



# Destination Managers Webinar

28 September 2023



# Acknowledgement of Country

I would like to acknowledge that we meet on the various lands of First Nations Peoples.

I would also like to acknowledge the ongoing Custodians of the various lands and waters on which we all work today, and pay our respect to Elders past, present and emerging, and extend that respect to other Aboriginal people joining us for this session.





# Hello, I'm Bri



I'm a Change Management Specialist, proudly leading some of the most exciting changes that ATDW has seen in 20+ years.

I coordinate the integration of all four major workstreams, happening simultaneously.

- Digital Transformation
- Brand
- Website
- Support Centre





# Contents

- Adapting to Change
- Importance of Content
- New Features
- Important Stuff to Know
- Your Support Team





# Adapting to Change







# Why It Matters

Tourism has changed, distribution has changed, how consumers travel and research has changed, the entire landscape has changed. We are changing our business to adapt to this change and best service you, our most valuable stakeholders.

After 20 years proudly serving Australian Tourism, ATDW is undergoing a transformation – a new name, a new brand, and a new platform are on the horizon.

As we evolve and adapt to the changing dynamics of the travel landscape, we remain committed to providing our industry even more powerful tools and resources to enhance visibility and promote the beauty of our destinations.





# Our New Brand

## Telling Our Story

It's time for us to update our strategic positioning, reflected in our upcoming changes to our name, value proposition, and a brand identity grounded in clear messaging that offers practical utility.

Our new narrative will connect in a more meaningful with our stakeholders, while we continue to serve the tourism industry with the same dedication as we always have.





# Our New Platform

## Designing the Future of Digital Tourism

We're launching a new platform to support the fast-evolving needs of Australian Tourism, addressing today's challenges while preparing for tomorrow.

Leveraging the feedback we received from our industry, our new platform is set to provide an effortless user-journey, valuable new collaboration tools, efficient review turnarounds, and an intuitive profile creator.

Most importantly, it's primed to amplify visibility and distribution opportunities for our valued tourism operators.







# Our New Support Centre

**Dedicated To Your Success**

We're even more committed to the optimised use of our platform, supporting you every step of the way.

We're introducing a new Support Centre – your one-stop hub for FAQs, technical assistance, how-to-guides, and more.

Designed to empower all ATDW partners from industry operators, distributors, and tourism organisations. This will be your go-to resource, supercharging the potential that our new platform offers.



# Importance of Content





# Sustainability

## Guardians of the Future



EARTHCHECK



Australian Government

Australian Trade and Investment Commission

Launching ATDW's internationally aligned, best practice Sustainable dataset, consisting of over 55 attributes in 8 Sustainability sectors.

- We are committed to sustainability, it is embedded within our values, and best placed to reach the widest audiences.
- Enabling our distribution partners to showcase sustainable product, making it making it easier for travellers to book conscious travel.

Sustainability  
Management

Environmental  
Sustainability

Environmental  
Climate Action

Environmental  
Energy

Environmental  
Water

Environmental  
Waste

Cultural  
Sustainability

Socio-Economic  
Sustainability



# Indigenous location names

## Cultural connection

### Basic information

Step 4 of 15

**What is the location's  
Indigenous name?**

Would you like to add an Indigenous place name for this location?

100 max characters





# Events Uplift

## Flexibility in events

The screenshot shows a 'Create Event Occurrence' form with the following fields and options:

- Event Start:** A date picker set to 19/09/2023.
- Event End:** A date picker set to 19/09/2023.
- Repeat:** A dropdown menu set to 'Weekly'.
- Repeats Every:** A text input set to '03' followed by 'Weeks'.
- Repeat on:** A row of seven buttons for days of the week: MON, TUE, WED, THU, FRI, SAT, SUN. WED, THU, and FRI are highlighted in green.
- Event will repeat every 3 weeks on Wednesday, Thursday, Friday** (text below the day buttons).
- Occurrence End:** A date picker set to 29/02/2024.
- Buttons:** 'Cancel' and 'SAVE' at the bottom right.

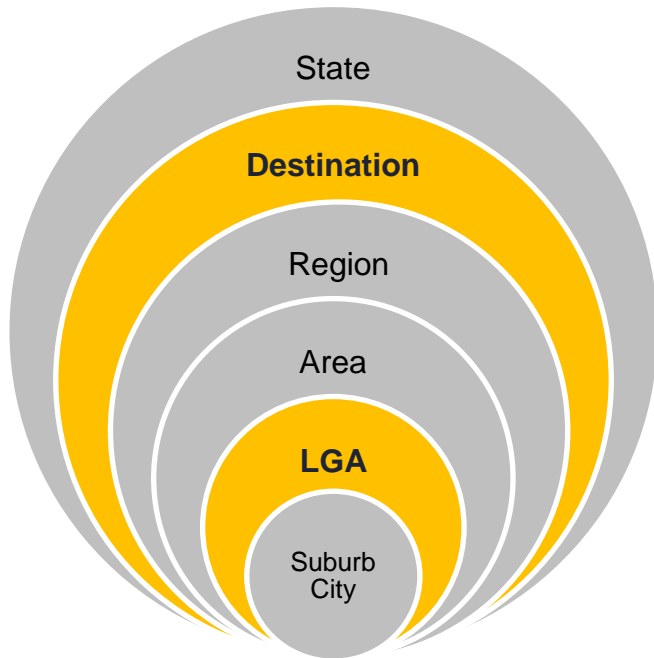
Significant updates to the Events category, providing greater flexibility for Event Planners in configuring recurring schedules for events.

- Capturing a rich set of conditions for when the event occurs, catering for various options of scenarios (e.g. every 2nd Wednesday, in August, each year)
- Reducing the need to cancel and re-activate the event each year.
- You will have the ability to display recurring events and note whether it is confirmed and/or free



# Expanded Locations

## Enabling all levels of industry



Expanding the location structure for greater flexibility in proximity mapping of content, enabling itinerary builders and support for distribution partners at all levels.

- New Local Government Areas (LGA) filters
- New Destination Networks (DN) filters
- Adding to the existing Area and Region to create multiple options for to segment and display content with ease
- Multi region profiles improved: Tours with multiple service locations, or sequences of addresses spanning regions/areas/states will return that tour in all searches on any one of the location filters

# New Features





# Building the Future Together

## 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 Destinations

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







# Intuitive Interactive Profile Builder

Simple and user friendly

- Onboarding through an interactive series of simple questions that intuitively builds your business profile.
- Encouraging increased profile completion throughout.

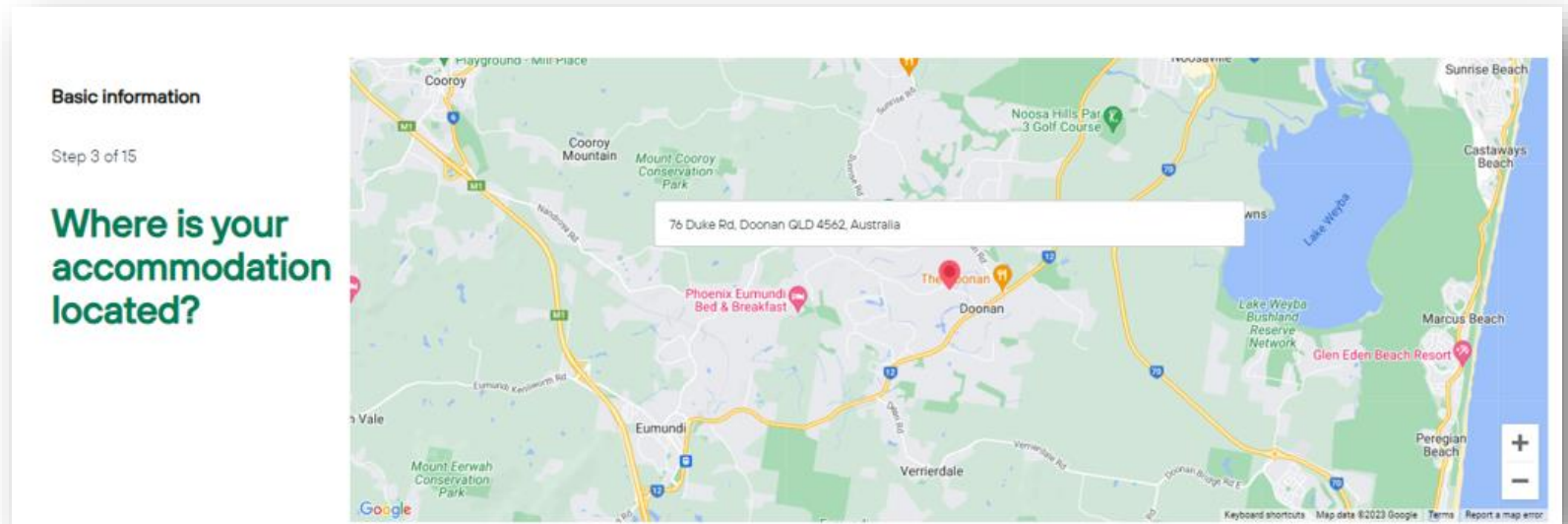
The screenshot shows a web interface for a profile builder. At the top, there's a navigation bar with links for 'Profiles', 'Insights', 'Distribution', 'Help', and 'Account'. A 'Save & exit' button is also present. The main content area has a green header 'Almost Done!' followed by a message: 'Your profile is 70% complete. Fill in the last 2 sections to get your profile promoted in the ATDW feed sooner!'. Below this, there are two columns of options, each with a green plus icon: 'Add basic information', 'Add photos and videos', 'Add more details (optional)', and 'Add services (optional)' on the left; and 'Add deals / offers (optional)' and 'Submit for Review' (which has a green checkmark) on the right. A green 'Continue' button with a right arrow is at the bottom left. On the right side of the screen, there is a large image of a coastal swimming pool with people swimming and a clear blue sky.



# Location stamped

## Geo-tagging Matters

- Intuitive and clean screen designs that guide users at every step.
- Linked to Google maps to plot profiles seamlessly.

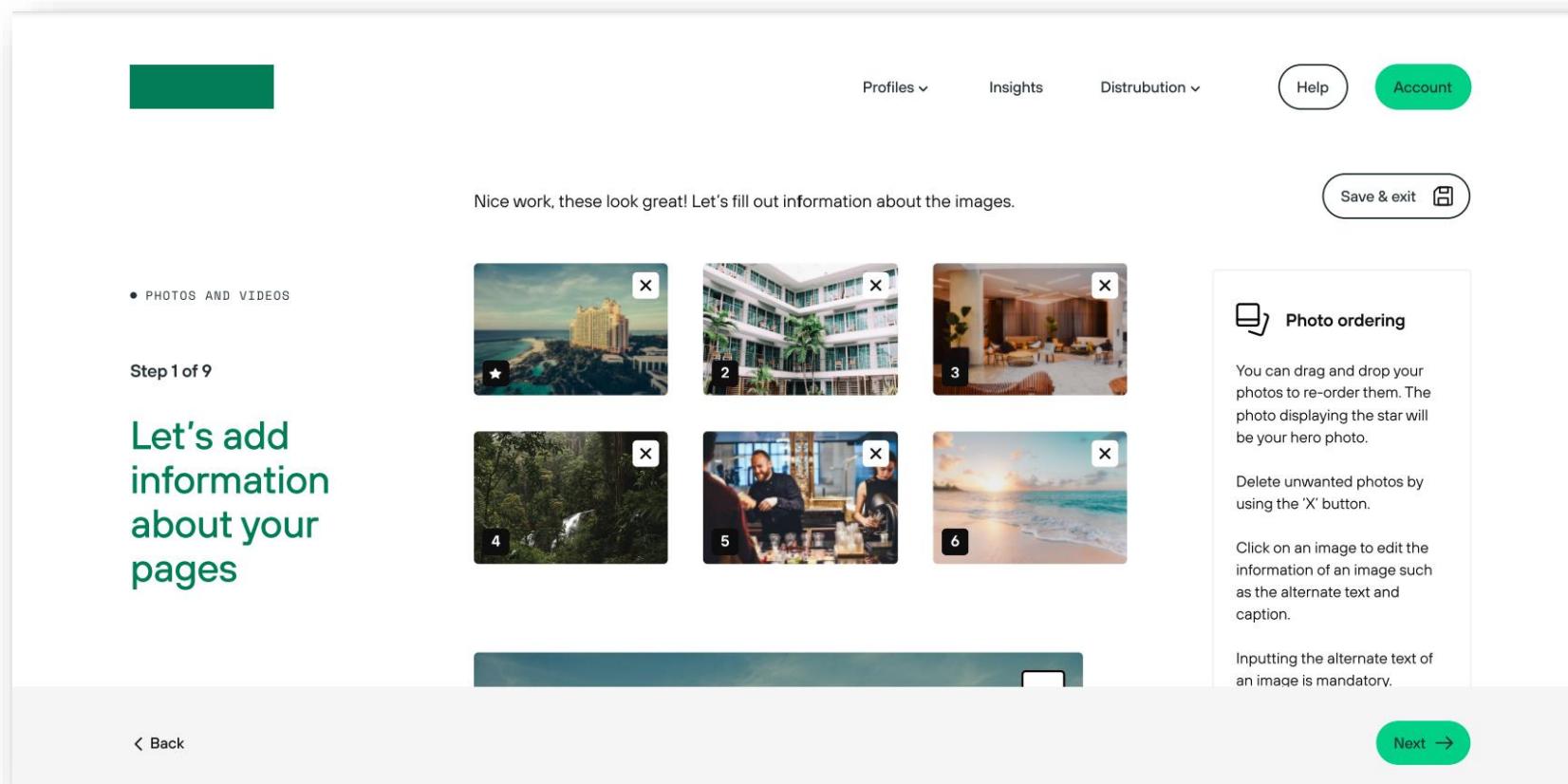




# A Picture Says 1,000 Words

## Easy Photo Editing

- Improved image uploads with great photographic editing features.
- Automated image optimisation
- Inbuilt editing tools





# Optimised Reviews

## Streamlining Processes

- New Quality Assurance (QA) review processes for STO and ATDW teams.
- Enabling quicker reviews.
- No lock in QA periods, retrieve and edit at any time.
- Delivering clearer, in context feedback to operators.

REVIEWING UPDATES FOR

The Falls Montville

• Needs reviewing

3 UPDATES

Basic information

Multimedia

More details (optional)

Rooms (optional)

Deals / offers (optional)

Needs reviewing

More ▾

Save & exit

● Needs reviewing

Enabled

Accommodation description

The Falls Montville is situated in the outskirts of Brisbane, surrounded by the natural forest landscapes.

Visitors will be able to experience staying in relaxing lodges that can even accommodate large families.

There are plenty of activities you can do when staying with us. Whether it is hiking at one of our mountain trails, fishing, or taking a swim in the lake, there is something for everyone!

Seasonal description (optional)

SEASONAL DATES

01/12/2023 - 28/02/2024

SEASONAL TITLE

Summer

DESCRIPTION

Join us over the Summer for a fun, family-friendly stay. Visitors will be able to experience staying in our relaxing lodges and take part in various activities in place.

● Needs reviewing

Enabled

Indicative price range

\$95 - \$1,500

● Needs reviewing

Enabled

Memberships





# Powering Destinations

## Supporting RTOs, RTBs, VICs & Councils

- Dedicated destination dashboard.
- Providing an overview display of profiles within your destination.
- See new profiles, ones approaching expiry and monitor or support accordingly.
- Allowing you to search, sort and view operator profiles, for easier member management and advocacy.

\* Available by request through the ATDW Team.

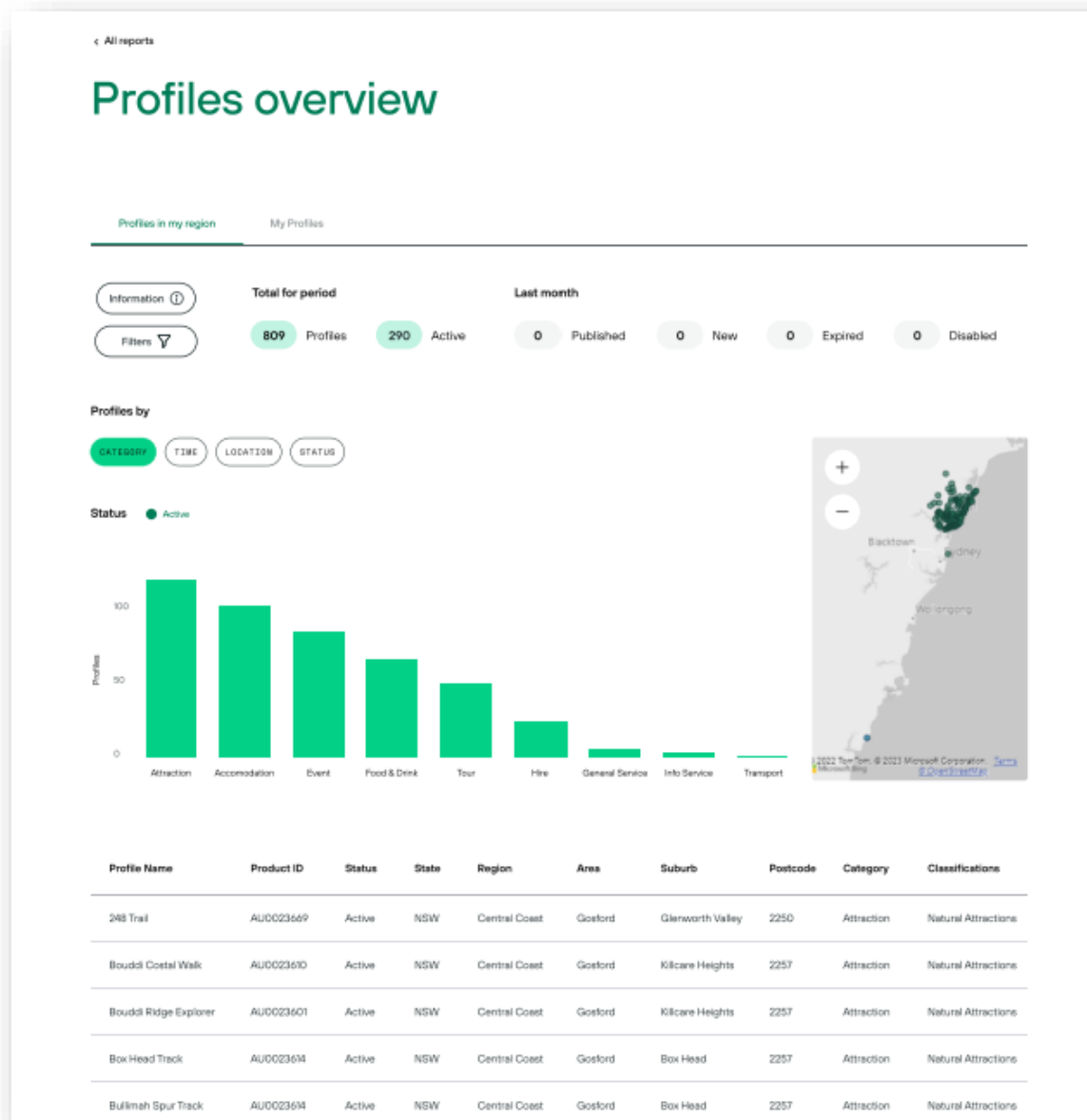
The dashboard interface for 'Powering Destinations' is shown. At the top, there's a navigation bar with 'Profiles', 'Insights', 'Distribution', 'Help', and 'Account'. A welcome message 'Hi Casey, welcome back' is displayed. The main section is titled 'Profiles' and includes a 'Switch' button for 'For my Org'. Below this is a 'Profiles Summary' card showing: 1233 Total active profiles, 1 Expiring this week, and 2 New this month. To the right is a 'QA Queue' card showing: 72 Profiles, 1 Expiring today, and 2 Older than 2 days. Further right is a 'Deals and offers' card showing 17 Profiles. Below these cards is a search bar 'Search for profiles' and a filter bar with dropdowns for 'ORGANISATION', 'CATEGORY', 'QA STATUS', 'PROFILE STATUS', 'STATE', and 'REGION'. There are also buttons for 'Enabled (1)' and 'Sort by (1)'. The main content area shows a list of profiles, with the first two visible being 'Eddie Santagiuliana Way' and 'Sheepstation Creek Conserva...'. Each profile entry includes a thumbnail image, the name, address, a 'View 3 services' button, a 'View Details' button, a 'Profile ID', a status indicator (e.g., '7/10 mandatory fields complete'), a 'Last updated' date, and an 'Expiry' date. The third profile, 'The Falls Montville', shows more detailed information including 'First Pub', 'Last Pub', and 'Expiry' dates.



# Improved Reporting

## Regional Reporting

- Access to content reports of profiles in your destination.
- Enabling you to visualise and report on the full breadth of content and operators.
- Including various filtering options to enable your industry support initiatives, acquisition of product and destination management and planning.



\* Available by request through the ATDW Team.



# Custom Tagging

## Individual Tags For Your Use

- Now offering specific set of tags dedicated for your individual Destination account.
- Generate your own custom list of tags
- Run campaigns, member benefits or other segmentation with ease
- Ability to apply and edit these tags to required profiles in your destination
- Custom Tag filters available on your API access only

*\* Available by request through the ATDW Team.*

×

### Create new tag

in {tag list name}

Tag name

Park

A tag with this name already exists in this list. Please use another name.

Tag ID:

This field is uneditable once the tag is created

Park

Categories

Which profiles types can attributes from this list be applied to?

<input type="checkbox"/> All profile types	<input type="checkbox"/> General Service
<input type="checkbox"/> Accommodation	<input type="checkbox"/> Hire
<input checked="" type="checkbox"/> Attraction	<input type="checkbox"/> Info Service
<input type="checkbox"/> Event	<input checked="" type="checkbox"/> Tour
<input type="checkbox"/> Food and Drink	<input type="checkbox"/> Transport

[Close](#)

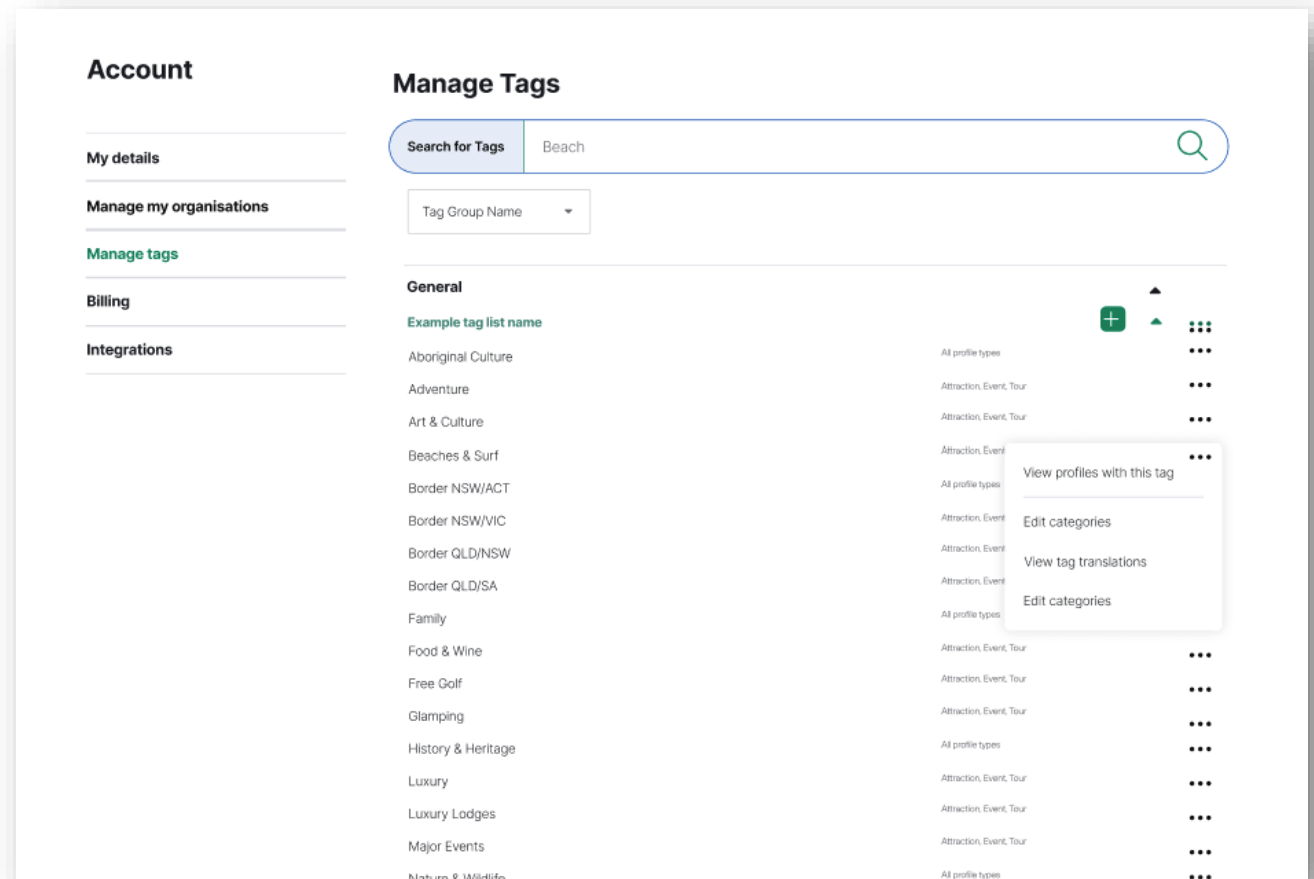
Save



# Membership Value-Add

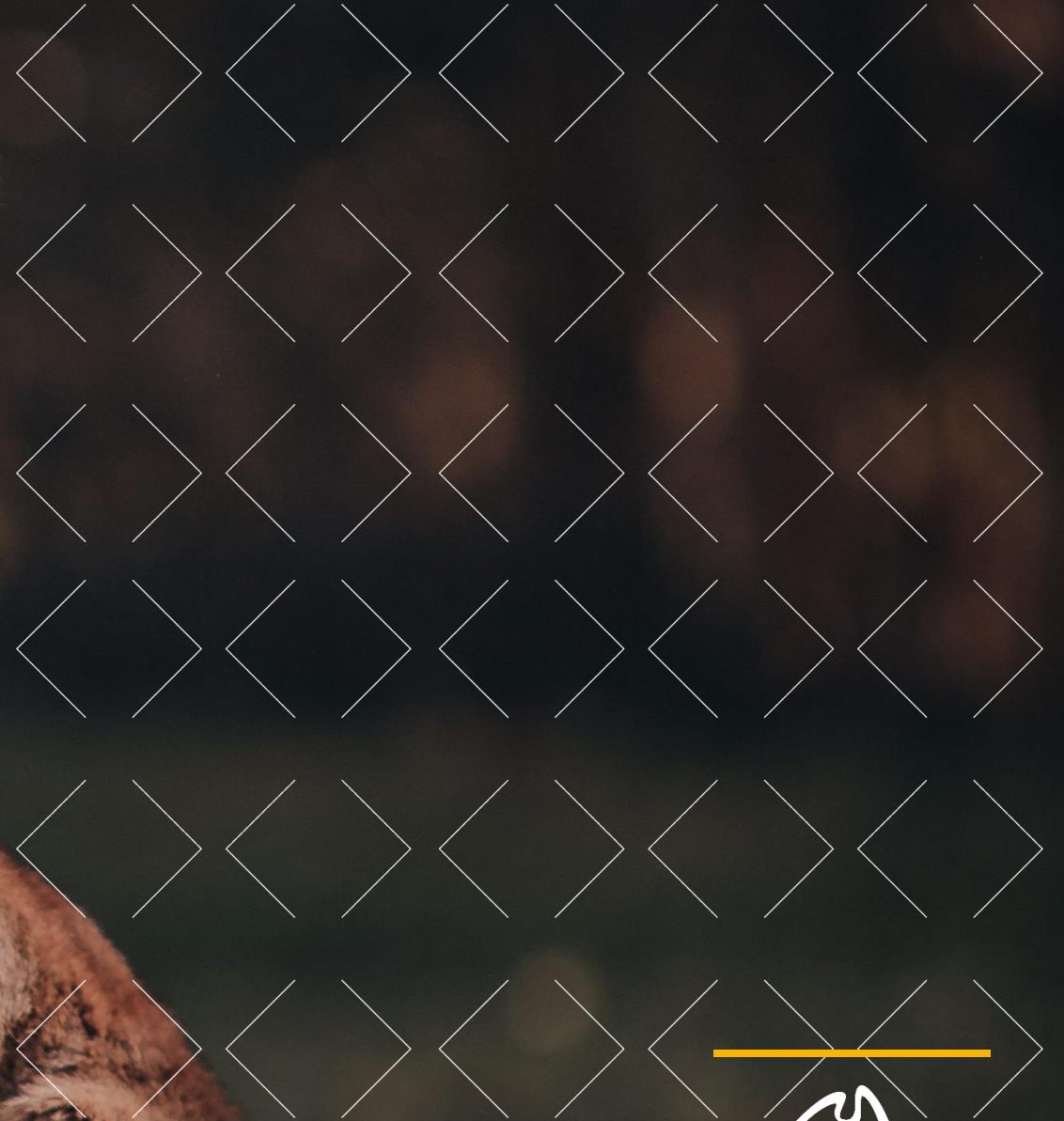
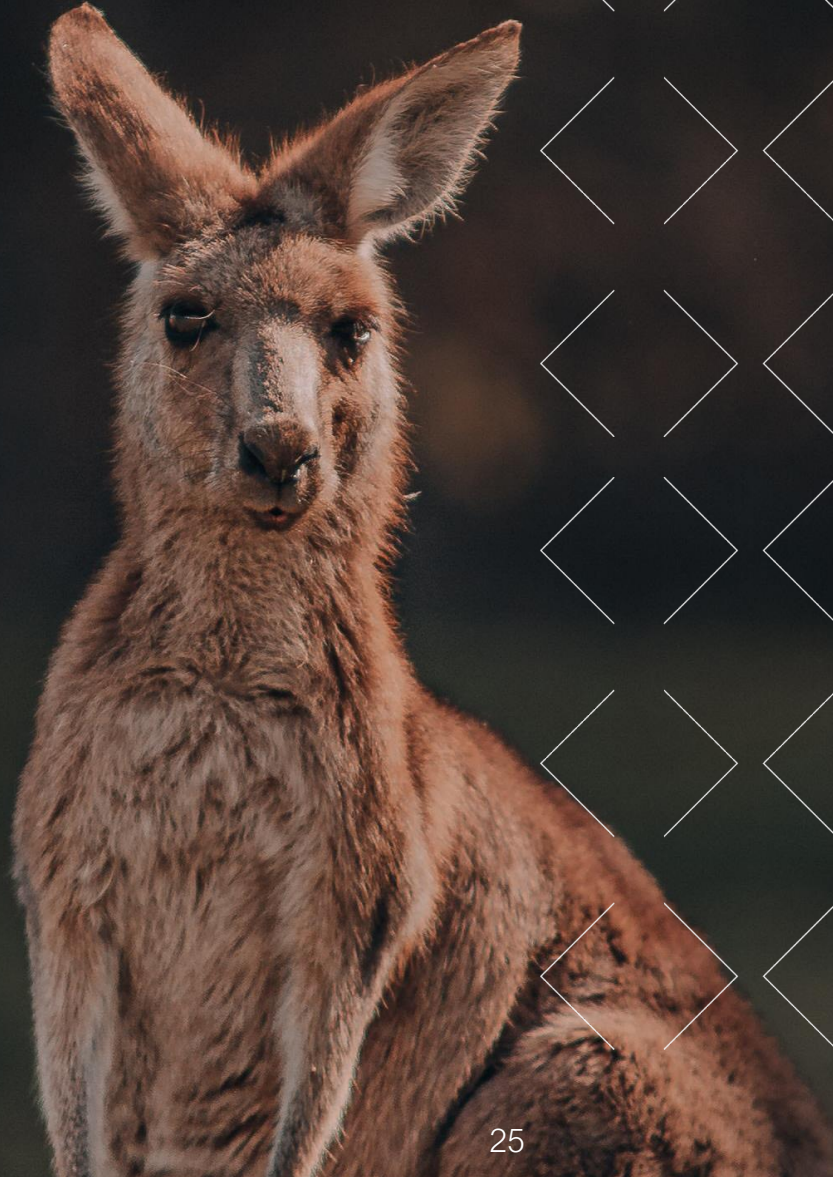
## Managing Members, Better

- Ability for ATDW Admin to easily add new RTO/RTB or Council based attributes to the Tourism Organisation list.
- Allowing you to map, define and label all your members in ATDW.
- Resulting in improved visibility, reporting and advocacy.





# Important Stuff To Know...





# Commitment to Security

## Protecting your privacy

Australian Tourism Data Warehouse

Step 2 of 2

Great, let's create a unique password

**Password**

Passwords must be a minimum of 8 characters long, and include at least 1 uppercase letter, lowercase letter, number, and symbol.

**Please confirm your password**

By signing up, I agree to [Terms & Conditions](#) and [Privacy policy](#)

← Back Submit →

In our commitment to your privacy and the security of your information we are making changes to strengthen log in and access controls.

- Stronger password requirements
- New permission partitions of Manager, Editor and Viewer access for all accounts.
- Email verification required for access

**Tip: Check you can access your ATDW account now!**

- If you are not sure how to log in, get in contact.
- Provide us with your latest contact details (particularly email), and we will get you set up





Your Support Team







# Here to Help

Connect with us at [support@atdw.com.au](mailto:support@atdw.com.au)



**Nadia Feeney**  
Senior Manager  
Industry



**Nicole Thomas**  
Customer Success  
Team Lead



**Siana Board**  
Customer Success  
Consultant



**Tyler Parker**  
Customer Success  
Consultant



**Rebecca Smith**  
Customer Success  
Consultant



**Pheobe Ledger**  
Customer Success  
Consultant

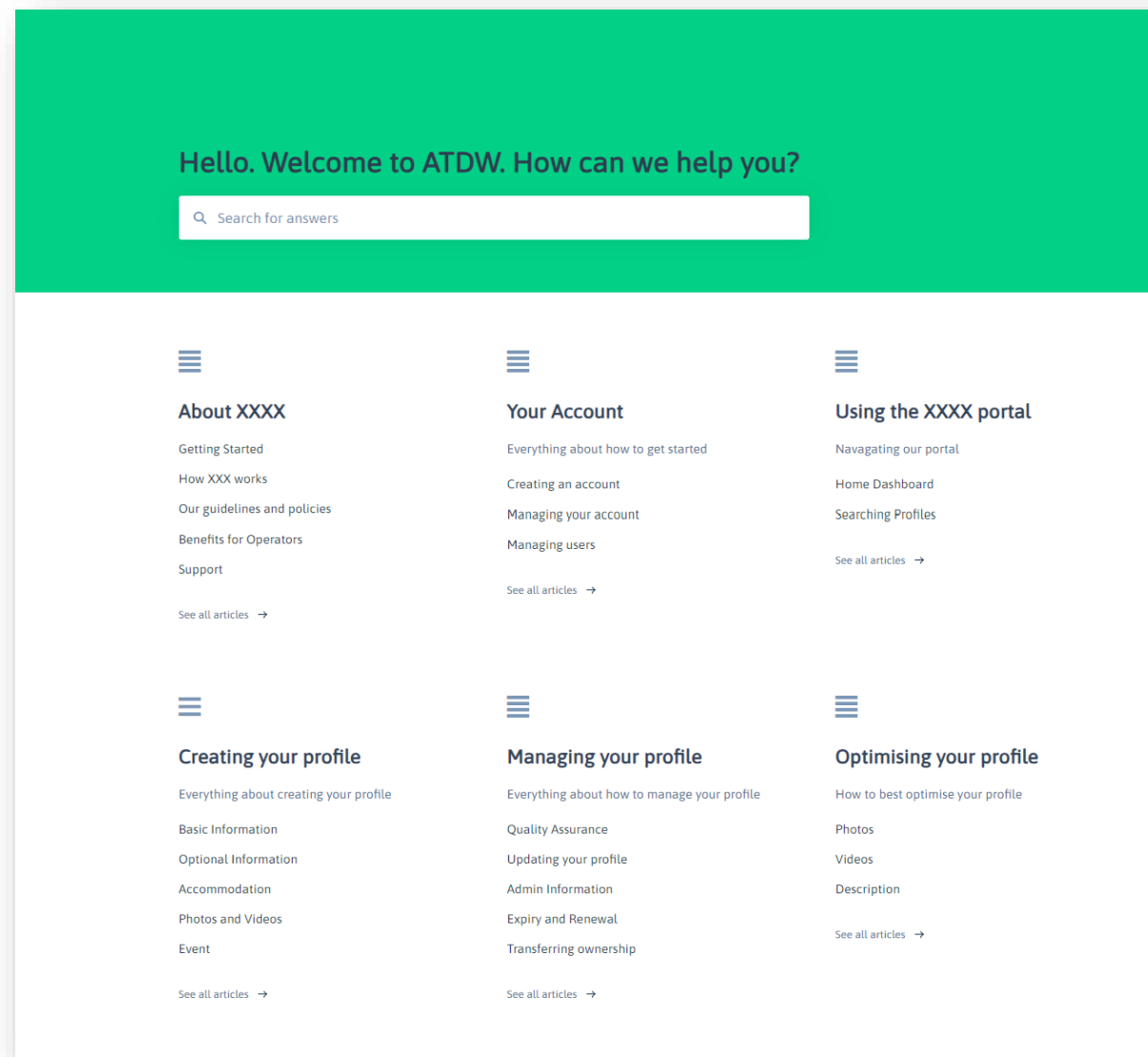


# Support Centre

## Supporting Your Success

Empowering industry through support and guidance for all stakeholders to optimise their use of the new platform.

- How to guides and step-by step tutorials
- Walk through videos
- Profile optimisation tips
- Quality review insights
- Understanding distribution
- Key content overviews
- Industry Expert collaborations

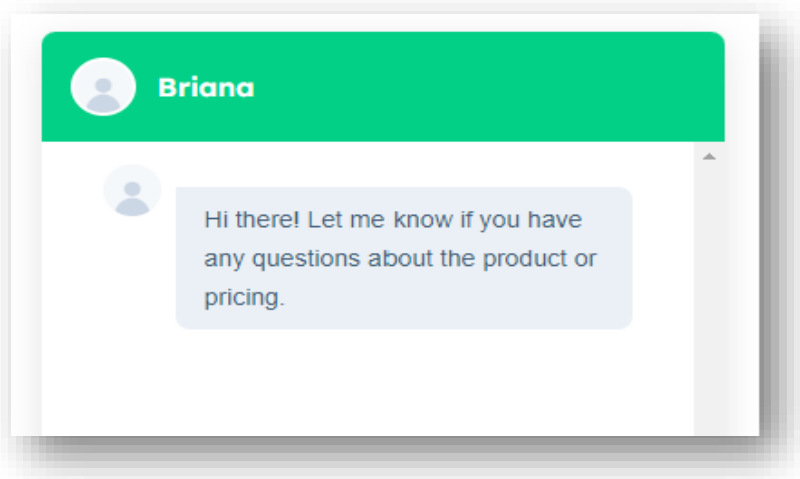






# Supporting Industry

## Post Launch Support



We are expecting a much higher volume of support through our channels post launch. So are planning response strategies now.

- **Chat bot** – with new automations linked to the Support Centre
- **Phones** – improved phone system and dedicated call routing
- **Email** - new ticketing system, with template responses
- **Resourcing** – identifying additional support to help
- **Response Hub** – setting up an online response connection hub
- **Issue Triage** - clear internal process for sending issues to the tech team
- **Optimisation Sessions** – on hold temporarily
- **QA** - Prioritising support over QA



# Key messaging to share with your industry

## Changes Are Coming To ATDW.

*After 20 years of proudly serving Australian Tourism, ATDW is undergoing a transformation – a new name, a new brand, and a new platform are on the horizon.*

*These exciting changes are all part of ATDW's commitment to enhance the visibility of your business with more powerful tools and resources.*

*Ahead of this change, now's the time to log into your ATDW account and ensure your details are current.*

## A Better Platform, Informed By You.

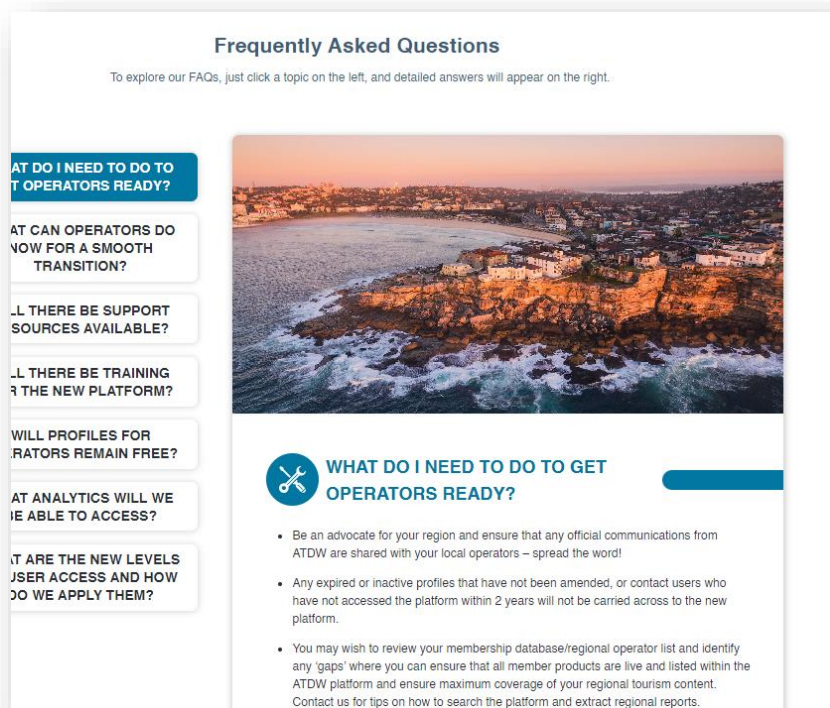
*ATDW is introducing a new digital platform to better support the rapidly evolving needs of Australian Tourism, tackling current issues and laying the groundwork for tomorrow.*

*Taking advantage of feedback gathered from industry insider like you, the new platform is set to offer a host of new benefits including an effortless user-journey, valuable new collaboration tools, more efficient review turnarounds, and an intuitive profile creator.*



# Updates & FAQs

Keeping you informed



For more information about our transformation, please visit our dedicated change information page for our Destination Managers

- Access the latest program updates
- Tips on how to prepare
- Explore frequently asked questions
- Connect with our friendly team, or your STO representatives

[Click here to find out more](#)





Thank you

[support@atdw.com.au](mailto:support@atdw.com.au)