

# Promote your business or event with an ATDW listing



## Listing fees

**FREE**

Events and not for profit organisations

**\$100**

ATAP Accredited businesses

**\$250**

Standard Listing

## What you get

**A listing on  
visitvictoria.com**

One of the most visited travel sites in Australia

**Distribution**

Enter your details once and your listing will appear on over 40 travel sites

**SEO of your  
website**

This means your website will appear higher in Google search results

**Statistics**

Monitor the performance of your listing

**Control**

Create and update your listing as often as you like.

**Support your  
region**

Listing fees are given to Regional Tourism Boards to spend on marketing your region

## Statistics

**1500**

average annual page views for visitvictoria.com listings

**\$0.16 per page  
view**

Considerably cheaper than the average cost-per-click of \$1.24 on Google AdWords.

**11% CTR**

Click Through Rate: clicks to operator websites from visitvictoria.com listings

**8.8 million**

visits to visitvictoria.com

**37.5 million**

page views on visitvictoria.com

**54%**

visitors to visitvictoria.com using a mobile device

ATDW Support at Tourism Victoria operates Monday to Friday 9am–5pm

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W: [www.atdw-online.com.au](http://www.atdw-online.com.au) | [www.visitvictoria.com](http://www.visitvictoria.com) | [www.corporate.visitvictoria.com](http://www.corporate.visitvictoria.com)