



ATDW-ONLINE  
USER GUIDE  
EVENT LISTING



Turning of the Fagus  
Cradle Mountain-Lake St Clair National Park  
© Emilie Ristevski

TASMANIA

COME DOWN FOR AIR



Tourism  
Tasmania


Welcome to ATDW-Online, where you can create and manage your listing for free in the Australian Tourism Data Warehouse (ATDW).

# ATDW EVENT LISTING

ATDW allows operators to easily promote their business or events on numerous digital platforms that connect directly to consumers.

All new listings and changes made to existing listings undergo a quality assurance process to ensure content quality standards are met.

If you need help registering or updating your listing, or have any questions or feedback, please do not hesitate to contact Tourism Tasmania on 6165 5286, or email [atdw@tourism.tas.gov.au](mailto:atdw@tourism.tas.gov.au).

 **IMPORTANT INFORMATION:** keep your listing up to date, listings automatically expire if they are not updated every 12 months. You will receive an email to remind you of the upcoming expiry date.

## Eligible products and listing guidelines

To check if your business is eligible for listing on the Australian Tourism Data Warehouse refer to the [Operator Listing Guidelines](#). Contact Tourism Tasmania if you are unsure whether you meet the listing guidelines.

Tourism Tasmania publishes events on ATDW-Online at its own discretion.

The following types of events are not permitted in the database:

- Political events
- Religious events
- Events of poor taste or controversial nature

## Have you already registered for ATDW-Online?

If you are unsure if you already have an ATDW-Online account, please contact us at [atdw@tourism.tas.gov.au](mailto:atdw@tourism.tas.gov.au) or call 6165 5286.

If you have already registered for ATDW-Online but have forgotten your password:

- Go to [www.atdw-online.com.au](http://www.atdw-online.com.au) and click on the forgot password link.
- Enter your email address and a reset password email will be sent to you (your email address is also your user name for ATDW Online).
- Once you receive the email click on **reset password**. Once completed you will be returned to your ATDW-Online listing page.

## Getting started on ATDW-Online

You will need to register your business and set up a user profile before you can create a listing for your event.

Only one business registration is required for multiple listings. If you would like to create multiple listings for different events, you will only need to complete the registration process once.

To register:

- Go to [www.atdw-online.com.au](http://www.atdw-online.com.au)
- Click **register now**
- Choose the account type 'Tourism Operator' and enter your information. Fields marked with an asterisk \* are required fields.

## How do I enter a new listing?

A new listing can take approximately 30 minutes to complete.


Guidance text will help you through this process. This will appear on the right hand side of the screen and is best viewed using a desktop or laptop computer.

Click on **lets go** to commence.

Choose **events** from the listing category and follow the prompts on each screen.

The following are required fields (indicated with an asterisk \* against each menu item)

- Name & description
- Event type
- Venue
- Contacts
- Frequency
- Date and Time
- Confirmed event
- Accessibility
- Photos

 You will be prompted to complete a mandatory field before proceeding to the next one. Optional fields can be completed later.

## EVENT LISTING

### Tips for creating your event description

- Start with your product's name and location, then outline its unique features and qualities. Follow this with additional information about the product.
- Use short paragraphs with simple language.
- Do not use abbreviations. For example, write TV as television, BBQ as barbecue.

- Descriptions should not use bullet style dot points. The description must be in sentence format.
- Spell out numbers from one to ten and use figures for 11 and above – for example, six bookings, 66 travel agents. For larger numbers, write 11 million, not 11,000,000.
- Express the description in terms of what 'you will experience' what 'you can do', not what the product can do for them.

### Event type

Select the most appropriate event type. If applicable select multiple event types. For example: Tasmanian Craft Fair is considered an Exhibition and Festival, and also a Class as it contains smaller hands-on learning classes.

### Venue

Enter the exact location of the event venue. Complete the required fields including the venue name.

Check that the drop pin is in the correct location on the map.

Event Type

Please select the Event Type(s) that describes your event best

<p><b>Business Event</b></p> <p>Business events suitable for listings include: significant conferences, seminars, galas, launches, symposiums or other activities where the majority of participants will be travelling from interstate or overseas and the program will permit leisure time at the destination.</p>	<p><b>Classes, Lessons, Workshops and Talks</b></p> <p>List one off educational events here like art workshops, cooking classes/lessons and motivational/inspirational speakers. These events must highlight experiences specific to the city or region and have a leisure tourism focus.</p>
<p><b>Exhibition and Shows</b></p> <p>Exhibitions and/or display events listed here can not be permanently available at an Attraction. Include that kind of information within an Attraction description. List temporary, or one-off exhibits e.g. Open Gardens, French Impressionism. Show events do not include musical shows - list these under Concert/Performance. Show events listed here include Easter Shows, Royal Shows, Agricultural Shows, Lifestyle Shows e.g. Caravan and Camping/Craft/Health &amp; Wellness/Food &amp; Wine Expos etc.</p>	<p><b>Festivals and Celebrations</b></p> <p>A Festival event may include: film festivals, seasonal festivals e.g. Floriade, arts festivals, food and wine festivals, multicultural festivals, Mardi Gras etc. A Celebration or Commemoration event may include Australia Day activities, ANZAC Day, New Years Eve, Easter Egg hunt, Olympic Athletes Welcome Home Parade, Myer Christmas Windows, Open Days etc.</p>

**Sporting Events**

Sporting events listed here can either be for participation, viewing or a combination of both. The event needs to have the best potential to attract interstate/overseas visitors e.g. Tour Down Under, Australian Formula 1 Grand Prix, VB Supercars, World Cup Cricket etc. Interstate matches are permissible for all sporting codes.

Please provide information about your venue

Burnie and North West Tasmania

**Street address**

1 North Terrace


**Unit / Apartment / Suite / Building**

e.g. Unit 401

**Suburb**

Burnie

**State** TAS **Post code** 7320



Map Satellite

1 North Terrace Burnie

Map data ©2020 Terms of Use Report a map error

## EVENT LISTING

### Contacts

Enter your business or attraction contact details. These are the details that will appear on your listing.

### Phone

Enter a minimum of one phone number for your business. Enter the phone number in full and do not use a space between the area code. For example: 0361234567 or 0412312312

### Email

Remember to include the @ symbol in the email address.

### Website

Enter the website for your event.

### Booking URL

Does your business accept online bookings? If so, enter the booking URL.

### Event Frequency

Tick at least one option. Note that **once only events** can include single day events, or events that take place over a defined time period.

### Accessibility

Tick at least one of the options on the right.

**At least one point of contact is required.**

Phone

What number should your customers contact you on?

0361655386 ✓

Secondary phone number (optional)

Email

What email should customers contact you on?

bookings@test.com

Website URL

Provide your attraction specific website address

www.address.com/we-want-this-url-here

Booking URL Optional

Does your website accept online bookings? If so, enter your direct booking URL here

www.a-booking-url-goes-here.com

PREVIOUS

SKIP TO NEXT STEP

### Date and Time

Please refer to guidance text when entering times. The event must be confirmed at the next step to proceed.

### Confirmed Event

Tick at least one option. Please refer to the guidance text when entering confirmation of your event.

Accessibility Required

Please select the accessibility of your attraction

- Actively welcomes people with access needs.
- Does not cater for people with access needs.
- Disabled access available, contact operator for details.

## EVENT LISTING

### Adding and removing photos

Each listing must have at least one photo that meets the following image requirements:

- Minimum photo size is 2048 x 1536 pixels
- Landscape (horizontal) orientation only, not portrait
- .jpg or .png format
- Maximum photo size is 10MB
- Images must showcase your business
- Posters, brochures, logos or photos with written text are not accepted.
- Alternative Text (Alt text) is mandatory. Write a brief description of what is in the photo. This benefits the visually impaired and search engine optimisation (SEO).

Upload your photo/s and complete the optional and required fields (Alt text is mandatory).

Click **Save Photo**


To edit or adjust the photo click on the photo.

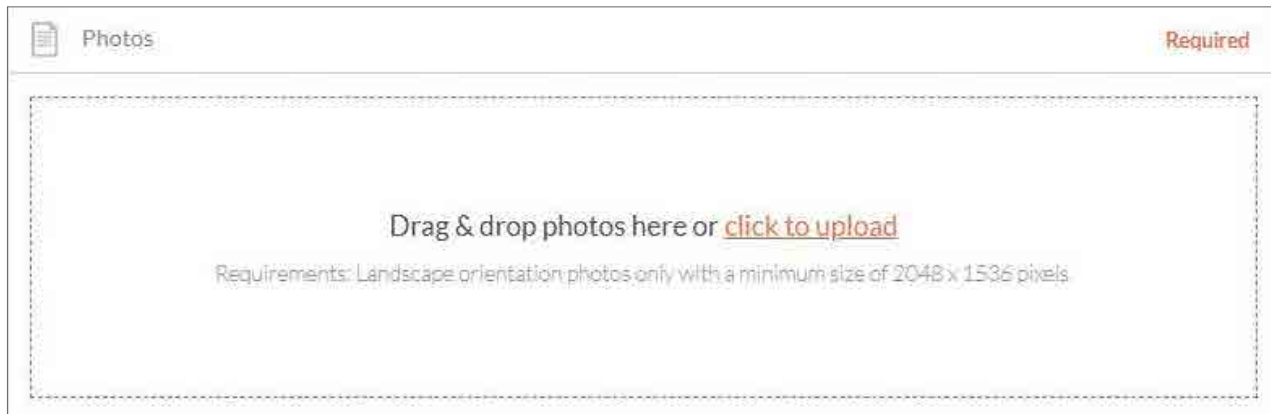
Once uploaded, organise your photos by dragging them into your preferred order. The image with the star symbol will appear first on ATDW distributor websites.

Click X to remove a photo.

 *A maximum of ten images are permitted.*

**All mandatory fields have now been completed. Complete the additional optional steps to enhance your listing or skip to page 7 for instructions on how to get your listing published.**

 *Optional fields can be completed later by logging into your ATDW-Online account.*



### Videos

Enter a valid Youtube or Vimeo link (URL).

**Sample Youtube:** <http://www.youtube.com/watch/xxx>

**Sample Vimeo:** <http://www.vimeo.com/xxxxxxxxxxx>

Once uploaded, arrange the videos by dragging them into your preferred order. The image with the star symbol will appear first on ATDW distributor websites.

Click X to remove a video.

 *A maximum of ten videos is allowed.*

## EVENT LISTING

### Prices

Guidance text will help you through this process. This will appear on the right hand side of the screen and is best viewed using a desktop or laptop computer.

If you select **do not specify** or **customers can experience this event for free**, then no further information is required.

Different prices for children can be included by ticking the checkbox and following the prompts.

Use the comments section if the rates vary according to the seasons, or if there are certain conditions guests should be made aware of.

### Business information

Is your business known by an alternative name?  
Enter your business ABN and click **check** to verify.

### Opening hours

What time can customers access your event?

### Map

If there is a map of your event venue location you can upload it here.

### Internet access

What kind of internet access is available to your customers?

### Facilities

Select any facilities that are available to your guests.

### Memberships

Does your business have a current membership?  
Tourism Tasmania lists certain memberships such as regional tourism organisation memberships where relevant. Contact Tourism Tasmania to find out more.

### Accreditation

Is your business accredited with any industry bodies?

### Social accounts

Where can customers find you on social media?

### Getting your listing published on ATDW-Online

Once all the mandatory steps have been completed, click **summary** to review all of your listing information and make any final changes. To navigate away from the summary screen click on one of the headings on the menu.


Once you are ready to submit your listing click **send for review**.

If any mandatory fields have not been completed the pop up window will provide further instructions.

Tourism Tasmania's quality assurance process will check that your listing meets eligibility requirements before publishing.

Tourism Tasmania may request any required documentation via email as there is no provision to submit attachments while registering on ATDW-Online.

You will receive an email advising when your listing has passed quality assurance and is published. If your listing does not pass the quality assurance process, Tourism Tasmania will advise you via email and explain which parts of the listing require updating.

 **IMPORTANT INFORMATION:** keep your listing up to date, **listings automatically expire if they are not updated every 12 months**. You will receive an email to remind you of the upcoming expiry date.

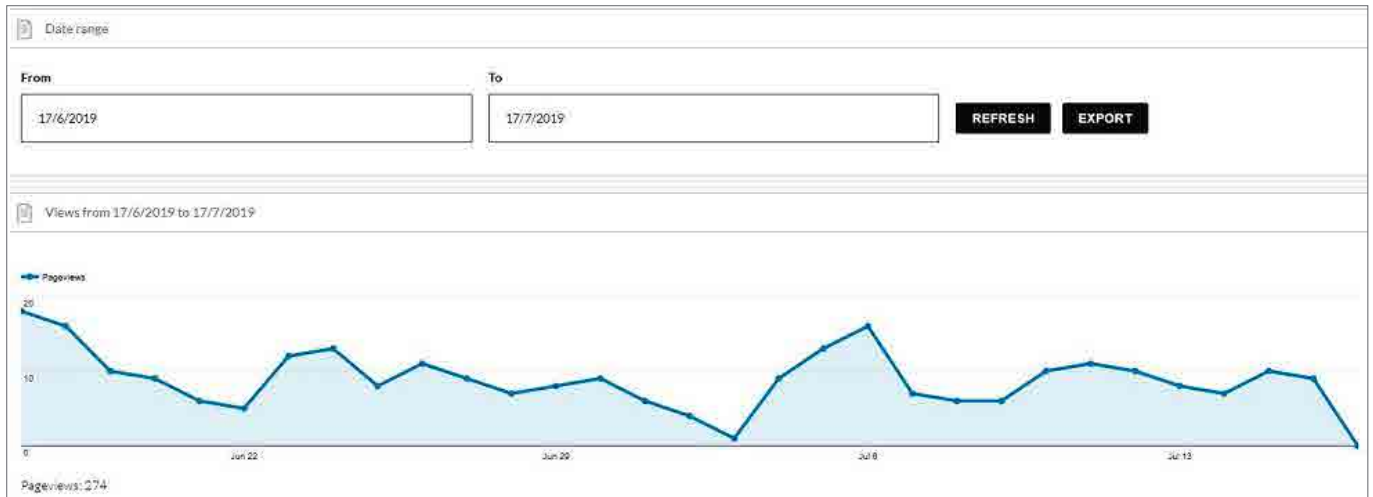
# EVENT LISTING

## Additional information

### STATISTICS

Your product home screen contains an ATDW listing statistics report to keep track of your listing's performance across the entire ATDW distribution

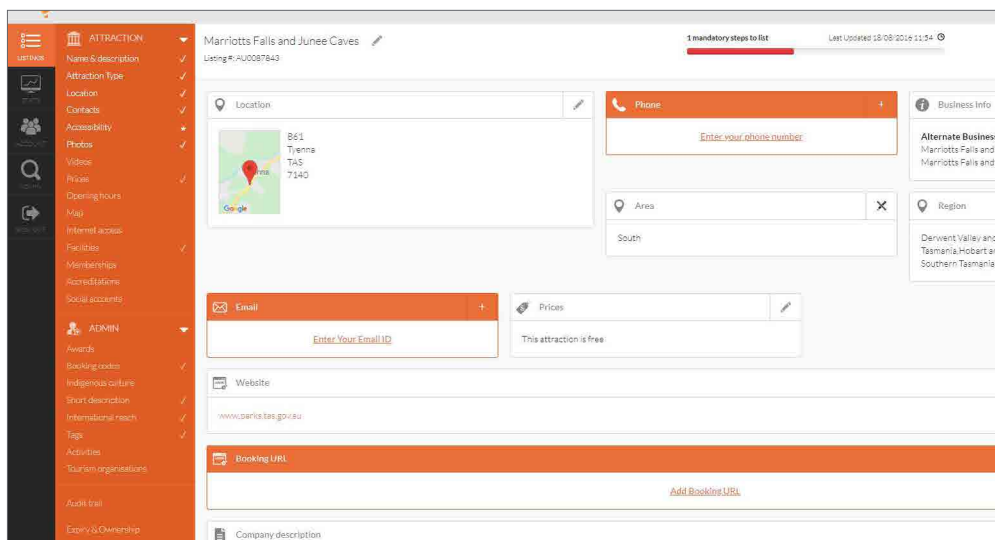
network. These reports are updated on a daily basis and can be accessed at any time throughout the year.



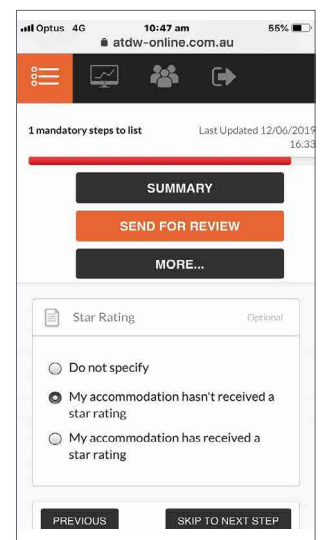
## DIFFERENT DISPLAY VIEWS FOR DESKTOP AND DEVICES

ATDW-Online is accessible on mobile, tablet, laptop or desktop. Larger screens provide the best user experience. On small devices or small monitors, the menu items collapse to the top of the screen.

Page displayed on a full size desktop screen:



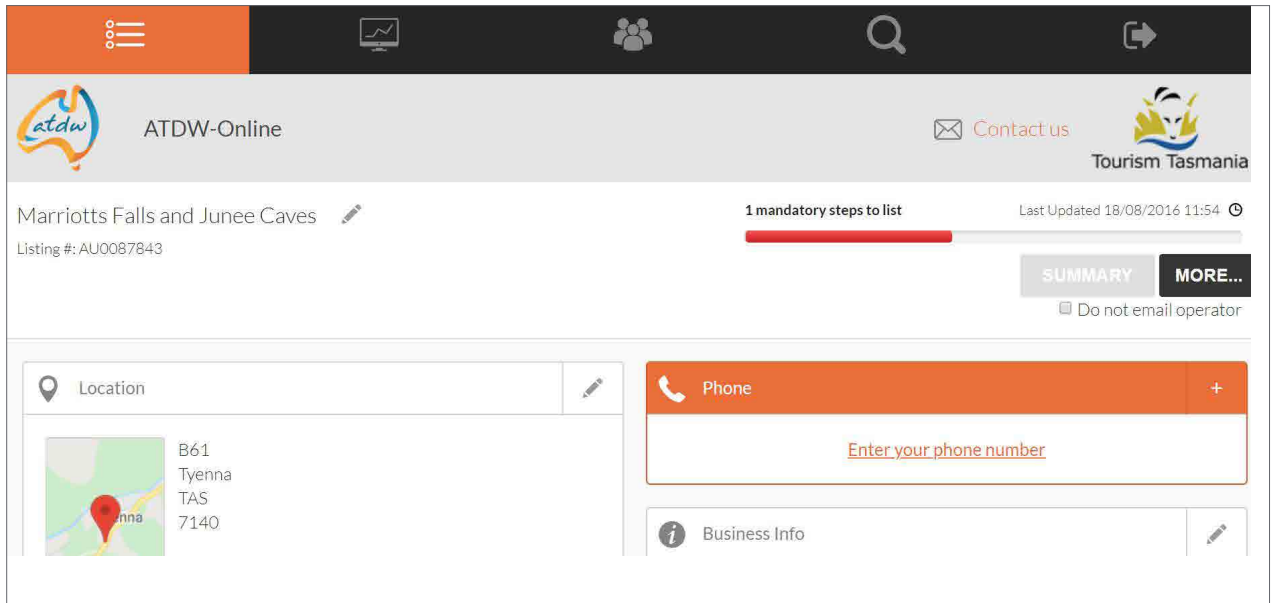
Page view on a mobile phone:



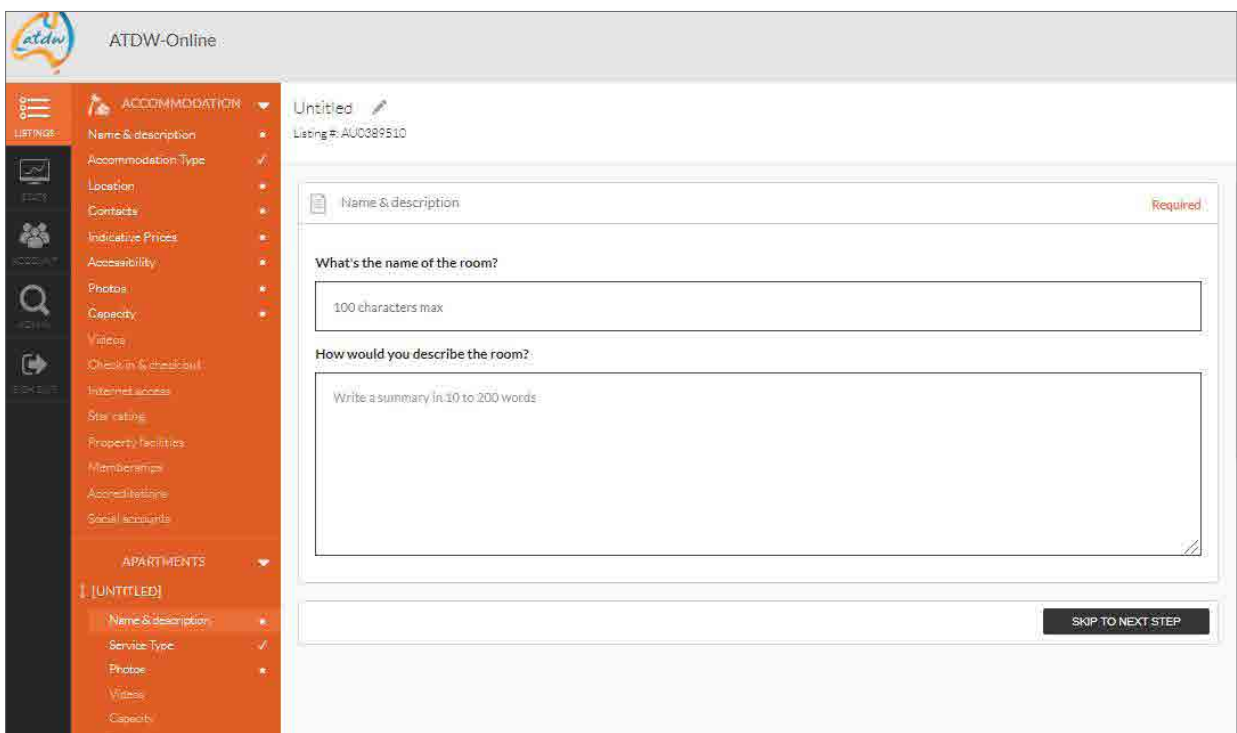


# EVENT LISTING

Page displayed on a smaller device or small screen  
(menu items are at the top of the screen):



Page on a smaller device or small screen with the  
menu items expanded:



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to contact Tourism Tasmania on 6165 5286  
or email [atdw@tourism.tas.gov.au](mailto:atdw@tourism.tas.gov.au).