A full-page photograph of two people rappelling down a waterfall in a canyon. The person in the foreground is wearing a yellow helmet and a red life vest, while the person in the background is wearing a blue shirt. The waterfall is surrounded by dark, wet rock walls. The text 'ATDW-ONLINE USER GUIDE' and 'TOUR LISTING' is overlaid in white, bold, sans-serif font.

ATDW-ONLINE USER GUIDE

TOUR LISTING



Cradle Mountain Canyons
© Off the Path

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 TOUR 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 published listings on ATDW-Online at its own discretion.

The following documents are required for certain types of tour listings. Please contact Tourism Tasmania to determine whether you need to provide these documents:

- Public passenger vehicle accreditation (PPV)
- Commercial vessel survey

The above criteria also applies to Airbnb tour experiences where transport is used to transfer guests from one location to the next. 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 product.

Only one business registration is required for multiple listings. If you would like to create multiple listings for different products, 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 **tour** 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
- Location
- Contacts
- Photos

In the **'Add a tour'** section at the bottom of the menu pane, the following fields are required (indicated with an asterisk * next to the menu item)

- Name & description (the name of your tour)
- Tour type (select the tour classification that suits your tour)
- Location
- 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 a 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.

TOUR LISTING

Location

If the tour departure point 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.

 *If the tour departure point varies, enter 'by arrangement' in the street address field and enter the suburb that the business operates from.*

Physical address Required

Organisation address
15 Murray Street
Hobart
TAS, 7000

Define another address

Street address

Unit / Apartment / Suite / Building

Suburb

State ▼ Post code

Map Satellite


Contacts

Enter your business 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 tour.

Booking URL

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

At least one point of contact is required.

Phone

What number should your customers contact you on?

Email

What email should customers contact you on?

Website URL

Provide your attraction specific website address

Booking URL Optional

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

TOUR LISTING

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).

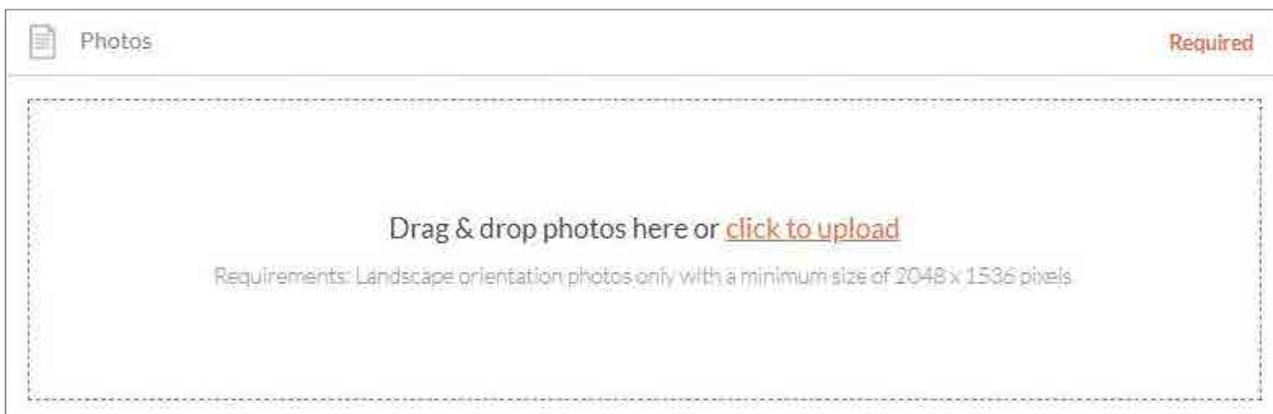
Click **Save Photo**

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.*



Complete the additional optional steps to enhance your listing or skip to page 6 for instructions on how to add specific information about your tour/s.

 *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.*

Internet access

What kind of internet access is available to your customers?

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?

TOUR LISTING

Add a tour

This section will allow you to enter specific information about your tour/s. Complete all mandatory fields within each tour offering.

Enter a name and description for your tour.

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

 Tour types Required

Please select the classification(s) that best describes your tour

<p>Adventure and Outdoors Tours</p> <p>Adventure and outdoor tours are activity based participation tours. Activities could include abseiling, caving, flying fox/zip line, fossicking, rock-climbing, surfing, white water rafting, segway riding, skiing, skydiving, horse riding and camel riding.</p>	<p>Air, Helicopter and Balloon Tours</p> <p>Visitors travel in a helicopter, hot air balloon, blimp, glider, airplane, hang glider, parachute or anything else that can sustain flight.</p>	<p>Cruises, Sailing and Water Tours</p> <p>These tours are undertaken on or around water. They could include activities such as cruising, canoeing, diving, parasailing, fishing, jet boating/skiing, kayaking and sailing among others.</p>	<p>Cultural and Theme Tours</p> <p>Cultural and theme tours include visiting locations such as: art galleries, museums, libraries, performing arts venues and historic attractions and venues.</p>
<p>Food and Wine Tours</p> <p>Food and wine tours include visits to vineyards, breweries and restaurants. Experiences range from tastings and education to fine dining offerings.</p>	<p>Nature and wildlife</p> <p>Nature and wildlife tours give visitors the chance to explore areas of significant natural beauty and view wildlife in their natural habitat. e.g. whale watching.</p>	<p>Nightlife Tours</p> <p>Nightlife tours are specifically for pleasure-seekers at night. Venues may include nightclubs.</p>	<p>Shopping Tours</p> <p>Shopping tours generally visit a number of retail factory outlets or popular shopping precincts.</p>
<p>Sightseeing Tours</p> <p>Sightseeing tours visit attractions, landmarks and destinations in metropolitan and regional areas. Transport is usually provided in a coach.</p>	<p>Sports Tours</p> <p>Sports tours are based around viewing or participating in sporting events or a visit to a major sporting venue.</p>	<p>Walking and Biking Tours</p> <p>Walking/biking tours may be guided or self-guided. They may include bush walking, or travelling on marked tracks in National Parks and reserves.</p>	

Location

If the tour departure point 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.

 If the tour departure point varies, enter 'by arrangement' in the street address field and enter the suburb that the business operates from.

Accessibility

Tick at least one of the options on the right.

 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.

TOUR LISTING

Photos

At least one photo is compulsory in this section, follow the instructions on page 5 to add or remove photos.

The following are optional fields and can be used to add more specific information about individual tour offerings.

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.*

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.

Enter the minimum and maximum price for your tour.

If your rates vary according to the seasons or there are certain conditions guests should be made aware of, use the comments section to specify this.

Schedule

Follow guidance text to enter specific schedule information.

Capacity

Enter the minimum and maximum participants for the tour.

Facilities

Select any facilities that are available to your customers.

Tour and Booking URL

Enter a valid website booking URL.

Additional details

Enter information about the mode of transport.

Enter information about the level of fitness that is required for tour participants.

Getting your listing published

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 in 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.

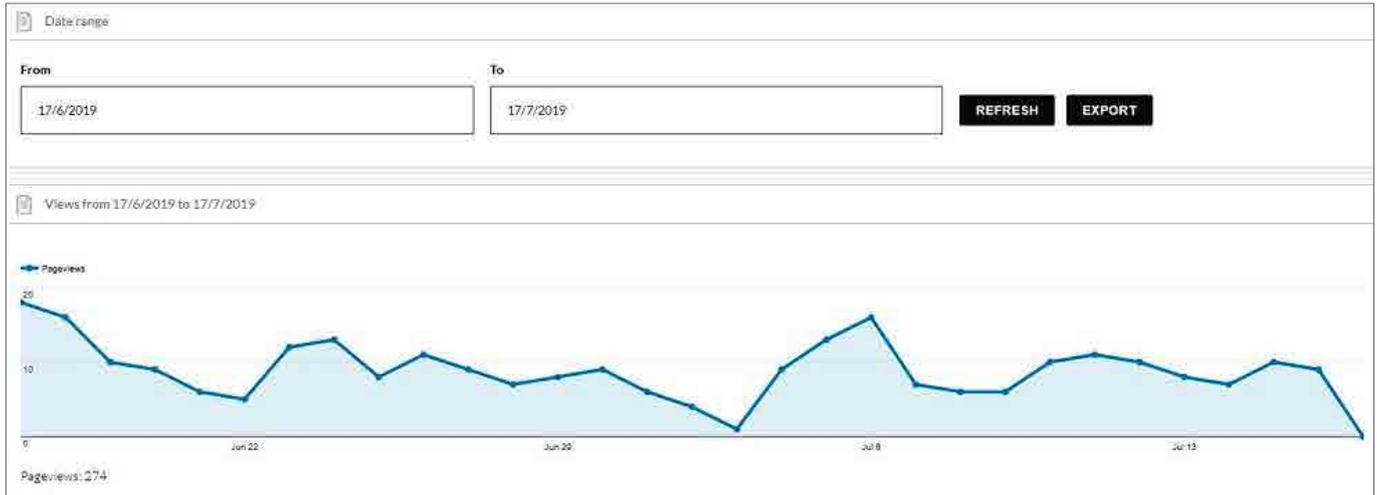
TOUR LISTING

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

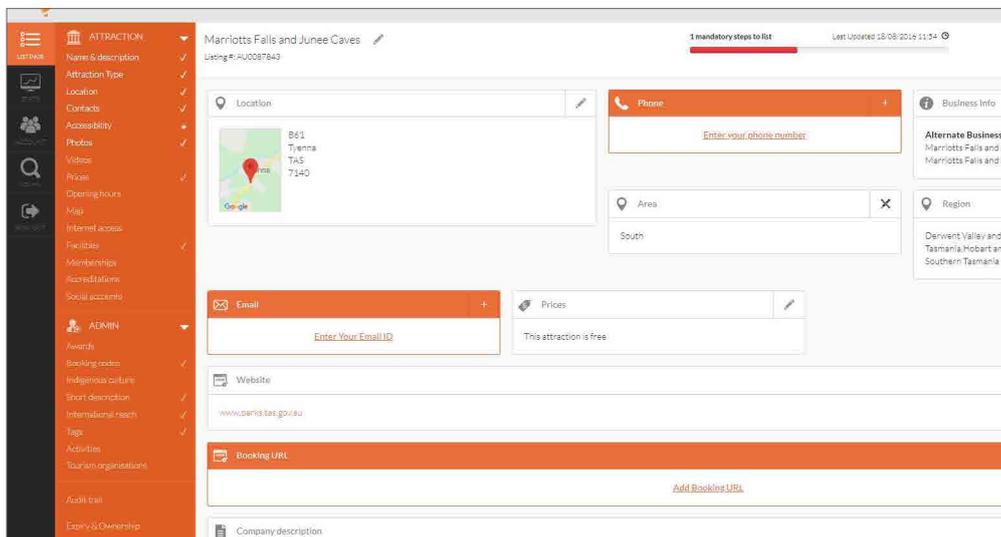
network. These reports are updated on a daily basis and can be accessed at any time throughout the year.



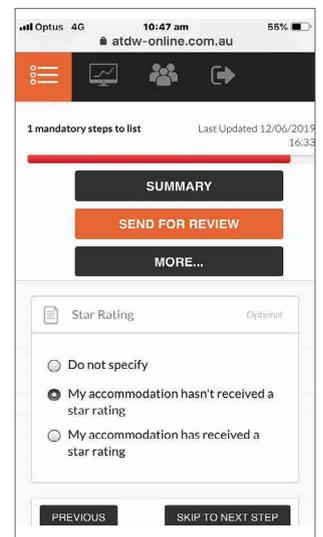
DIFFERENT DISPLAY VIEWS FOR DESKTOP AND DEVICES

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:



TOUR LISTING

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

The screenshot shows the ATDW-Online mobile interface. At the top, there is a navigation bar with icons for a menu, a graph, a group of people, a search magnifying glass, and a share icon. Below this is a header with the ATDW logo, 'ATDW-Online', a 'Contact us' link, and the 'Tourism Tasmania' logo. The main content area displays the listing 'Marriotts Falls and Junee Caves' with a listing number 'AU0087843'. A progress bar indicates '1 mandatory steps to list'. There are buttons for 'SUMMARY' and 'MORE...', and a checkbox for 'Do not email operator'. Below the listing, there are two main sections: 'Location' and 'Phone'. The 'Location' section shows a map and the address 'B61 Tyenna TAS 7140'. The 'Phone' section has a text input field with the placeholder 'Enter your phone number'. There is also a 'Business Info' section with an information icon and an edit icon.

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

The screenshot shows the ATDW-Online mobile interface with the menu expanded. The menu is located on the left side and includes sections for 'LISTINGS', 'ACCOUNT', 'SEARCH', 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', 'Accommodations', and 'Social accounts'. Below the menu, the main content area shows a form for creating a listing. The form has a title 'Untitled' and a listing number 'AU0389510'. The first section is 'Name & description', which is marked as 'Required'. It contains a text input field with the placeholder 'What's the name of the room?' and a character limit of '100 characters max'. The second section is 'How would you describe the room?', which contains a text area with the placeholder 'Write a summary in 10 to 200 words'. At the bottom right of the form, there is a 'SKIP TO NEXT STEP' button.

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