

ATDW-ONLINE USER GUIDE

ATTRACTION LISTING



Dove Lake, Cradle Mountain
© Jason Charles Hill

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 ATTRACTION 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 attractions on ATDW-Online at its own discretion.

Before your Airbnb experience passes the quality assurance process, you will be asked by Tourism Tasmania to provide the following document:

- A copy of your public liability (to the value of 20 million AUD) if the site of the experience occurs in your own home or venue.

Please refer to the Airbnb website for further information on responsible hosting guidelines for Airbnb Experiences.

In order to maintain the quality of the database, Tourism Tasmania will not publish listings until all the required documents are received.

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 attraction.

Only one business registration is required for multiple listings. If you would like to create multiple listings for different attractions, 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 **attraction** 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
- Attraction 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.

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Attraction type

Select the most appropriate attraction type.
If applicable select multiple attraction types.

Attraction Type
Required

Please select the attraction type that best describes your attraction

<p style="text-align: center; font-weight: bold; font-size: small;">Agri, Mining and Industry</p> <p style="font-size: x-small;">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 style="text-align: center; font-weight: bold; font-size: small;">Amusement and Theme Parks</p> <p style="font-size: x-small;">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 style="text-align: center; font-weight: bold; font-size: small;">Entertainment Venues</p> <p style="font-size: x-small;">Entertainment Venues include cinemas, clubs, casinos, licensed clubs, theatres and performance centres.</p>	<p style="text-align: center; font-weight: bold; font-size: small;">Galleries, Museums and Collections</p> <p style="font-size: x-small;">Galleries, Museums, Collections, Interpretative and/or Science Centres listed here must be open to visitors with some regularity.</p>
<p style="text-align: center; font-weight: bold; font-size: small;">Historical Sites and Heritage Locations</p> <p style="font-size: x-small;">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 style="text-align: center; font-weight: bold; font-size: small;">Landmarks and Buildings</p> <p style="font-size: x-small;">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 style="text-align: center; font-weight: bold; font-size: small;">National Parks and Reserves</p> <p style="font-size: x-small;">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 style="text-align: center; font-weight: bold; font-size: small;">Natural Attractions</p> <p style="font-size: x-small;">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 style="text-align: center; font-weight: bold; font-size: small;">Observatories and Planetariums</p> <p style="font-size: x-small;">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 style="text-align: center; font-weight: bold; font-size: small;">Parks and Gardens</p> <p style="font-size: x-small;">Parks and gardens must be open to visitors. They can vary in size and include botanic gardens, arboreturns, display gardens and local parks.</p>	<p style="text-align: center; font-weight: bold; font-size: small;">Shopping and Markets</p> <p style="font-size: x-small;">Retail shopping outlets may feature if leisure-tourism forms a significant part of the business. This includes major shopping centres or arcades with a wide range of offerings e.g. Westfield Hobart, The Block Arcade, Melbourne. Other businesses need to sell local/regional designer/handcrafted wares or goods specific to the area in order to be listed. Markets include food markets or farmers markets that have a permanent venue and regular opening days. One off pop-up markets are considered Events, not Attractions.</p>	<p style="text-align: center; font-weight: bold; font-size: small;">Spas and Retreats</p> <p style="font-size: x-small;">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 style="text-align: center; font-weight: bold; font-size: small;">Sports and Recreation Facilities</p> <p style="font-size: x-small;">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 style="text-align: center; font-weight: bold; font-size: small;">Zoos, Sanctuaries, Aquariums and Wildlife Parks</p> <p style="font-size: x-small;">These attractions maintain a collection of wild animals usually in a park or conservation and d</p>		

Location

If the attraction 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

Unit / Apartment / Suite / Building

Suburb

State **Post code**

TAS

7140

Map Satellite

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Contacts

Enter your business or attraction 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

Email

Remember to include the @ symbol in the email address.

Website

Enter the website for your attraction.

Booking URL

Does your business accept online bookings? If so, enter the booking URL.

Accessibility

Tick at least one of the options on the right.

At least one point of contact is required.

Phone

What number should your customers contact you on?

0361655386

Secondary phone number (optional)

Email

What email should customers contact you on?

bookings@test.com

Website URL

Provide your attraction specific website address

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

Booking URL Optional

Does your website accept online bookings? If so, enter your direct booking URL here

www.a-booking-url-goes-here.com

PREVIOUS SKIP TO NEXT STEP

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.

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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.

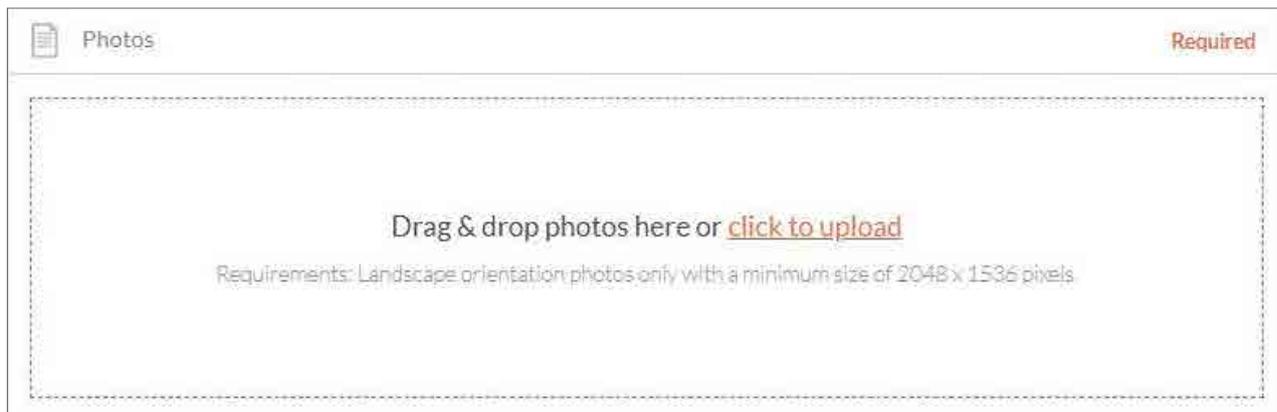
Once uploaded, organise your photos by dragging them into your preferred order. The image with the star symbol will appear first on ATDW distributor websites.

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.*

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Prices

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.

If you select **do not specify** or **customers can experience this attraction for free**, then no further information is required.

Different prices for children can be included by ticking the checkbox and following the prompts.

Use the comments section if the rates vary according to the seasons, or if there are certain conditions guests should be made aware of.

Business information

Is your business known by an alternative name?
Enter your business ABN and click **check** to verify.

Opening hours

What time can customers access your attraction?

Map

If there is a map of your attraction you can upload it here.

Internet access

What kind of internet access is available to your customers?

Facilities

Select any facilities that are available to your guests.

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 on 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.

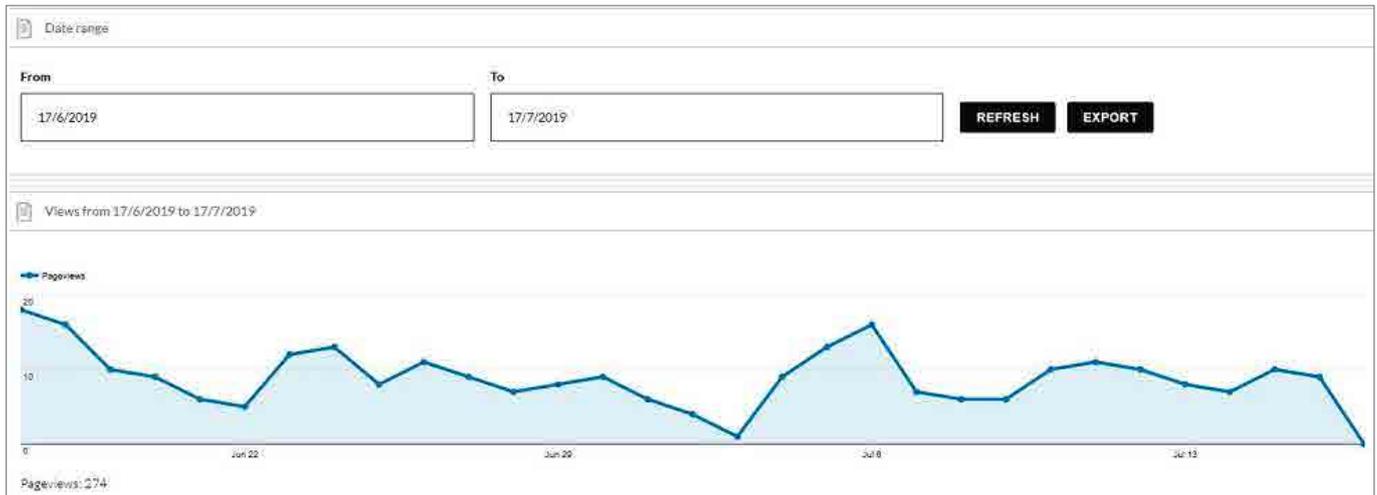
ATTRACTION LISTING

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

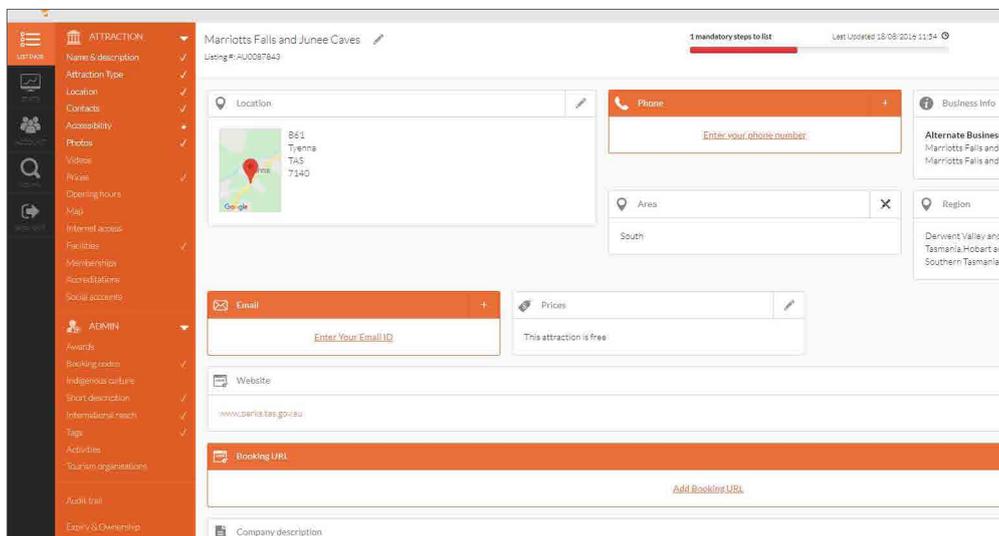
network. These reports are updated on a daily basis and can be accessed at any time throughout the year.



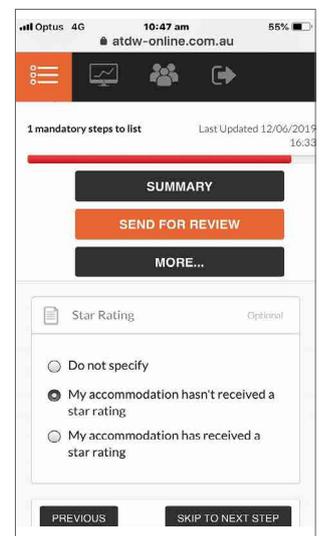
DIFFERENT DISPLAY VIEWS FOR DESKTOP AND DEVICES

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:



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Page displayed on a smaller device or small screen
(menu items are at the top of the screen):

The screenshot shows the ATDW-Online interface on a small screen. At the top, there is a navigation bar with icons for a menu, a graph, a group of people, a search icon, and a share icon. Below this, the ATDW-Online logo and 'Tourism Tasmania' logo are visible. The main content area displays the listing for 'Marriotts Falls and Junee Caves' with a listing number of AU0087843. A progress bar indicates '1 mandatory steps to list'. There are buttons for 'SUMMARY' and 'MORE...'. A 'Do not email operator' checkbox is also present. Below the listing details, there are sections for 'Location' (showing a map and address: B61 Tyenna TAS 7140) and 'Phone' (with a field to 'Enter your phone number'). A 'Business Info' section is also visible.

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

The screenshot shows the ATDW-Online interface on a small screen with the menu expanded. The menu is located on the left side and includes sections for 'LISTINGS', 'ACCOUNT', 'CONTACT', and 'SHARE'. The 'LISTINGS' section is expanded, showing a list of menu items: 'ACCOMMODATION', 'Name & description', 'Accommodation Type', 'Location', 'Contacts', 'Indicative Prices', 'Accessibility', 'Photos', 'Capacity', 'Videos', 'Check-in & checkout', 'Internet access', 'Star rating', 'Property facilities', 'Memberships', 'Accreditation', and 'Social accounts'. The 'ACCOMMODATION' section is selected, and the main content area displays a form for creating a new listing. The form has a title 'Untitled' and a listing number 'AU0389510'. It includes a 'Name & description' field (marked as 'Required'), a 'What's the name of the room?' field (100 characters max), and a 'How would you describe the room?' field (Write a summary in 10 to 200 words). A 'SKIP TO NEXT STEP' button is located at the bottom right of the form.

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