



What is ITON?

ITON, or the Ipswich Tourism Operators Network, is a project and outcome driven group of eligible tourism operators that actively engages in, and provides an advisory role to, Ipswich City Council's tourism operations including developing the tourism industry in the City and enhancing tourism's economic and community benefits.

The key purpose of the Ipswich Tourism Operators Network (ITON) is to encourage a cohesive tourism industry network that will partner with Ipswich City Council to deliver the following objectives:

- **Promote Ipswich** as a great place to visit and hold business events.
- Provide resources and opportunities for **professional development** of tourism businesses.
- Encourage and support **new tourism investment**.
- Foster community and **industry support and awareness** for tourism.
- Work closely with other key **tourism and industry bodies**.
- Encourage and champion the development of more **soft and hard infrastructure** benefiting tourism in Ipswich.
- Provide comprehensive and accurate **visitor information and services**.

Business participating in ITON will receive:

- Communiques and industry updates from Ipswich City Council's Tourism Branch
- Invitations to ITON briefings and industry events
- Promotional listing on Discover Ipswich website (via the Australian Tourism Data Warehouse)
- Brochure display and distribution through Ipswich Visitor Information Centre
- Access to media familiarisation and publicity opportunities*
- Access to destination-focussed cooperative marketing opportunities*
- Access to industry development and capacity building programs*

** Access to media, publicity, cooperative marketing and professional development initiatives may be subject to extra criteria and incur additional charges.*

Participation Benefits and Pricing

Any business that provides a tourism experience within the Ipswich local government area is eligible to be involved in ITON. Participating operators are required to establish and maintain an active Australian Tourism Data Warehouse (ATDW) listing in order to become/remains an ITON participant. **The annual fee for an ATDW listing is \$150 (including GST), while events can be listed on ATDW free of charge.**

Businesses providing an ancillary service to the tourism industry in Ipswich and businesses from bordering local government areas (Brisbane, Lockyer Valley, Logan, Scenic Rim and Somerset) will also be eligible to participate in ITON as an affiliate.

Participation Categories

CATEGORY	DEFINITION
Full Participant:	Operators providing a leisure tourism experience – as determined by the Australian Tourism Data Warehouse (ATDW) eligibility criteria – offered wholly or in part within the Ipswich local government area.
Industry Affiliate:	Operators providing an ancillary service to the Ipswich tourism industry (e.g. training providers) or are developing a new tourism experience to be offered wholly or in part within the Ipswich local government area, that does not require leisure tourism marketing.
Regional Affiliate:	Tourism operators providing a leisure tourism experience in Ipswich’s neighbouring local government areas: Brisbane, Lockyer Valley, Logan, Scenic Rim and Somerset.

Participation Benefits and Pricing

PARTICIPATION BENEFITS	FULL PARTICIPANT	INDUSTRY AFFILIATE	REGIONAL AFFILIATE
Communiques and updates from ICC Tourism	●	●	●
ITON meetings and industry events	●	●	●
Promotional listing on Discover Ipswich website	●		
Brochure distribution through Ipswich VIC	●		●
Media famils and publicity opportunities*	●		
Cooperative marketing opportunities*	●		
Industry development programs*	●	●	●
ATDW Listing Required (\$150-200 per year)	●		●
ANNUAL PARTICIPATION COST	Free	Free	\$150+GST

* Marketing, Publicity and Industry Development initiatives may incur an additional cost for participation.

Leisure Tourism Experience Categories *(as defined for the Australian Tourism Data Warehouse)*

CATEGORY	DEFINITIONS and CATEGORY SUB-TYPES
Accommodation:	Accommodation establishments must offer accommodation bookable on a short term basis: <i>Apartments; Backpackers and Hostels; Bed and Breakfast; Caravan, Camping and Holiday Parks; Cottages; Farmstays; Holiday Houses; Hotels; Motels; Resorts; Retreat and Lodges.</i>
Attraction:	Attractions must be places/areas of interest that offer a distinct visitor experience to the leisure tourist: <i>Agri, Mining and Industry; Amusement and Theme Parks; Entertainment Venues; Galleries, Museums and Collections; Historical Sites and Heritage Locations; Landmarks and Buildings; National Parks and Reserves; Natural Attractions; Observatories and Planetariums; Parks and Gardens; Shopping and Markets; Spas and Retreats.</i>

Event:	Events must have a leisure tourism focus with the best potential to stimulate visitation: <i>Business Event; Classes, Lessons, Workshops and Talks; Community Event; Concert or Performance; Exhibition and Shows; Festivals and Celebrations; Food and Wine; Markets; Sporting Events.</i>
Food & Drink:	Establishments targeted at leisure visitors that offer a food and/or drink experience: <i>Bars; Breweries; Cooking Schools, Lessons, Workshops; Produce; Restaurant and Cafe; Wineries.</i>
General Service:	General Services are limited to products or services which support tourism and those who travel.
Hire:	Hire Companies must provide products or services hired for a specific period of time to be used/operated by the leisure tourist: <i>Bicycles; Boats; Campervans and motorhomes; Cars; Equipment; Four wheel drives; Houseboats; Minibuses and coaches; Motorcycles; Yachts.</i>
Information Service:	Information Services are limited to airports, cruise terminals and visitor information centres: <i>Cruise Terminals and Airports; Visitor Information Centres.</i>
Journeys:	Suggested journeys which can include a series of routes and waypoints. May include walking trails, scenic drives and suggested itineraries: <i>Day Trip; Great Walks; Itineraries; Trails.</i>
Tours:	Eligible tour operators must offer regularly organised tours with a leisure-tourism focus, organised by experienced guides. These may include a personal host and/or commentary: <i>Adventure and Outdoors Tours; Air, Helicopter and Balloon Tours; Cruises, Sailing and Water Tours; Cultural and Theme Tours; Food and Wine Tours; Nature and wildlife; Nightlife Tours; Shopping Tours; Sightseeing Tours; Sports Tours; Walking and Biking Tours.</i>
Transport:	Transport companies must provide point to point travel/transfers for the leisure tourist: <i>Air Services; Bus Services; Coach Services; Ferry Services; Train Services; Tram Services; Transfers.</i>

Australian Tourism Data Warehouse (ATDW)

What is the ATDW?

A centralised national database that feeds information on your tourism business into a network of up to 60 websites, including:

- Discoveripswich.com.au
- Visitbrisbane.com.au
- Queensland.com



Product categories stored within the ATDW include:

- Accommodation
- Attraction
- Event
- Food and Drink
- General Service
- Hire
- Information Service
- Journeys
- Tours
- Transport

How much does it cost?

The annual rolling subscription fee is \$200. A \$50 discount is offered for members of a Regional or Local Tourism Organisation. These costs are inclusive of GST. Please note there is NO COST to list an event in the ATDW.

How do I create a listing?

Create and update your ATDW listing at: <https://oauth.atdw-online.com.au/login>

What do I need for a great listing?

- At least 4 engaging images that help 'sell' your experience.
 - 150 words of copy to motivate the reader to click through to your website.
 - A link to a video uploaded onto YouTube or Vimeo to further promote your experience
 - IDs and links to connect your ATDW listing to your:
 - TripAdvisor listing
 - Facebook
 - Instagram
 - YouTube
 - Other social media platforms
 - Links for more information:
 - Your own website
 - Direct booking link (a link on your website or another website where customers can book your product/experience)
 - Your business' opening hours and location
 - List of services, facilities and experiences offered by your business
-

ATDW Support:

Tourism & Events Queensland:

Ph: 1800 629 749; Email: atdw@queensland.com

Joining ITON

You can apply for your business to join the Ipswich Tourism Operators Network simply by completing the online form at:

www.discoveripswich.com.au/ITON-apply

Contact and Support

For more information on the Ipswich Tourism Operators Network, simply contact Ipswich City Council's Tourism Branch:



Michael Williams | Industry Development Officer
Tourism Branch
Economic Development and Marketing Department
Tel 07 3810 7448 Email michael.williams@ipswich.qld.gov.au