



www.visitgrampians.com.au - Frequently Asked Questions

Q: How can I list my business on www.visitgrampians.com.au?

A: Ensure your business has a listing on the Australian Tourism Data Warehouse (ATDW) via www.atdw-online.com.au

Q: What do I get for listing on www.atdw-online.com.au? How much does it cost?

A: Business Listing – A business listing on www.atdw-online.com.au will help improve your search engine ranking and allow your business details to be distributed to many other websites through the Australia Tourism Data Warehouse, including australia.com, www.visitvictoria.com and www.visitgrampians.com.au. A listing on www.atdw-online.com.au costs \$250. Non-profit businesses are complimentary.

Event listing – An event listing on www.atdw-online.com.au is free of charge, and will also allow your event details to be distributed to many other websites through the Australian Tourism Data Warehouse.

Q: I have two businesses – but only one listing on Visit Victoria/ATDW – do I have to pay \$250 for my second business listing?

A: No. Grampians Tourism is offering a second business listing for \$50. Get your Second Listing Discount Coupon [HERE](#)

Q: I have questions about my listing on www.atdw-online.com.au who can I speak with?

A: Visit Victoria support: 1300 306 366 or onlinecomments@tourism.vic.gov.au

Q: Why has the image for my business on www.visitgrampians.com.au been cropped in a different way to the Visit Victoria website?

A: The new Visit Grampians website is built as a “responsive design” website. The images will crop differently for different screen sizes.

Q: Once I update my www.atdw-online.com.au listing, how long does it take to feature on Visit Grampians?

A: Visit Grampians uses ATDW data. It takes 1-2 days for new images to get approved and uploaded onto the national ATDW system. Visit Grampians imports ATDW information daily at 2am.

Q: What is Australia Tourism Data Warehouse (ATDW)?

A: It is an online information database for the Australian tourism industry. ATDW, a joint initiative of Tourism Australia and all Australian State and Territory Government Tourism Organisations, is a central content and distribution platform for the Australian tourism industry. The database is made up of over 35,000 tourism product listings which are available for publication across ATDW's multi-channel distribution network. www.atdw-online.com.au

Q: How will the www.visitgrampians.com.au help grow tourism in the Grampians region?

A: Grampians Tourism is dedicated to growing the tourism industry in association with partners Ararat Rural City, Horsham Rural City, Northern Grampians Shire, Southern Grampians Shire and the Pyrenees Shire.

www.visitgrampians.com.au is at the centre of, and the call-to-action for all regional marketing campaigns. Visitors are able to explore interesting content, discover experiences and book accommodation and other products on the new www.visitgrampians.com.au website.

Q: How can I use www.visitgrampians.com.au to grow my business?

A: The first step is to list with www.atdw-online.com.au. It is important to ensure you have quality photos, video and a short but punchy description of your product. The second step is to participate in social media using the hashtag #Grampians.

Q: Will www.visitgrampians.com.au help me increase visitation to my website?

A: All marketing efforts by Grampians Tourism will drive visitors to the new www.visitgrampians.com.au website creating an opportunity for consumers to discover your product/service.

Q: Will my website continue to be important?

A: Yes. Your www.atdw-online.com.au listing should include your website details so visitors can further explore your product offering.

Q: How do visitors see my website?

A: Visitors will discover your website via your listing with www.atdw-online.com.au

Q: How do I control the content about my business?

A: Though maintaining your business and/or event listing at www.atdw-online.com.au

Q: How do I access ATDW analytics/statistics for my listing?

A: Log into your www.atdw-online.com.au profile to access your ATDW analytics/statistics summary which is updated on the 17th of each month. An ATDW email with your account summary including analytics is emailed approximately every six months.

Q: Can consumers book accommodation and other experiences on www.visitgrampians.com.au?

A: Yes. www.visitgrampians.com.au is connected for live bookings through Tourism Exchange Australia (TXA).

Q: What is TXA?

A: TXA is an alliance between ATDW and V3. TXA is Australia's open, national and all inclusive booking platform. Through TXA distributors, tourism operators provide live content, rates and inventory enabling consumers to book, confirm and pay immediately.

Q: What commission will be charged on www.visitgrampians.com.au?

A: Grampians Tourism charges 3.2% commission. All proceeds are re-invested into marketing the Grampians region.

Q: What are the benefits of becoming a TXA Operator?

A: <http://www.atdw.com.au/txa/tourismoperators/>

- Increase the online exposure of listed products in new markets
- Fully automated with live inventory. Saves time, prevents double bookings.
- Remain in full control of your product and price
- Select Distributors to sell through
- Customise rates for different distributors
- View and agree the Terms and Conditions before opting in
- Receive booking money immediately into your nominated bank account
- Opt-in or opt-out of any Distributor at any time
- Mobile phone search and booking capability

Q: What booking systems does TXA support?

A: <http://www.atdw.com.au/txa/tourismoperators/>

- Discover Australia Holidays
- Enta/Seatem
- frontdesk
- Jewel Reservations Systems
- Myfidelio.net
- ResExpert
- ResOnline
- Respax Australia
- RMS
- Room Master
- Seekom
- Siteminder
- TravelPoint Holidays - An AOT Group Company

If you have any additional questions – please contact Nancy Panter, Special Projects Manager, Grampians Tourism on projects@grampianstourism.com.au or 0438 003 163.