ATDW-ONLINE USER GUIDE

INFORMATION SERVICE LISTING

Mona Foma
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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 INFORMATION SERVICE 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**.

📍 **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 information service listings on ATDW-Online at its own discretion.

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** or call 6165 5286.

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

—— Go to **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 product.

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

To register:

—— Go to **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 **information service** 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

—— Information Service type

—— Location

—— Contacts

—— Accessibility

—— Photos

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

Tips for creating your product 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.

Information service type

Select the most appropriate information service type.

Information Service Type

Please select the Information Service Type(s) that describes your service best

Cruise Terminals and Airports
Cruise terminals and airports utilised by leisure visitors.

Visitor Information Centres
Recognised Visitor Information Centres offering information services on their region.

PREVIOUS

Location

If information service is different from the organisation address, select **define another address** and enter the address details.

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

Physical address   Required

○ Organisation address
  15 Murray Street
  Hobart
  TAS, 7000
● Define another address

Street address

Franklin River

Unit / Apartment / Suite / Building

Lyell Highway

Suburb

Derwent Bridge

State   **Post code**

TAS   7140

Map   Satellite

Donaghys Hill
Franklin River Derwent Bridge ×

Contacts

Enter your business 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

At least one point of contact is required.

Phone

What number should your customers contact you on?

0361655386 ✔

Secondary phone number (optional)

Email

Remember to include the @ symbol in the email address.

Email

What email should customers contact you on?

bookings@test.com

Website

Enter the website for your attraction.

Website URL

Provide your attraction specific website address

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

Accessibility

Tick at least one of the options on the right.

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.

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.
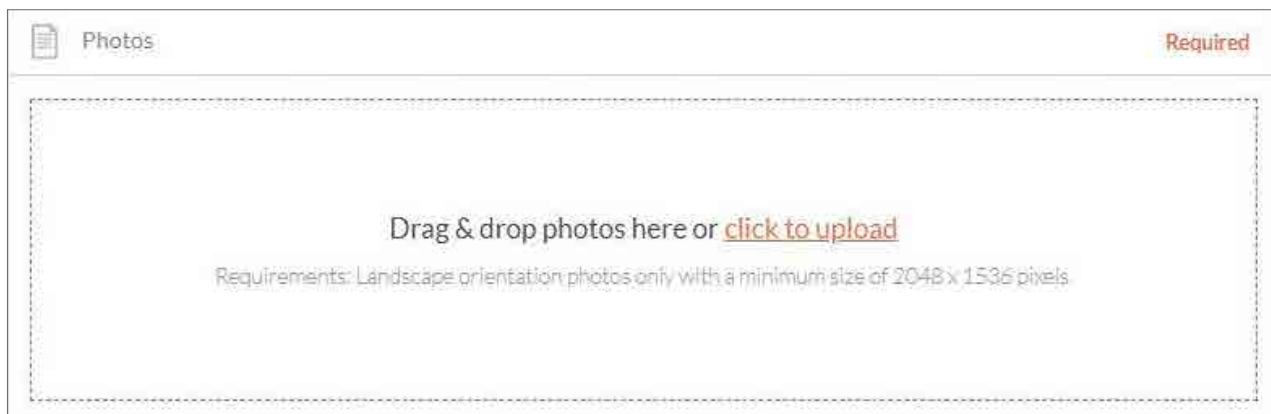
Videos

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.

Opening hours

WWhat are the opening hours for the information service? Include public holidays etc.

Follow the guidance text for instructions.

Internet access

What kind of internet access is available to your customers?

Facilities

Select any facilities that are available to your customers.

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 in 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.
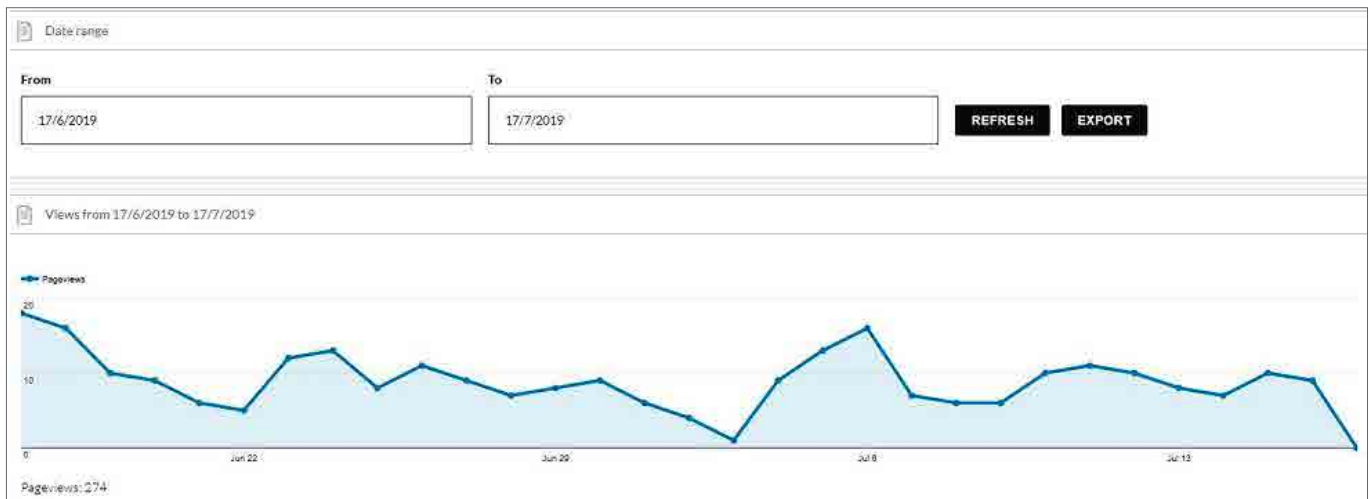
Additional information

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.
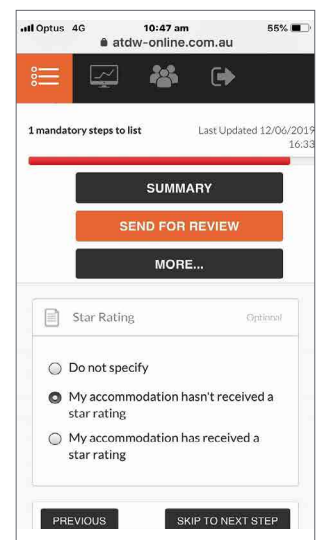

DIFFERENT DISPLAY VIEWS FOR DESKTOP AND DEVICES

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:
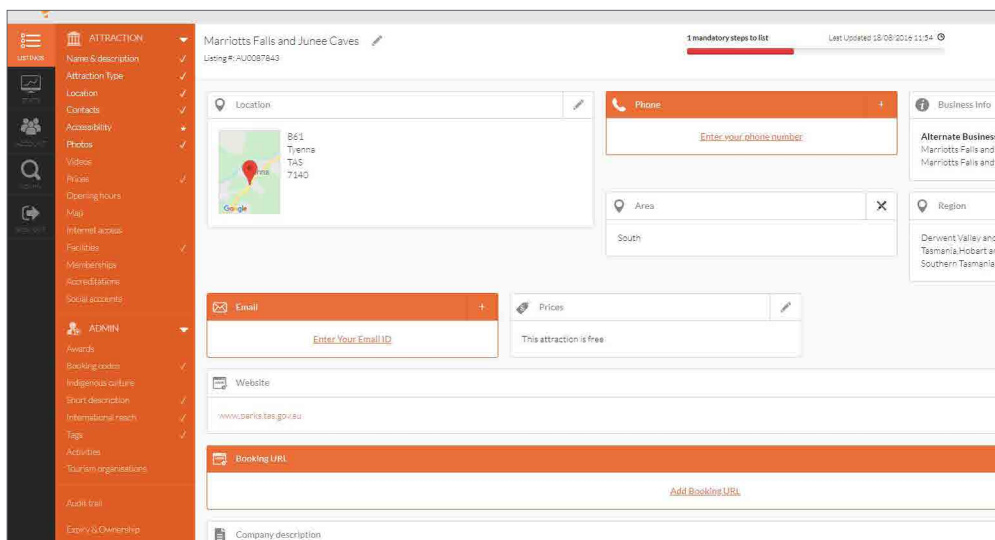
Page view on a mobile phone:

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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