

# ATDW-Online User Guide

## Transport

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

#### Transport types:

- Air Services
- Bus Services
- Coach
- Ferry Services
- Train Services
- Tram Services
- Transfers

#### 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 receive 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 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 on the ATDW-Online database

If you are 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 to set up a **User** account, and then add 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 on throughout the platform on the right hand side of each field. This is best viewed whilst 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
- Transport type
- Photos
- Location
- Phone or email

## Name and description

 Name & description Required

What's the name of your transport company?

**Use your unique or registered business name**

How would you describe your transport company?

**200 words max**  
**See style guide for details**

## Creating the best product description

Start with your product's name and outline its unique features and qualities. Follow this with additional information.

No space before or after 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.

## Transport type

Select the most appropriate Transport type. It's ok to select multiple if it applies.

Transport Type Required

Please select the transport type(s) describing your business best

<p><b>Air Services</b></p> <p>The business offers Air Services. Examples include regional, national and charter airlines.</p>	<p><b>Bus Services</b></p> <p>The business offers local Bus Services for the area.</p>
<p><b>Coach Services</b></p> <p>The business offers Coach Services for intrastate and interstate trips.</p>	<p><b>Ferry Services</b></p> <p>The business offers Ferry Services for any kind of waterway.</p>
<p><b>Train Services</b></p> <p>The business offers Train Services. These can be local or interstate train operators.</p>	<p><b>Tram Services</b></p> <p>The business offers Tram Services</p>
<p><b>Transfers</b></p> <p>The business offers Transfer services. Taxi and Airport Shuttle operators are typical examples of this kind of business.</p>	

## Adding and removing images

Each product listing is permitted ten images in total at the product level, and can add additional images at the service level i.e. the individual transport types. **NOTE:** most ATDW distributors are currently displaying product level images and therefore the ten images loaded at the product level must showcase your business.

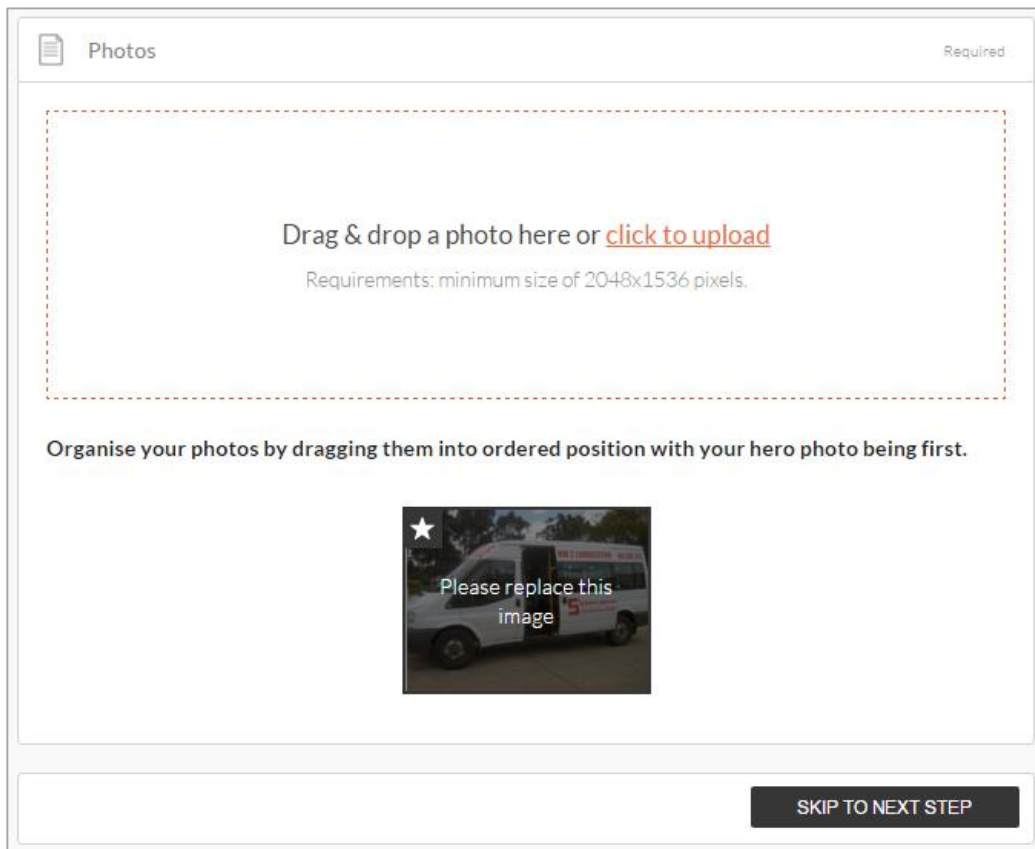
When logging in to ATDW-Online for the first time, the images you see have been copied over from the TigerTOUR database. Some of those images may not meet the new minimum standards and will need to be replaced (but will still work on some ATDW distributor websites).

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.

## Location

The location information refers to where your services depart from. You can choose your organisation address or define another address.

**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**.

Tourism Tasmania can assist if you need help.

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** **Post code**

TAS 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.

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

Phone Required

What number should your customers contact you on?

**0363369999** ✓

Secondary phone number

## Email

Remember to include the @ symbol in your email.

Email Required

What email should customers contact you on?

**bookings@test.com**

## Website

Complete as below. Do not include http://

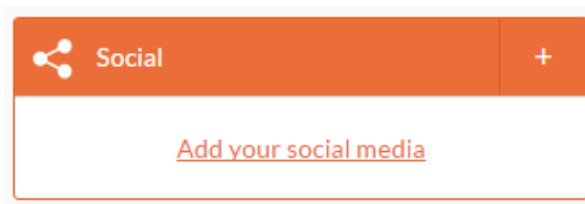
Website URL Required

Provide your accommodation specific website address

**www.testing.com**

## 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>

### **Indicative prices**

Overall, what is the total price range covering off all of your services?

### **Internet Access**

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

### **Facilities**

Select any facilities that are available to your customers.

### **Accessibility**

Select the accessibility for 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.

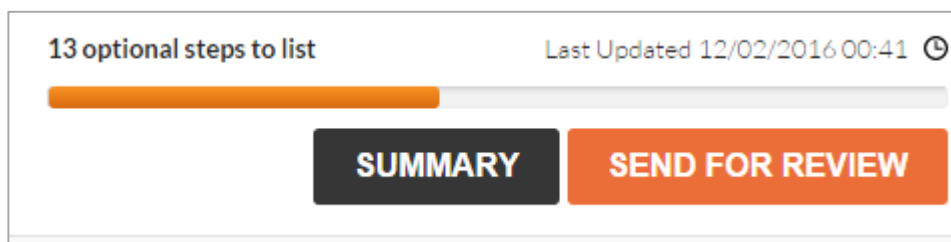


## Social Accounts

Where can customers find you on social media? Facebook, Twitter etc?

## Getting your listing published

To send your listing for quality assurance once all the mandatory steps have been completed, click **summary**, and then **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).

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.

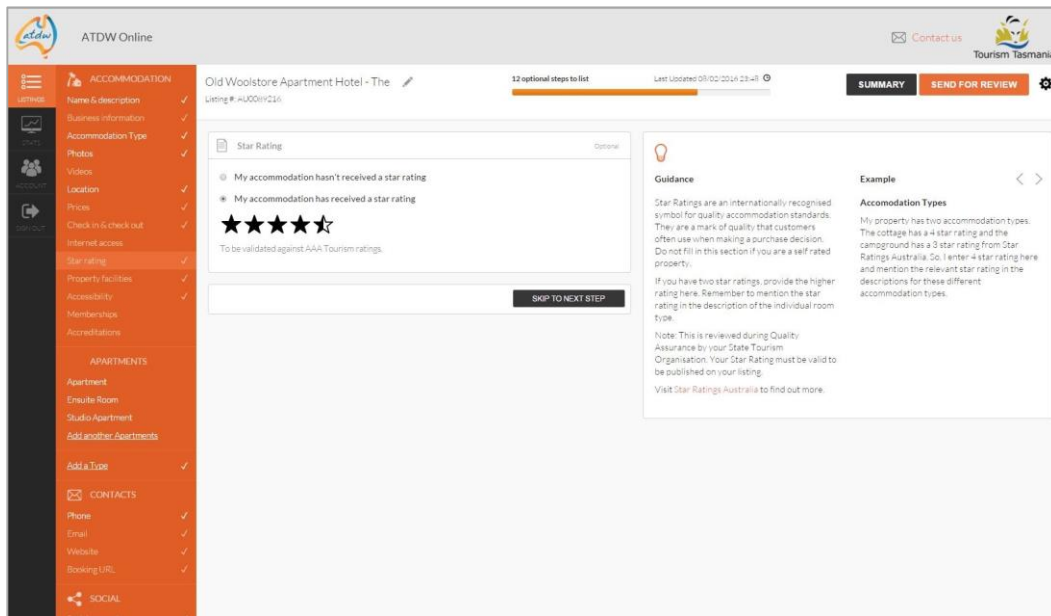
## Statistics

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

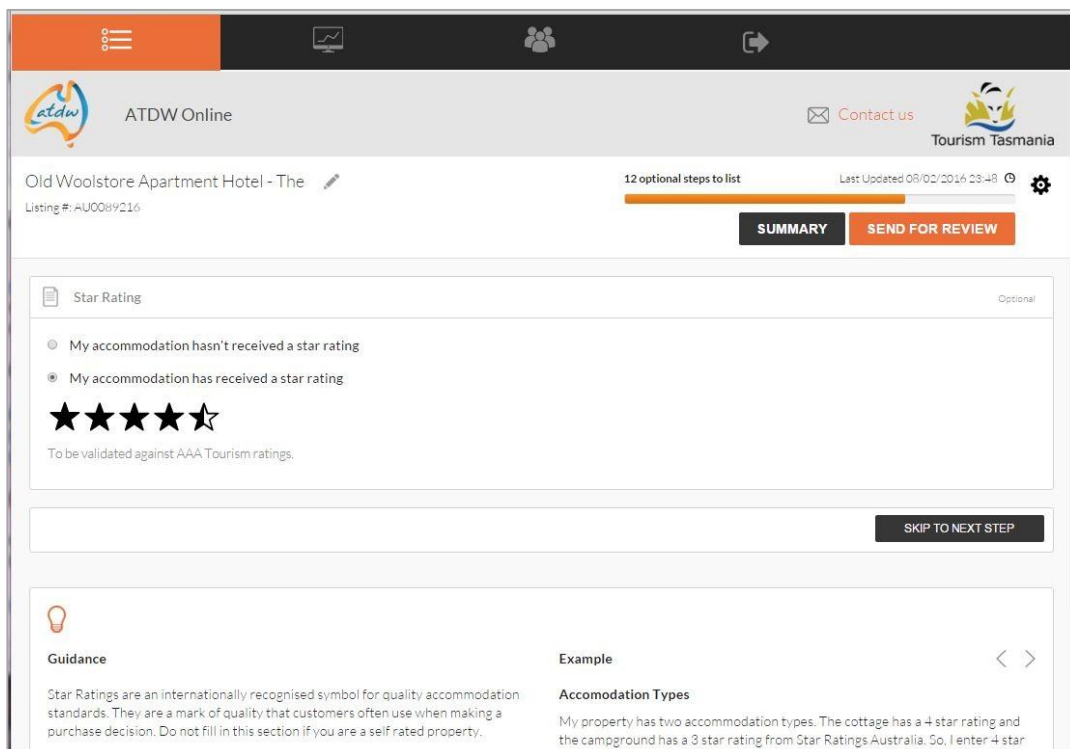
## Differences between MyTigerTOUR and ATDW-Online

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:

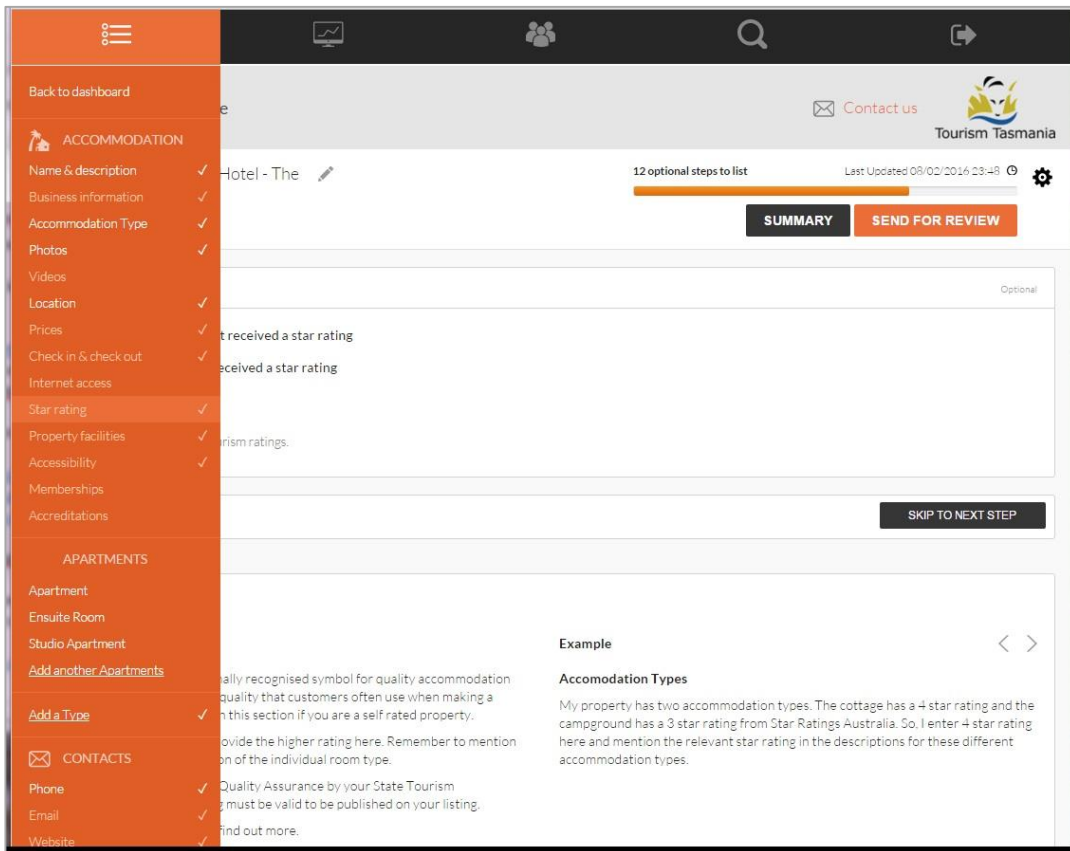
Page displayed on a full size desktop screen:



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