ATDW101

TOURISM NORTH EAST

ATDW STANDS FOR AUSTRALIAN TOURISM DATA WAREHOUSE

It is a digital platform owned by Tourism Australia and the State Tourism Offices (i.e. Visit Victoria) and is essentially a vehicle to showcase businesses, products, events and experiences across a range of online channels (regional websites, state websites and Tourism Australia's website).

WHY IS ATDW IMPORTANT?

ATDW is a powerful tool to cost effectively promote your business to a broad range of potential customers in Victoria, Australia, and across the globe. Having a listing means that not only will your business or event get displayed across multiple channels – and the High Country App – your listing is also a 'ticket to play' when any promotional or media opportunities arise.

Listing on ATDW is how your local business gets featured on the High Country Visitor App.

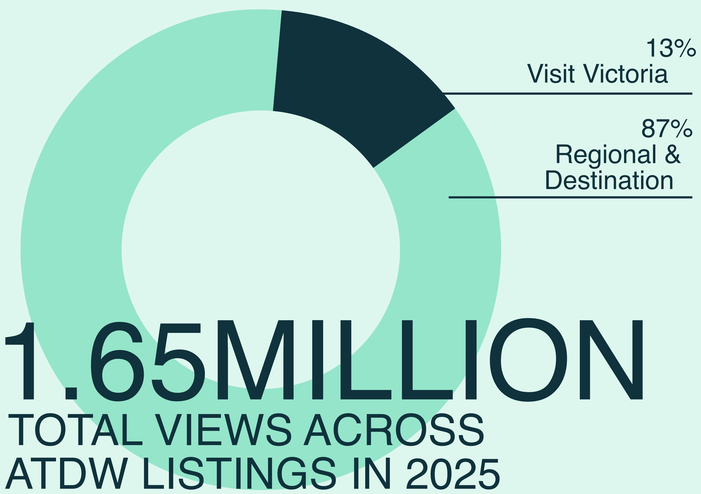
WHAT ARE THE ASSOCIATED COSTS WITH ATDW?

A listing with ATDW costs $295 per year. That's less than $1 a day.

This offers exceptional value compared to traditional media, and cost-per-click digital and social advertising.

LEARN MORE
TOURISMNORTHEAST.COM.AU/ATDW

THE LOWDOWN ON HIGH COUNTRY LISTINGS



1.65MILLION
TOTAL VIEWS ACROSS ATDW LISTINGS IN 2025

ON AVERAGE, A LISTING RECEIVES
500+ VIEWS

AVERAGE WEBSITE CLICK-THROUGH RATE
12.9%

LARGEST NUMBER OF VIEWS FROM A SINGLE LISTING WAS
24,153

167,412
WEBSITE LEADS WERE GENERATED

LEAD = Click on a businesses designated: website, booking URL, email address or phone number.