# Australian Tourism Data Warehouse (ATDW)

## What is the ATDW?

The ATDW is a database of information about Australian tourism product including accommodation, tours, attractions, restaurants, car hire and events. The database holds 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 also provide the information to 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 websites run by the SATC (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.
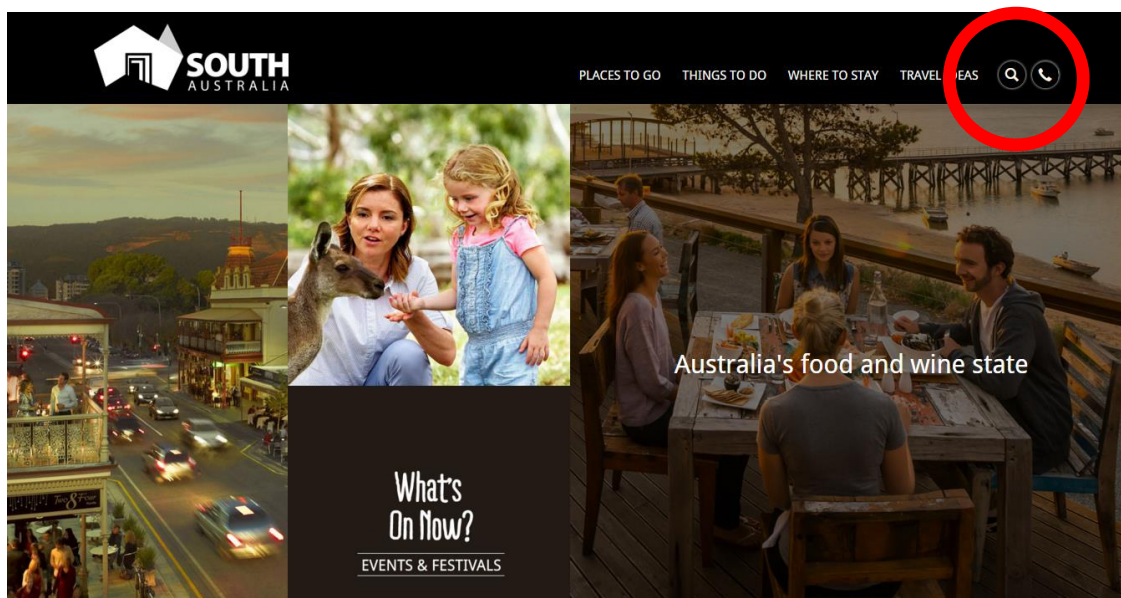
If you are registered on the ATDW as an attraction, restaurant or event then you will automatically appear free on the website of the Adelaide Hills Visitor Information Centre at Hahndorf – www.adelaidehills.org.au which draws its attraction, restaurant and events information from ATDW (product that is bookable through the VIC such as accommodation, tours and car hire is from a different system contact the VIC Manager Andy Glen at aglen@dcmtbarker.sa.gov.au 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 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 http://www.tourism.sa.gov.au/industry/my-atdw.aspx of the **SATC's corporate site** and click on 'register now'.



Fill out all your business details and create a user name and password. The SATC will need to approve your registration and you will be notified by email once this has been done. You can then use your user name and password details to create product or event listings. **Please keep a record of your user name and password for future reference as you'll need them to make changes.**

If you need assistance please don't hesitate to contact the online team at SATC (Tracey and Liz) on 8463 4560 or at onlinesatc@tourism.sa.com

## How do I update my listing?

If you have a listing but would like to update it then you will need to log in to My ATDW - http://satc.atdw.com.au/  If you don't know your user name and password you can click on 'I forgot my password' and you can enter your email address to receive the information. However you may not know which email address is associated with the listing (i.e. who set it up) in which case you will need to contact SATC for assistance – contact the online team at SATC (Tracey and Liz) on 8463 4560 or at onlinesatc@tourism.sa.com.

This page has tips on how to make changes to an existing listing - http://www.tourism.sa.com/industry/how-to-update-atdw-listing.aspx