Orange360

**Delivering a unified platform connecting tourists
with operators.**

Challenge

To present the Orange Region as a whole.

The Orange Region reaches across many unique towns and villages with many exceptional events and destinations to offer travellers to Australia. Over time multiple websites were produced to promote these attractions eventually leaving the RTO with a fragmented digital footprint and no single place to communicate and do business with visitors.

Solution

DNN integrated with ATDW.

Design Phase – After developing an IA to incorporate the key events and attractions, we developed a prototype that Sydney agency Canvas Group translated into a world class design.

Build Phase – Producing an elegantly responsive interface from the design, we integrated tourism operator listings from the Australian Tourism Data Warehouse (ATDW) into a series of bespoke DNN modules. The modules empower the RTO to arrange and display ATDW listings in a consistent and highly visual presentation. Next we integrated with the booking platform allowing tourists to see availability and book in real time. Linking the whole solution together is a purpose built back end member management component, linking user accounts and their subscription on the website with their ATDW listings. The cherry on the cake is a bespoke weather widget.

Results

A unified platform connecting tourists with operators.

PLAN YOUR TRIP   EVENTS

Orange36O

PLACES TO GO   THINGS TO DO

Book accommodation

EVENT: 4 Nov 2018

Lane Cove Food and Wine by the River

Read More (on Facebook)

Top 10 things to do all year round

2

Experience fine dining in a country setting

Using local produce to create contemporary Italian-influenced food, Lolli Redini is a local institution; dine in leafy environs overlooking paddocks and vines at Racine, and savour rustic dishes translated into elegant showcases of regional produce at Tonic.

Find Restaurants

Discover

www.orange360.com.au