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Towong Shire Council Offers Free ATDW Listings to Boost Local Tourism

Towong Shire Council has launched a project aimed at helping local tourism businesses increase their visibility by offering free 12-month listings on the Australian Tourism Data Warehouse (ATDW) platform. The ATDW is a distribution platform that connects businesses by sharing listings across major tourism websites such as Visit Victoria, Australia.com, Victoria's High Country, and visittheundiscovered.com.au.

Valued at \$295 per business, this fully funded opportunity is open to all eligible tourism operators within Towong Shire and is available until 28 February 2026, ahead of the next Upper Murray Business & Tourism Expo.

An ATDW listing allows businesses to showcase their offerings across multiple high-traffic tourism websites, enhancing their online presence, increasing exposure, and driving bookings.

To take advantage of this opportunity or for more information, contact Lizzie Star on the details below or visit **towong.vic.gov.au/atdw-offer**

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