



Websites to list your event for free

DISCLAIMER

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Australian Tourism Data Warehouse (ATDW)

<http://atdw.com.au/tourism-operator/listing-with-atdw>

<https://oauth.atdw-online.com.au/login>

ATDW is a national database of tourism information, compiled in an agreed format for easy automatic distribution through other websites, such as tourism business owners and distributors.

Event listings are free and distributed on up to 60 websites, including Tourism Australia www.australia.com, and state and regional tourism websites.

You can find tips on posting to ATDW in this toolkit.

EventFinda

www.eventfinda.com.au/about/listing-your-event-with-eventfinder

The biggest and most comprehensive event database in Australia.

The site has 450,000 website visitors and provides the ABC and Triple J with content related to upcoming events. Basic listings are comprehensive and free with photos and links.

Featured listings which start from \$65 connect to over 160,000 newsletter subscribers.

Facebook

www.facebook.com

Create a Facebook page for your event and a Facebook event. Make regular posts here to keep your event in the tops of possible visitors' minds. You can use paid Facebook advertising to boost your event post so it shows up on the News Feeds of those who fit the event's demographic and geographic profiles for target markets. Invite your contacts to the event. Ask your sponsors, stakeholders, suppliers, volunteers, stallholders, etc to share your Facebook event.

Search for Facebook groups that are local and also those that are based in your target tourist-generating regions (where your target markets live) based on interests that are relevant to the event. Ask to join the groups, then post an announcement about the event on the group page. Be clear that you are involved in the event's management. Alternatively, but likely to have less success, contact the admin of the group without joining it, and ask if they could please post about the event or share your Facebook event link on the group page.

Fairfax Regional Newspapers

www.fairfax.com.au

Click on your relevant newspaper to go to that publication's own website. Each site may be a little different. For example, you may reach the event submission form by clicking on the 'Community' tab at the top of the page, and selecting 'Events' in the drop down menu, or by clicking on 'Send Us Your News'.

Gumtree

www.gumtree.com.au/s-events/c18483

Gumtree.com.au – Community – Events (your location)

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Sites unique to your region and theme

Search using your keywords in your local and target regions and find local events pages for your town, region, or the event's theme.

Other free direct marketing opportunities

Social groups

Search online for social groups of relevant interests/demographics in your region/target region, such as the Red Hatters, and invite them to your event. They may organise a group outing. It's best to call and make a contact personally. Local service clubs may be contacted for providing voluntary help as well. Give both kinds of groups time to plan.

Tour operators

Contact tour operators in your region to bring tour groups to your event. Give plenty of notice.

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