



Want to increase sales and expand your presence online?

Work with Tourism Queensland and list with the Australian Tourism Data Warehouse and you can enjoy greater sales, enquiries and exposure to domestic and international consumers.

The Australian Tourism Data Warehouse (ATDW) is a national tourism database that sends your information to regional, national and global web sites that market Queensland destinations and tourism products. A listing in the ATDW ensures that your information will appear on these high profile web sites:

Queensland Holidays

www.queenslandholidays.com.au

- > Flagship consumer site for Tourism Queensland
- > Over 2.5 million unique visitors to Queensland Holidays since Jan 2005
- > Promotional medium for regional marketing and special interest campaigns
- > Over 700,000 links clicked through and 95,000 email enquiries sent to operators listed in the ATDW (Jan – Aug 2005)

Tourism Australia www.australia.com

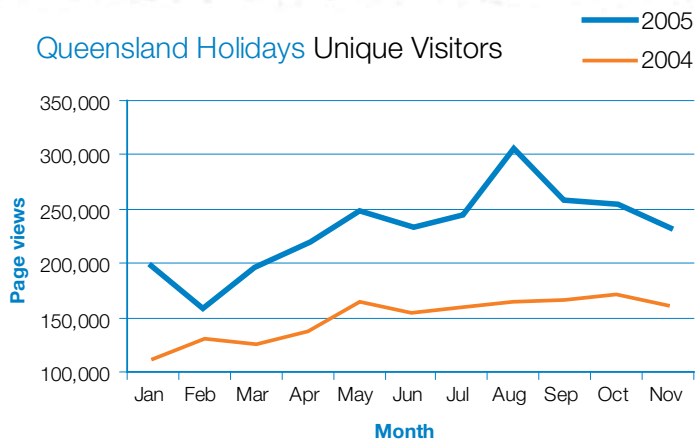
- > Flagship consumer site for Tourism Australia
- > Portal for international consumers visiting Australia
- > Provides multiple versions of its site for international consumers
- > Delivered over 120,000 pages per day for an annual total over 45.7 million pages (2004-05)

Whilst the booking or call to action methods can vary for ATDW licensed distributors, in nearly all cases the following information about your business will be displayed on these web sites:

- > Comprehensive promotional description
- > Key digital images, brochure, virtual tour and/or video
- > Booking details
- > Links to your web site

WHERE ELSE BUT  QUEENSLAND





An annual listing in the ATDW costs **\$300** (including GST) and provides you with a cost-effective way of marketing your product...it only equals **82 cents a day!** A **\$100 discount** applies to some members of Regional Tourist Organisation and lowers the cost to only **55 cents a day!**

Where else but Queensland do you have access to such a great opportunity?

Success Stories from Satisfied Operators

"Thanks to our membership in the ATDW and listing on Queensland Holidays, our business has shown a marked increase in accommodation bookings. This is evident by the number of enquiries that we receive directly from Queensland Holidays. The convenient process has even made handling the enquiries and bookings much easier. We are pleased to say that Queensland Holidays is user-friendly and potential guests should have no trouble finding the type of accommodation they are seeking. It is especially pleasing to us that we can contact Tourism Queensland and make changes to our listing whenever we need to".

– Ken Bowles, A & A Holiday Apartments, Townsville

"The ATDW offers the small operation tourist enterprise the opportunity to spread their message to a huge market for relatively a few dollars with only an investment of time to complete the form's details. In fact, very few tourism operators could ever hope to reach the world market for the few dollars the ATDW charges for inclusion of their information. What's been the outcome? Has it been worthwhile? The answer is "Yes!". My phone enquiry to occupancy rate has increased and my B&B is getting many more sales. The ATDW offers the best return on investment I have made."

– Rob Neary, The Basha at Blackbutt, Blackbutt



For more information on how to become a member of the ATDW please visit www.tq.com.au/atdw or contact Tourism Queensland's e-Marketing department on:

Email: atdw@tq.com.au	Postal: ATDW Sales Department
Phone: 1800 629 749	Tourism Queensland
Fax: 1800 187 887	GPO Box 328, BRISBANE QLD 4001



* Additional charges will apply for tour products wishing to list more than four services.