



**THE POWER OF ATDW
FOR YOUR BUSINESS & EVENTS**

VICTORIA EVERY BIT
DIFFERENT

WHAT IS ATDW & WHY DOES MY BUSINESS NEED A PROFILE?

The ATDW (Australian Tourism Data Warehouse) connects Australian tourism businesses with global consumers. ATDW is operated and funded by the Australian tourism industry and enables local, national and international distribution for all Victorian tourism businesses. Visit Victoria manages the Victorian products, experiences and events submitted via the ATDW platform.



ATDW ensures your business features on official, high-profile websites:

- visitvictoria.com
(avg. 10.5M annual visits)
- australia.com*
(avg. 22.5M annual visits)
- Your region's tourism website*



An ATDW profile is your opportunity to participate in Visit Victoria's data-driven marketing campaigns and programs



Enhance your SEO (Search Engine Optimisation)
Drive leads directly to your website with no commissions or booking fees



Save time
Update just one profile and changes automatically reflect across all ATDW distributor websites. Your profile is reviewed for content quality

ATDW FEES **\$295** (inc GST) for 12 months

(less than \$1 per day!)

List events for free

\$120 (inc GST) for 12 months[^]

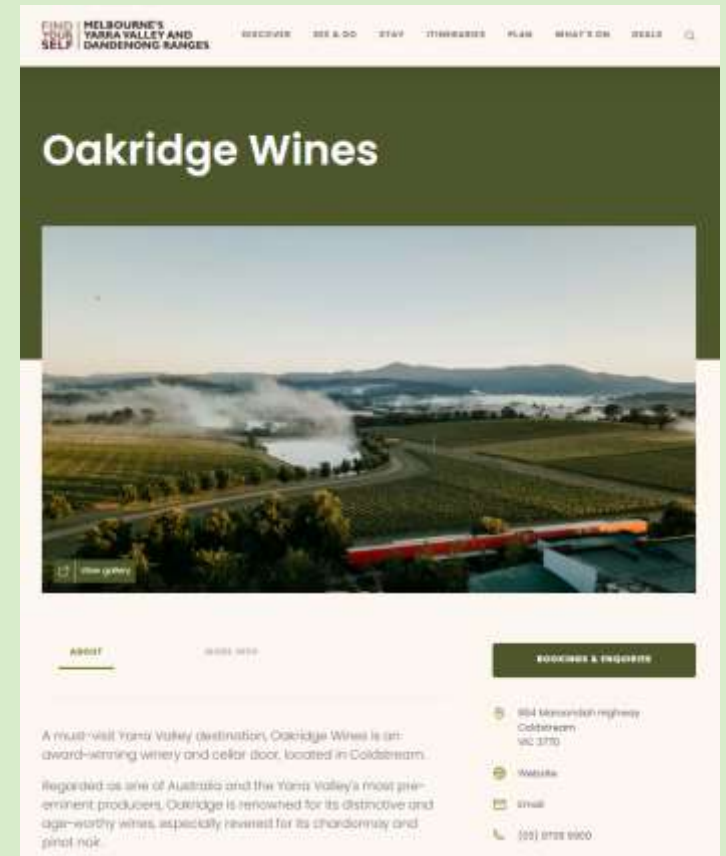
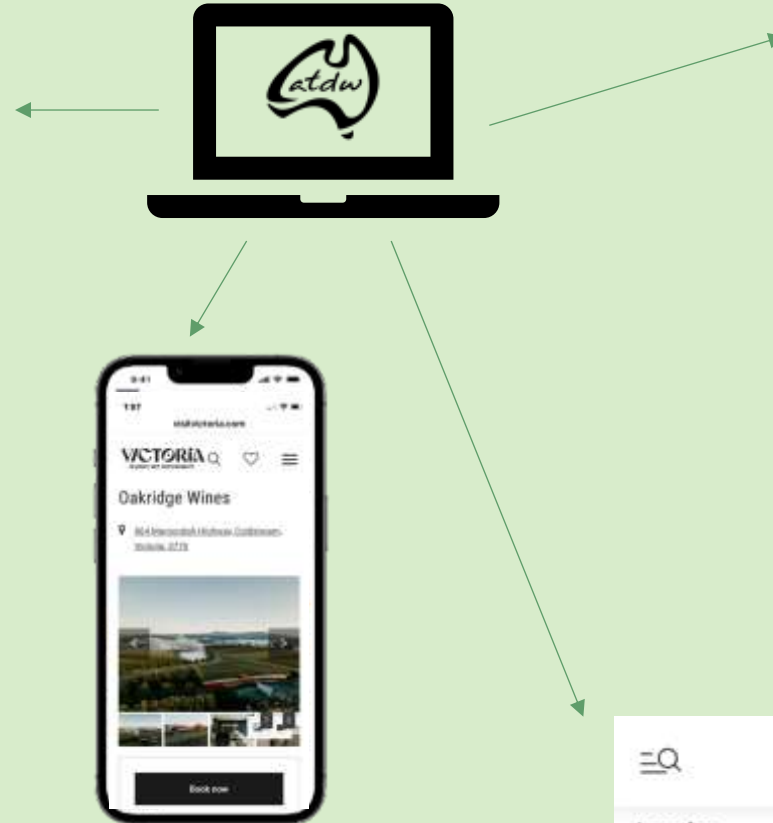
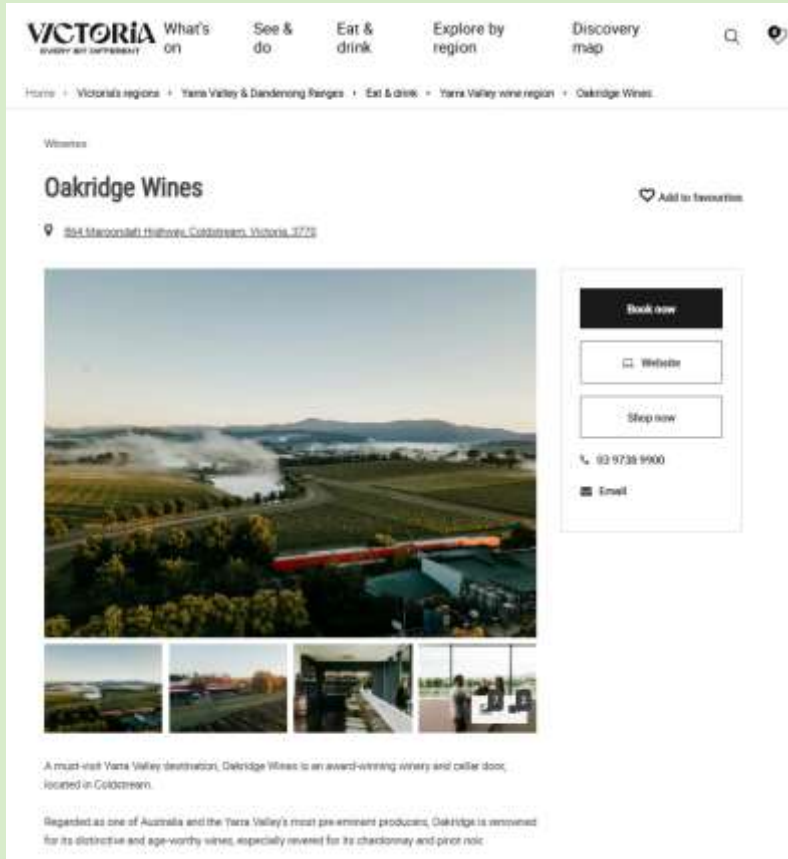
(for accredited businesses)



* To check if your region's tourism website displays ATDW profiles, see this [link](#). The inclusion of profiles on australia.com is at Tourism Australia's discretion.

[^] To access the reduced fee of \$120, your businesses must be accredited with VTIC Sustainable Tourism Accredited Business, Ecotourism Certified (EA), ECO Certified (Advanced Ecotourism) or ECO Certified (Nature Tourism) by Ecotourism Australia, Camp/Adventure Activity Accreditation Program or Caravan Holiday Parks Accreditation Program. For more information, see this [link](#).

DISPLAY ON OFFICIAL TOURISM WEBSITES

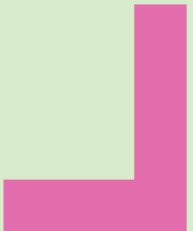
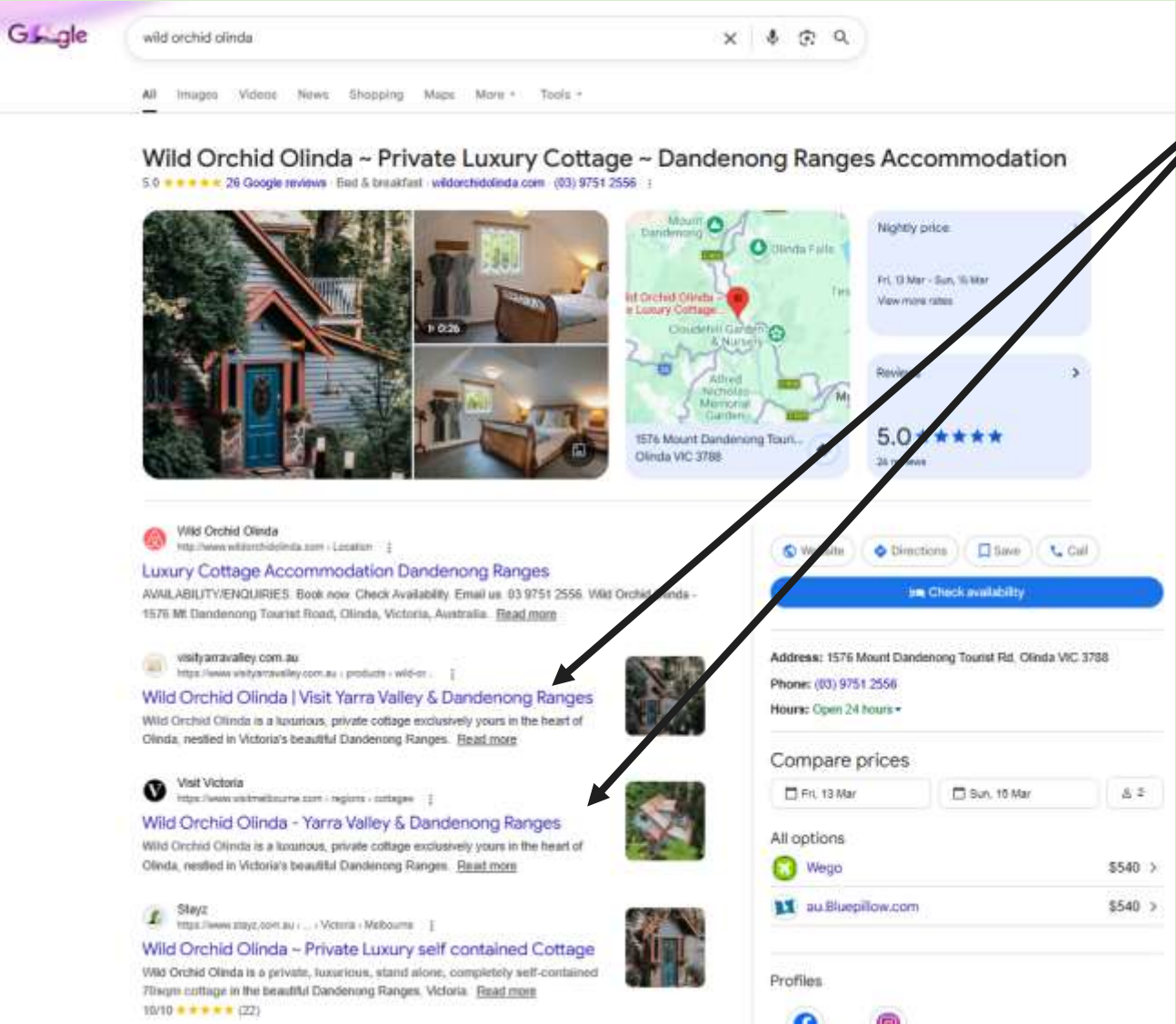


ATDW & THE NEW AI JOURNEY

Your presence on ATDW websites like visitvictoria.com, australia.com and your regional tourism website can improve your website's Search Engine Optimisation (SEO) and amplify your AI strategy.

MARKETING OPPORTUNITIES

Social Media opportunities
International Group Tours
Magazines
Travel journalist opportunities
and many others



Restaurants

Meletos

♥ Add to favourites

📍 12 St Huberts Road, Coldstream, Victoria, 3770



Book now

🌐 Website

🛒 Shop now

☎ 03 8727 3030 ☎ 03 8727 3000

✉ Email

Bringing European elegance to the Yarra Valley, award-winning restaurant Meletos sits at the centre of a precinct that also encompasses event spaces, a 23-room boutique hotel, day spa and Punt Road Wines cellar door.

From the same team that brought you Stones of the Yarra Valley, Meletos is renowned for its seasonal food offering.... [Show more](#)

Social media:



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



HOW TO CREATE YOUR ATDW PROFILE

Registering Your Organisation in ATDW

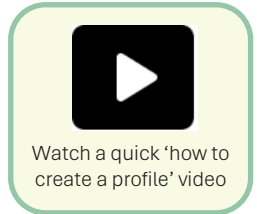
1. Go to www.ATDW-Online.com.au
2. Select **Register Now**. If you already have an account, **Login** with your username (email address) and password and skip to **Creating an ATDW profile**.
3. Select **Tourism Business** as your Account Type (click anywhere within the box to confirm your selection) and click **Continue** at the bottom of the screen.
4. Complete the **Organisation Information** fields. This information should reflect the address and contact information of your business or organisation. This information remains in the back end and is not published for public viewing.
5. Complete the **Personal Information** template. Additional users can be added to an organisation at any time.
6. Read and accept the **Terms & Conditions**.



Creating an ATDW profile

1. Click **Let's Go** to create your first profile.
2. Select your **Profile Type**. If you are unsure which type is suited to your business, refer to the [ATDW Profile Guidelines](#).
3. Complete all relevant fields for your profile. Use the orange menu on the left to navigate through each section. Mandatory fields are indicated with an asterisk.
4. Upload images and videos. For help [click here](#).
5. When you have completed all relevant sections, click the **Send for Review** button.
6. If prompted, confirm your billing details and **continue** to the next page. **Events can list free of charge**.
7. Payment can be made directly via the ATDW payment gateway via Credit Card or, depending on which region you operate in, may be part of a membership through your Regional Tourism Board (RTB). For RTB contact details, please see [here](#).
8. Select **Place Order**. Your profile will be sent to Visit Victoria for review by the Visit Victoria ATDW Support Team.

You will be notified by email within 2-3 business days that your profile has been approved or requires more information. Once approved, your profile will be published to relevant distributor websites. You can make updates to your profile as often as you like.



VISIT VICTORIA'S ATDW SUPPORT TEAM

Call us 9am-5pm Monday to Friday for assistance to create your profile, or to discover how to optimise your profile.

E: atdwsupport@visitvictoria.com.au

P: 1300 306 366

W: corporate.visitvictoria.com search "ATDW"

