

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

T: 1300 306 366 | E: onlinecomments@tourism.vic.gov.au

W: www.atdw-online.com.au | www.visitvictoria.com | www.corporate.visitvictoria.com