

THE VALUE OF AN ATDW LISTING

Your business appears on many websites

Reach	Website	Visitors p.a	Page Views p.a
National	australia.com	15 million	> 40 million
State	visitvictoria.com	7.7 million	23 million
Region	victoriashighcountry.com.au ridehighcountry.com.au walkhighcountry.com.au feasthighcountry.com.au	363,193	901,310
Destination	All Destination sites	1.25 million	3.2 million

REGIONAL & DESTINATION DATA AS AT 30-JUNE-2019

Benefits & results to expect

970

Average Page Views per year

12.8%

Average Click Through Rate (High Country)

SEO Boost

Your website can appear higher in Google

Control

Update your listing as often as required

Media Visits

Inclusion in TNE PR Program

Listing fees per year

FREE

Events and not for profit organisations

\$120

Accredited businesses

\$295

Standard Listing

Comparison to other advertising options:

Tripadvisor:
Web - Business listing approx.
\$750 p.a.

North East Living Magazine:
Half page ad \$660 per edition
Directories 1/12 page \$192 per edition

Bicycling Australia:
Magazine - half page ad \$1600 per edition
Web - medium rectangle \$825 per month