

# ATDW-Online User Guide

## Accommodation

Welcome to ATDW-Online - where you can create and manage your free business listing in the Australian Tourism Data Warehouse (ATDW), and then share your 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 to ensure all business listings meet content quality standards before publishing.

### Eligible products and listing guidelines

To be eligible, properties offering accommodation to leisure tourists must be bookable on a nightly, weekly, mid-week or weekend basis.

Where a property has more than one physical address, there must be a separate listing for each location.

Accommodation listed in ATDW-Online must be approved by local council for the purposes of short-term visitor accommodation or similar and must operate in at least one of the below categories, though it may operate in two or more, such as apartments and hotels.

#### Accommodation types:

- Apartments
- Backpackers & Hostels
- B & B's
- Caravan, Camping and Holiday Parks
- Cottages
- Farmstays
- Holiday Houses
- Hotels
- Motels
- Resorts
- Retreats and Lodges

## Required documents:

To enter a new listing you must provide the following documents. In order to maintain the quality of the database, Tourism Tasmania will not publish listings until all the required documents is received and the business is open.

- A copy of your Certificate of Registration of Business Name
- A copy of your Occupancy Permit or approved development application issued by the relevant local council indicating that council requirements have been met for the purpose of tourist accommodation i.e. guest house, short term accommodation etc.

## 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 websites 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](mailto: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

Queensland Western Australia Northern Territory New South Wales

## 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 to set up a **User** account, and then add 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.

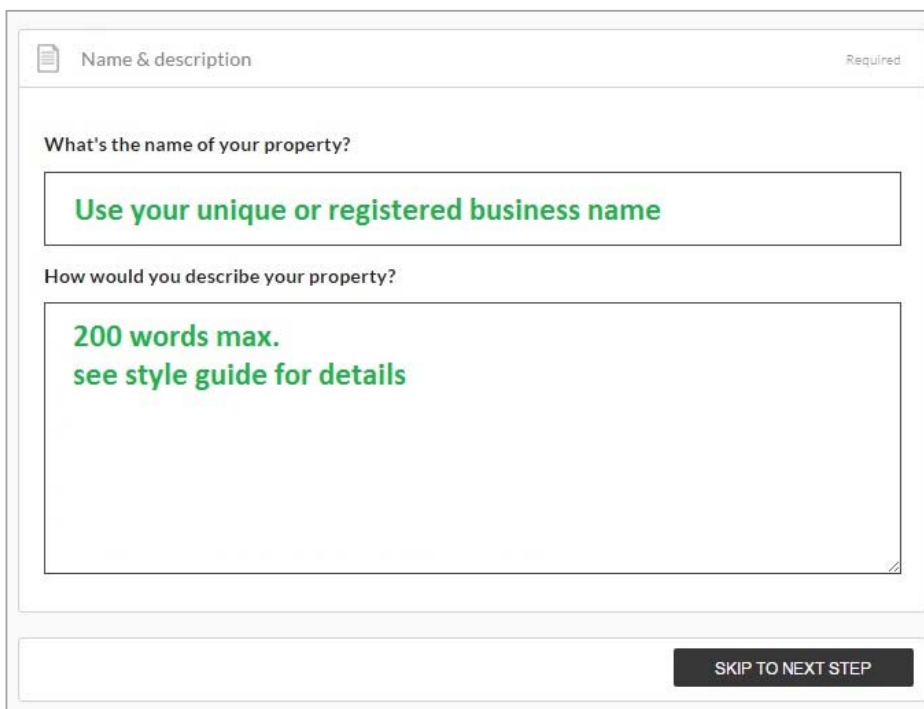
Simply work your way through the step-by-step wizard. Help text is available throughout the platform on the right hand side of each field. This is best viewed on a desktop or laptop computer.

**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
- Accommodation type
- Photos
- Location
- Prices
- Phone or email

### Name and description



Name & description Required

What's the name of your property?

Use your unique or registered business name

How would you describe your property?

200 words max.  
see style guide for details

SKIP TO NEXT STEP

## 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.

### Paragraph/Sentence 1:

The first sentence/paragraph should start with the product name and in one sentence encapsulate what the product is about and where it is.

**NOTE:** It must not be more than 15 words as the first sentence will be used as a descriptor in search engines.

Example:

The Fictional Hotel is a contemporary all-suite hotel with 50 rooms in central Launceston. The Fictional Hotel is a few minutes walk from the central business district, the city's many restaurants and most major attractions.

### Paragraph/Sentence 2:

The second should give detail information on the product such as number of rooms, how they are configured i.e. how many beds and type in each room/ensuite, kitchen facilities and so on.

Example:

The one or two bedroom suites have private balconies, baths – some have spa baths, top quality entertainment equipment and kitchenettes. There is a private guest laundry.

The hotel's Fictional Restaurant is open seven days from early morning until late (except Tuesday night), and offers you the best in regional Tasmanian produce, as well as an excellent wine, beer, cider and single-malt selection.

The hotel has conference facilities for up to 50 people and can provide the latest in audio-visual equipment.

There is a 24-hour reception and room service as well as cable television in each room and free Wi-Fi internet throughout the hotel.

### Paragraph/Sentence 3:

The third should give any interesting facts about the product, what else is nearby and how far they are from various attractions:

Example:

The hotel offers a secure bike lock-up and work area. The hotel is close to cycle paths, which are a relaxing way to explore local attractions. The Queen Victoria Museum at Inveresk - one of Australia's best regional art galleries is a short walk or easy bike ride from the hotel.

## Accommodation type

Select the most appropriate accommodation type you have on offer. It is OK to select multiple if it applies.

Please select the accommodation type(s) that best describes your business

|   |  |   |  |
|---|--|---|--|
| <p><b>Apartments</b></p> <p>Apartments have self-catering facilities (sink, refrigerator, microwave etc.). Most have separate bedrooms, fully equipped kitchens, one or more bathrooms, usually a washer and dryer, and sometimes a balcony or patio. Towels and linens are provided. Daily or weekly service and other hotel conveniences are usually available.</p> | <p><b>Backpackers and Hostels</b></p> <p>Backpackers and Hostels provide short-term accommodation to guests, usually dormitory style. These are typically larger communal buildings offering room types ranging from individual rooms to dormitory style. They typically have a shared bathroom, social areas and self-catering facilities. Residential Colleges and University Halls of Residence can be included here.</p> | <p><b>Bed and Breakfast</b></p> <p>Bed and Breakfasts range from a family residence to a guesthouse, homestead or inn. Guests will have private bedrooms, with or without private bathroom facilities. Rooms may be either in the main house or in a separate building. Breakfast is a component of the tariff and is provided either in the form of daily provisions or is prepared by a host.</p> | <p><b>Caravan, Camping and Holiday Parks</b></p> <p>Caravan, Camping and Holiday Parks are defined areas with shared amenities providing any of the following forms of accommodation or the space for: cabins, tents, touring caravans, motor homes, caravans, holiday homes, chalets and bungalows. They may be with or without central entertainment and sports facilities, shops and restaurants.</p>                       |
| <p><b>Cottages</b></p> <p>Cottages are stand-alone dwellings which includes private bathroom facilities and kitchen with cooking facilities. The dwelling may be located within the boundary of an accommodation complex.</p>   | <p><b>Farmstays</b></p> <p>Farm Stays offer guests the opportunity to observe or become involved in farm life on a rural property. The accommodation ranges from self contained or dormitory style to staying in the homestead with the family.</p>  | <p><b>Holiday Houses</b></p> <p>Holiday Houses are stand-alone residences for holiday letting which may have several bedrooms allowing a group of guests to stay there together. Typically the house will include full kitchen facilities, private bathroom facilities and laundry facilities.</p>  | <p><b>Hotels</b></p> <p>Hotels provides short-term accommodation to guests and will have a licensed bar onsite. Rooms may include private bathroom facilities and full or limited cooking facilities. All or some meals will be available either in a restaurant located onsite, or through room service. A number of additional guest services may be available, including a swimming pool, games room and/or child care.</p> |
| <p><b>Motels</b></p> <p>Motels are typically designed to attract motorists and usually offer motel units or suites for guests and on site parking. Individual bathroom facilities are available. Breakfast is usually available and units are serviced daily. These rooms may contain limited cooking facilities.</p>   | <p><b>Resorts</b></p> <p>Resorts provide short-term accommodation to guests in a location that encourages an extended on site holiday. Offerings may include swimming pools, day spa, child care, restaurants, licensed bars, tour desk, night life and day time activities. Rooms include private bathroom facilities and may offer</p>   | <p><b>Retreat and Lodges</b></p> <p>Lodges are situated in secluded areas ideal for quiet relaxation and immersion into a unique environment setting. Style of accommodation can be from basic to luxury and offer a specific or niche range of activities such as skiing, diving or uniquely Australian nature experiences.</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 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**

Photos Required

Drag & drop a photo here or [click to upload](#)

Requirements: minimum size of 2048x1536 pixels.

Organise your photos by dragging them into ordered position with your hero photo being first.



[SKIP TO NEXT STEP](#)

To delete an image, click on it and select delete. To re-order your images, if you have more than one, simply select and drag it to the new position. The image with the STAR on it will appear first on ATDW distributor websites.

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

## Location

The location information refers to your physical address. 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 if you need help.

Physical address Required

Organisation address  
Hobart  
TAS.


Define another address

**Street address**

**Unit / Apartment / Suite / Building**

**Suburb**

**State**  **Post code**



Map | Satellite

Google | Map data ©2016 Google | Terms of Use | Report a map error

## Prices

Enter the minimum and maximum price for your accommodation. Prices are generally based on adult twin share accommodation. If your rates vary according to the seasons or there are certain conditions guests should be made aware of, use the comments section to mention this.

Indicative prices Optional

Please provide the price range for this accommodation

From  To

Comments on these prices

**Rate is adults twin share. Minimum two night stay in January and February**

Customers can stay at this accommodation for free

[SKIP TO NEXT STEP](#)

## 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.

Phone Required

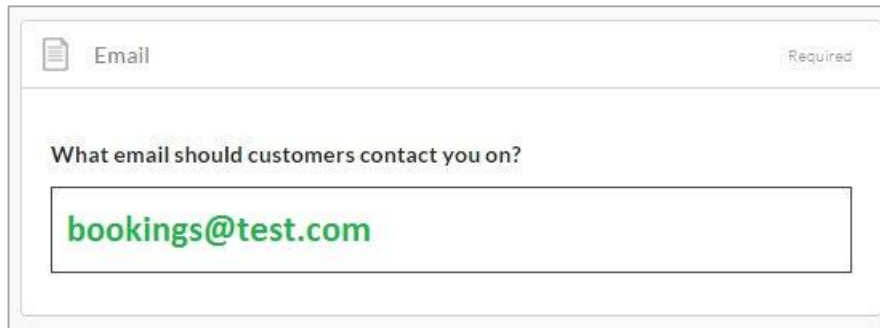
What number should your customers contact you on?

✓



## Email

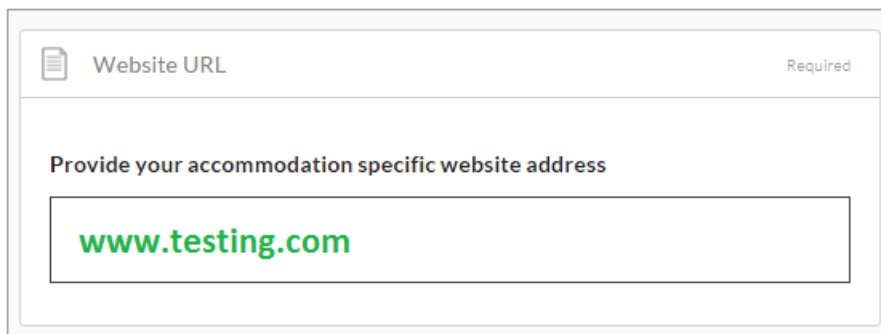
Remember to include the @ symbol in your email.



The screenshot shows a form field titled "Email" with a "Required" label. The question is "What email should customers contact you on?". The text "bookings@test.com" is entered in the input field.

## Website

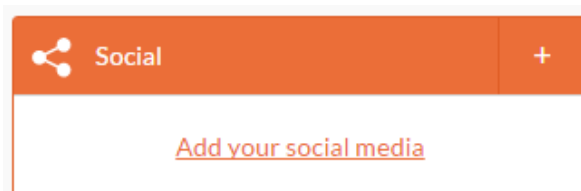
Complete as below. Do not include http://



The screenshot shows a form field titled "Website URL" with a "Required" label. The question is "Provide your accommodation specific website address". The text "www.testing.com" is entered in the input field.

## Optional steps – enhancing your listing

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



The screenshot shows a "Social" optional step with an orange header and a plus sign. The text "Add your social media" is displayed in orange below the header.

## 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 ten. Provide your You Tube or Vimeo URLs in the following format:

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

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

### **Check in and Check out**

What time can you customers check in and check out?

### **Internet Access**

Is Broadband, Paid or Free Wifi available to your guests?

### **Star Rating**

Has your accommodation received a star rating with Star Ratings Australia? This is cross referenced at QA.

### **Property Facilities**

Select any property facilities that are available to your guests.

### **Accessibility**

Select the accessibility for your accommodation.

### **Memberships**

Does your business have a current membership?

### **Accreditation**

Is your business accredited with any industry bodies? This is cross-referenced at QA.

### **Add a 'type'.**

This was previously referred as Service Information.

Add all of your room types (Standard, Queen, Twin rooms etc) in this section.

### **Booking URL**

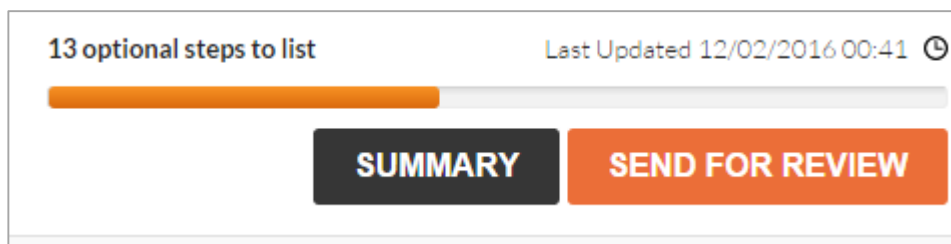
Enter a valid website booking URL.

### **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**.



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 required documentation to us 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.

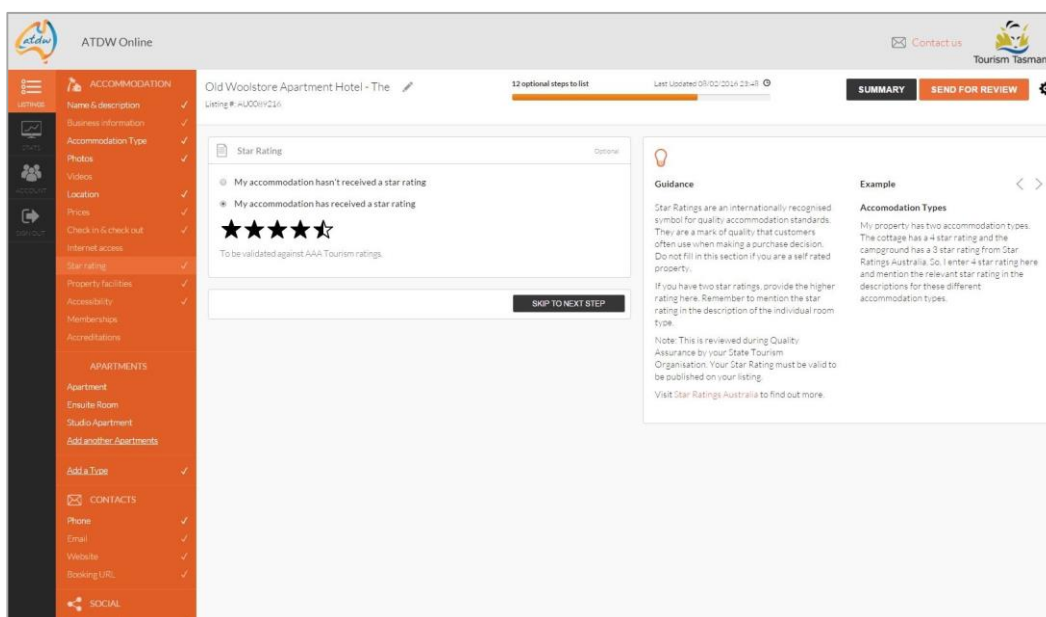
### Statistics

Your product home screen contains an ATDW listing statistics report to track 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:

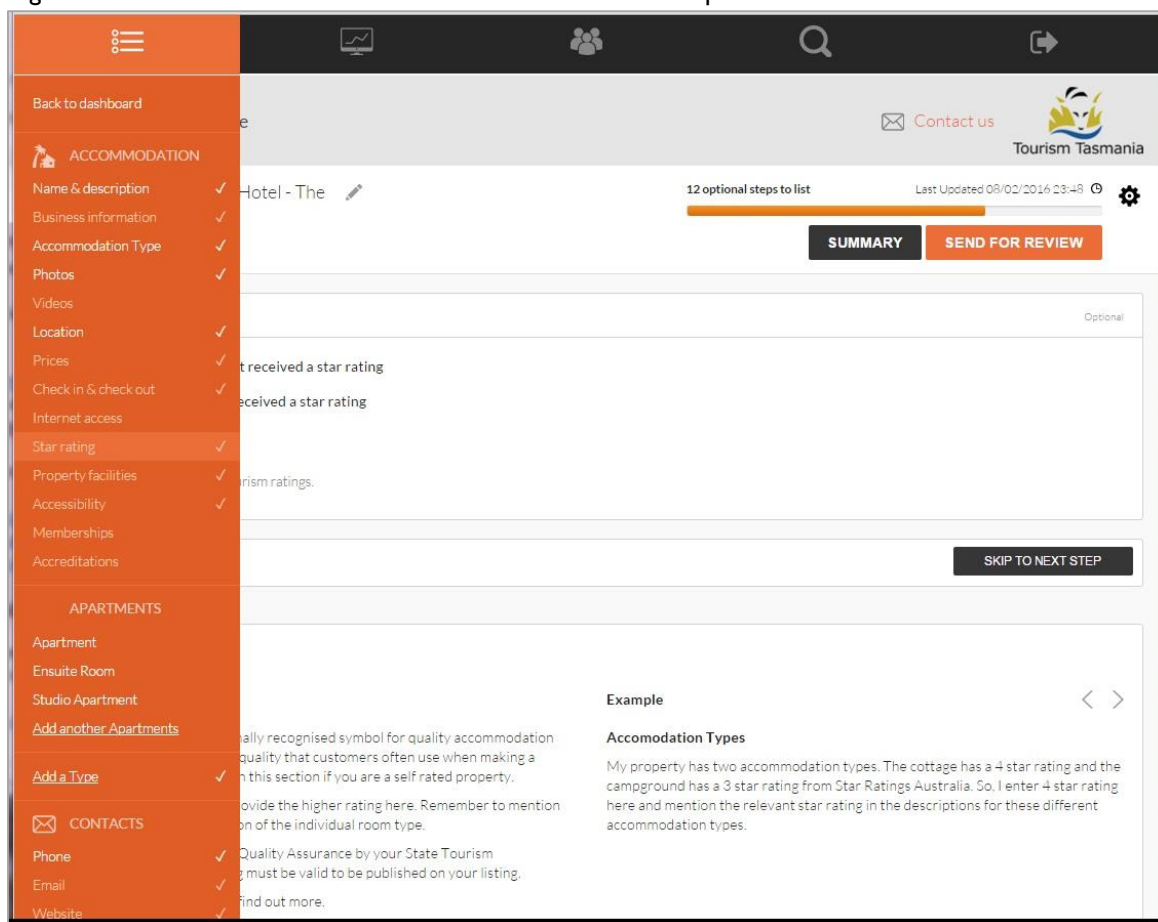
Page displayed on a full size desktop screen:



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

The screenshot shows the ATDW Online interface on a small screen. At the top, there is a navigation bar with a menu icon, a search icon, a user profile icon, and a refresh icon. Below this is the ATDW Online logo and the text 'ATDW Online'. To the right, there is a 'Contact us' link and the Tourism Tasmania logo. The main content area shows the listing title 'Old Woolstore Apartment Hotel - The' with a listing number 'AU0089216'. A progress bar indicates '12 optional steps to list' and 'Last Updated 08/10/2016 08:48'. There are two buttons: 'SUMMARY' and 'SEND FOR REVIEW'. The 'Star Rating' section is highlighted, showing two radio button options: 'My accommodation hasn't received a star rating' and 'My accommodation has received a star rating'. The second option is selected, and there are five stars displayed. Below the stars, it says 'To be validated against AAA Tourism ratings.' A 'SKIP TO NEXT STEP' button is visible. At the bottom, there is a 'Guidance' section with a lightbulb icon and an 'Example' section with a right-pointing arrow. The 'Guidance' text reads: 'Star Ratings are an internationally recognised symbol for quality accommodation standards. They are a mark of quality that customers often use when making a purchase decision. Do not fill in this section if you are a self-rated property.' The 'Example' text reads: 'Accommodation Types My property has two accommodation types. The cottage has a 4 star rating and the campground has a 3 star rating from Star Ratings Australia. So, I enter 4 star'.

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



## Product pricing vs service level pricing

For accommodation, service level (or room pricing) is not kept in ATDW-Online. Update your product level indicative pricing, that is, a rate range that covers all of your room types and rates across the year using from-to pricing.

As service level pricing is no longer being stored, this will also effect listings in the Travelways publication (who source their listing information from ATDW).

## 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](mailto:online@tourismtasmania.com.au)