

ATDW-Online User Guide

Hire

Welcome to ATDW-Online - where you can create and manage your free business listing in the Australian Tourism Data Warehouse (ATDW), and then share that listing with travel websites including Tourism Tasmania's Discover Tasmania website, as well as apps and visitor information centres.

ATDW-Online replaces the TigerTOUR database with **all TigerTOUR content migrated to the new database.**

All new listings and changes made to existing listings undergo a Quality Assurance (QA) process before publishing to ensure they meet content quality standards.

Eligible products and listing guidelines

ATDW-Online stores and publishes tourism industry business information. Before you create a listing, feel free to contact Tourism Tasmania if you are unsure whether you meet the listing guidelines

Hire types:

- Bicycles
- Boats
- Campervans and motorhomes
- Cars
- Equipment
- Four wheel drives
- Houseboats
- Minibuses and coaches
- Motorcycles
- Yachts

Required documents:

- A copy of your Certificate of Registration of Business Name

What is ATDW?

The Australian Tourism Data Warehouse (ATDW) is an organisation established by the states and territories in partnership with Tourism Australia. ATDW is a central repository of nationally standardised information on tourism businesses and events, and enables third parties to distribute that information. Their database is called ATDW-Online.

Many local regional tourism sites receive their product information from ATDW. For a full list of ATDW distributors, see <http://distribution.atdw.com.au/distributors/>

Tourism Tasmania manages the Tasmanian content in ATDW-Online.

Help with your passwords

Old passwords from MyTigerTOUR will not work in ATDW-Online. Usernames are now the email address you previously registered with MyTigerTOUR.

To get started in ATDW-Online, click on the **forgot password** link at <https://www.atdw-online.com.au> and then click on the link in the email sent to you from ATDW-Online. Add the temporary password and create your new password. Passwords must be at least eight characters (letters and numbers). Special characters such as # / & \$ @ etc will not work.

If you see a "user not found" error message, contact Tourism Tasmania on 616 55286 or online@tourismtasmania.com.au

ATDW Online

Contact us

Login

Email address

Password

[Forgot password?](#) **LOGIN**

OR

Register so you can create a listing or setup as a distributor in minutes.

CREATE AN ACCOUNT

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Queensland Western Australia Victoria Tasmania Northern Territory New South Wales South Australia

Using ATDW-Online

Registering your business on the ATDW-Online database

If you're certain you're not already in the ATDW-Online database and would like to join, you can do so at <https://www.atdw-online.com.au>


The first step is setting up a **User** account, and then adding your **Organisation** before creating the listing.

How do I enter my new listing?

A new listing can take approximately 30 minutes to complete. Click on Add a new listing, Choose a listing type.

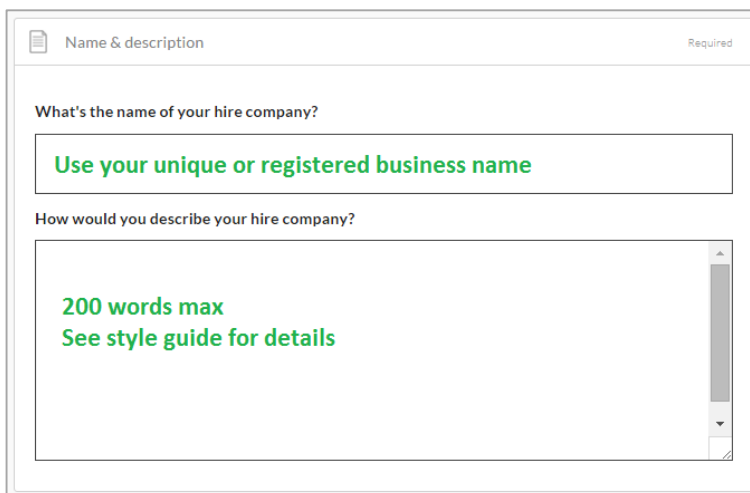
Simply work your way through the step-by-step wizard. Help text is provided on throughout the platform on the right hand side of each field. This is best viewed whilst using a desktop or laptop computer.

NOTE: Some of the wizard's steps are required while others are optional. The wizard will tell you when you need to complete a field before proceeding to the next one. You can complete optional fields later.

Required fields (indicated with a plus next to the  menu item)

- Name & description
- Hire type
- Photos
- Location
- Phone or email

Name and description



Creating the best product description

Start with your product's name and location, then outline its unique features and qualities. Follow this with additional information.

Use short paragraphs with simple language rather than long-winded paragraphs.

Do not use bullet points or asterisk and avoid using clichés.

Abbreviations: Do not use abbreviations. For example, write TV as television, BBQ as barbecue.

Dot Points: Descriptions should not use bullet style dot points. The description must be in sentence format.

Numbers: In normal text, 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. Don't abbreviate

Always express in terms of what "you will experience" what "you can do" not what the product can do for them

NOTE: Tourism Tasmania will reject descriptions that don't meet the criteria at the quality assurance stage and will ask you to resubmit.

Hire type

Select the most appropriate Hire type. It's OK to select multiple if it applies.

Hire Type Required

Please select the hire type(s) describing your business best

<p>Bicycles</p> <p>The business offers Bicycles for hire.</p>	<p>Boats</p> <p>The business offers Boats for hire.</p>
<p>Campervans and motorhomes</p> <p>The business offers Campervans and Motorhomes for hire.</p>	<p>Cars</p> <p>The business offers Cars for hire.</p>
<p>Equipment</p> <p>The business offers Equipment for hire such as tents, kayaks, skis, snowboards, EPIRBs.</p>	<p>Four wheel drives</p> <p>The business offers Four Wheel Drives for hire.</p>
<p>Houseboats</p> <p>The business offers Houseboats for hire.</p>	<p>Minibuses and coaches</p> <p>The business offers Minibuses and Coaches for hire.</p>
<p>Motorcycles</p> <p>The business offers Motorcycles for hire.</p>	<p>Yachts</p> <p>The business offers Yachts for hire.</p>

Adding and removing images

Each product listing is permitted ten images in total at the product level and can add additional images at the service level i.e. the cars or bikes that you have loaded as a 'hire type'.

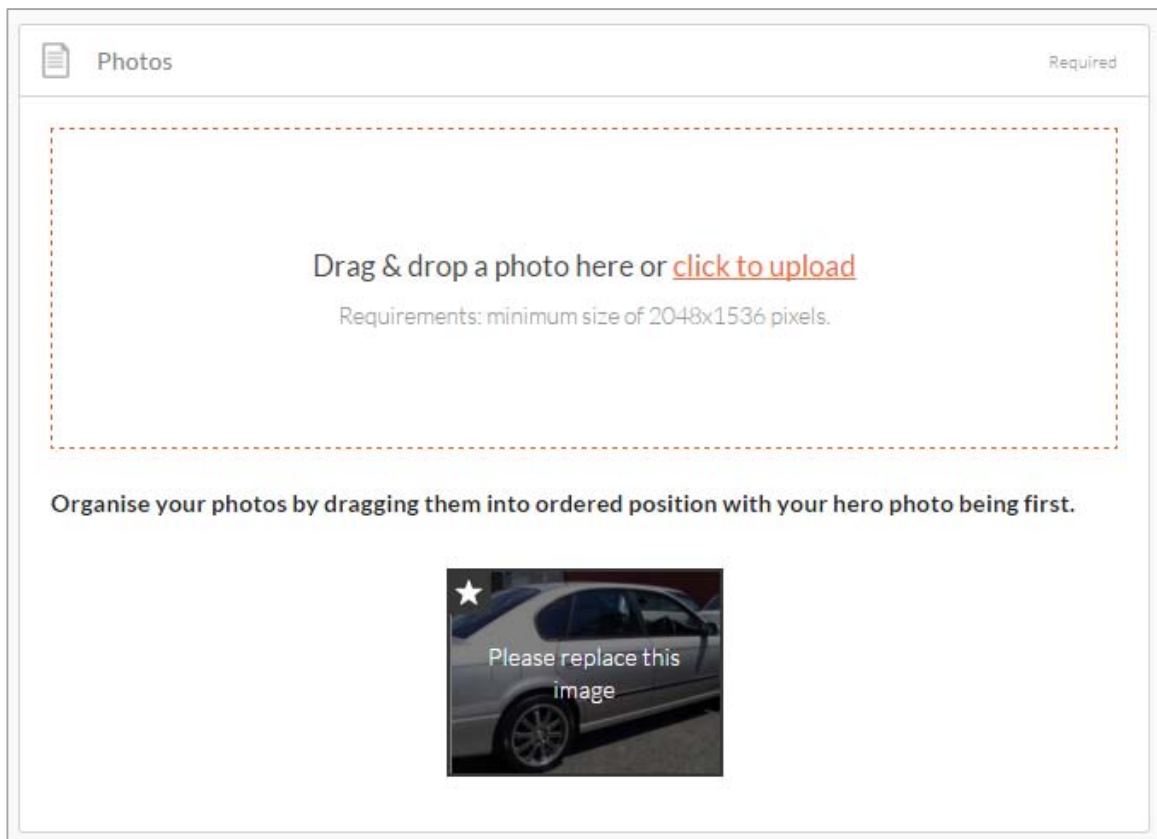
NOTE: Most ATDW distributors are currently displaying product level images and therefore the ten images loaded at the product level must showcase your business.

When logging in to ATDW-Online for the first time, the images you see are from the previous TigerTOUR database. Some of those images may not meet the new minimum standards and will need to be replaced (but will still work on some ATDW distributor websites). Each listing must have at least one image that meets the new minimum image standard.

Image requirements:

- Minimum dimensions of 2048 x 1536 pixels
- Landscape (horizontal) orientation only, not portrait
- Ten images maximum. At least one is required.
- .jpg or .png format
- Less than 10mb file size

To check your images, click on **photos**



To delete an image, click on it and select delete. To re-order images, if you have more than one, select and drag it to the new position.

The image marked with a STAR will appear first on ATDW distributor websites.

Location

The location information refers to where your hire products are collected. You can choose your organisation address or define another address.

NOTE: The Street address is linked to Google's address engine and will predict your address as you type. The address then populates the pin on the map. Once done, click on **next steps**.

Tourism Tasmania can assist with this if you need help.

Physical address Required

Organisation address

Hobart
TAS,

Define another address

Street address

Cnr St John and Cimitiere Streets

Unit / Apartment / Suite / Building

Suburb

Launceston

State **Post code**

TAS 7250

Phone

Enter up to two phone numbers for your business. Do not use a space between the area code, just enter the number in full. Mobile numbers and landline numbers must be ten numerals with no spaces.

Do not enter your fax number here. ATDW-Online does not store fax numbers.

Phone Required

What number should your customers contact you on?

0363369999 ✓

Secondary phone number

Email

Remember to include the @ symbol in your email.

Email Required

What email should customers contact you on?

bookings@test.com

Website

Complete as below. Do not include http://

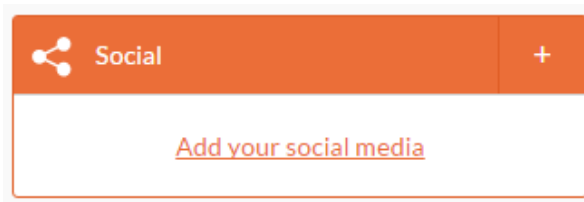
Website URL Required

Provide your accommodation specific website address

www.testing.com

Optional steps – enhancing your listing

When viewing the **summary** screen, the optional steps have an orange border around them as follows:



Business information

Is your business known by an alternative name?

Enter your Business ABN and click the 'Check' button to verify.

Videos

Add a maximum of 10. Provide your You Tube or Vimeo URLs in the following format:

Sample You Tube: <http://www.youtube.com/watch/xxxxxxxxxxx>

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

Indicative prices

Overall, what is the total price range covering off all of products available for hire?

Opening hours

When are you open? Set opening patterns and exceptions.

Depots

Do you also have a sub-branch or depot where travellers can access your product?

Internet Access

Is Broadband or Free Wi-Fi available to your customers?

Facilities

Select any facilities that are available to your customers.

Accessibility

Select the accessibility for your business.

Memberships

Does your business have a current membership?

Accreditation

Is your business accredited with any industry bodies?

Booking URL

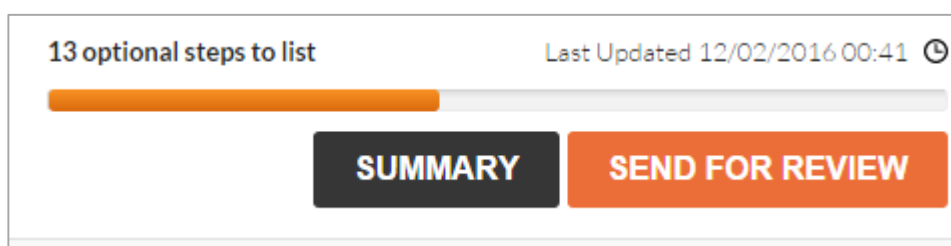
Enter a valid website booking URL.

Social Accounts

Where can customers find you on social media? Facebook, Twitter etc?

Getting your listing published

To send your listing for quality assurance once you have completed all the mandatory steps, click **summary**, and then **send for review**.



Our QA process will identify you as a new business and we'll make sure you are eligible before publishing.

Tourism Tasmania may request that you email us required documentation as there is no provision to submit attachments during the online registration process.

We will advise you by email when your listing has passed quality assurance and is published.

If you do not pass quality assurance, we will advise you by email of the changes you need to make to meet quality standards.

How do I update my current listing?

To update your current listing, click on the ATDW-Online logo button on the Tourism Tasmania corporate website or log in directly at <https://www.atdw-online.com.au> using your username and password.

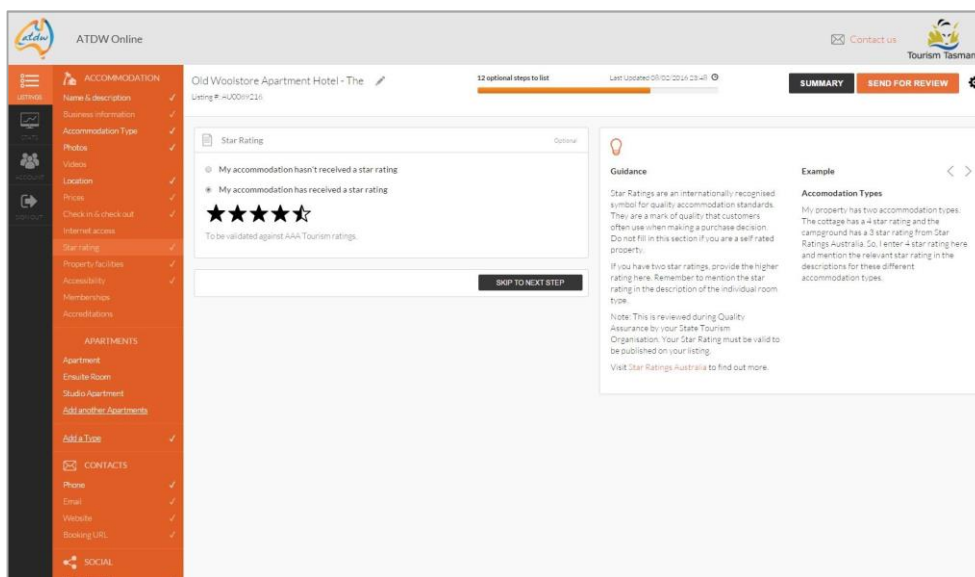
Statistics

Your product home screen contains an ATDW listing stats report that you can use to keep track of your listing's performance across the entire ATDW distribution network. These reports are updated on a daily basis and you can access them at any time throughout the year.

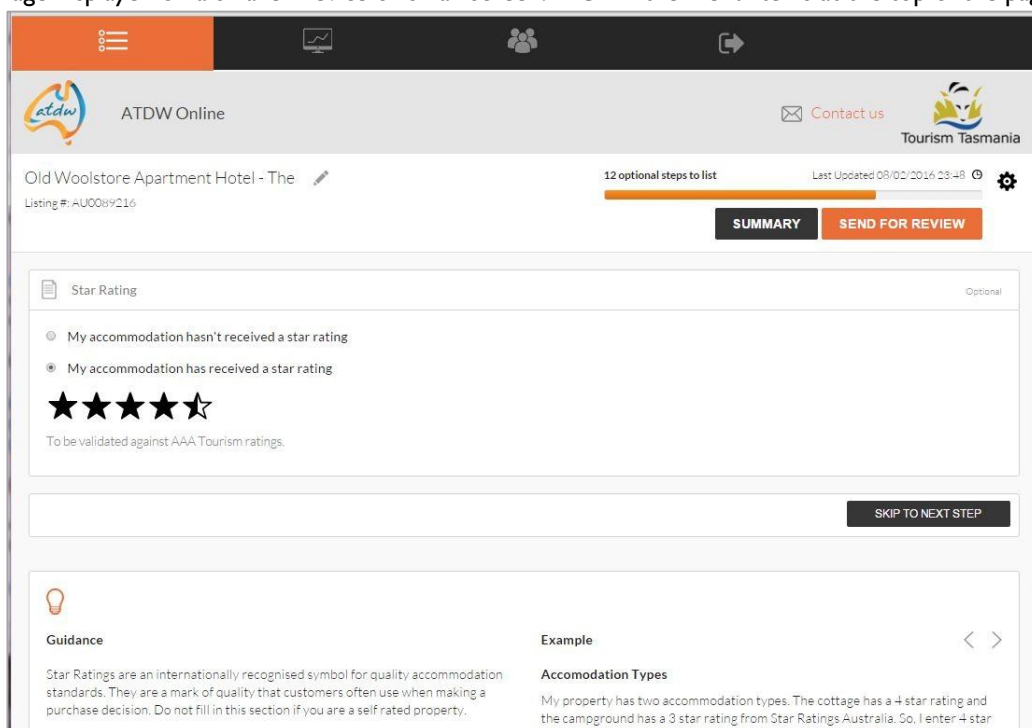
Differences between MyTigerTOUR and ATDW-Online

ATDW-Online is accessible on mobile, tablet, laptop or desktop however larger screens provide the best user experience. On small devices or small monitors, the menu items usually displayed in full on the left hand side of the screen collapse to the top of the screen as follows:

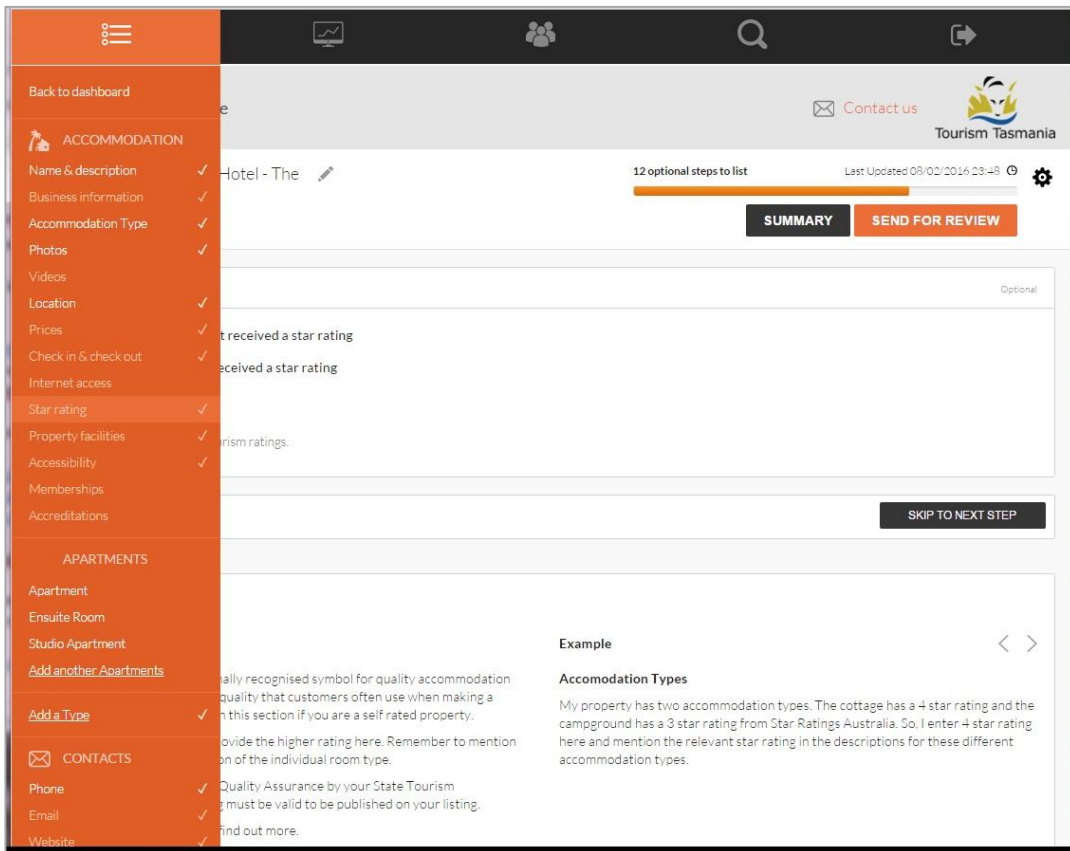
Page displayed on a full size desktop screen:



Page displayed on a smaller device or small screen. **NOTE** the menu items at the top of the page



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



Who do I contact for help?

If you need help updating your listing or you have any questions or feedback, do not hesitate to contact Tourism Tasmania on 616 55286, or email online@tourismtasmania.com.au