

# hello.

KIAMA



A man in a brown jacket and blue jeans is jumping over a rock in a rocky landscape. A woman in a blue sweater and hat is standing on a rock in the background. The scene is set on a rocky shore with a body of water in the foreground. The text 'boost.' is overlaid in large white letters, and 'VISIBILITY & BOOKINGS' is overlaid in smaller white letters below it.

# boost.

VISIBILITY & BOOKINGS



# ABOUT **atdw.**



WE EXIST TO AMPLIFY YOUR  
**digital visibility.**





**80 MILLION  
TRAVELLERS**



**COMMISSION-FREE  
BOOKINGS**



**GOVERNMENT  
OWNED & BACKED**





OWNED BY THE INDUSTRY

**for the industry.**





# DIGITAL DISRUPTION **the next wave.**

# **we have time.**

## **TO GET THIS RIGHT**

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We need to prepare. But we don't need to panic or rush. Test and experiment – but do it with purpose, not out of fear.

There are practical steps you can take right now... and together, we'll make sure you're ready for whatever comes next.

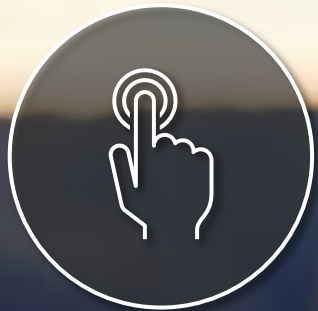






# NAVIGATING **evolution.**






**THE RISE OF  
DIRECT BOOKINGS**



**THE FUNNEL  
HAS EVOLVED**





A man with a beard and a wide-brimmed hat is smiling. He is wearing a dark sweater over a collared shirt. The background is a soft-focus landscape at sunset or sunrise, with warm colors and silhouettes of hills.

**“Visibility throughout the  
entire traveller journey  
won’t just be nice to have...  
It will be essential.”**

An aerial photograph of a dense tropical forest. The canopy is thick and green, with several palm trees visible, their fronds clearly defined against the darker foliage. The lighting suggests a bright day, with some areas of the forest appearing slightly brighter than others.

FORGING  
**a new path.**



# awareness.

## WHAT'S CHANGED

AI will become the gatekeeper of visibility.

## WHAT THIS MEANS

If your digital presence isn't optimised for AI-powered search, your business risks missing out.

## HOW TO PREPARE

- ✓ Join ATDW
- ✓ Optimise your profile
- ✓ Encourage reviews
- ✓ Check your online presence

# consideration.

## WHAT'S CHANGED

Travellers can compare options and prices within a single click. Any lack of clarity stands out immediately and erodes trust.

## WHAT THIS MEANS

Trust and transparency will not just be a preference, but a baseline expectation.

## HOW TO PREPARE

- ☑ Be everywhere
- ☑ Share real-time updates
- ☑ Upload credentials to ATDW
- ☑ Transparent pricing & cancellation policies



# conversion.

## WHAT'S CHANGED

By 2030, direct bookings could overtake OTAs as the leading booking path.  
Trust and convenience will be everything.

## WHAT THIS MEANS

Travellers are ready to book direct.  
But only if you make it easy,  
personalised, and rewarding.

## HOW TO PREPARE

- ✓ Invest in strong digital foundations
- ✓ Fast, easy to use & device responsive
- ✓ Add direct booking link to ATDW
- ✓ Promote & incentivise direct bookings
- ✓ Personalise the booking experience
- ✓ Offer flexible packages & add-ons

# experience.

## WHAT'S CHANGED

Technology will never replace genuine human connection.

## WHAT THIS MEANS

Your warmth, local knowledge, and genuine care drive repeat visits and positive reviews, enhancing your digital visibility.

## HOW TO PREPARE

- ☑ Make AI work for you
- ☑ Lean into your story
- ☑ Highlight local connections
- ☑ Celebrate your team's personality
- ☑ Design for authentic connection





# loyalty & advocacy.

## WHAT'S CHANGED

Word-of-mouth, repeat business, and social sharing are more powerful than ever.

## WHAT THIS MEANS

By nurturing loyalty and advocacy, you can help your business surface when travellers are searching for their next unforgettable experience.


## HOW TO PREPARE

- ☑ Make it easy for guests to share
- ☑ Invite and respond to reviews
- ☑ Start a simple loyalty program
- ☑ Reward advocacy



BRIDGING  
**now & next.**

*Waimānā Bay  
And Up Paddling*

A black silhouette of a person in a kayak, positioned to the right of the text on the t-shirt.



# STRENGTHENING FOUNDATIONS **today.**

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- ☑ Building platform capabilities
- ☑ Deepening industry engagement
- ☑ Extending partnership network



# BUILDING FOR **tomorrow.**

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- ☑ Protecting your yield
- ☑ Amplifying your story
- ☑ Maintaining access for all





A middle-aged man with a friendly smile stands on the deck of a boat. He is wearing a light-colored short-sleeved button-down shirt with "Iridia Creek Boat Tours" embroidered on the left chest, a matching baseball cap, and a wristwatch on his left arm. His hands are on his hips. The background shows a rocky coastline, blue water, and a clear sky. The text "CLOSING remarks." is overlaid on the left side of the image.

CLOSING  
**remarks.**



# BETTER together.

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When you tap into ATDW, you're unlocking a national network of resources, expertise, and support dedicated to your success.

We're here to amplify your visibility, protect your business, and help you thrive-no matter what the future brings.







## THE CERTAINTY IN **uncertainty.**

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Breathe and focus on what matters.

- ☑ Exceptional experiences
- ☑ Authentic connection
- ☑ Amplified guest stories
- ☑ Easy to find
- ☑ Easy to book

thanks.