

Quick Wins

Why Your Business Needs an ATDW Listing

The Australian Tourism Data Warehouse (ATDW) is the key to increasing your visibility to the thousands of visitors exploring Myrtleford and the High Country. With a single listing, your business gains exposure across major tourism websites like **Visit Victoria, Victoria's High Country, Australia.com, and local government tourism sites**. This means more eyes on your business and more potential customers walking through your door.

The Return on Investment (ROI) for Your Business

- ✅ **Wider Audience Reach** – Your business appears in multiple high-traffic tourism websites.
- ✅ **Boosted Online Visibility** – ATDW listings rank well in search engines, making it easier for tourists to find you.
- ✅ **Increased Bookings & Sales** – Visitors searching for attractions, restaurants, wineries, cafes, retail shops, and experiences can easily discover and engage with your business.
- ✅ **Direct Leads to Your Website** – Well-crafted listings drive traffic straight to your site or social media pages.
- ✅ **Enhanced Marketing Opportunities** – Your listing is eligible for inclusion in promotional campaigns, Visit Victoria initiatives, and seasonal tourism drives.

How to Create an Optimised ATDW Listing

✍️ 1. Craft a Captivating Description

Your listing should tell a compelling story.

- Highlight your **unique selling points (USPs)** – What makes your business stand out?
- Use **keywords** relevant to your industry and location (e.g., 'Myrtleford winery experience' or 'family-friendly café in Victoria's High Country').
- Write in an **engaging, conversational tone** that speaks directly to visitors.

📸 2. Use High-Quality Images

- Upload **at least 5-10 high-resolution images** showcasing your business.
- Ensure images are **bright, engaging, and reflect real experiences**.
- Include **a variety of shots**, such as product close-ups, venue ambiance, and happy customers enjoying your services.

3. Leverage Deals, Offers, and Events

- Add **seasonal promotions or special offers** to entice bookings.
- List upcoming **events** to attract visitors planning their itinerary.
- Regularly update your offers to keep your listing fresh and relevant.

4. Ensure Accuracy & Consistency

- Keep contact details, opening hours, and business information up to date.
- Avoid abbreviations, pricing details, or excessive capitalisation.
- Use correct spelling and grammar for professionalism and clarity.

Local Businesses with Great ATDW Listings

Looking for inspiration? Check out these Myrtleford businesses that have optimised their ATDW listings for maximum exposure:

 **Gapsted Wines** – A premier winery offering award-winning wines and a scenic cellar door experience.

 **Coffee Chakra** – A popular café known for its organic coffee, fresh local produce, and vibrant atmosphere.

 **Red Ramia Trading** – A unique retail store offering an eclectic mix of antiques, homewares, and exotic imports from around the world.

Ongoing Support & Workshops

Tourism North East runs **regular workshops** to help businesses optimise their ATDW listings. These sessions provide expert guidance on improving your listing, increasing engagement, and making the most of this powerful platform.

For more information or to register for an upcoming workshop, contact:

 **Fiona Morris** – Experience & Product Designer

 Email: fiona.morris@tourismnortheast.com.au

Get Started Today!

Creating an ATDW listing is **quick, easy, and affordable**. Many local businesses have already seen increased foot traffic and engagement thanks to their listing. Don't miss out on this valuable opportunity!

 Need help? The Myrtleford Chamber of Commerce is here to assist you in optimising your listing. Contact us today for support and guidance!

 **Get started now at:** www.atdw-online.com.au