

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 and referrals to your website! Once you are signed up to ATDW your business will have a listing on the consumer websites of Adelaide Hills Tourism (www.visitadelaidehills.com.au), 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. Many distributor sites include a link to your website in your listing so it's a great way to generate direct bookings.

These larger distributor sites have millions of visitors a year and it's good for your search engine rankings (Search Engine Optimisation) if they link to your website. Having a link to your website as part of your ATDW listing on these sites helps search engines like Google to understand that your website is credible, thereby increasing your visibility in search results.

Listing your business on ATDW also demonstrates to the SA Tourism Commission, Adelaide Hills Tourism and other industry partners that you are serious about tourism and working with us. Sometimes grants, events sponsorship and free training opportunities are only available to businesses listed on ATDW.

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.visitadelaidehills.com.au, www.southaustralia.com or www.australia.com.

How do I list my business on ATDW?

The first step is to check whether you already have a listing. You can search the database listings on the [ATDW website](#). You can also check the [SA Tourism Commission](#) website and search for your business name using the search tool.

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 at least 1600 x 1200 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. You must have at least one photo (maximum 10) and it has to be a photo (not poster or brochure) in landscape/horizontal orientation (not portrait/vertical) and can't include writing over the top or logos.

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.

Why don't customers tell me they found me through ATDW?

ATDW isn't a consumer-facing platform or brand. ATDW is a database that works in the background to make sure your business is listed on key tourism websites. When you analyse traffic to your website (e.g. using Google Analytics) you will see traffic coming from other sites and this will be due to your ATDW listing if it is from tourism sites that are ATDW distributors.

Can I have more than one listing?

Yes! You can have a listing for each eligible element of your business. For example, if you run a winery cellar door with a restaurant, accommodation, events and behind the scenes tours, then you could have five listings. For each listing you can link to your website so link to the relevant page – for example if you are listing an event, link to the event page on your website rather than making the user search for it from your home page.

More Information

The ATDW website and SATC corporate website have more information, tips and answers to Frequently Asked Questions:

- [SA Tourism Commission](#)
- [Australian Tourism Data Warehouse](#)