

Leaping the Language Barrier



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The entire Australian Tourism Data Warehouse (ATDW) database will be translated into Chinese language delivering true competitive advantage to the Australian tourism industry

Leveraging ATDW's proven content and distribution platform, the Minister for Tourism, Martin Ferguson has announced a \$1 million federal government project to translate the entire database consisting of over 26,000 Australian products and experiences to simplified and traditional Chinese.

The translated content will be available across ATDW's extensive distribution network spanning over 150 digital channels, including state and regional tourism organisations, large commercial and niche publishers and mobile applications.

The Australian Government's Tourism Online Project will create a ground breaking opportunity for tourism operators to access Australia's fastest growing inbound market by making thousands of Australia's quality tourism products available in language for the Chinese consumer.

"This is an incredibly exciting opportunity for the Australian tourism industry to gain further benefit from the ATDW distribution platform that they have been participating in for 10 years. As a tried and true platform, the ATDW already has in place robust technology and over 26,000 rich quality assured content listings that are ready to be translated and shared over its extensive distribution network," said ATDW's CEO, Liz Ward.

"Since its inception in 2001, a key to the success of ATDW has been the collaboration of federal and all state and territory governments in partnership with industry. The ongoing collaboration has enabled continual development of the platform allowing ATDW to evolve and keep pace with the changing digital environment" said Liz Ward.

"Importantly, the project will generate growth for tourism operators and cement the competitive advantage for Australia that the ATDW provides. No other country has an equivalent collaborative platform to be able to do this" said Liz Ward.

A request for tender for quality translation services will be managed by the Australian Tourism Data Warehouse, and is scheduled for release by 30 April 2012.

一项有关优质翻译的公开招标将由Australian Tourism Data Warehouse负责管理，并预定在2012年年四月三十日之前推出

For more information please contact Jac Burton, Marketing Coordinator, Jaclyn.Burton@atdw.com.au, 07 3112 1789.

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About the Australian Tourism Data Warehouse

The Australian Tourism Data Warehouse (ATDW) was established in 2001 to provide the tourism industry with a national content standard and create a comprehensive, high quality database of Australian tourism product and destination content. ATDW is available to licensed distributors to publish on web sites or other distribution channels. For more information on ATDW visit www.atdw.com.au.