ATDW-Online User Guide

Events

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 they meet content quality standards before publishing.

Eligible events and listing guidelines

ATDW-Online is designed to capture and publish tourism industry business information, including events that would be of interest to leisure tourists. Consider a guest at a hotel reading information about interesting events nearby, or what the hotel reception may say when asked "what can we do today?"

Before you create an event listing, feel free to contact Tourism Tasmania if you are unsure whether you meet the listing guidelines.

Type of event	Examples
Theatre or performances Performances including song, dance, theatre, etc.	A Midsummer Night's Dream at Princess Theatre, or John Williamson tour or Billy Connelly tour
Sporting events	AFL, one-day cricket, Targa Tasmania
Classes, lessons and workshops Classes and lessons for various hobbies including arts/crafts, dance, music, painting, pottery, boat-building and/or cooking.	Cooking with Ben Milbourne, Creative Art Workshop
Food and drink	Festivale, Devonport Food and Wine Show
Markets Markets including food markets, flea markets, farmers markets, bric a brac, etc.	Evandale Market, Salamanca Market
Exhibitions and shows Exhibitions and shows including agricultural, local and regional shows, motor shows, etc	Tasmanian Craft Fair, Steam Fest

Tourism Tasmania

Type of event	Examples
Festivals and Celebrations Festivals, celebrations and tourism events of interest to visitors.	Queenstown Heritage and Arts Festival, Tasmanian International Arts Festival
Community events Events open to the public in a public venue, targeting the broader community	Village fetes, charity events
Business events	

Events can span multiple event types i.e. Tasmanian Craft Fair is considered an Exhibition and Festival, and also a Class as it contains smaller hands-on learning classes.

Remembering that events must be leisure tourism focused, the following types of events are NOT permitted in the database:
o   Political events
o   Religious events
o   Events of bad taste or controversial nature

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-Online. 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 previously 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
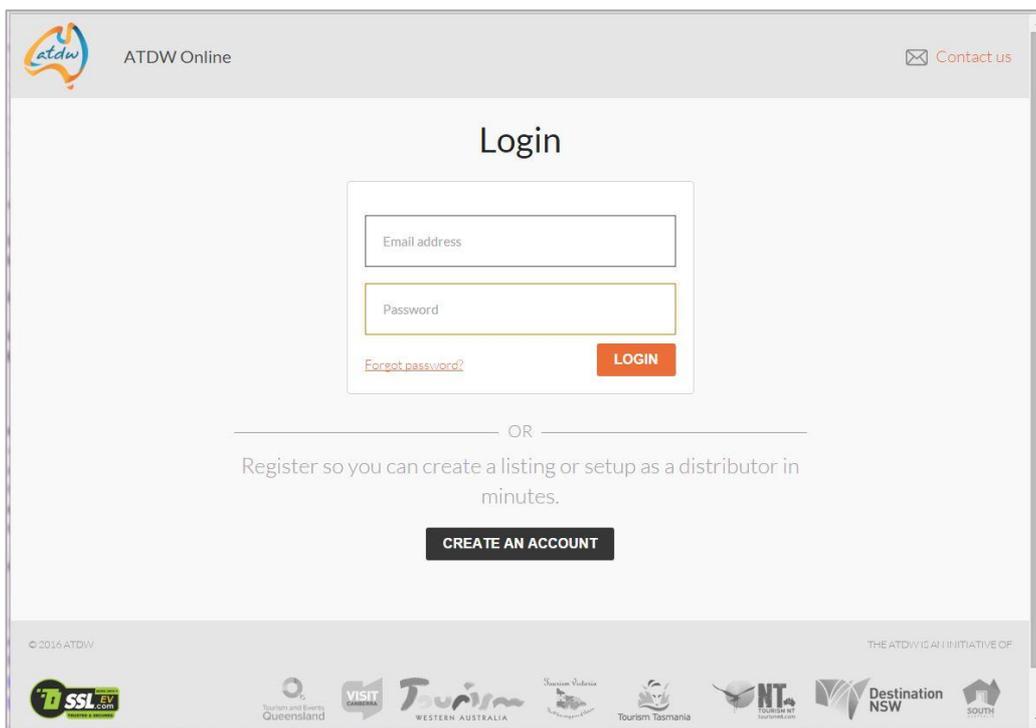
Using ATDW-Online

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 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. Fields that are optional can be completed later.

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

- o   Name & description
- o   Event type
- o   Photos
- o   Venue
- o   Ticket prices
- o   Date and time
- o   Phone or email or website

Name and description
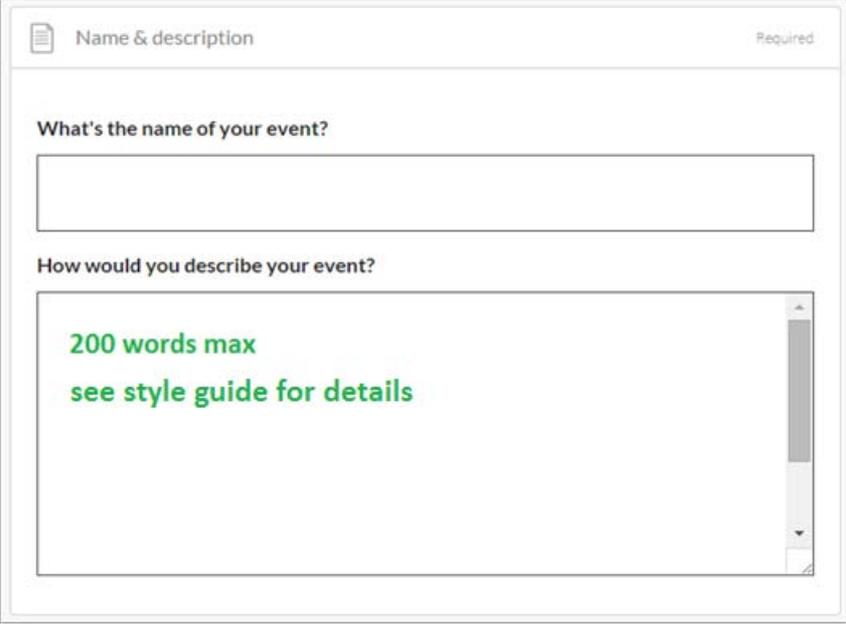
Creating the best event description

Start with your product's name and 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 you will be asked to resubmit.

Event type

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

Please select the Event Type(s) that describes your event best

Business Event

Business events suitable for listings include: significant conferences, seminars, galas, launches, symposiums or other activities where the majority of participants will be travelling from interstate or overseas and the program will permit leisure time at the destination.

Classes, Lessons, Workshops and Talks

List educational events here such as art workshops, cooking classes/lessons and motivational and inspirational speakers.

Community Event

Eligible community events are those open to the general public, in a public venue, specially targeting audiences or attendances from the broader community and interested visitors e.g. fetes, charity events, street parades, local Christmas Light displays.

Concert or Performance

A Concert or Performance may include plays, musical theatre shows, opera, stand up comedy, circus performances, puppetry, music concerts of any genre, dance, one off film screenings and live shows e.g. The Wiggles Live, Disney on Ice, Top Gear Live.

Exhibition and Shows

Exhibitions and/or display events listed here can not be permanently available at an Attraction. Include that kind of information within an Attraction description. List temporary, or one-off exhibits e.g. Open Gardens, French Impressionism Show events do not include musical shows - list these under Concert/Performance. Show events listed here include Easter Shows, Royal Shows, Agricultural Shows, Lifestyle Shows e.g. Caravan and Camping/Craft/Health & Wellness/Food & Wine Expos etc.

Festivals and Celebrations

A Festival event may include: film festivals, seasonal festivals e.g. Floriade, arts festivals, food and wine festivals, multicultural festivals, Mardi Gras etc. A Celebration or Commemoration event may include Australia Day activities, ANZAC Day, New Years Eve, Easter Egg hunt, Olympic Athletes Welcome Home Parade, Myer Christmas Windows, Open Days etc.

Food and Wine

Food and Wine Events listed here will have food, wine or other beverages as the core component of the event e.g. a one off themed dinner/lunch/performance at a winery or a Truffle Hunt.

Markets

A market event is not a permanently housed, regular market. List those under Attractions/Shopping and Markets. Market events include one off, irregular or specially themed markets in temporary locations. Market events may include produce, crafts, special night markets etc.

Sporting Events

Sporting events listed here can either be for participation, viewing or a combination of both. The event needs to have the best potential to attract interstate/overseas visitors e.g. Tour Down Under, Australian Formula 1 Grand Prix, V8 Supercars, World Cup Cricket etc. Interstate matches are permissible for all sporting codes.

Adding and removing images

Each event 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 image that meets the new minimum image standard.

Image requirements:

- o Minimum dimensions of 2048 x 1536 pixels
- o Landscape (horizontal) orientation only, not portrait
- o Ten images maximum. At least one is required.
- o .jpg or .png format
- o Less than 10MB file size

To check your images, click on **photos**
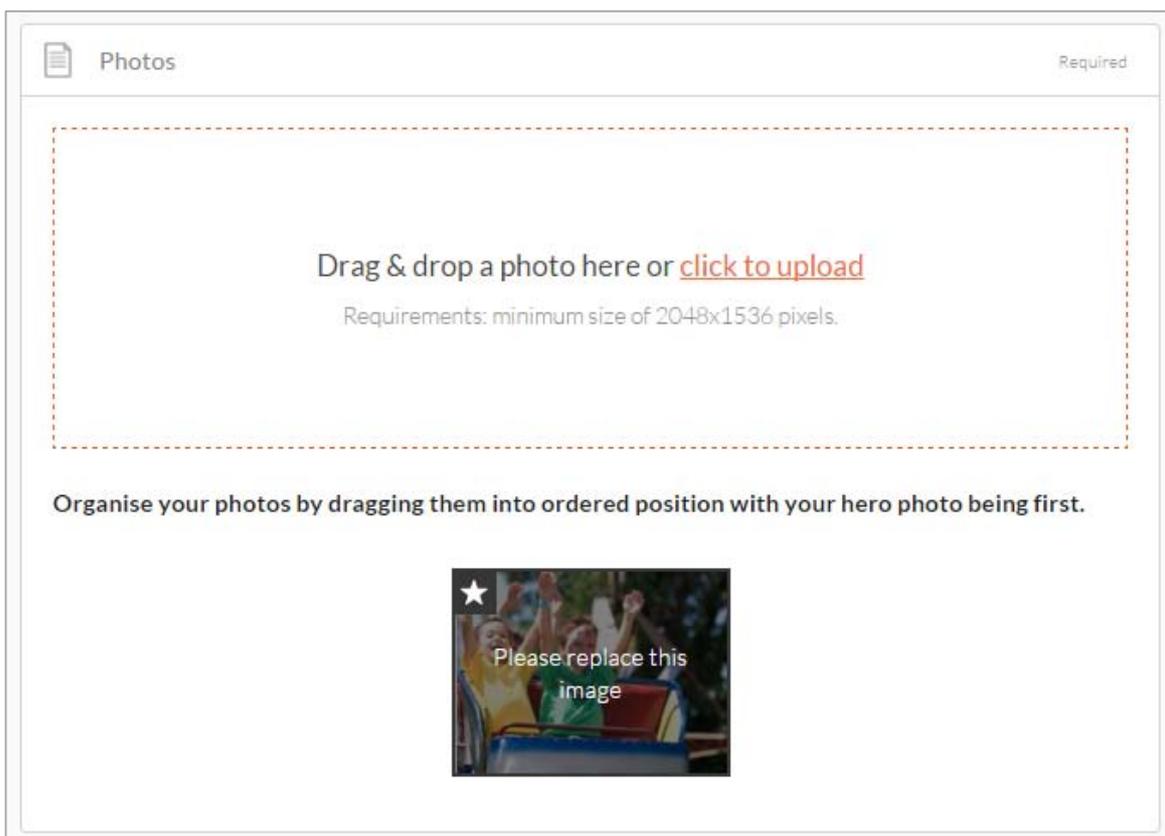
To delete an image, click on it and select delete. To re-order your images, simply select and drag it to the new position. The image with the STAR on it will appear first on ATDW distributor websites.

Venue

Enter the venue name as per below format. **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.**

Ticket prices

The database caters for both free and ticketed events. If there is a ticket price, select from the drop down (Adult is the usual ticket price to start with) and enter the prices and comments as follows. Use the comments section to mention any conditions guests should be made aware of.

Ticket prices ✔

○ This event is free
⦿ Please provide ticket prices for this event

Ticket   Optional ⊗

Adult ✔

From   **To**

$ | 23.50 ✔ $ | 37.50 ✔

Comments on these prices

Bronze, Silver, Gold ticket packages available. See website for details

Add another ticket

NEXT STEP

Date and time

Your event may be a one off or regularly occurring. **Once only** events are easy to add. Simply add the event start date and add the events times in the 'from – to' boxes, then click **apply**, to copy that event date to the calendar.

If you need to edit the event time, click on the event date in the calendar itself and add start and finish times.

Regular events can be created by selecting the starts-on date and repeat occurrence pattern. You can also add the event hours (in from – to times). Click **apply,** to populate the calendar with your event date pattern. This pattern can be further tailored or cleared.

Tip- for regular annual events i.e. Westbury Show, when adding the dates for next year's event, first **clear calendar** to cleanse database of all older event dates.

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, in full, with no spaces.

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

Email

Remember to include the @ symbol in your email.

Website

Complete as below. Do not include http://

Optional steps – enhancing your listing

When viewing the **summary** screen, the optional steps have an orange border around them.
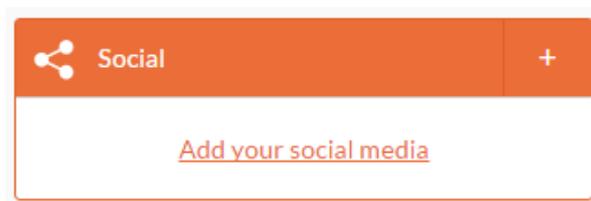
Business information

Is your event 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 WiFi available to your customers?

Facilities

Select any facilities that are available to your customers

Accessibility

Select the accessibility for your event.

Memberships

Does your business have a current membership?

Accreditation

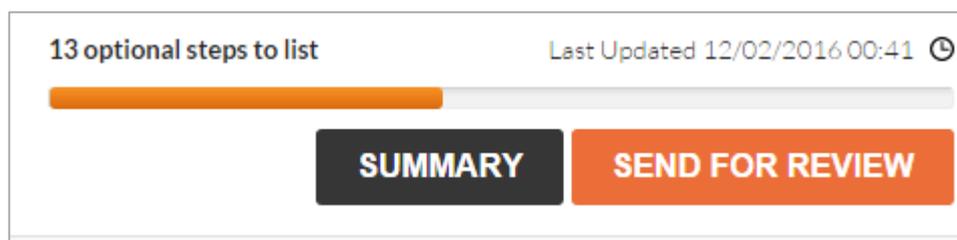Is your business accredited with any industry bodies?

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 you've completed all the mandatory 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 what 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 stats report that you can use to keep track of your listing's performance across the entire ATDW distribution network (those websites and services using the ATDW information). 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:
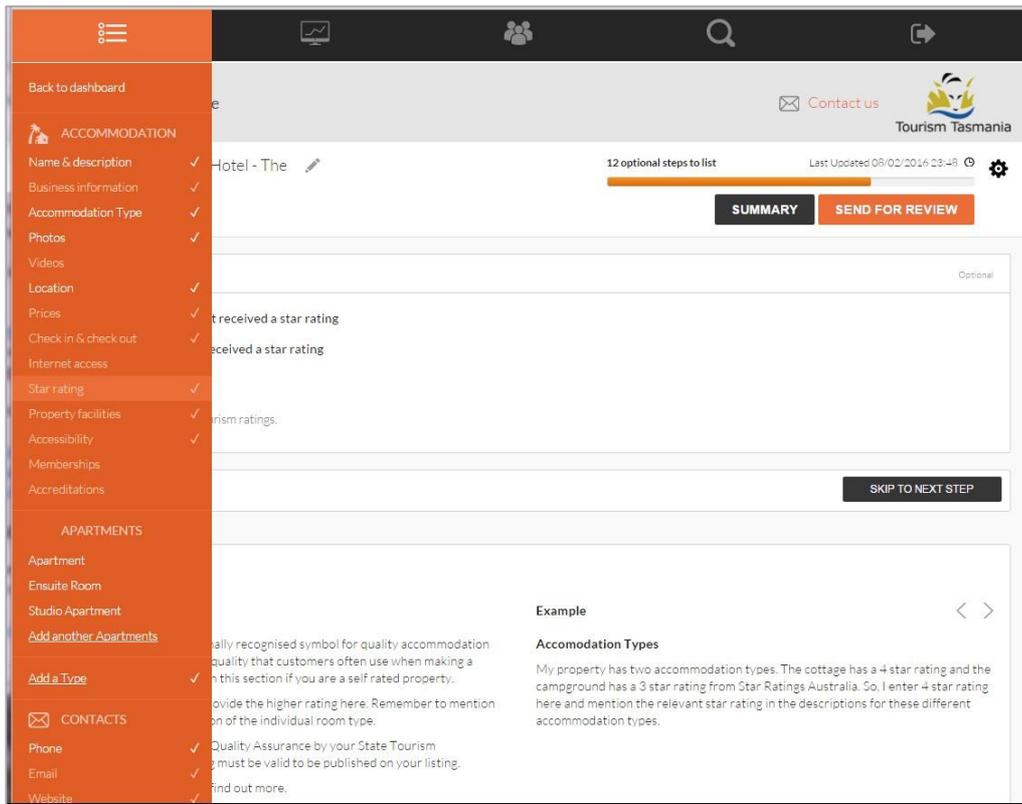
Page displayed on a full size desktop screen
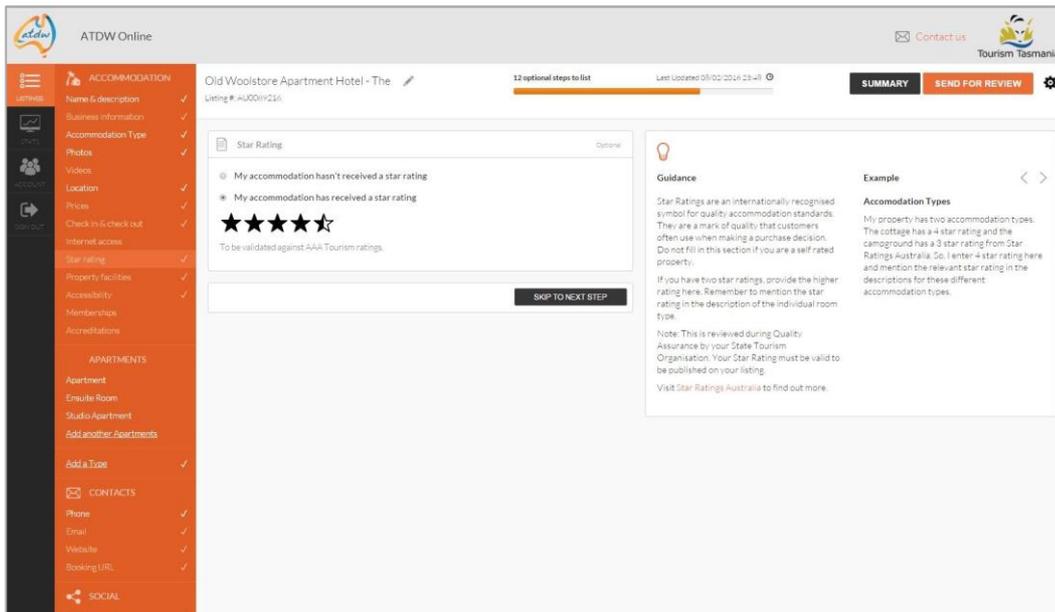
Page displayed on a smaller device or small screen. **NOTE** the menu items at the top of the page.
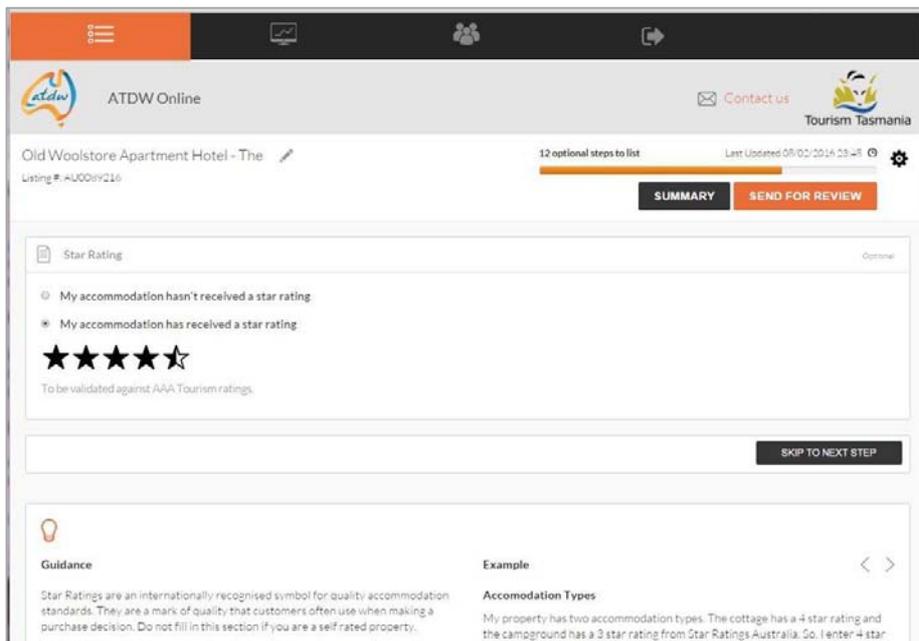
Page on a smaller device or small screen with the menu items expanded

Who do I contact for help?

If you need help updating your event listing or you have any questions or feedback, do not hesitate to contact Tourism Tasmania during business hours on 616 55286, or email online@tourismtasmania.com.au