

# DESTINATION GOLDCOAST.

## BENEFITS & TIPS AUSTRALIAN TOURISM DATA WAREHOUSE

THE AUSTRALIAN TOURISM DATA WAREHOUSE (ATDW) IS AUSTRALIA'S LARGEST TOURISM NETWORK. IT ALLOWS TOURISM OPERATORS TO PROMOTE THEIR BUSINESS OR EVENTS ACROSS NUMEROUS DIGITAL PLATFORMS THAT CONNECT DIRECTLY TO CONSUMERS.

By taking out an ATDW listing, your product will appear on DestinationGoldCoast.com, Queensland.com and Australia.com. Specific benefits of listing on the ATDW for Destination Gold Coast (DGC) members include:

### LISTING ON DESTINATIONGOLDCOAST.COM

Exposure for your business to 225,000 unique visitors per month.

### DIRECT BOOKING LINK

Direct booking button to the URL of your choice. Members with an automatic booking platform can receive bookings direct to their business bypassing any payable fees and commissions. Activate the 'Book Now' button to reap the benefits of this feature.

### ONLINE HOLIDAY DEAL CAMPAIGNS

Members are able to participate in DGC's "always on" year - round Online Holiday Deals. Campaigns are designed to generate traffic to your business and are supported by an extensive digital media-buy focused on converting travellers in our core source markets of Sydney, Melbourne, South East Queensland (including Brisbane), Northern NSW and New Zealand.

### FREE EXPOSURE FOR EVENTS

List upcoming events on the What's on Calendar on stinationGoldCoast.com via the ATDW to gain exposure. The same event listing also pulls through to Queensland.com and Australia.com.

[GO TO WHAT'S ON CALENDAR >](#)

### ATDW FEE WAIVER

Tourism and Events Queensland is currently offering ATDW membership with no annual fee (saving \$150 per year).

### EXPOSURE VIA OUR MEDIA ACTIVITIES

Home to a range of fresh contributed content, the #playgoldcoast blog provides a platform for engaged readers and potential visitors to connect to member product. Mentions of member products will direct readers to the corresponding ATDW listings through specifically generated hyperlinks, increasing exposure and harnessing booking opportunities.

### EASILY UPDATE YOUR LISTING

ATDW's online portal allows you to update images and information on your business listing anywhere at any time. New features are appearing regularly on the platform making it worthwhile to log in and check that your information is up-to-date. Recent developments include new fields for accessibility data to assist the inclusive tourism market.

[GO TO ATDW PORTAL >](#)

### WEBSITE ANALYTICS DATA

Monitor your page views and click through data via your listing's performance data through our online member portal DGC.net. Further analytics also available via the ATDW portal.

[GO TO DGC.NET >](#)

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### HOW TO MAXIMISE YOUR LISTING

- Add your social media links including Facebook and Instagram
- Add links to a YouTube channel – this will pull through to Queensland.com and Australia.com
- Beautiful, bright images will go a long way to make your listing stand out. Upload a maximum of 10 high resolution images between 1-10MB in size (2048px x 1536px, JPG at 72dpi)
- A well-crafted description accompanied by great photos will attract more customers for your business
- Your description should engage the consumer, captivate them and make them want to experience your product and ultimately book
- Don't forget to add your opening hours as well as features your business offers such as free Wi-Fi, accessibility facilities and other amenities.

### HOW TO UPDATE YOUR LISTING

Ensure your listing is up to date by logging into your ATDW dashboard at [www.atdw-online.com.au](http://www.atdw-online.com.au).

### FORGOTTEN YOUR USERNAME OR PASSWORD?

Send an email to [atdw@queensland.com](mailto:atdw@queensland.com) or phone 1800 629 749

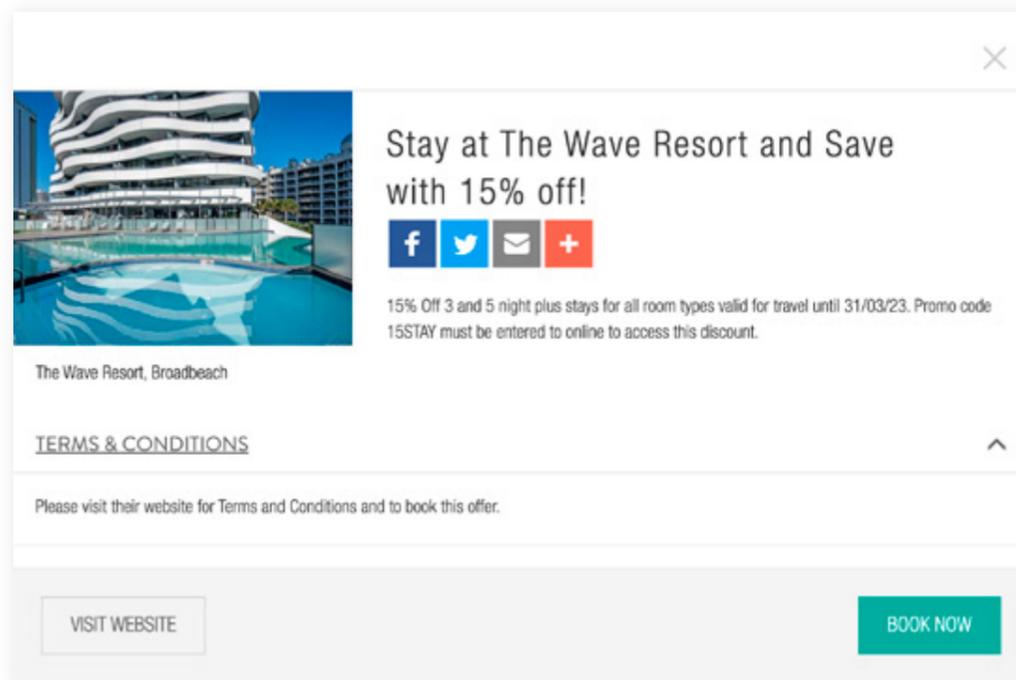
### FURTHER INFORMATION

For further information visit Tourism and Events Queensland's ATDW Information Platform, [www.teq.queensland.com/ATDW](http://www.teq.queensland.com/ATDW)

### HOW WILL MY ATDW LISTING APPEAR?

As an example, the operator below created a free listing and their product is featured on Australia.com, Queensland.com and DestinationGoldCoast.com as well as other distributor websites.

### COMPLETE LISTING ON DESTINATIONGOLDCOAST.COM



The screenshot shows a listing for 'The Wave Resort, Broadbeach'. The main headline is 'Stay at The Wave Resort and Save with 15% off!'. Below the headline are social media sharing icons for Facebook, Twitter, Email, and a plus sign for more options. The text below the icons reads: '15% Off 3 and 5 night plus stays for all room types valid for travel until 31/03/23. Promo code 15STAY must be entered to online to access this discount.' There is a 'TERMS & CONDITIONS' link with an upward arrow. Below that, it says 'Please visit their website for Terms and Conditions and to book this offer.' At the bottom, there are two buttons: 'VISIT WEBSITE' and 'BOOK NOW'.

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## HOW TO LIST AN ONLINE HOLIDAY DEAL ON ATDW

A NEW FEATURE HAS BEEN CREATED WITHIN THE AUSTRALIAN TOURISM DATA WAREHOUSE (ATDW), WHICH ENABLES OPERATORS TO LIST AN ONLINE HOLIDAY DEAL. THIS LISTING CAN NOW AUTOMATICALLY TRANSFER ACROSS TO THE [DESTINATION GOLD COAST](#) CAMPAIGN LANDING PAGE. DEALS WILL ALSO BE LISTED ON [TOURISM AND EVENTS QUEENSLAND](#) (TEQ).

**Deals can be uploaded and updated at any time** and will remain on ATDW websites for a maximum of three months. Operators can add up to three deals to their listing at once.

### **How to add a deal or special offer to your ATDW listing:**

1. Login to [www.atdw-online.com.au](http://www.atdw-online.com.au) with your username (email address) and password. If you do not have an account, go to [www.atdw.com.au](http://www.atdw.com.au) and select "Sign-up as an Operator" to register your business and create an ATDW profile.
2. Click **Update** or **Renew** on the listing you would like to add a deal to
3. Click **Deals & Offers** on the orange menu on the left
4. Fill out the Deals & Offers template
5. When you are finished, click on **Send for Review** to have your deal submitted for approval
6. Your deal will be reviewed and approved in 1-2 business days before being published to [destinationgoldcoast.com](http://destinationgoldcoast.com) and other ATDW distributor websites

Please contact the TEQ ATDW Helpdesk for assistance to update a listing via [email](#) or call 1800 629 749 and quote your listing number if available (found on the Listing Dashboard).