

ATDW-Online. v3 July 17

Commonly asked questions

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 (all TigerTOUR content has been migrated across).

All new listings and any changes made to existing listings go through a Quality Assurance (QA) process to ensure all content quality standards are met before being published.

Eligible products and listing guidelines

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

User guides are available for the Accommodation, Attraction, Events, Food and Drink, Hire, Information Service, Tour and Transport categories of the database and are available for download here <http://www.tourismtasmania.com.au/marketing/online/atdw>

What is ATDW?

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

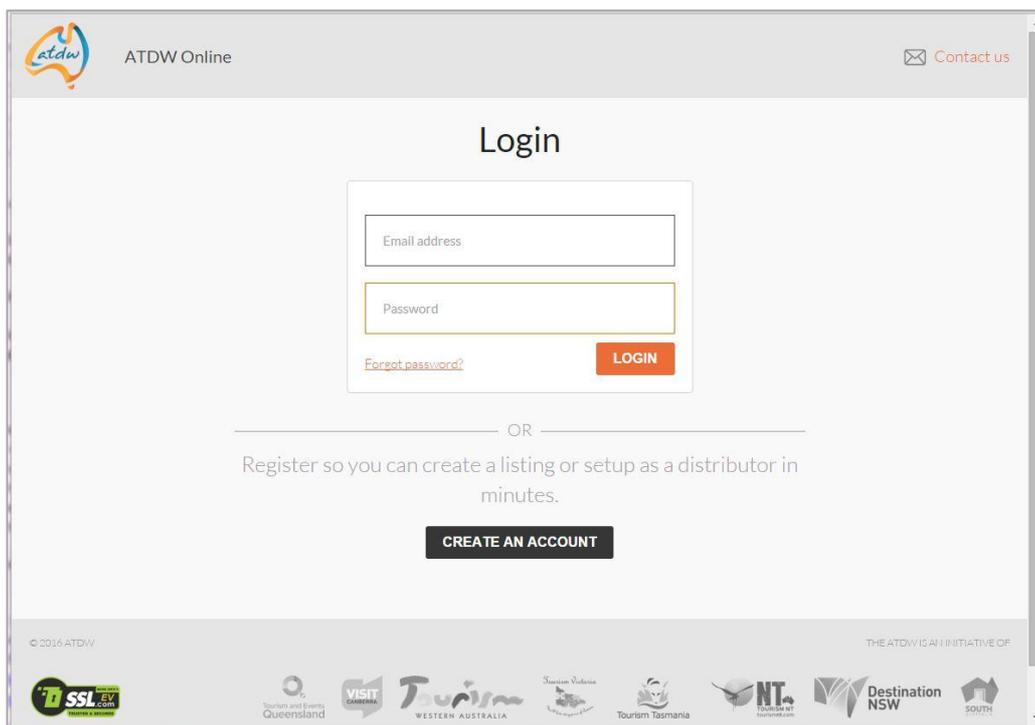
Many local regional tourism sites receive their product information from ATDW. For a full list of ATDW distributors, see http://atdw.com.au/distributors/current-distributors/?sort_order=rand+desc

Tourism Tasmania manages the Tasmanian content in ATDW-Online.

Help with your passwords

If your password for ATDW-Online is not working, click on the **forgot password** link at <https://www.atdw-online.com.au>, then click on the link in the email you receive from ATDW-Online. Add the temporary password and 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



What to have ready when registering a business for the first time

If you are certain that you are not already in the ATDW-Online database and would like to join, 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.

Once the listing is created, press “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.

NOTE: Each database category has eligibility criteria and these are explained in more detail in the user guides located here <http://www.tourismtasmania.com.au/marketing/online>

Businesses must be open prior to the listing being published. An automated email will be sent to you when your listing has passed QA and is set to be published.

Who do I contact for help?

If you need help updating your listing or you have any questions or feedback contact Tourism Tasmania on 616 55286, or email online@tourismtasmania.com.au

How long will it take for my new listing to appear or for changes to my listing to appear?

New listings will take 3-5 business days to appear on the Discover Tasmania website provided that you have supplied your supporting evidence and the product passes quality assurance.

Updates to existing listings will take 2-3 business days to appear on Discover Tasmania.

Please keep these timeframes in mind if you have an upcoming price change or would like to add an event.

How can I find my listing on Discover Tasmania when it's published?

You can find all listings using the search tool on the website. Click on the magnifying glass in the top right hand corner of the site, add your product name and hit enter to search.

Can bookings be made?

ATDW-Online allows you to add your booking link, that is, the link to your online booking engine such as Booking Button, V3, or ResOnline. This will also enable you to be linked to the TXA. For more information on the TXA, visit <http://www.atdw.com.au/txa/>

Your booking link will not be displayed on the Discover Tasmania website, however it will be available on other ATDW distributor websites. Your listing on the Discover Tasmania website will instead include a link directly to your website home page.

How do I remove my listing from ATDW-Online?

To remove your listing, log in and select the relevant listing and click 'update'. Click on the wheel icon in the top right hand corner. Click 'request to disable'.



What do I need to do if I'm selling my business, or need the listing to be assigned to the new owner?

Contact Tourism Tasmania and we will discuss the most appropriate course of action.

How do I get copies of the paperwork to Tourism Tasmania?

You can email us copies of the required documentation to online@tourismtasmania.com.au, send files via Dropbox or mail copies to ATDW-Online, Tourism Tasmania, GPO Box 399, Hobart, Tasmania, 7001.

How often should I update my listing?

You can update your listing as often as you like, however be aware that once it is sent for review it is locked until your listing passes QA.

It is a databases requirement that each listing is updated at least once every 12 months or it will expire from the database. Email notifications will let you know when your listing is about to expire.

Can I include link text, for example a link to my website, in the content of my listing?

You cannot include any linked text in text fields such as the Product Description and other free text fields.

There are specific fields in ATDW-Online where you should add your website address, email address, and other social media platforms.

Can I send my changes to Tourism Tasmania for action as I have done in the past?

No. ATDW-Online is a self-authoring platform and you will need to access your listing online. Whatever requires updating, such as rates, images or product description, must now be done online.

Log in at <https://www.atdw-online.com.au>

Can I prepare my description before entering it into ATDW-Online and paste it from a Word document?

Yes. It's worth spending extra time preparing your description to make sure you include all the necessary information so that potential visitors will find your product alluring. You can use a text editor to create the content and then paste it into the Product Description field when you're happy with it. Remember, it can only be 200 words or less.

I'm trying to submit my changes for review but there is an error that means I can't proceed. What do I do?

If you get an error message, don't panic. Look at what the error message tells you and try to respond based on the information provided. Often the error simply specifies that you have not completed one of your mandatory fields. If in doubt, you should contact Tourism Tasmania.

Outside of business hours, you should email us a screenshot of the error or the details in the email and we will assist as soon as possible.

I've made some updates but want to come back later and make some more. How do I save my changes for now?

We cannot guarantee that changes will be saved for later. It is best to submit your changes to Tourism Tasmania for quality assurance. Depending on how quickly they are approved and released live, you may be able to make further changes to your listing on the same day, however this cannot be guaranteed. Contact Tourism Tasmania if your change needs urgent attention.

Remember - once you submit your changes, you will not be able to access that particular listing in ATDW-Online again until the changes have been approved and published.

Registering your business on the ATDW-Online database

You can register your business 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 **Listings**, then **Add a new listing**, then chose a listing type.

Simply work your way through the step-by-step wizard to enter the data that will form your listing.

Help text is available 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. You can complete optional fields later.

To send your listing for quality assurance once you have completed all the required steps, click summary and then send for review. 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 the items you need to change to meet the quality standards.

What format do my images need to be and what size?

The Australian Tourism Data Warehouse (ATDW) requires images to have minimum dimensions of 2048 x 1536 pixels and images can be larger than this.

Images must be landscape (horizontal) orientation in .jpg or .png format.

Images that don't meet these requirements will be not be included.

Listings must have a minimum of one image and can have a maximum of ten images.

Adding and removing images

Each product listing is permitted ten images in total at the product level, and can include additional images at the service level i.e. the rooms or the tours available. **NOTE:** Most ATDW distributors are currently displaying product level images and therefore the ten images loaded at the product level must showcase your business.

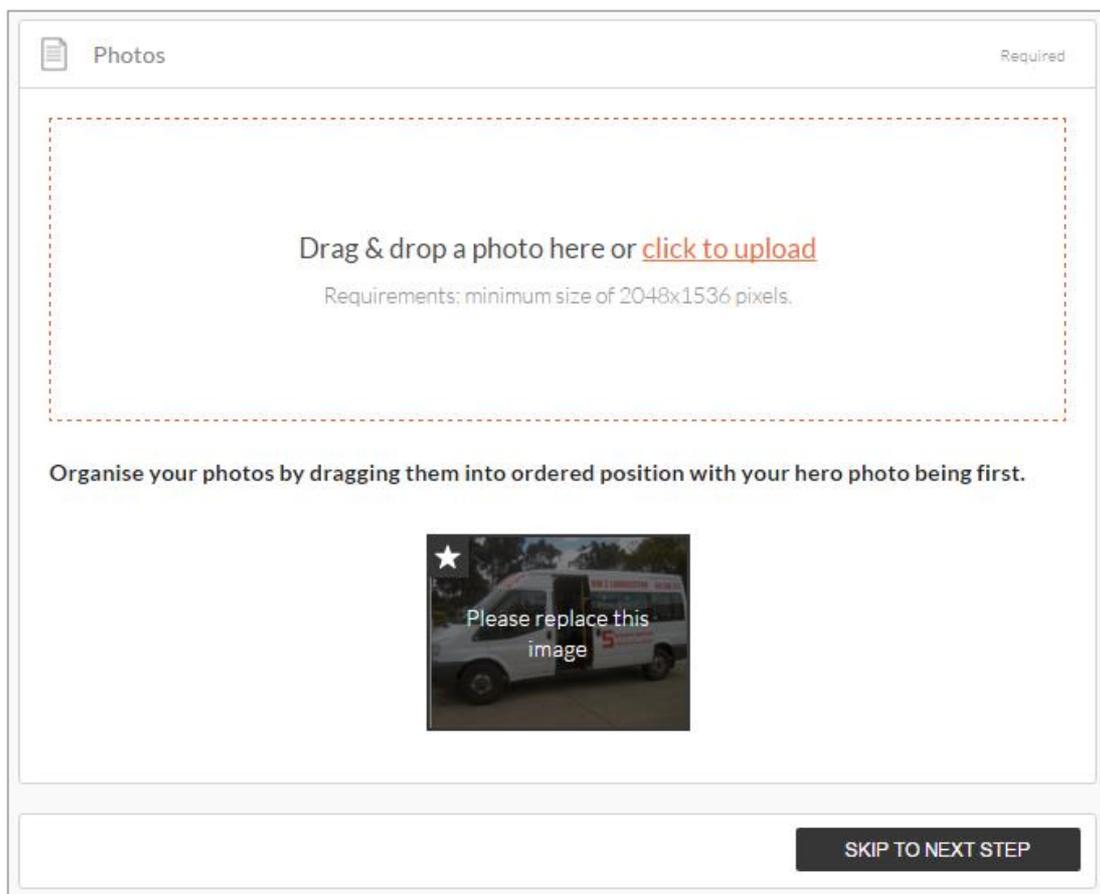
When logging in to ATDW-Online for the first time, the images you see were copied over from the TigerTOUR database. Some of those images may not meet the new minimum standards and will need to be replaced (but will still work on some ATDW distributor websites).

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**



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.

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 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.

Product pricing vs service level pricing

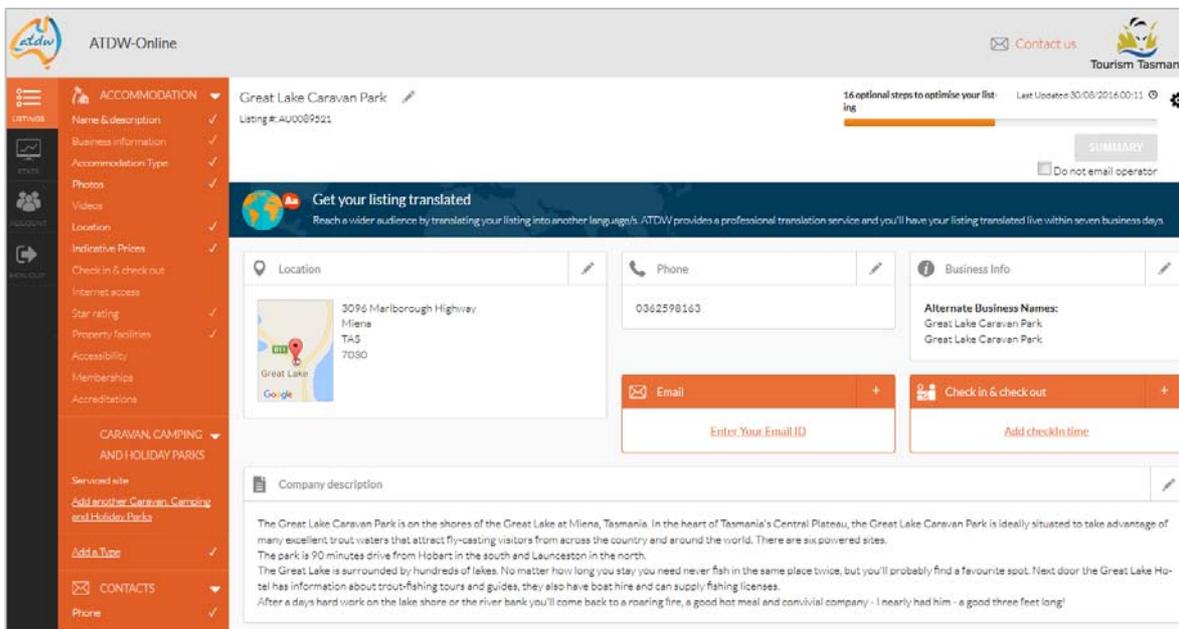
For accommodation, service level (or room pricing) is not kept in ATDW-Online. Update your product level indicative pricing, that is, a rate range that covers all of your room types and rates across the year using from-to pricing.

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

Differences on your display or device

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



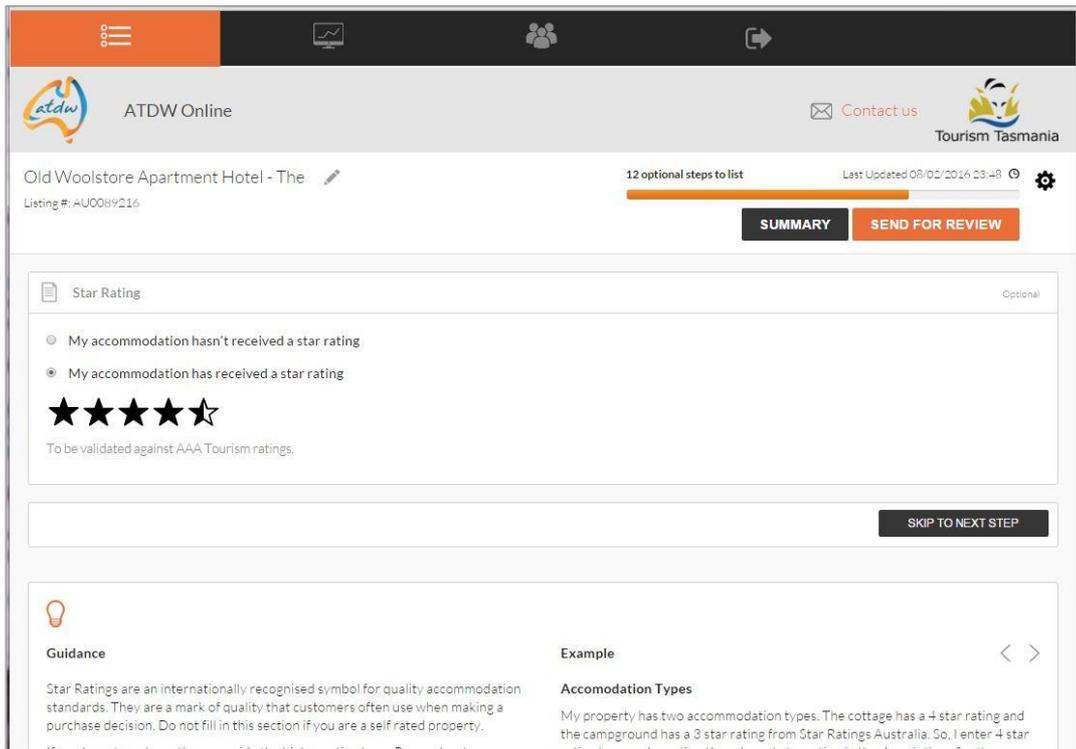
The screenshot displays the ATDW-Online user interface for editing a listing. The page title is 'Great Lake Caravan Park' with listing number 'AU0009921'. A progress bar indicates '14 optional steps to optimise your listing' and shows the last update as '30/06/2016 00:11'. A 'SUMMARY' button and a 'Do not email operator' checkbox are visible.

The main content area is divided into several sections:

- Get your listing translated:** A banner with a globe icon and text: 'Reach a wider audience by translating your listing into another language/s. ATDW provides a professional translation service and you'll have your listing translated live within seven business days.'
- Location:** A map showing the location at '3096 Marlborough Highway, Mienna, TAS, 7030'.
- Phone:** A field containing the number '0362598163'.
- Business Info:** A field containing 'Alternate Business Names: Great Lake Caravan Park, Great Lake Caravan Park'.
- Email:** A field with a '+' icon and the placeholder text 'Enter Your Email ID'.
- Check in & check out:** A field with a '+' icon and the placeholder text 'Add checkin time'.
- Company description:** A text area containing a detailed description of the Great Lake Caravan Park, including its location on the shores of the Great Lake at Mienna, Tasmania, and its proximity to Hobart and Launceston.

The left sidebar contains a navigation menu with categories like ACCOMMODATION, CARAVAN, CAMPING AND HOLIDAY PARKS, and CONTACTS, each with a list of sub-items and checkmarks indicating their status.

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

