

ATDW-Online User Guide

Tours

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 is designed to capture and publish tourism industry business information. Before you create a listing, feel free to contact Tourism Tasmania if you are unsure if you meet the listing guidelines.

Tour types:

- Adventure and Outdoors
- Air, Helicopter and Balloon Tours
- Cruises, Sailing and Water Tours
- Cultural and Theme Tours
- Food and Wine Tours
- Nature and wildlife
- Nightlife Tours
- Shopping Tours
- Sightseeing Tours
- Sports Tours
- Walking and Biking Tours

Required documents:

- A copy of your Certificate of Registration of Business Name
- A copy of Public Passenger Vehicle accreditation
- A copy of Commercial Vessel survey if operating a boat.

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 initially. Usernames are now the email address you 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 you receive from ATDW-Online. Add the temporary password provided in the email then create your new password. Passwords must be at least 8 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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THE ATDW IS AN INITIATIVE OF

SSL.com
Visit Canberra
Tourism and Events Queensland
Tourism WESTERN AUSTRALIA
Tourism Tasmania
NT
Destination NSW
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 around 30 minutes to complete. Click on Add a new listing, Choose a listing type.

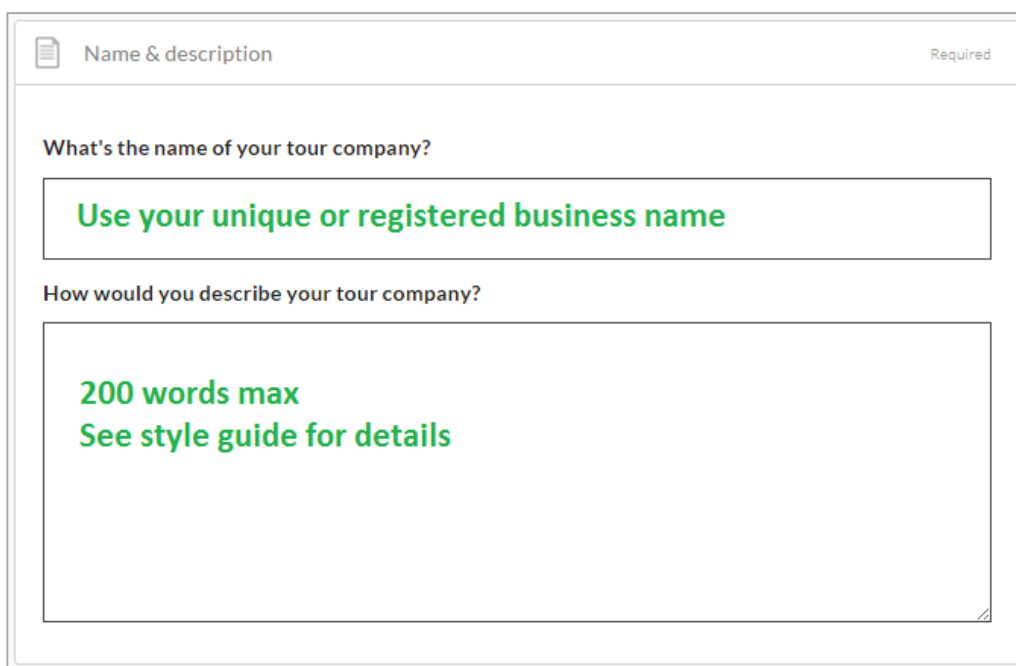
Simply work your way through the step-by-step wizard. Help text is provided on throughout the platform on the right hand side of each field. This is best viewed on a desktop or laptop computer.


NOTE: Some steps of the wizard 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
- Photos
- Location
- Phone or email
- Tour type
- Tours indicative pricing

Name and description



 Name & description Required

What's the name of your tour company?

Use your unique or registered business name

How would you describe your tour company?

200 words max
See style guide for details

Creating the best tour 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.

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 rooms.

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 have been copied over from the 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**

click to upload'. Below this, it states: 'Requirements: minimum size of 2048x1536 pixels.' Below the dashed box, there is a text instruction: 'Organise your photos by dragging them into ordered position with your hero photo being first.' Below this instruction is a small image placeholder with a white star in the top-left corner and the text 'Please replace this image' overlaid on it."/>

To delete an image, click on it and select delete. To re-order your images, simply select and drag it to the new position.

The image with the STAR on it will appear first on ATDW distributor websites.

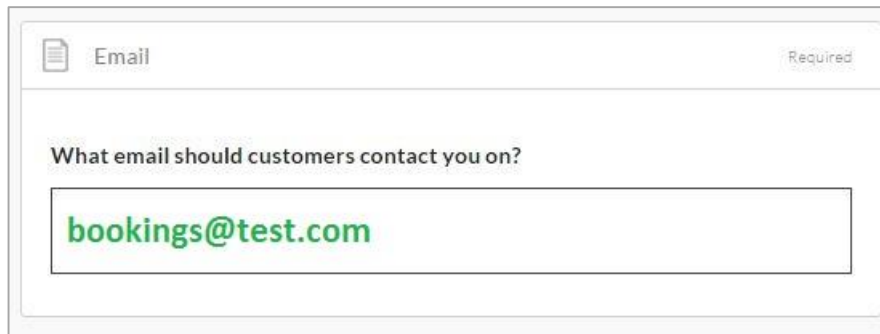
Phone

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 10 numerals.

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

Email

Remember to include the @ symbol in your email.

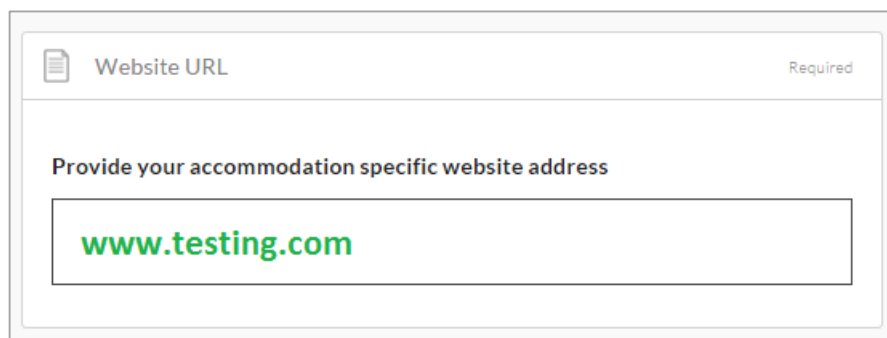


Email Required

What email should customers contact you on?

Website

Complete as below. Do not include http://



Website URL Required

Provide your accommodation specific website address

Location

The location information refers to where your tours depart from. You can choose your organisation address or define another address.

If you offer hotel pick up for your tours, it is acceptable to add your address as “By Arrangement” and have the suburb as the main nearest city you operate from

NOTE: The Street address is linked to Google’s address engine and will predict your address as you type it. 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 ✓

Organisation address

Sandy Bay
TAS, 7005

Organisation address refers to the home/depot address stored in the system

Define another address

Street address

"By arrangement"

Unit / Apartment / Suite / Building


e.g. Unit 401

Suburb

Hobart

State Post code

TAS **7000**



Tour type

Select the most appropriate tour type. It's ok to select multiple if it applies.

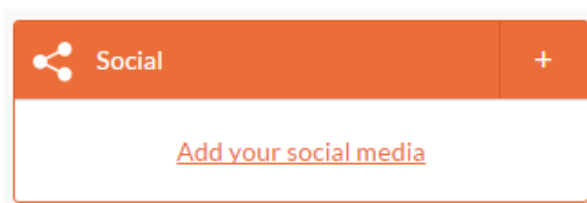
Tour types Required

Please select the classification(s) that best describes your business

<p>Adventure and Outdoors Tours</p> <p>Adventure and outdoor tours are activity based participation tours. Activities could include abseiling, caving, flying fox/zip line, fossicking, rock-climbing, surfing, white water rafting, segway riding, skiing, skydiving, horse riding and camel riding.</p>	<p>Air, Helicopter and Balloon Tours</p> <p>Visitors travel in an helicopter, hot air balloon, blimp, glider, airplane, hang glider, parachute or anything else that can sustain flight.</p>	<p>Cruises, Sailing and Water Tours</p> <p>These tours are primarily undertaken on or around water. They could include activities such as cruising, canoeing, diving, parasailing, fishing, jet boating/skiing, kayaking and sailing among others.</p>	<p>Cultural and Theme Tours</p> <p>Cultural and theme tours include visiting locations such as: art galleries, museums, libraries, performing arts venues and historic attractions and venues.</p>
<p>Food and Wine Tours</p> <p>Food and wine tours include visits to vineyards, breweries and restaurants. Experiences range from tastings and education to fine dining offerings.</p>	<p>Nature and wildlife</p> <p>Nature and wildlife tours give visitors the chance to explore areas of significant natural beauty and view wildlife in their natural habitat. e.g. whale watching.</p>	<p>Nightlife Tours</p> <p>Nightlife tours are specifically for pleasure-seekers at night. Venues may include nightclubs.</p>	<p>Shopping Tours</p> <p>Shopping tours generally visit a number of retail factory outlets or popular shopping precincts.</p>
<p>Sightseeing Tours</p> <p>Sightseeing tours visit attractions, landmarks and destinations in metropolitan and regional areas. Transport is usually provided in a coach.</p>	<p>Sports Tours</p> <p>Sports tours are based around viewing or participating sporting events or a visit to a major sporting venue.</p>	<p>Walking and Biking Tours</p> <p>Walking/biking tours may be guided or self-guided. They may include bush walking, or travelling on marked tracks in National Parks and reserves.</p>	

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 YouTube or Vimeo URLs in the following format:

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

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

Internet Access

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

Memberships

Does your business have a current membership?

Accreditation

Is your business accredited with any industry bodies?

Facilities

Select any facilities that are available to your customers.

Accessibility

Select the accessibility for your business.

Booking URL

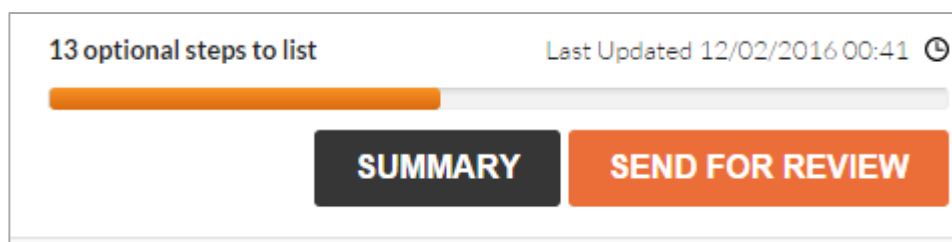
Enter a valid website booking URL.

Social Accounts

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

Get your listing published

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



13 optional steps to list Last Updated 12/02/2016 00:41 ↻

SUMMARY **SEND FOR REVIEW**

Our QA process will identify you as 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 online registration in ATDW-Online.

You will receive an email advising when your listing has passed quality assurance and is published. If you do not pass quality assurance, we will advise you by email of what changes you need to make to your listing to meet the 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.

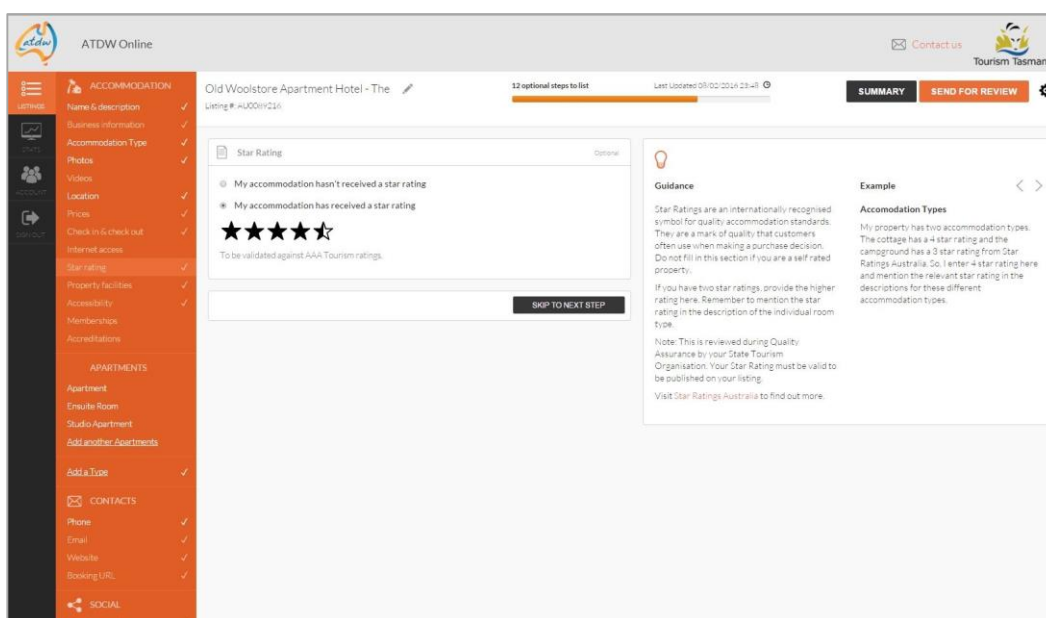
Statistics

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 can be accessed at any time throughout the year.

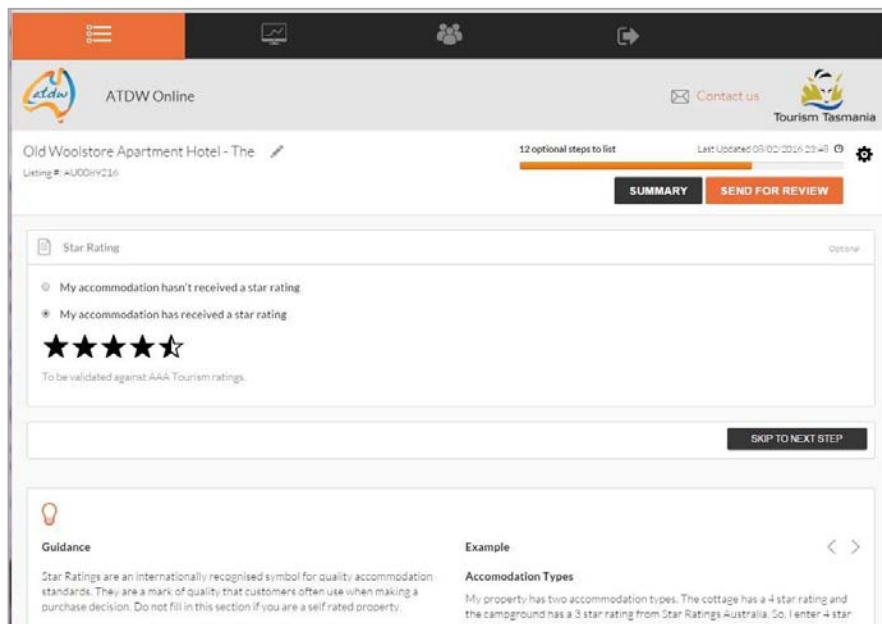
Differences between MyTigerTOUR and ATDW-Online

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 usually displayed in full on the left hand side of the screen collapse to the top of the screen as follows:

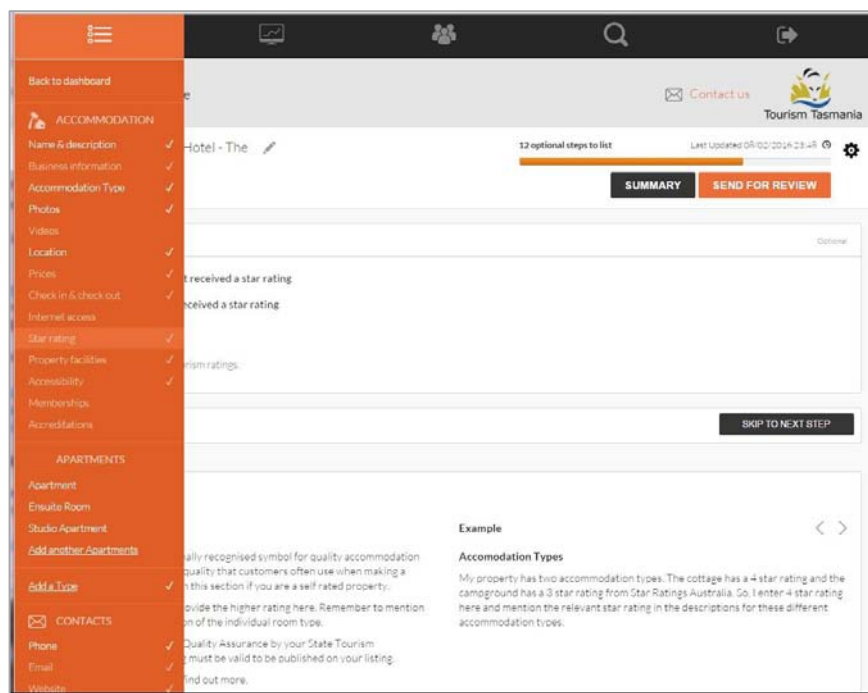
Page displayed on a full size desktop screen



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