

A person with long dark hair, seen from behind, wearing a dark long-sleeved shirt and a tan canvas backpack. They are standing on a high vantage point, looking out over a vast mountain range. The sun is low on the horizon to the right, creating a warm, golden glow and lens flare effects. The sky is filled with soft, wispy clouds. The overall mood is peaceful and contemplative.

hello, NORTHERN RIVERS

Author: Jan Hutton
27 July 2023





snapshot update

Content Overview

- Our Value
- Keeping Pace
- New Brand
- Guardians of the Future

our
value



how we're redefining **normal**

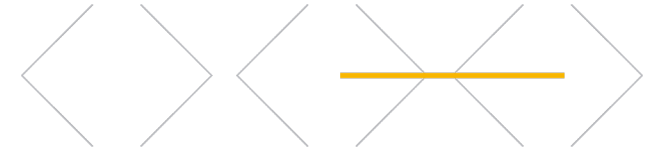
Australia's largest tourism content intranet.

Primary source of curated tactical destination promotion.

Partnering to maximise visibility for the industry.



leveraging scale



ATDW, national publishers of visitor economy content.

- updated by **37,200** contributors
- across **260+** multi-channel distributor websites
- attracting over **55m** views a year
- representing content across **11** categories and **100** sub-classifications
- searched through a **1000+** filters,
- serving **55,000+** profiles,
- managing over **350,000** images and video

A world-class tourism platform. Your digital shopfront.
Working hard behind the scenes while you run your business.



here to serve

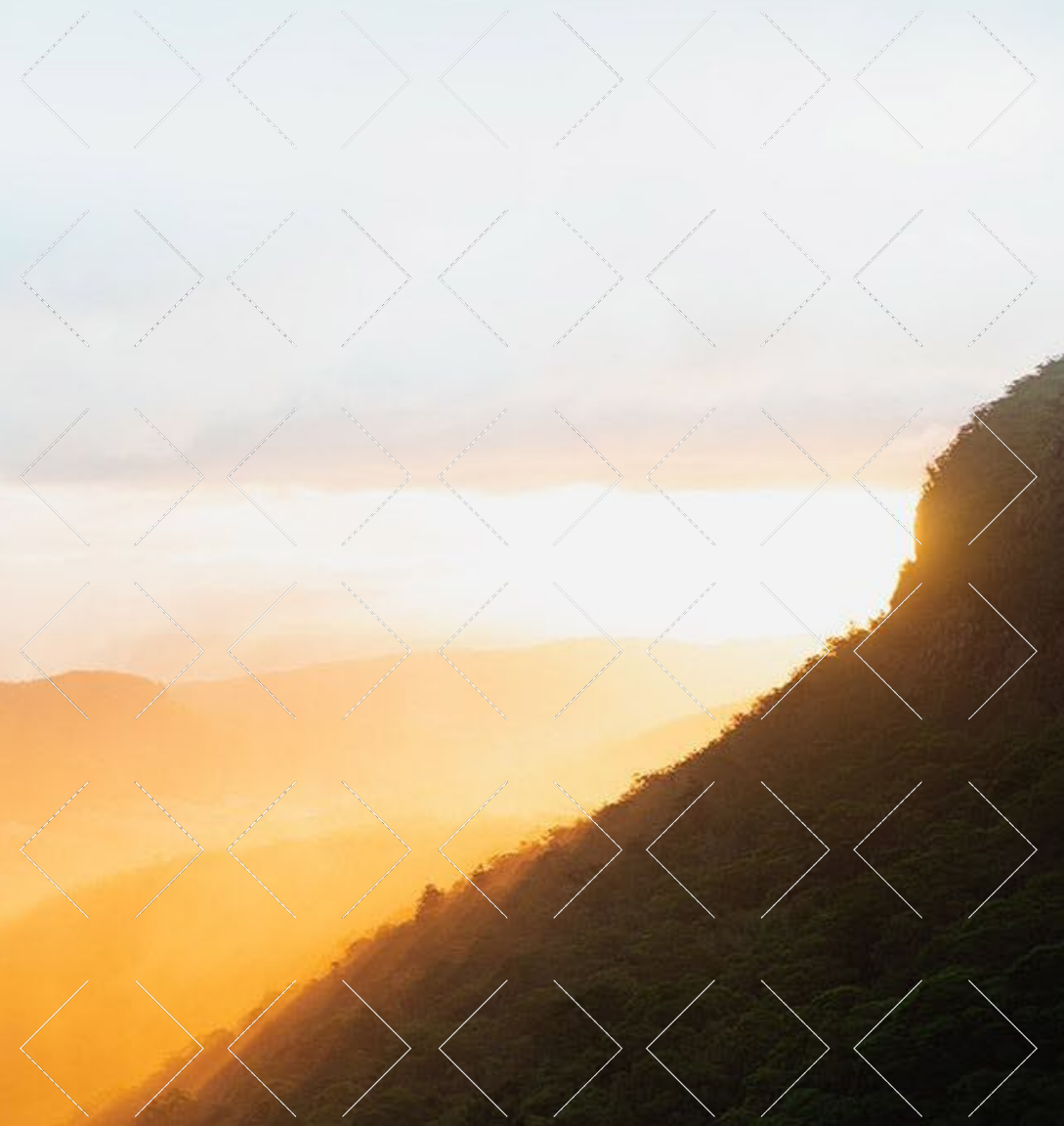
- **Grow** your destination
- **Digital shopfront**, always on - 24 / 7 / 365
- **Quality** assured content by dedicated support team
- **Visibility** - local, state, national and international visibility
- **Marketplace** generating hundreds of million in leads through our partners
- **Deals and offers** that enhance your online presence
- **Leverage** ATDW for your content and distribution needs
- **Manage and support** your members directly in ATDW
- **Data** to showcase performance and guide decision making
- **Training Resources** – new education platform, dedicated resources for destinations



working to promote
your business



investing in tomorrow





building the future



Content Creators

Supporting Operators

- User friendly portal
- New destination home page
- Updated Content Standards
- Quicker profile review



Distribution Partners

Supporting Distributors

- Modernised API, with versioning
- Extended Tagging / search
- Improved Data & Insights
- Increased performance



Advocates

Supporting RTOs

- Membership management and reporting
- Dedicated support resources
- Increased engagement
- New brand and messaging

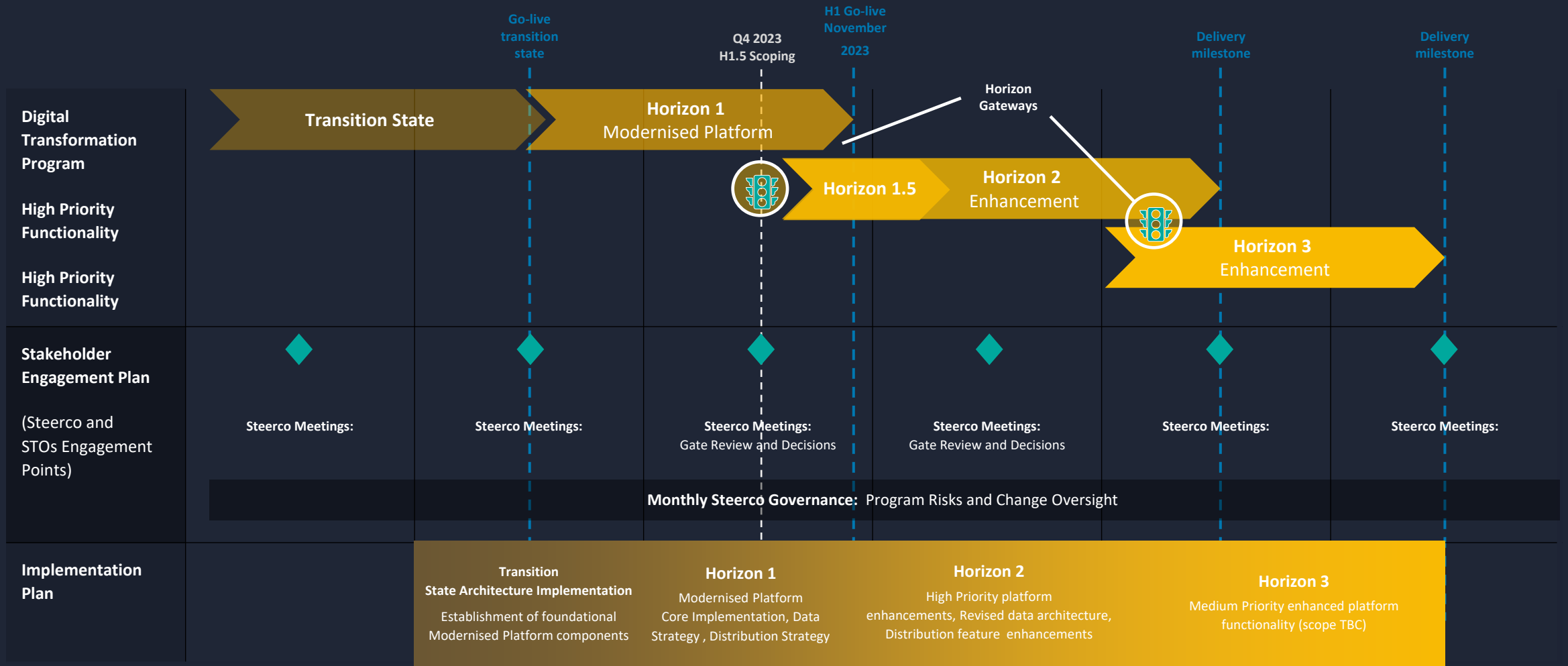




keeping pace

Agritourism
Deals and Offers
Accessibility **Tours** *Adventure*
Journeys *Experiences* *Indigenous place names*
Trade Demographics **Business Events** Location layers
Sustainability *Wellness*
Itineraries Brands Localhood

digital horizons





&



proudly owned by



new
brand





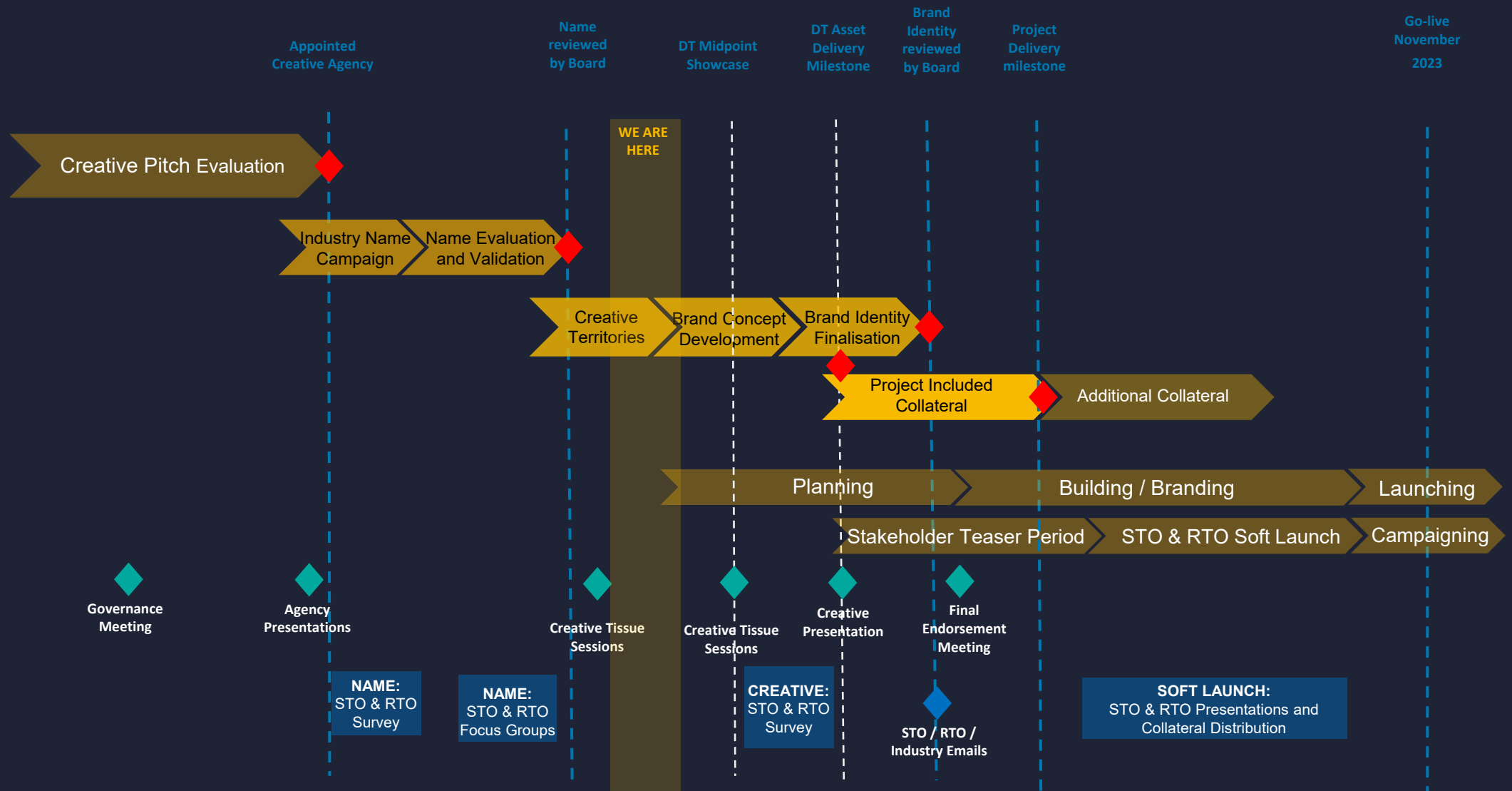
well-timed facelift

Before the launch of ATDW's exciting new platform, we'll be revealing our new name, key messaging, training, and new visual identity ...delivering a more compelling value proposition to you.

- Tourism has changed. Distribution has changed. Content has changed. Digital technology has changed. Data has changed. Audiences have changed. ATDW has changed (over 20-years).
- Our new brand will position us as a marketplace that intelligently connects travel experiences to customer demand across the globe, generating conversions, growing the Victoria visitor economy.
- Together we'll put tourism businesses in front of the right potential visitors, at the right time, with the right message.
- Representing a contemporary, high-performance digital marketplace



brand implementation



ATDW Brand Identity Project Program of Work

guardians of
the future



be part of the solution

PARTNERING FOR THE FUTURE



&



EARTH CHECK



THANK YOU