

ATDW-Online User Guide

Attraction

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

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

Attraction types:

- Agriculture, Mining and Industry
- Amusement and Theme Parks
- Entertainment Venues
- Galleries, Museums and Collections
- Historical sites and Heritage Locations
- Landmarks and Buildings
- National Parks and reserves
- Natural Attractions
- Observatories and planetariums
- Parks and Gardens
- Shopping and Markets
- Spas and retreats
- Sports and recreation facilities
- Zoos, Sanctuaries, Aquariums and Wildlife Park

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 draw 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 had 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

The screenshot shows the ATDW Online login interface. At the top left is the ATDW logo and the text 'ATDW Online'. At the top right is a 'Contact us' link with an envelope icon. The main heading is 'Login'. Below it are two input fields: 'Email address' and 'Password'. To the right of the 'Password' field is a 'LOGIN' button. Below the input fields is a 'Forgot password?' link. Below the login section is an 'OR' separator and the text 'Register so you can create a listing or setup as a distributor in minutes.' Below this is a 'CREATE AN ACCOUNT' button. The footer contains the copyright notice '© 2016 ATDW' and the text 'THE ATDW IS AN INITIATIVE OF'. Below the footer are logos for various Australian states and territories: Queensland, Western Australia, Tasmania, NT, and South Australia, along with a logo for 'Destination NSW'.

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 using 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. Fields that are optional can be completed later.

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

- Name & description
- Attraction type
- Photos
- Location
- Prices
- Phone or email

Name and description

 Name & description Required

What's the name of the attraction?

Use your unique or registered name

How would you describe this attraction?

200 words max
see style guide for details

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.

Attraction type

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

Please select the attraction type that best describes your attraction

<p>Agri, Mining and Industry</p> <p>Agricultural, Mining or Industry related attractions primarily offer an "experience" to visitors. This can include working farms, open cut mines or agricultural centres.</p>	<p>Amusement and Theme Parks</p> <p>A theme or amusement park is an enclosed area or site that provides a variety of experiences, amusements and services often relating to a particular theme. Admission fee usually applies. This can include water parks and mazes.</p>	<p>Entertainment Venues</p> <p>Entertainment Venues include cinemas, clubs, casinos, licensed clubs, theatres and performance centres.</p>	<p>Galleries, Museums and Collections</p> <p>Galleries, Museums, Collections, Interpretative and/or Science Centres listed here must be open to visitors with some regularity.</p>
<p>Historical Sites and Heritage Locations</p> <p>A historic or heritage site is a location where pieces of political, military, cultural, or social history have been preserved due to their heritage value.</p>	<p>Landmarks and Buildings</p> <p>Landmarks and Buildings listed here will be objects or features that are of interest to visitors. This type can include bridges, buildings, places of worship and lighthouses.</p>	<p>National Parks and Reserves</p> <p>National Parks and Reserves are an area, piece of land or body of water that is protected by the state for the enjoyment of the general public and/or for the preservation of flora and fauna.</p>	<p>Natural Attractions</p> <p>A Natural Attraction is one that has been created by nature and can be enjoyed by visitors to your destination. e.g. Lookouts, Nature Walks, Waterfalls, State Forests, Rivers, Lakes and Dams.</p>
<p>Observatories and Planetariums</p> <p>Observatories and Planetarium facilities are designed and equipped to observe astronomical phenomena or they house an instrument/s for projecting the positions of the planets onto a domed ceiling.</p>	<p>Parks and Gardens</p> <p>Parks and gardens must be open to visitors. They can vary in size and include botanic gardens, arboretums, display gardens and local parks.</p>	<p>Shopping and Markets</p> <p>Retail shopping outlets include shopping precincts, iconic fashion houses, major shopping centres, shopping arcades, antique shopping, etc. Markets include food markets, flea markets, farmers markets, bric a brac, etc. that are permanently housed in the same location. Irregularly held markets without permanent locations may be listed in Events.</p>	<p>Spas and Retreats</p> <p>Spas and Retreats will provide a variety of services for the purpose of improving health, beauty and relaxation through various treatments and activities.</p>
<p>Sports and Recreation Facilities</p> <p>These listings must specifically relate to sport and recreation. These can include indoor and outdoor facilities that would add to a visitors experience within the destination. E.g. climbing walls, go karts, gymnasiums, public swimming pools, playgrounds etc.</p>	<p>Zoos, Sanctuaries, Aquariums and Wildlife Parks</p> <p>These attractions maintain a collection of wild animals usually in a park or gardens (or tank), for the study, conservation and display for the general public.</p>		

Adding and removing images

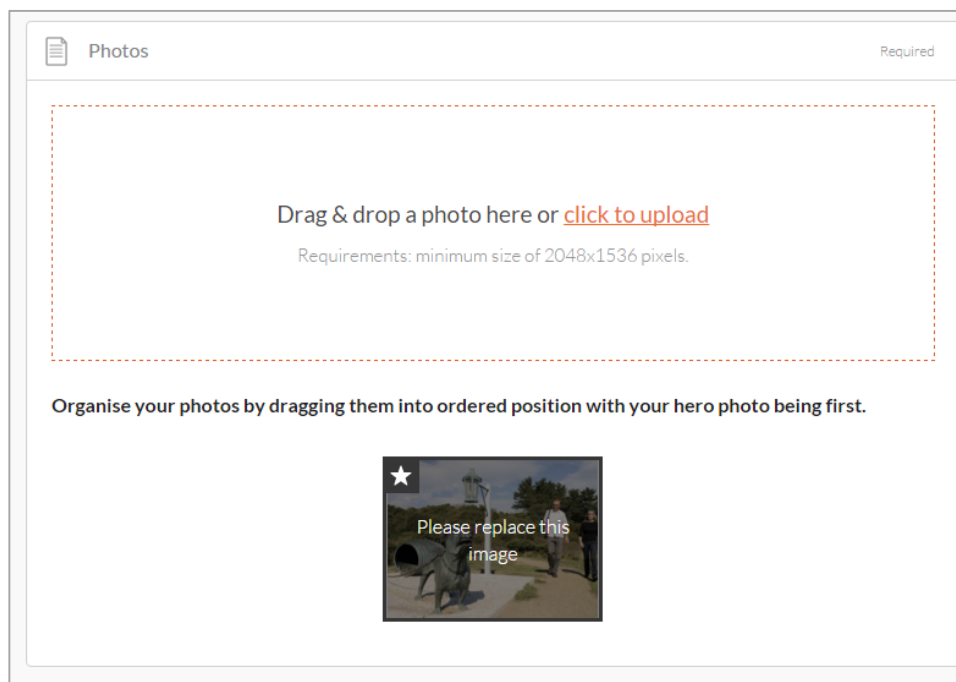
Each product listing is permitted ten images in total.

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 images 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 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.

Prices

Individual fields for pricing such as Student, Concession, and Group prices are not stored in ATDW-Online. These have been replaced with indicative pricing. There is still the ability to set Children pricing.

Enter the minimum and maximum price for your attraction. If your rates vary according to the seasons or there are certain conditions guests should be made aware of then use the comments section to mention this.

Indicative prices Optional

What's the entry cost to this attraction?

From To

\$	5	\$	15
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Comments on these prices

Concession \$5, Adults \$15

Customers can experience this attraction for free

Children prices Required

children have different prices

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.

Email Required

What email should customers contact you on?

Website

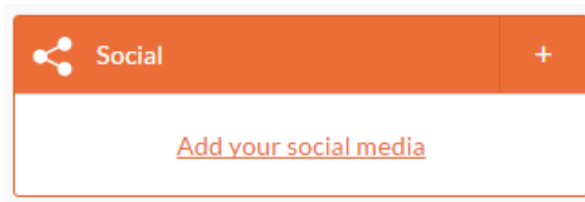
Complete as below. Do not include http://

Website URL Required

Provide your accommodation specific website address

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>

Opening hours

What time can you customers access your attraction?

Map

Does your attraction have a map available as a PDF?

Internet Access

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

Facilities

Select any property facilities that are available to your guests

Accessibility

Select the accessibility for your attraction

Memberships

Does your business have a current membership?

Accreditation

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

Booking URL

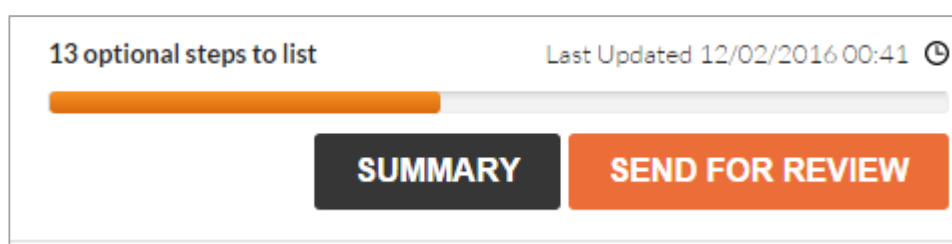
Enter a valid website booking URL

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 all the mandatory steps have been completed, click **summary**, and then **send for review**.



Tourism Tasmania's QA process will identify you as a new business and check your eligibility before publishing. Tourism Tasmania may request that you email the 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 you need to change in 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.

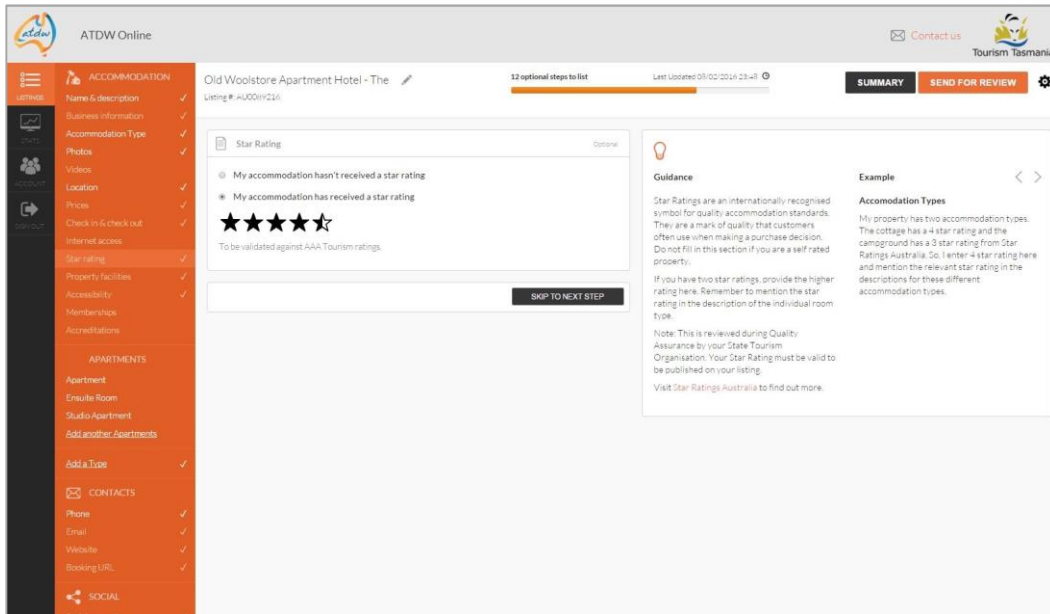
Statistics

Your product home screen contains an ATDW listing statistics report to 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.

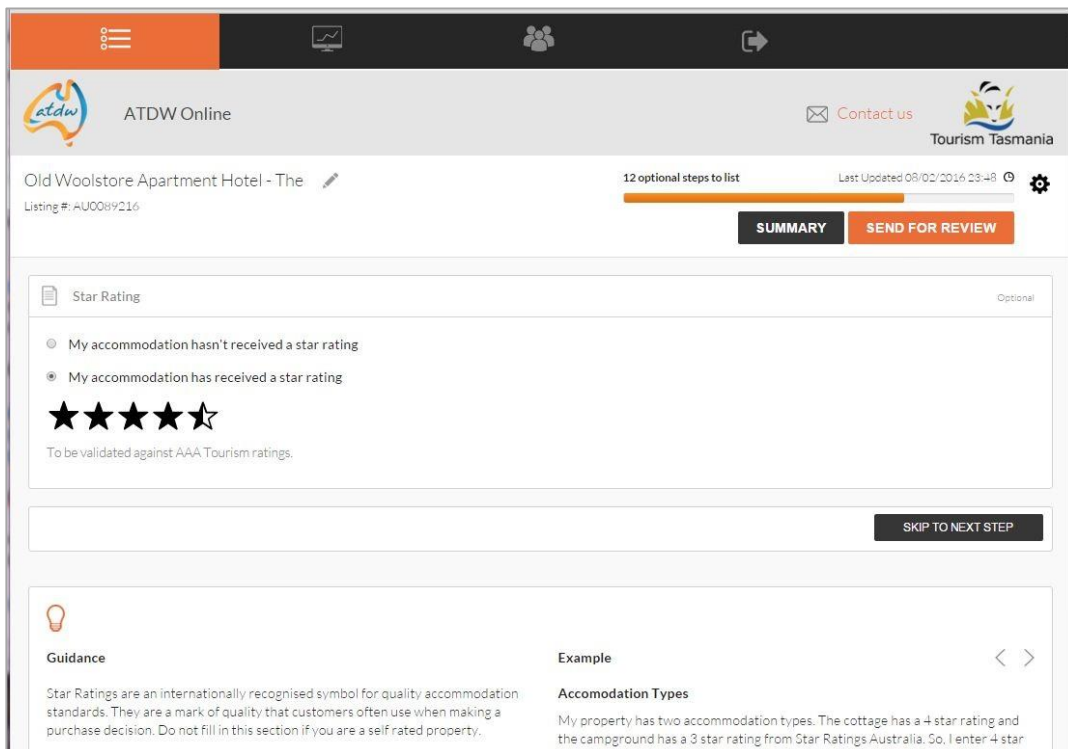
Differences between MyTigerTOUR and ATDW-Online

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:

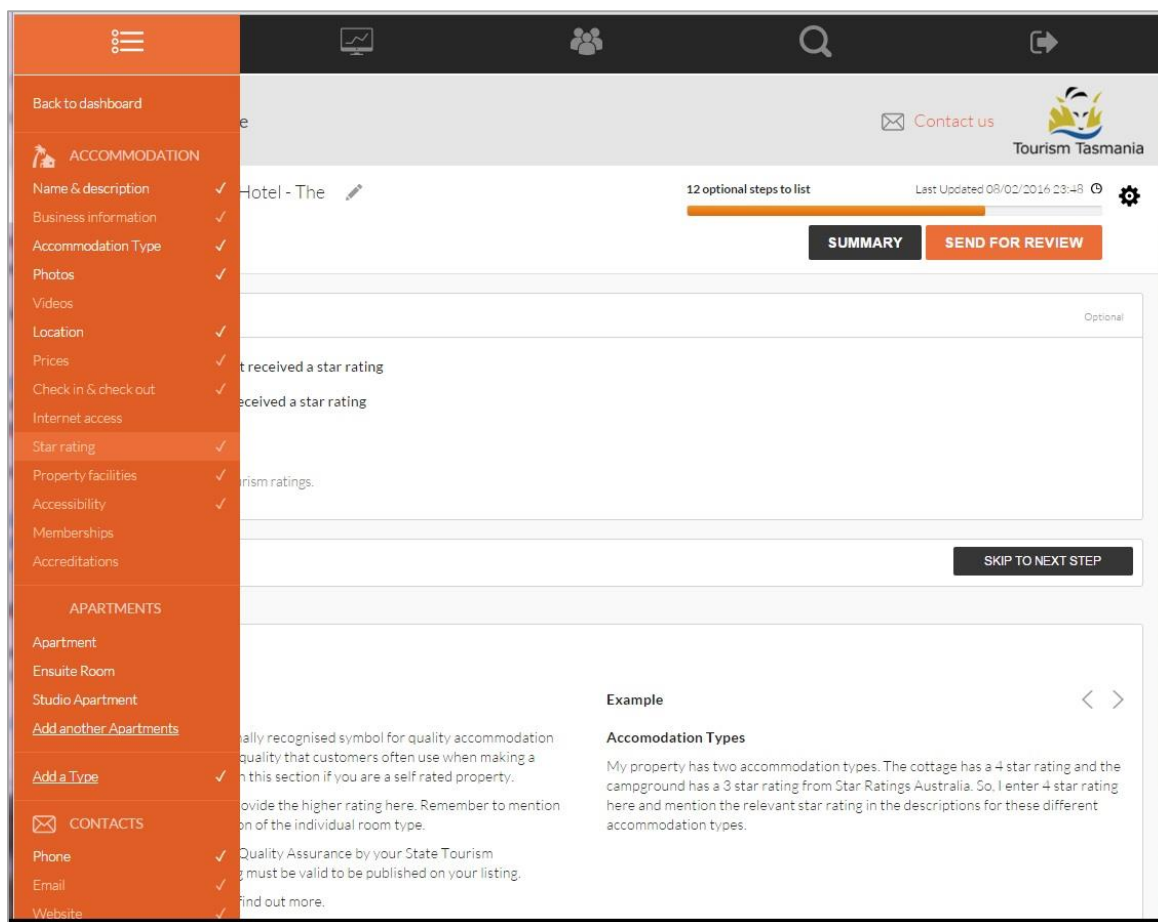
Page displayed on a full size desktop screen



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