

PRODUCT & EXPERIENCE AUDIT REPORT

PROJECT OVERVIEW

- Desktop Product Audit gathering data from multiple sources; including, but not limited to the Australian Tourism Data Warehouse (ATDW), East Coast Tourism Tasmania (ECTT) website, key online travel agents (OTA) and aggregators, Google searches and social media channels.
- Over 700 businesses audited and broken into 3 hubs, Southern, Central and Northern.
- Independent ratings and social media review.
- Evaluation of the current presentation and communication with regard to the products currently listed online.
- Analysis of the product audit and customer ratings; highlighting key areas for capability development.

GOOGLE BUSINESS LISTING



OVERALL	27%
SOUTHERN	13%
CENTRAL	31%
NORTHERN	31%

ANALYTICS



OVERALL	57%
SOUTHERN	59%
CENTRAL	57%
NORTHERN	56%

WEBSITES



OVERALL	38%
SOUTHERN	24%
CENTRAL	47%
NORTHERN	36%

FACEBOOK



OVERALL	46%
SOUTHERN	32%
Links from website 65%	
Regularity 1.6 (out of 3)	
CENTRAL	53%
Links from website 63%	
Regularity 1.6 (out of 3)	
NORTHERN	47%
Links from website 52%	
Regularity 1.7 (out of 3)	

INSTAGRAM



OVERALL	27%
SOUTHERN	16%
CENTRAL	35%
NORTHERN	25%

TRIPADVISOR



OVERALL	32%
17% unclaimed	
25% link from website	
35% responsive	
SOUTHERN	22%
17% unclaimed	
12% link from website	
25% responsive	
CENTRAL	39%
8% unclaimed	
35% link from website	
35% responsive	
NORTHERN	31%
24% unclaimed	
16% link from website	
34% responsive	



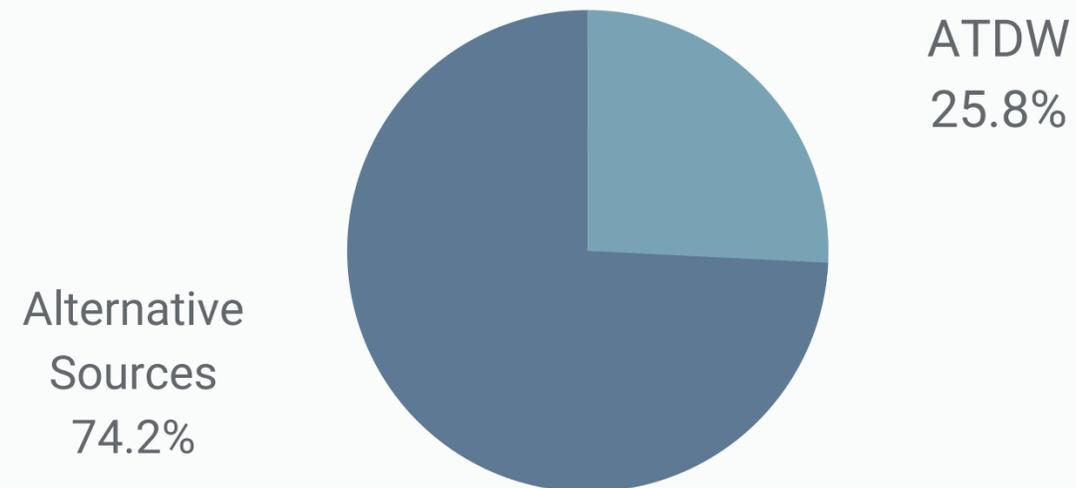
AUSTRALIAN
TOURISM DATA
WAREHOUSE



AUSTRALIAN TOURISM DATA WAREHOUSE - (ATDW)

A total of 181 products are listed on ATDW across ECTT. A further 521 additional products were identified through alternative sources, ECTT website, AirBNB, Booking.com, Expedia, Stayz, TripAdvisor, Visitor Centres, Social Media and Google Search:-

TOTAL	SOUTHERN	CENTRAL	NORTHERN
BUSINESSES IDENTIFIED	BUSINESSES IDENTIFIED	BUSINESSES IDENTIFIED	BUSINESSES IDENTIFIED
702	139	289	274
ATDW	ATDW	ATDW	ATDW
181	32	90	59



What is ATDW?

The Australian Tourism Data Warehouse (ATDW) is Australia's national platform for digital tourism information in Australia. Incorporated in 2001, it is jointly owned and managed by all Australian state/territory government tourism bodies.

ATDW also plays an important role in industry education, helping tourism operators make the most of online opportunities and facilitating partnerships between STO's, RTO's and Operators.

- Government owned and funded
- One source - National Database for all things tourism in Australia
- Distributes listings to over 250 Websites, including but not limited to: Tourism Australia, Tourism Tasmania, (Discover Tasmania), and RTO (East Coast Tasmania Tourism)
- Collects, Checks and Shares Australian Tourism Digital Content



CONTENT FLOW

LIST

Tourism Suppliers enter listings through ATDW online portal



DISTRIBUTE

Distributors pull the listings relevant to their offering to publish on digital channels through ATDW's web service



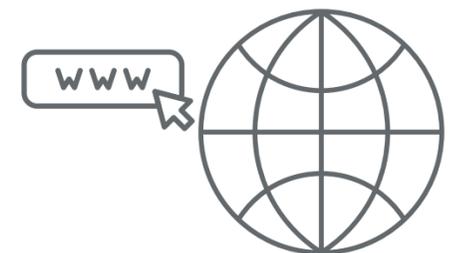
QUALITY ASSURANCE

ATDW stores the information in the national database; Your State Tourism Organisations (STO) reviews and quality checks to ensure it meets the National Content Standards

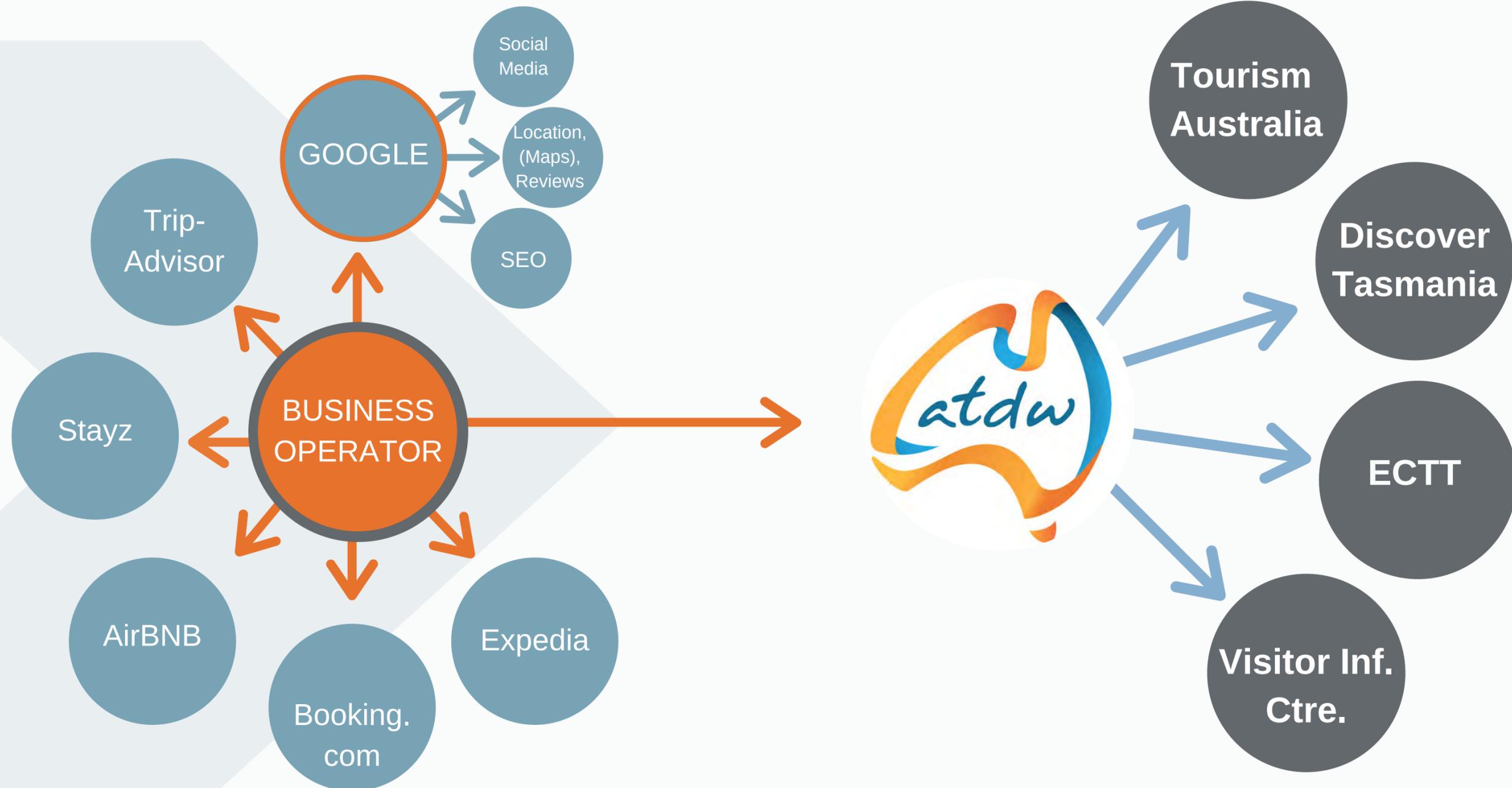


GLOBAL DISTRIBUTION

Consumers can now view ATDW listings on licensed distributor digital channels.



1 LISTING, MAXIMUM EXPOSURE



HOW TO GET CONNECTED

Register online at [ATDW](#) and add your listing.

You will need:

- Organisation details (including business name, address, contact details and ABN)
- Description of property / business
- Category, (Accommodation, Attraction, Event, Food and Drink, Hire, Tour, Transport, Information)
 - *NEW: New attributes and functionality have been added to Food and Drink category to specifically cater for Vineyards and Cellar Doors*
 - *Note: If your business falls into multiple categories, you are able to have multiple listings to ensure each offering is promoted)*
- Web address, links to booking channels, social media accounts including Youtube and Vimeo)
- Images: 1 to 10 images of landscape orientation (bottom edge long)
- Video (if available)





Good to know before you start....

- **IMAGES**

- 1 to 10 images of landscape orientation (bottom edge long)
- Minimum photo size is 1600 x 1200 pixels. (Orientation must be landscape)
- Maximum photo size is 10mb.
- Minimum 1 photo, maximum 10 photos.
- Portrait sized photos, posters, brochures, logos or photos with written text are not accepted.

- **VIDEO** (If Available)

- Maximum of 10 different good quality videos.
- All videos must be publicly available so they can be distributed (business account on Youtube / Vimeo)
- Keep your videos 30-90 seconds in length.
- Do not upload videos containing advertisements.
- Videos must be uploaded from business accounts.

- **CONTENT (COPY)**

- Quality content is not only informative, it is inspiring.
- Aim to solve problems and answer questions that your potential customer may not have even realised they have yet. When creating content for your business, pro-actively circumvent any obstacles or blockages your clients may face.

- **COLLABORATION**

- Listing your business with ATDW initiates collaboration with key industry partners such as your RTO, Tourism Tasmania and Tourism Australia, creating opportunities to leverage off marketing campaigns such as:
 - [Come Down for Air](#)
 - [Make Yourself at Home](#)
 - [Welcome Back](#)
 - Tourism Tasmania's Journeys Program which is about to be launched on the [Discover Tasmania](#) website





Content and Collaboration.

On the topic of collaboration, partnering with businesses within your region is also key, it can be as simple cross promotion on individual websites and social media channels:

- An accommodation provider might list (and link) things to do, activity companies and tours nearby. List places to eat, where the nearest fuel or grocery stop is.
- Conversely, a tour provider can do the same for nearby accommodation as well as other "must see / do while you're here" tours, walks or activities in the area, where to eat.

Intelligent collaboration assisting in the creation of quality content, encouraging longer, immersive stays in region.

But [Digital Ready](#) will expand on this.....



ATDW WILL SEND YOU AN EMAIL CLOSE TO YOUR 12 MONTH ANNIVERSARY

Listings stay live for 12 months, you will need to update your listing for it to remain listed, even if it just adding a word.

Remember to keep your listing current - if your prices or contact details change, you have new images to add, update your listing - your 12 months will start over again any time you update your listing.

USEFUL LINKS

ATDW

- The link for the ATDW registration:
 - <https://oauth.atdw-online.com.au/register-business>
- ATDW User Guides, tips and advice from Tourism Tasmania:
 - <https://tourismtasmania.com.au/marketing/atdw>
- NEW: Wine Australia
 - <https://www.wineaustralia.com/getmedia/>
- Operator Listing Guidelines:
 - <https://oauth.atdw-online.com.au - PDF>

DIGITAL READY & DEPARTMENT OF STATE GROWTH

Digital Ready are a part of the [Department of State Growth](#), both organisations have a mountain of resources covering a wide range of topics available on their websites, free and easy to find:

- Digital Ready [Resources](#)
- Digital Ready [Coaching](#)
- Digital Ready [Facebook](#)
- Today's Presenters: [Kingthing Marketing](#)

EAST COAST TASMANIA TOURISM (ECTT)

There is no cost to be involved, your listing on the East Coast Tasmania Tourism website is free and fed directly from your ATDW listing.

- Sign up to the industry [newsletter](#). (Consumer newsletter)
- Learn more about how we can help on our Industry on our [Website](#).
- If you would like to invest in further marketing we offer some [Marketing Co-operatives](#).
- Join us on our [Industry Facebook Group](#).
- Join our consumer facing Facebook Group [_\(East Coast Shines\)_](#) for further marketing.