Australian Tourism Data Warehouse (ATDW)

What is the ATDW?

The ATDW is your gateway to a world of free online promotion! It is a database of information about Australian tourism product including accommodation, tours, attractions, restaurants, car hire and events. The database contains information such as business description, photos, contact details, opening hours and indicative pricing. This database is owned by all the State and Territory Government Tourism Organisations and Tourism Australia, and they use the information to provide product listings on their websites, and other tourism related websites.

Why should I have a listing on ATDW?

Exposure! Once you are signed up to ATDW your business will have a listing on the consumer websites of South Australian Tourism Commission (www.southaustralia.com) and Tourism Australia (www.australia.com), as well as many other distributor sites which can be seen on the ATDW distributor list. If you update your ATDW listing then the changes will automatically be reflected on the websites.
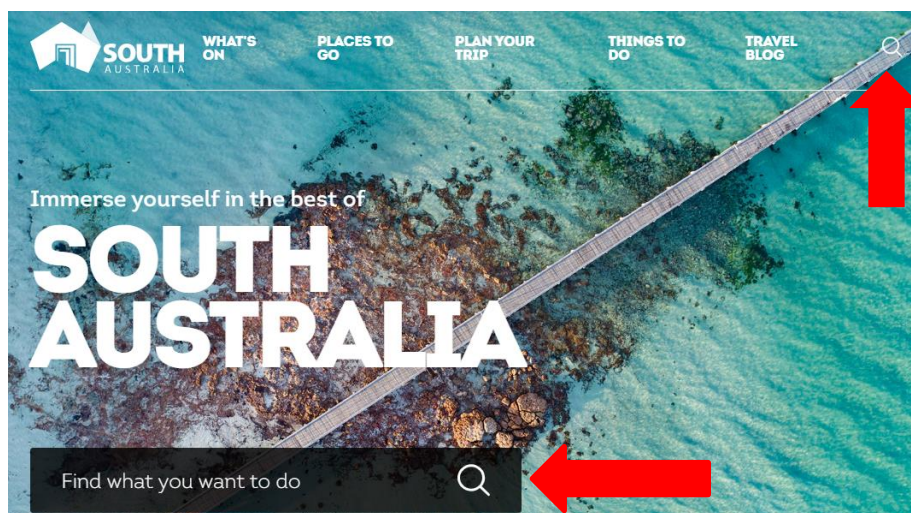
If you are registered on the ATDW in the categories of attractions, food & drink (that includes cellar doors and restaurants) or events then you will automatically appear free on the website of the Adelaide Hills Visitor Information Centre at Hahndorf – www.adelaidehills.org.au which draws its attraction, taste and events information from ATDW. Product that is bookable through the VIC such as accommodation, tours and car hire is from a different system so please contact the VIC Co-ordinator Lisa Bond at vic@adelaidehills.org.au or phone 8388 1185 for more information – please note a commission applies.
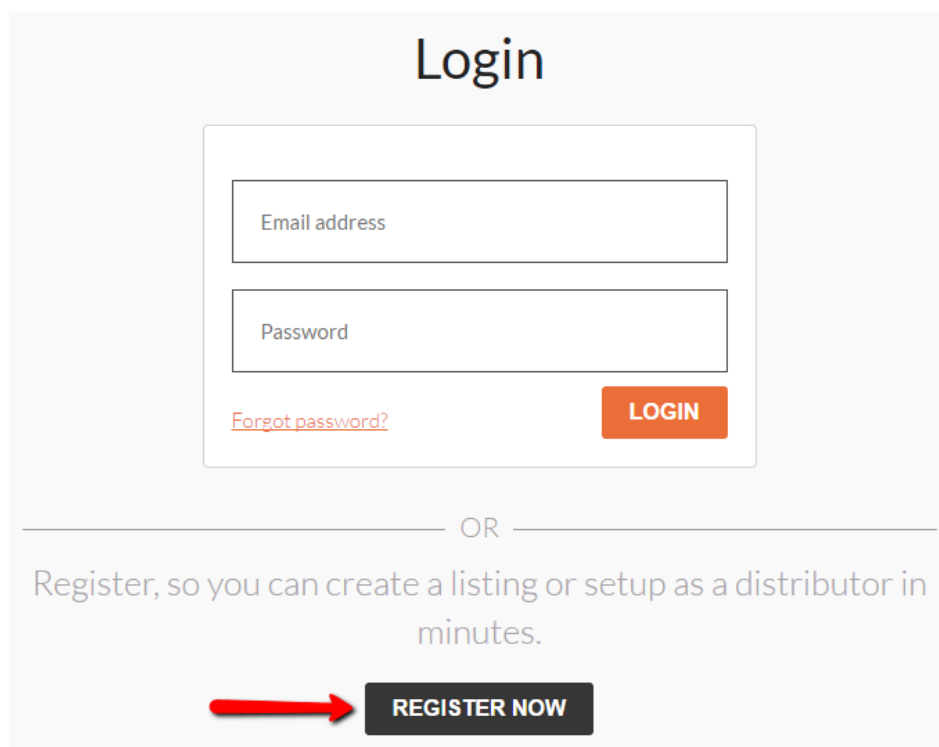
Is there a cost involved?

No, it is free to list your business on the ATDW in South Australia and there is no cost for your information to appear on www.southaustralia.com.

How do I list my business on ATDW?

The first step is to check whether you already have a listing. Visit www.southaustralia.com and search for your business name using the search tool (as highlighted in the image below).

Because SATC draws its operator content from the ATDW this is an easy way to check if you are already registered. If you do not appear then you will need to register your business. Go to this page https://oauth.atdw-online.com.au/login and register by clicking the 'register now' button.

It will help if you have the following handy before you start:
- Your business ABN
- Business information and description
- Key facilities or event details
- Contact information and social media
- Photos – professional or smartphone photos are suitable (these need to be least 2048x1536 pixels in size and no larger than 10mb). You may wish to supplement photos of your business with photos from SATC's Media Gallery which are free to download.

Once you have submitted your listing, it will be reviewed and published within 2-3 business days.

If you need assistance please don't hesitate to email the SATC at onlinesatc@tourism.sa.com - be sure to include as much information about your problem and include a screenshot of any error information.

How do I update and improve my listing?

If you have a listing but would like to update it then you will need to log in here - https://oauth.atdw-online.com.au/login. Your username is your email address. If you don't know your password you can click on 'Forgot password?' prompt to reset. If you don't know which email address is associated with the listing then you will need to contact SATC for assistance by emailing onlinesatc@tourism.sa.com.

More Information

This SATC page has more information, tips and answers to Frequently Asked Questions - http://tourism.sa.gov.au/events-and-industry/industry-support/atdw