

# ATDW-Online User Guide

## Food and Drink

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

### Eligible products and listing guidelines

ATDW-Online stores and publishes tourism industry business information. Before you create a listing, feel free to contact Tourism Tasmania if you are unsure whether you meet the listing guidelines.

#### Food and Drink types:

- Bars and Pubs
- Breweries and Distilleries
- Cooking Classes, Lessons, Workshops
- Farms or Food Producers (must have a visitor experience)
- Restaurants and Cafés
- Wineries (must have a cellar door experience)

#### 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 websites 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. 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

SSL, Queensland, VISIT, Tourism WESTERN AUSTRALIA, Tourism Tasmania, NT, Destination NSW, SOUTH

## Using ATDW-Online

### Registering your business in 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.

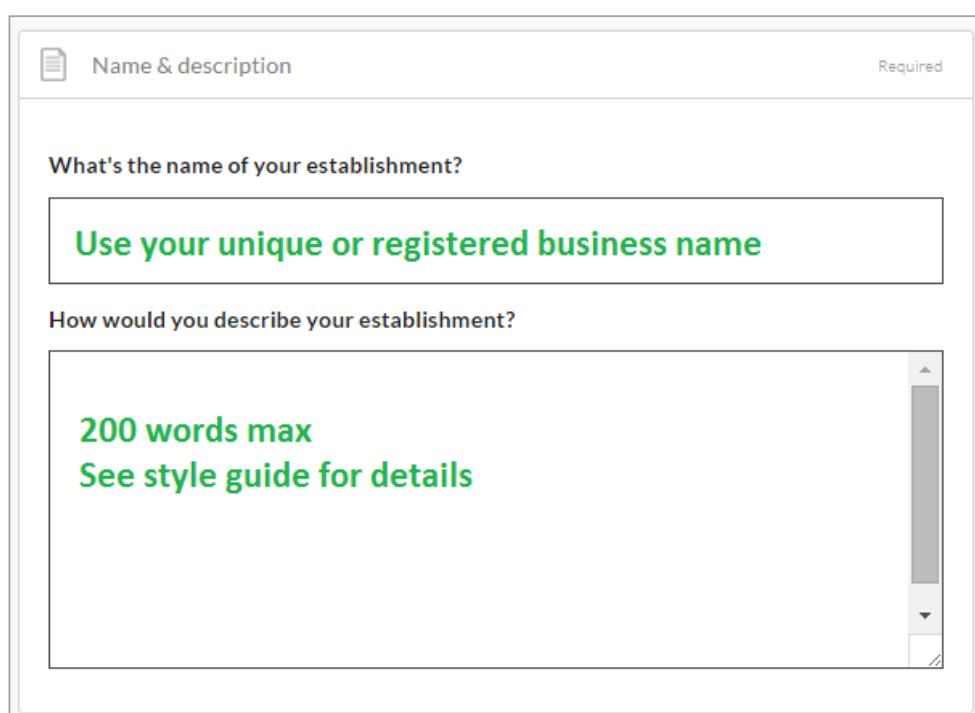
Simply work your way through the step-by-step wizard. Help text is provided throughout the platform on the right hand side of each field. This is best viewed on a desktop or laptop computer.


**NOTE:** Some of the wizard's steps 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
- Food and Drink type
- Photos
- Location
- Phone or email

## Name and description



 Name & description Required

What's the name of your establishment?

Use your unique or registered business name

How would you describe your establishment?

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.

## Food and Drink type

Select the most appropriate Food and Drink type. It's OK to select multiple if they apply.

Food and Drink Type Required

Please select the Food and Drink type(s) that best describes your establishment

<p><b>Bars</b></p> <p>Bars are businesses that sell beverage products as their primary offering. Suitable bars will be in locations suited to other leisure tourism activities or precincts.</p>	<p><b>Breweries</b></p> <p>Breweries offer "brewery or distillery related experiences or products" as their primary business. Suitable businesses must have 'cellar doors' that are open to the public for tastings. Experiences must be suitable for visitors to the area, not just for locals.</p>
<p><b>Cooking Schools, Lessons, Workshops</b></p> <p>Cooking Schools, or leisure tourism based establishments that offer food-based lessons and/or workshops are suitable in this classification. Restaurants &amp; Cafes which offer cooking schools, lessons or workshops can be included here. Other examples may include wine tasting workshops, barista courses etc.</p>	<p><b>Produce</b></p> <p>A Food or Produce related business with a leisure tourism focus. The business can offer both "experience" and "produce", however produce must be available for visitors to purchase.</p>
<p><b>Restaurant and Cafe</b></p> <p>Restaurants or Cafes offer dining, food or beverages as their primary business. Please note, this does not include fast food franchises. Other takeaway venues would be relevant in very small regional destinations where no other options exist.</p>	<p><b>Wineries</b></p> <p>Suitable Wineries for this classification must have cellar doors that are open to the public for tastings. They offer "wine" related experiences or products to the leisure tourism market.</p>

## Adding and removing images

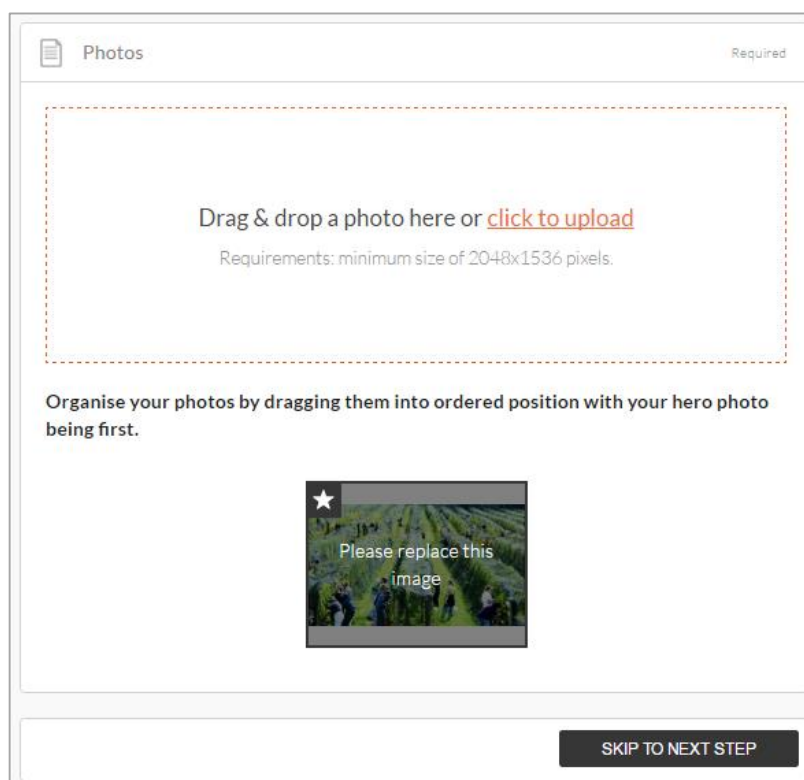
ATDW-Online allows a maximum of ten images per listing.

When logging in to ATDW-Online for the first time, the images you see are from the previous 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 images, if you have more than one, select and drag it to the new position.

The image marked with a STAR will appear first on ATDW distributor websites.

## Location

Enter your location as below.

**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**.

Physical address Required

Organisation address

Hobart  
TAS

Define another address

**Street address**

Cnr St John and Cimitiere Streets


**Unit / Apartment / Suite / Building**

**Suburb**

Launceston

**State** TAS

**Post code** 7250



## 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.

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

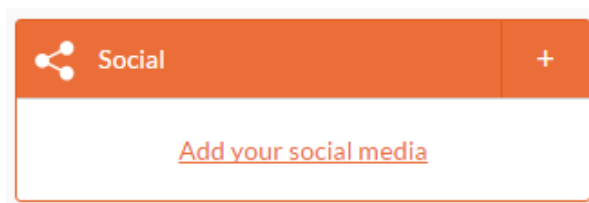
Complete as below. Do not include http://

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 ten. 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**

When are you open? Set opening patterns and exceptions.

### **Service and Prices**

Are meals on offer and what is their general price range?

### **Cuisine types**

Select one or multiple cuisine types to help customers narrow down their search

### **Main Menu URL**

Is a copy of your menu online?

### **Licencing**

Usually this refers to BYO options.

### **Internet Access**

Is Broadband or Free Wi-Fi available to your customers?

### **Facilities**

Select any property facilities that are available to your customers.



### Accessibility

Select the accessibility of your business.

### Memberships

Does your business have a current membership?

### Accreditation

Is your business accredited with any industry bodies?

### Booking URL

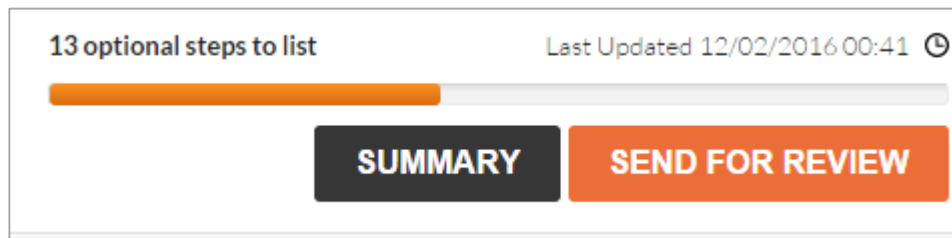
Enter a valid website booking URL.

### 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**.



Our QA process will identify you as a new business and we'll verify your eligibility before publishing.

We may request that you email us required documentation as there is no provision to submit attachments during the online registration process.

We will advise you by email 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 changes you need to make to meet 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.

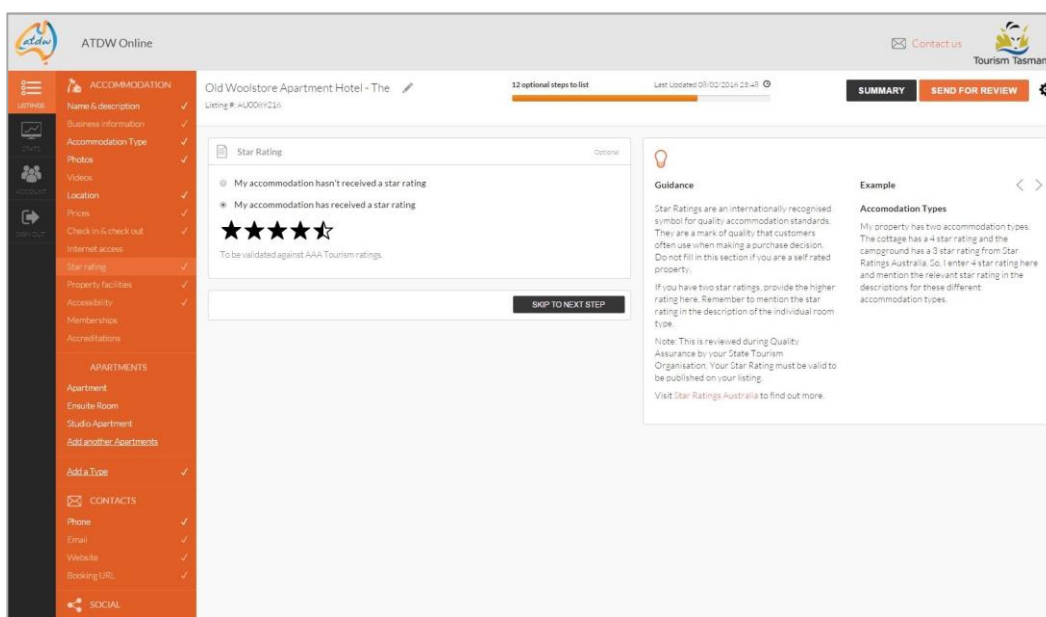
## Statistics

Your product home screen contains an ATDW listing stats report that keeps 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 you can access them at any time throughout the year.

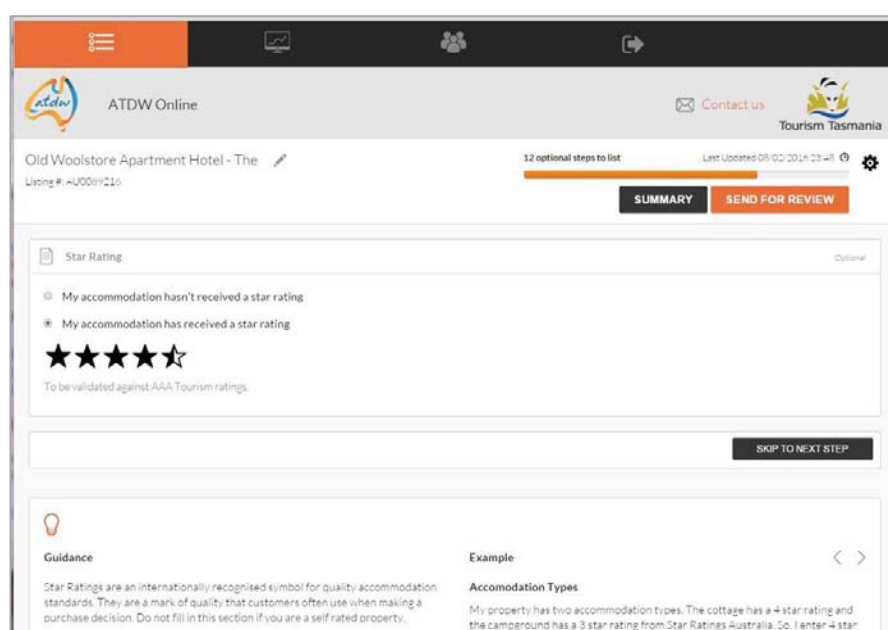
## Differences between MyTigerTOUR and ATDW-Online

ATDW-Online is accessible on mobile, tablet, laptop or desktop however 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:

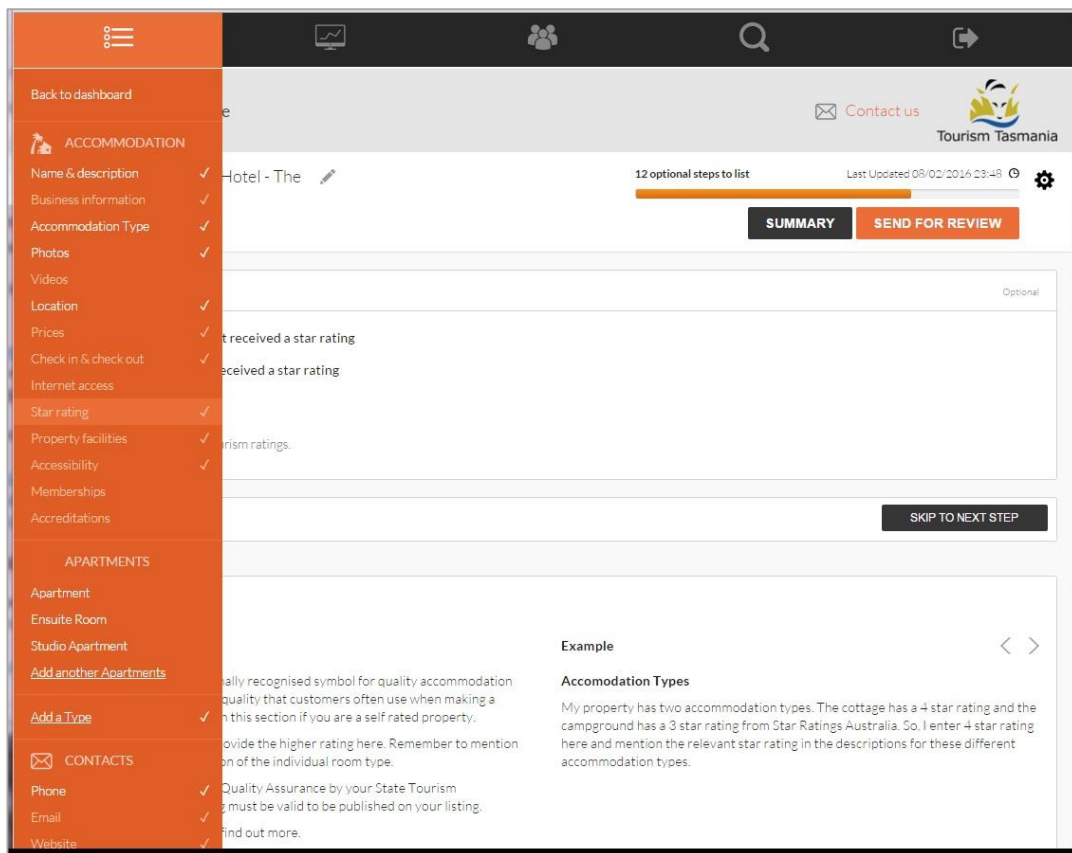
Page displayed on a full size desktop screen



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 during business hours on 616 55286, or email [online@tourismtasmania.com.au](mailto:online@tourismtasmania.com.au)