



An Australian Government Initiative



Regional
Development
Australia



GOYDER
South Australia's Heartland

YORKE AND MID NORTH

Getting to know the Clare Valley Tourism Industry

The visitor economy, tourism support network
and the **Australian Tourism Data Warehouse**

Presented by Regional Development Australia Yorke and Mid North

12 February 2024

Acknowledgement of Country

Regional Development Australia Yorke and Mid North acknowledge the Traditional Owners of the land on which we meet today and pay our respects to Elders past and present.

Overview:

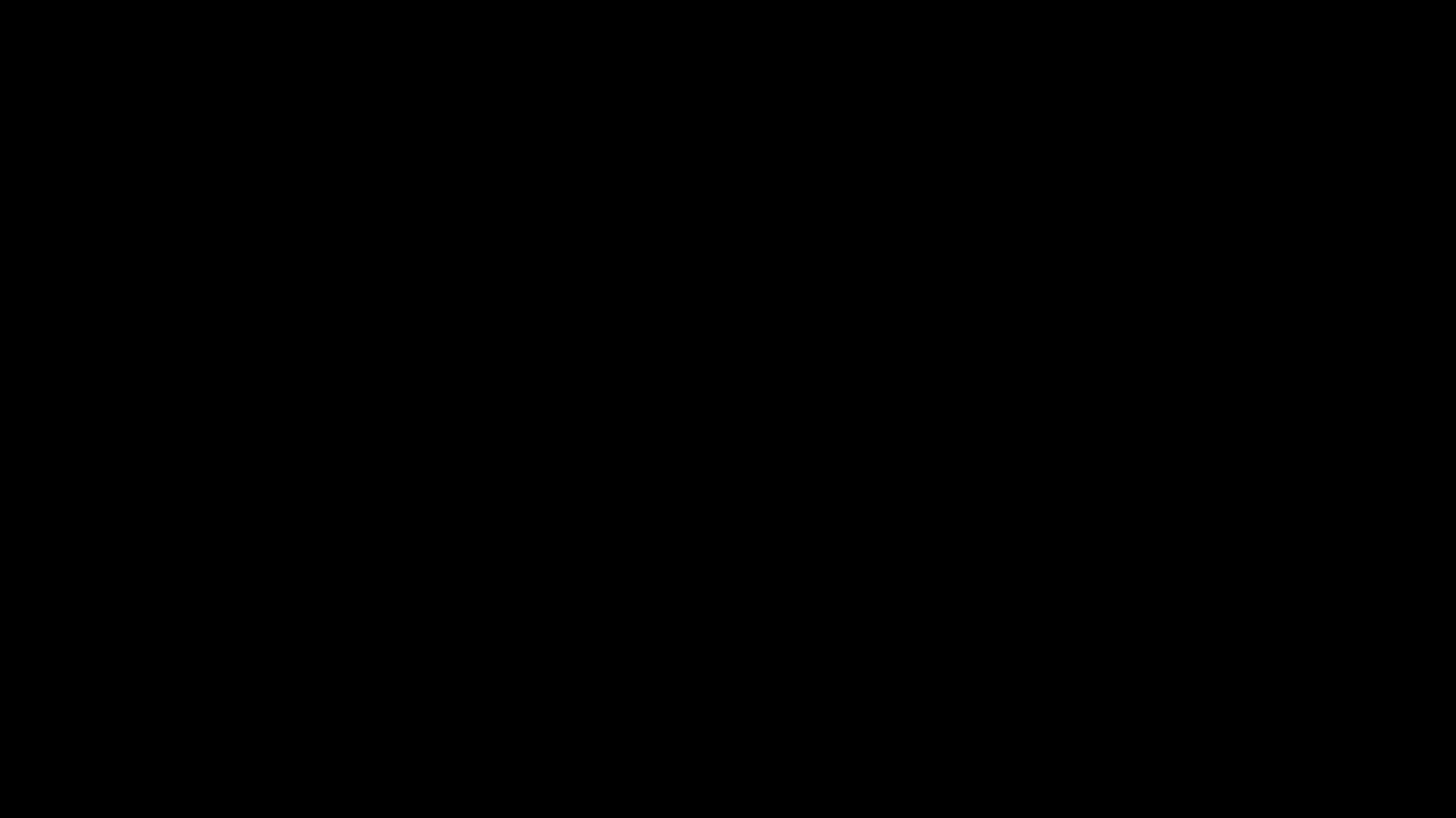
- Introductions
- Scene setting, let's get to know the tourism industry
- What is ATDW and why is it important?
- Description, imagery and elevating your listing - put your best foot forward
- If time allows... let's have a look at ATDW live

Introductions –

Who have we got in the room?

Your name, the business/organisation you are representing today.

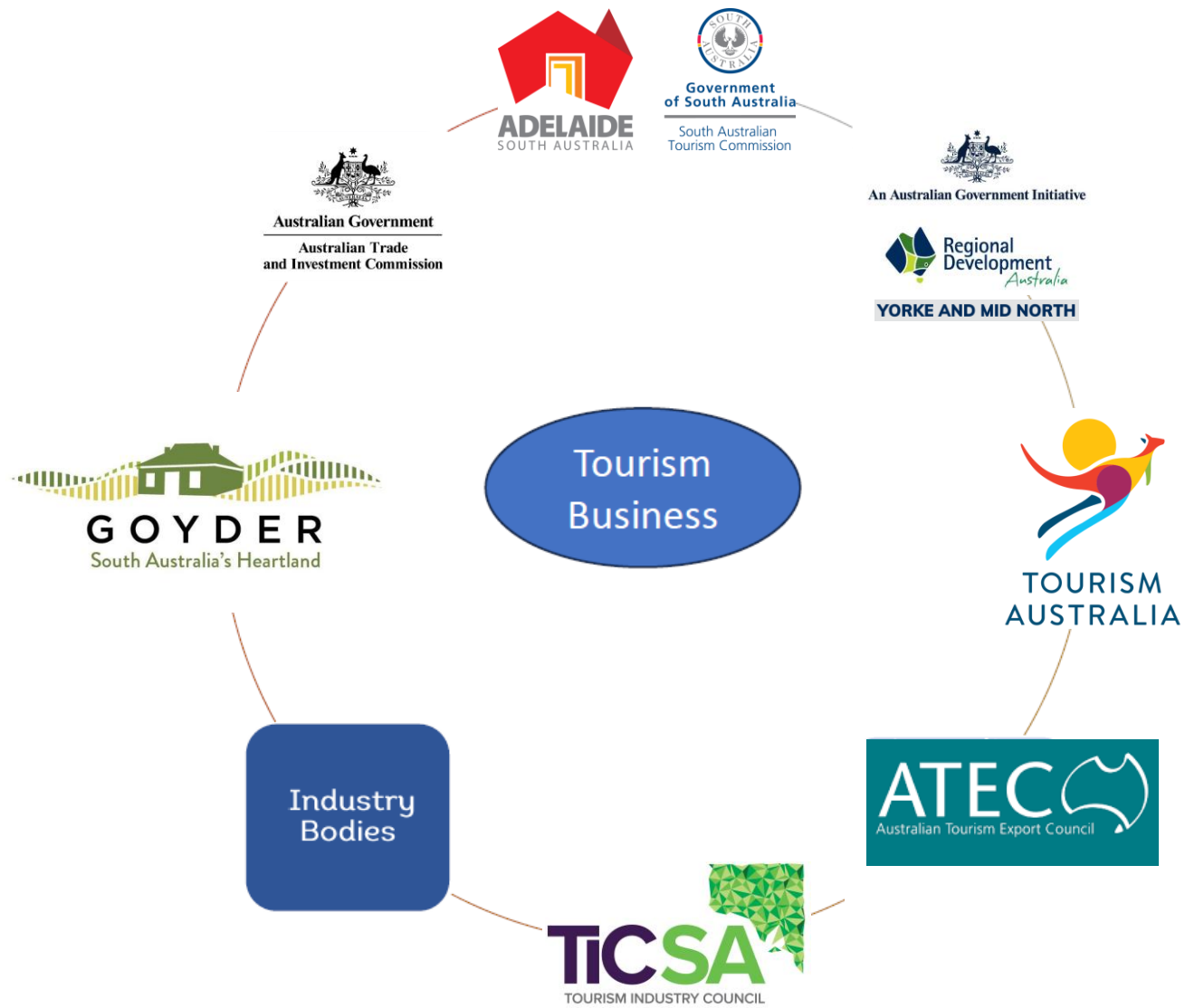
Value of the Visitor Economy



The South Australian Tourism Regions



OVERVIEW OF THE TOURISM NETWORK



So, what is the ATDW?



The Australian Tourism Data Warehouse (ATDW) is a centralised, digital storage platform that helps businesses and events reach more visitors by listing their information on major tourism websites.

The ATDW ...

OWNED BY
AUSTRALIAN STOS



ACCESS TO
DISTRIBUTION
NETWORK OF OVER
250 WEBSITES



COMPLETELY FREE
FOR SOUTH AUSTRALIAN
OPERATORS



COMMISSION FREE
LEADS TO YOUR
BUSINESS



GATEWAY TO FEATURE
ACROSS SA.COM AND
IN SATC MARKETING
ACTIVITY



AUTOMATICALLY
GENERATED PRODUCT
PAGE ON SA.COM



APPEARANCE IN PAID
AND ORGANIC SEARCH
RESULTS



QUICK AND EASY TO
SET UP WITH
DEDICATED SUPPORT
TEAM



Example – Blowhole Beach

START PLANNING

Accommodation

Events

Experience



Blowhole Beach

Experiences • National Parks and Reserves, Natural Attractions

From AU\$10.90 ↗



TOURISM AUSTRALIA

ATTRACTION

BLOWHOLE BEACH

Fleurieu Peninsula



Blowhole Beach is a stunning ocean beach near the western edge of Deep Creek Conservation Park. You can walk 2 km to the beach from the Cobbler Hill carpark. Or if you have a four wheel drive vehicle you can drive down the steep track to the Blowhole Beach carpark. You can sometimes see dolphins in the surf and kangaroos nearby.

[Show More](#)

FACILITIES

Carpark

Family Friendly

PRICE

From \$10.90 to \$13.50
Vehicle entry fees apply.

LOCATION

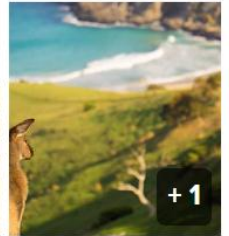
[OPEN IN MAPS](#) ↗



ATTRACTION

BLOWHOLE BEACH

Fleurieu Peninsula



+1

Blowhole Beach is a stunning ocean beach near the western edge of Deep Creek Conservation Park. You can walk 2 km to the beach from the Cobbler Hill carpark. Or if you have a four wheel drive vehicle you can drive down the steep track to the Blowhole Beach carpark. You can sometimes see dolphins in the surf and kangaroos nearby.

[Show More](#)

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So, why is it important to be listed on these websites?

Segment SA.com Traffic Segment Clare Valley content

Key stats - Month on Month

Dec 1, 2024 - Dec 31, 2024 All Visits

Metrics Page: 1 / 1 Rows: 50 1-6 of 6

1. Page Views	12,522	15,534
2. Visits	8,353	9,746
3. ATDW & Travel Partner Leads (raw data)	1,718	2,598
4. Total ATDW Leads (raw data)	1,718	2,598
5. Total Leads / Visits	20.57%	26.66%
6. Travel Partner Leads (et5)	0	0

Visits 9,746	Page Views 15,534	ATDW Leads 2,598	Travel Partner Leads 0	Total Leads 2,598	Leads/Visits 26.66%
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Categories within ATDW

MAJOR CATEGORIES	OTHER CATEGORIES	INDUSTRY ASSOCIATIONS
ACCOMMODATION	HIRE	DESTINATION INFORMATION
EVENTS	GENERAL SERVICES	INFORMATION SERVICES
FOOD AND DRINK	TRANSPORT	JOURNEY
ATTRACTIONS		
TOURS		

Tip

Be sure to think about your listing **through the lens of leisure tourism** and consider how the consumer will engage with your information.

This will help guide you on any updates that should be made to your listing to make it more user friendly.

Description

Details to the customer **what they can expect** by visiting your business or attending your event

Showcase what makes your business **unique**

Short, descriptive sentences – **don't include links, dates, contact information or pricing**

Make sure your **first sentence** is the most impactful

Don't copy exactly what you have written on your website

Examples of great images:



Adelaide Central Markets



Kuti Shack



Prairie Outback Lodge

First impressions matter



Riverina



Infusion Games Trivia and Karaoke

Have a fun night testing your knowledge and singing talent.



Clarence Valley



Music Bingo at The 383 Wooli

Gather your friends and bring your competitive spirit for a night of laughter and excitement. Music Bingo is not your average



Riverina



Waggaroos Orienteering Summer Series and Winter Series

Orienteering club in Wagga Wagga with bush and urban events.

Images that are not accepted

Minimum image size: 1600 x 1200 pixels

Maximum image size: 10 MG



SIGN UP

www.larmusic.com
or call 412-232-2312

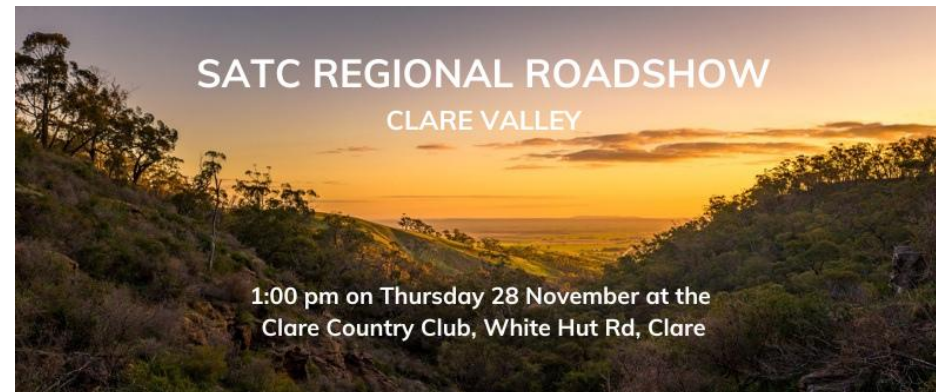
**Where words fail,
music speaks.**

COMPOSITION

Even when music is notated relatively precisely, as in classical music, there are many decisions that a performer has to make, because notation does not specify all of the elements of music precisely.

ELEMENTS

Music has many different fundamentals or elements. Depending on the definition of 'element' being used, these can include: pitch, beat or pulse, tempo, rhythm, melody, harmony, texture, style, allocation of voices, timbre or color, dynamics, expression, articulation, form and structure.



Which images sell the experience the best?



Which images are of fast-food chains?



Which images should be used as HERO IMAGES on ATDW?



Take your listing to the next level

Service Level Product

- Describe specific room types or tours, including multiple locations
- Adds extra information and creates additional pages about your business

Example: [Ceduna Foreshore Caravan Park](#)

How often do you think you should update your listings?

In months:

3

Ideally...

6

8

12

At a minimum...

18

How early should you list your event on ATDW?

In weeks:

AS EARLY AS POSSIBLE

And now let's get started!

[ATDW](#)



AUSTRALIAN
TOURISM DATA
WAREHOUSE

Support & helpful resources

ATDW One-on-One Optimisation Sessions

- A free one-on-one Optimisation session with our Success Team will help operators unlock the full potential of their ATDW profile. We'll provide recommendations, tailored to their business, helping them gain maximum visibility and engagement for their product profile across ATDW's distribution network.
- These sessions are available at any time and typically take 30 minutes.
- Book here: <https://page.atdw.com.au/meetingoptimisation> or -->



ATDW Support & Marketing Hub – tourism.sa.gov.au

Get in touch!

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Access my digital business card:

