



ATDW-ONLINE  
USER GUIDE  
ACCOMMODATION LISTING



Left of Field Caravan Park  
© 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 ACCOMMODATION 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](mailto: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 publishes accommodation listings on ATDW-Online at its own discretion.

Where a property has more than one physical address, there must be a separate listing for each location.

Accommodation businesses listed in ATDW-Online must be approved by local council for the purposes of short-term visitor accommodation or similar.

## Required documents for listing your accommodation business on ATDW-Online

Before your new accommodation business listing passes the quality assurance process, you may be asked by Tourism Tasmania to provide the following documents:

- A copy of either your **certificate of occupancy/occupancy permit, approved development application or planning permit** issued by the relevant local council or authority indicating that requirements have been met for the purpose of tourist accommodation i.e. use is guest house, short term accommodation etc.

Planning and building requirements will vary depending on how you plan to use your property and/or the size of the property. The arrangements only relate to the use of an existing property where no development is involved.

For more information please contact your local council.

In order to maintain the quality of the database, Tourism Tasmania will not publish listings until all the required documents are received and the accommodation is open for business.

## 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 accommodation business.

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.

## ACCOMMODATION LISTING

### 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 **accommodation** 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
- Accommodation type
- Location
- Indicative Prices
- Accessibility
- Photos
- Capacity

 *You will be prompted to complete a mandatory field before proceeding to the next one. Optional fields can be completed later.*

### Tips for creating your 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.

#### PARAGRAPH/SENTENCE 1:

The first sentence/paragraph should start with the product name and in one sentence encapsulate what the product is about and where it is.

 *It must not be more than 15 words as the first sentence will be used as a descriptor in search engines.*

**Example:** The Fictional Hotel is a contemporary all-suite hotel with 50 rooms in central Launceston. The Fictional Hotel is a few minutes' walk from the central business district, the city's many restaurants and most major attractions.

#### PARAGRAPH/SENTENCE 2:

The second should give detail information on the product such as number of rooms, how they are configured i.e. how many beds and type in each room/ensuite, kitchen facilities and so on.

**Example:** The one or two bedroom suites have private balconies, baths – some have spa baths, top quality entertainment equipment and kitchenettes. There is a private guest laundry.

The hotel's Fictional Restaurant is open seven days from early morning until late (except Tuesday night), and offers you the best in regional Tasmanian produce, as well as an excellent wine, beer, cider and single-malt whisky selection.

The hotel has conference facilities for up to 50 people and can provide the latest in audio-visual equipment.

There is a 24-hour reception and room service as well as cable television in each room and free Wi-Fi internet throughout the hotel.

#### PARAGRAPH/SENTENCE 3:

The third should give any interesting facts about the product, what else is nearby and how far they are from various attractions:

**Example:** The hotel offers a secure bike lock-up and work area. The hotel is close to cycle paths, which are a relaxing way to explore local attractions. The Queen Victoria Museum at Inveresk – one of Australia's best regional art galleries is a short walk or easy bike ride from the hotel.

# ACCOMMODATION LISTING

## Accommodation type

Select the most appropriate accommodation type.

If applicable select multiple accommodation types.

Accommodation type
Required

**Please select the type describing your accommodation best**

<p style="text-align: center;"><b>Apartments</b></p> <p>Apartments have self-catering facilities (sink, refrigerator, microwave etc.). Most have separate bedrooms, fully equipped kitchens, one or more bathrooms, usually a washer and dryer, and sometimes a balcony or patio. Towels and linens are provided. Daily or weekly service and other hotel conveniences are usually available.</p>	<p style="text-align: center;"><b>Backpackers and Hostels</b></p> <p>Backpackers or Hostels provide short-term accommodation to guests, usually dormitory style. These are typically larger communal buildings offering room types ranging from individual rooms to dormitory style. They typically have a shared bathroom, social areas and self-catering facilities. Residential Colleges and University Halls of Residence can be included here.</p>	<p style="text-align: center;"><b>Bed and Breakfast</b></p> <p>Bed and Breakfasts range from a family residence to a guesthouse, homestead or inn. Guests will have private bedrooms, with or without private bathroom facilities. Rooms may be either in the main house or in a separate building. Breakfast is a component of the tariff and is provided either in the form of daily provisions or is prepared by a host.</p>	<p style="text-align: center;"><b>Caravan, Camping and Holiday Parks</b></p> <p>Caravan, Camping and Holiday Parks are defined areas with shared amenities providing any of the following forms of accommodation or the space for: cabins, tents, touring caravans, motor homes, caravans, holiday homes, chalets and bungalows. They may be with or without central entertainment and sports facilities, shops and restaurants.</p>
<p style="text-align: center;"><b>Cottages</b></p> <p>Cottages are stand-alone dwellings which includes private bathroom facilities and kitchen with cooking facilities. The dwelling may be located within the boundary of an accommodation complex.</p>	<p style="text-align: center;"><b>Farmstays</b></p> <p>Farm Stays offer guests the opportunity to observe or become involved in farm life on a rural property. The accommodation ranges from self contained or dormitory style to staying in the homestead with the family.</p>	<p style="text-align: center;"><b>Holiday Houses</b></p> <p>Holiday Houses are stand-alone residences for holiday letting which may have several bedrooms allowing a group of guests to stay there together. Typically the house will include full kitchen facilities, private bathroom facilities and laundry facilities.</p>	<p style="text-align: center;"><b>Hotels</b></p> <p>Hotels provide short-term accommodation to guests and will have a licensed bar onsite. Rooms may include private bathroom facilities and full or limited cooking facilities. All or some meals will be available either in a restaurant located onsite, or through room service. A number of additional guest services may be available, including a swimming pool, games room and/or child care.</p>
<p style="text-align: center;"><b>Motels</b></p> <p>Motels are typically designed to attract motorists and usually offer motel units or suites for guests and on site parking. Individual bathroom facilities are available. Breakfast is usually available and units are serviced daily. These rooms may contain limited cooking facilities.</p>	<p style="text-align: center;"><b>Resorts</b></p> <p>Resorts provide short-term accommodation to guests in a location that encourages an extended on site holiday. Offerings may include swimming pools, day spa, child care, restaurants, licensed bars, tour desk, night life and day time activities. Rooms include private bathroom facilities and may offer some cooking facilities. Meals are available in an onsite restaurant or through room service.</p>	<p style="text-align: center;"><b>Retreat and Lodges</b></p> <p>Lodges are situated in secluded areas ideal for quiet relaxation and immersion into a unique environment setting. Style of accommodation can be from basic to luxury and offer a specific or niche range of activities such as skiing, diving or uniquely Australian nature experiences.</p>	

## Location

If the accommodation 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.

Physical address
Required

Organisation address

15 Murray Street  
Hobart  
TAS, 7000

Define another address

**Street address**

**Unit / Apartment / Suite / Building**

**Suburb**

**State** **Post code**

TAS 7140

Map Satellite

Map data ©2020 Terms of Use Report a map error

# ACCOMMODATION LISTING

## Contacts

Enter your accommodation 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 accommodation.

## Booking URL

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

## Indicative 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 accommodation. Prices are generally based on adult twin share accommodation.

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.

**At least one point of contact is required.**

Phone

What number should your customers contact you on?

0361655386 ✓

Secondary phone number (optional)

Email

What email should customers contact you on?

bookings@test.com

Website URL

Provide your attraction specific website address

www.address.com/we-want-this-url-here

Booking URL Optional

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

www.a-booking-url-goes-here.com

PREVIOUS SKIP TO NEXT STEP

Indicative prices Required

Please provide the price range for this accommodation

**From**  **To**

Comments on these prices

Subject to availability

Customers can stay at this accommodation for free

## ACCOMMODATION LISTING

### Accessibility

Tick at least one of the below options.

 Accessibility	Required
<p><b>Please select the accessibility of your attraction</b></p> <ul style="list-style-type: none"><li><input type="radio"/> Actively welcomes people with access needs.</li><li><input type="radio"/> Does not cater for people with access needs.</li><li><input type="radio"/> Disabled access available, contact operator for details.</li></ul>	

### 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.*

 Photos	Required
<p>Drag &amp; drop photos here or <a href="#">click to upload</a></p> <p>Requirements: Landscape orientation photos only with a minimum size of 2048 x 1536 pixels</p>	

## ACCOMMODATION LISTING

### Capacity

Provide details on the total capacity of your accommodation business.

Number of rooms for property (total number of rooms) \*

\*If you have a holiday house/self-contained unit, rentable on a whole of property basis, the number of rooms is one.

Sleeping capacity (total number of guests)

Enter the maximum number of guests who can stay at your property.

**All mandatory fields have now been completed. Complete the additional optional steps to enhance your listing or skip to page 9 for instructions on how to get your listing published.**

 *Optional fields can be completed later by logging into your ATDW-Online account.*

 Capacity Details Required

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**What is the total capacity of your property?**

Number of rooms for property (total)	Sleeping capacity
<input type="text" value="120"/> 	<input type="text" value="200"/> 

### Videos

Enter a valid Youtube or Vimeo link (URL).

**Sample Youtube:** <http://www.youtube.com/watch/xx>

**Sample Vimeo:** <http://www.vimeo.com/xx>

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.*

### Check in and Check out

What time can you customers check in and check out?

### Internet access

What kind of internet access is available to your customers?

### Star rating

Has your accommodation received a star rating with Star Ratings Australia? This is cross referenced as part of the quality assurance process.

## ACCOMMODATION LISTING

### Property facilities

Select any facilities that are available to your guests.

### 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?

### Add accommodation type

**This section allows you to provide details about the different room/accommodation types you offer.**

### Getting your listing published on ATDW-Online

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.

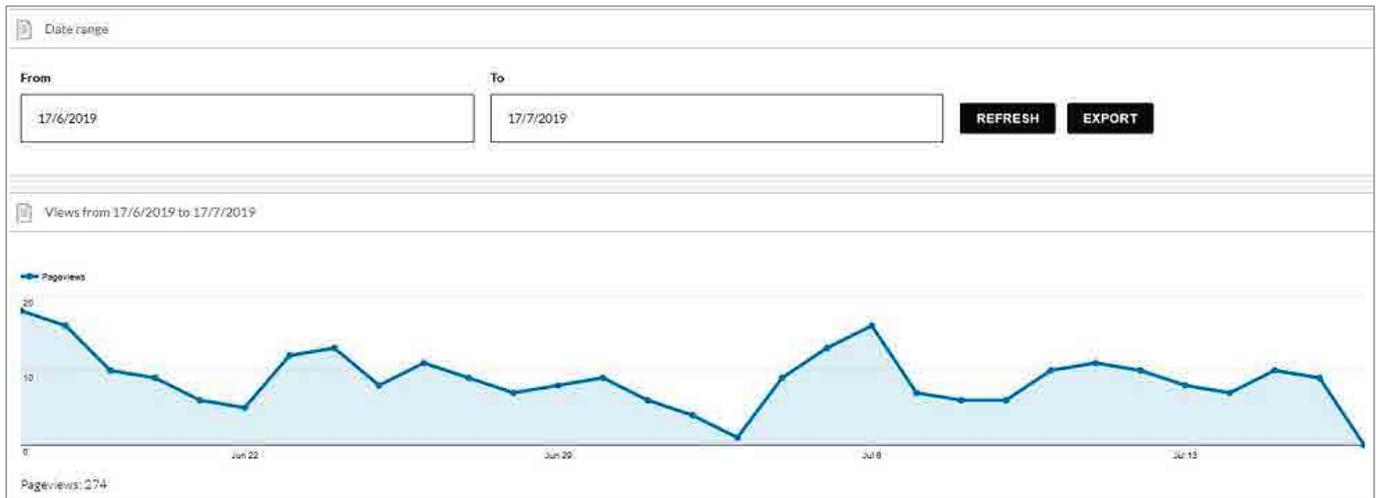
# ACCOMMODATION LISTING

## 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

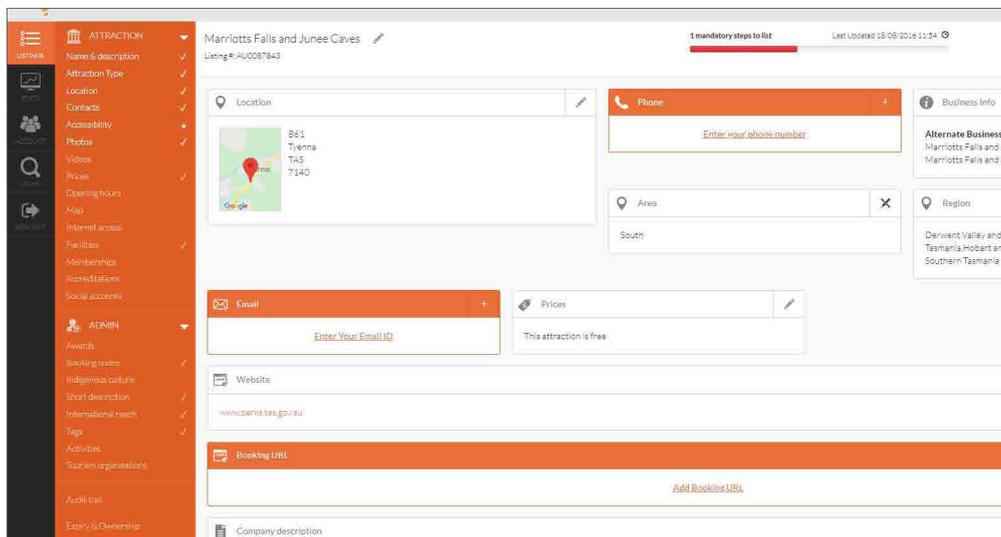
network. These reports are updated on a daily basis and can be accessed at any time throughout the year.



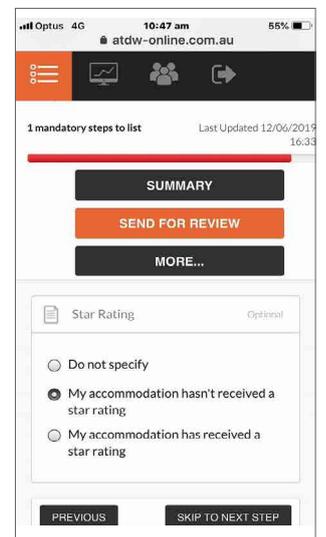
## DIFFERENT DISPLAY VIEWS FOR DESKTOP AND DEVICES

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:

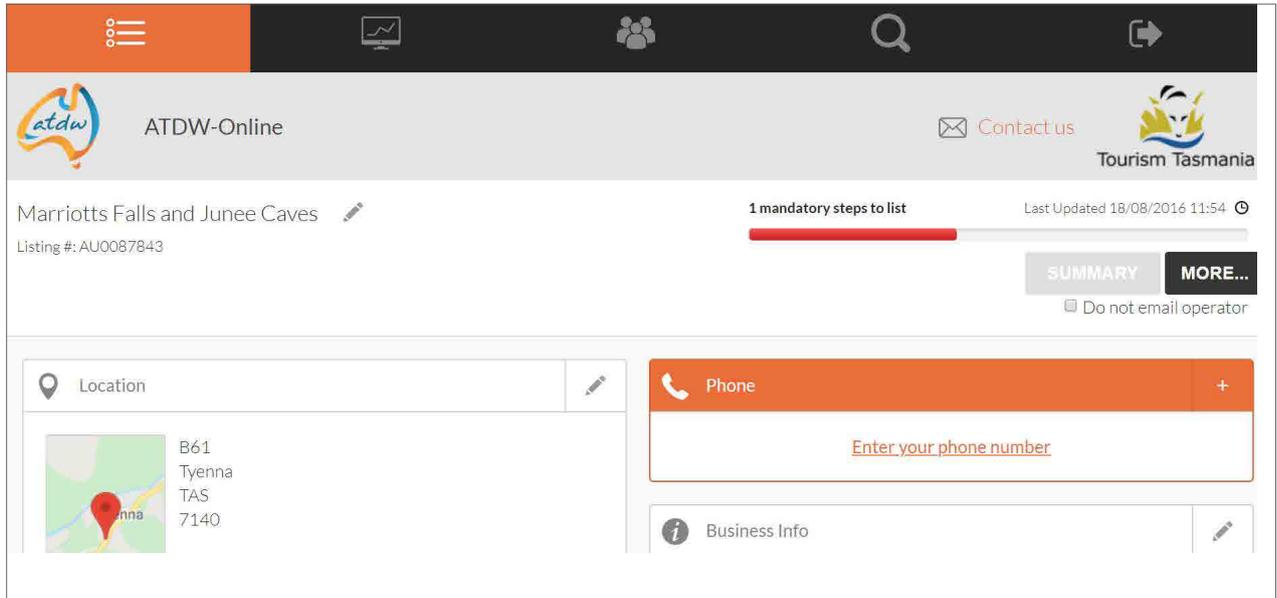


Page view on a mobile phone:

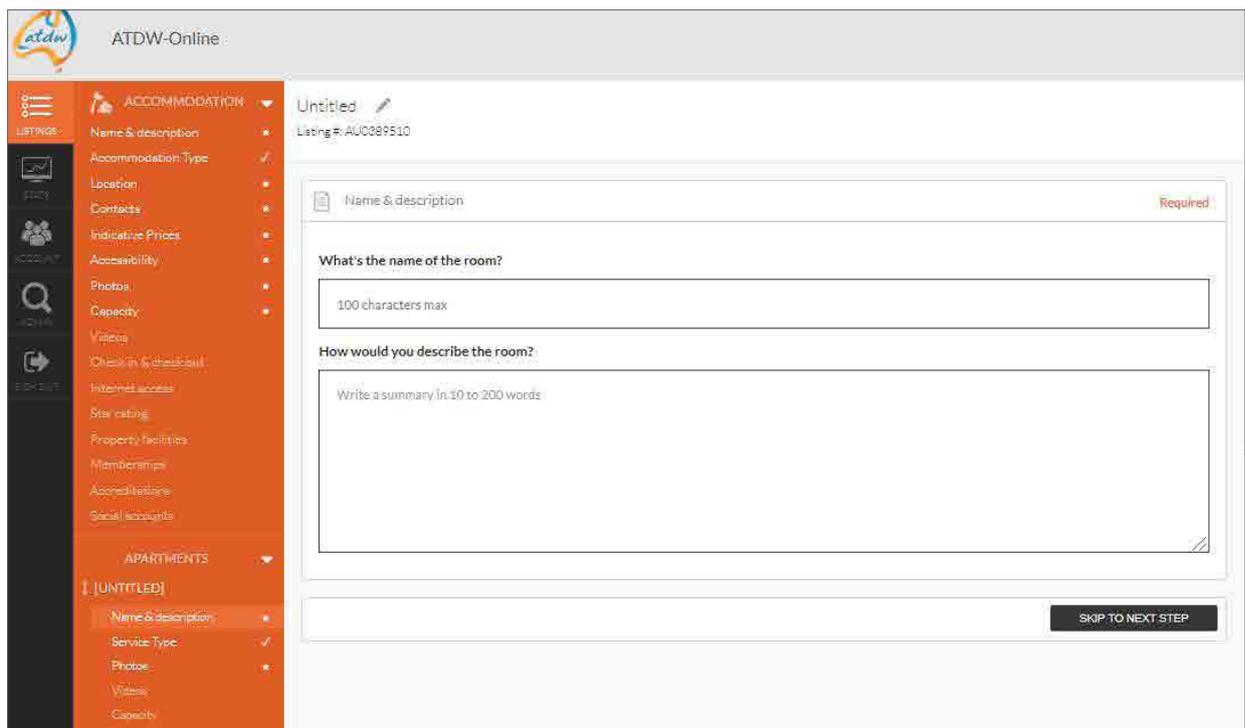


# ACCOMMODATION LISTING

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



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



**TASMANIA**  
COME DOWN FOR AIR



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or have any questions or feedback, please do not hesitate  
to contact Tourism Tasmania on 6165 5286  
or email [atdw@tourism.tas.gov.au](mailto:atdw@tourism.tas.gov.au).