Log onto Decipher and uncover a huge world of the latest facts, trends, statistics and advisories to help you and your tourism organisation make better business decisions. Slip below the surface and use our innovative data trackers and sophisticated report builders to discover the hidden truths about tourism in your region. Built by some of Australia’s leading tourism & technology specialists, Decipher is Australia’s largest collection of tourism knowledge all in a sophisticated one-stop-shop. It’s big, it’s fast, it’s up-to-date and it’s easy to use.

Aggregated Knowledge from Hundreds of Suppliers
To help you stay ahead of the game Decipher has aggregated, sorted and arranged literally thousands of pieces of data and information from over 200 different national and specialist suppliers. Decipher scours the information repositories of the Australian Bureau of Statistics, Tourism Research Australia (formerly BTR), SENSIS, AAA Tourism, State Tourism Organisations and many, many others delivering access to thousands of:
Tables, Graphs, Maps, Reports and analysis, Links, News reports and lots more

Specialised Targeting Techniques
Unlike standard search engines, Decipher doesn’t give you thousands of pages of random (or advertising sponsored) information to struggle through. Instead key-word searching with Decipher returns specific tourism data and information already pre-categorised against a comprehensive tourism-specific dictionary and then time-sorted so you see the latest information first. Start using our tourism region tracker and your enquiries will be even more targeted for your location. Dig out a table or chart and you’ll discover that Decipher is pre-populated with hundreds of tables and charts covering a range of typical requests. Begin using Decipher’s easy-to-use Table Manipulator and you’ll be amazed at what you can uncover from our mega-tables. Instead of wading through voluminous reports or following hundreds of links, using Decipher in no time flat you’ll be a knowledge expert, using your time more wisely on making better business decisions. It’s the new way to look at tourism.

Access to Tables, Graphs, Maps, Reports and analysis, Links, News reports and lots more
Clever Report Builders
Decipher offers five customised report builders to arrange and publish collected knowledge in standard business report formats for competitive analysis, investment proposals, annual reporting, strategic and tactical planning, and exploring new product ideas. These report builders are wizard-driven, allowing you a speedy step-by-step process to choose relevant information from a targeted short-list of resources which automatically populate your report. Save your reports and come back to them later. Bookmark your resources and the report can be updated when newer data is added.

Handy Update Notifications
Decipher’s bookmarking service makes it easy to keep on top of data releases. Bookmark your favourite resources and Decipher will automatically notify you via email when new updates are available from the suppliers.

Decipher Technologies Pty Ltd
Decipher Technologies Pty Ltd is a fully owned subsidiary of Sustainable Tourism Co-operative Research Centre (STCRC), the Australian tourism industry’s own research centre. The STCRC business partners include 16 universities, all State & Territory Tourism Commissions and key industry partners such as Qantas and Tourism Australia. Long term industry champions, Sir Frank Moore (Chairman), Peter O’Clery (Managing Director), Daniel Gschwind (Director) and Mark Phillips (Chief Executive Officer), head up Decipher. Their team’s collective experience encompasses successful tourism researchers, operators, marketers and industry association leaders, as well as information technology professionals. Decipher is the result of the industry’s demand for objective tourism research to aid operators and investors to make better business decisions. Decipher is now available to all tourism stakeholders through the support of the Australian Government and all State & Territory Tourism Commissions.

Visit us today online at: www.decipher.biz
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