdw/

Learn about [linking your Google My Business and ATDW profiles](#)

Book a free ATDW Health Check to help you keep your ATDW fresh and up to date with engaging content for your customers. The ATDW team at TEQ will provide feedback and help you maximise your listing.

For further information or to book your Health Check, please contact TEQ's ATDW team via atdw@queensland.com or call 1800 629 749.

Sign up to BEDA's Tourism Alerts by contacting: tourism@brisbane-eda.com.au

Sign up to TEQ's Industry Newsletter 'Eye on Q': www.teq.queensland.com/eNewsletters

