



ATDW FREQUENTLY  
ASKED QUESTIONS

AUSTRALIAN TOURISM  
DATA WAREHOUSE (ATDW)



River Derwent, New Norfolk  
© Stu Gibson

TASMANIA

COME DOWN FOR AIR



Tourism  
Tasmania

# WHAT IS ATDW AND ATDW-ONLINE?

ATDW allows operators to easily promote their business on numerous travel websites that connect directly to consumers, including exposure on Tourism Tasmania's official travel website, **Discover Tasmania.**

ATDW-Online is the online platform that allows operators to create and manage their business listings for free. ATDW-Online easily allows tourism operators to promote their business on numerous websites just by having a listing, one listing = multiple websites.

All new listings and updates 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 questions or feedback, please do not hesitate to contact Tourism Tasmania on 6165 5286, or email **atdw@tourism.tas.gov.au.**

01 - Southern Wild Distillery © S. Group  
02 - Royal Tasmanian Botanical Gardens © Tourism Australia  
03 - Cascades Female Factory Historic Site © Alastair Bett  
04 - Woolmers Estate © Tourism Australia  
05 - The Truffle Farm © Tourism Australia



## What are the benefits of ATDW?

- Increased exposure online, through one listing that is seen on multiple websites
- Control your own information, with automatic and instant updates for your business listing across all sites including Google My Business.
- Mobile phone compatible
- Option to translate your listing into several languages providing additional distribution for your business (at an additional cost)
- Access to business intelligence and analytics
- Listing your business on ATDW is free

## ATDW listing eligibility

ATDW-Online is designed to capture and publish tourism business information, including events that would be of interest to leisure visitors.

To check if your business or event is eligible for a listing on the Australian Tourism Data Warehouse, refer to the **Operator Listing Guidelines**.

It's important to ensure that you are listing your business in the correct category when choosing a listing category and classification. For further information, refer to the ATDW user guides located **here**. The user guides contain information on Tasmania specific eligibility criteria and the documents required to support

your ATDW registration. The categories that have Tasmania specific eligibility criteria are: Accommodation, Tour, and Transport.

Feel free to contact Tourism Tasmania if you are unsure whether your business meets the listing eligibility criteria.

## How do I reset my password?

If you already have a listing but have forgotten your password, please follow the below instructions to reset your password.

Click on the forget password link at **<https://atdw.com.au/atdw-online/>** which will take you to the ATDW login page.

It will then ask you to enter your email address (*your email address is your username*) and a reset password email will be sent to you at this email address. Once the email is received click on the large orange reset password button, and a new page will come up on the screen. Please set your new password, once this action has been completed, you will be returned to your ATDW profile.

If this does not work, you can email our help desk for assistance via **[atdw@tourism.tas.gov.au](mailto:atdw@tourism.tas.gov.au)**

If you see a 'user not found' error message, contact Tourism Tasmania on 6165 5286 or email **[atdw@tourism.tas.gov.au](mailto:atdw@tourism.tas.gov.au)**.

## What do I need to have ready when registering my business for the first time?

If you are unsure if you already have an ATDW-Online account, please contact us at [atdw@tourism.tas.gov.au](mailto:atdw@tourism.tas.gov.au) or call 6165 5286.

Before you commence, please make sure you have the following items ready:

- Your business ABN
- Business information including the business address
- A great description of your business (this is what potential customers will read)
- Your consumer facing contact details and your social media handles
- Quality, high-resolution images or video of your product offering
- The accessibility and capacity status of your business

To register for the first time, go to [atdw-online.com.au](http://atdw-online.com.au)

Click the **REGISTER NOW** button

Choose the Account Type as 'Tourism Operator'

You will then be asked to set up a user account and register your business before creating your listing.

Once you have created your listing, you will be asked to 'submit for review'.

Our quality assurance process will identify you as a new business and we'll make sure your business is eligible for a listing before publishing. Tourism Tasmania may request that you email us the required documentation specific to your business category. It's important to ensure that you list your business in the correct ATDW category, so if unsure please ask.

## Who do I contact for help?

If you need help setting up or updating your listing, or you have any questions or feedback, contact the Tourism Tasmania ATDW help desk on 6165 5286 or email [atdw@tourism.tas.gov.au](mailto:atdw@tourism.tas.gov.au) You can also contact ATDW head office for assistance at [support@atdw.com.au](mailto:support@atdw.com.au)

## How long will it take for my new listing or listing updates to appear on distributor websites?

New listings may take 3-5 business days to appear on the Discover Tasmania website, providing you have supplied supporting evidence and your listing passes quality assurance.

Updates to existing listings may take 2-3 business days to appear on the site.

Please keep these timeframes in mind if you have an upcoming price change or would like to add an event.

## How can I find my listing on Discover Tasmania when it's published?

You can find your listing by using the search tool on the website. Type in the name of your listing and hit enter.

## How can I find out what other websites display ATDW listings?

ATDW head office has a [webpage](#) that displays all of the ATDW website distributors for Australia. You can filter by ATDW category, state or region and distributor type.

## How can I optimise my ATDW Listing?

To fully optimise your listing, we recommend you add as much information as possible, so your listing is fully compatible with all ATDW distributor websites. These websites display varying amounts of information at their own discretion. The three most important areas for consideration in your listings are your business description, images, and contacts details. See below for some handy hints to ensure you get the most out of your listing:

### DESCRIPTION

Your ATDW description should be factual and informative whilst providing the best representation of what your business has on offer. This is ultimately your sales pitch and presents a great opportunity to sell your business to potential customers. To set the scene, ensure that the first paragraph includes the name and location of your business and a sentence that clearly outlines your business offering.

Try to use all characters available in the listing description field. The number of characters available varies from category to category however generally aiming for 200 words is a good place to start. Ensure you read the guidance text that ATDW has added to assist you when writing your description. Be sure to write your description using full sentences with correct punctuation whilst using appropriate paragraph spacing and avoid using dot points. Website URL's, dates, times, and costs are not permitted in this section. There are other fields that capture this information.

#### **IMAGE TIPS – WHY ISN'T MY IMAGE SAVING?**

Please ensure all images are quality, high resolution and comply with the following ATDW image guidelines:

- Images need to be 1600 x 1200 pixel in size (can be slightly larger but not smaller) and preferably in JPG file format
- Images cannot be larger than 10 mb
- Images cannot be overtyped with any text or logos
- Images must be landscape to avoid image cropping
- Always include an 'alt text' comment for each image you supply. This is mandatory to assist visually impaired users.

The quality and content of the image is important as it helps showcase your business to potential customers. Ensure that your images are a true representation of your product. This will help customers understand what to expect when they join your experience.

#### **CONTACTS**

Make sure your business contact details are all up-to-date and try to add as many of fields as relevant. Ensure that your contacts are correct so that customers can reach you to make a booking or ask further questions about your experience. If you have a website booking URL, please include this as it will be displayed on the new Discover Tasmania as a 'book now' button.

#### **VIDEO FOOTAGE**

Please include a short video that specifically showcases your business. ATDW requires a link to either YouTube or Vimeo to be able to host your video. Keep it short and engaging to grab the immediate interest of the customer.

#### **SOCIAL MEDIA ACCOUNTS**

Are your social media details up to date? The Discover Tasmania website will display more social media fields which include Facebook, Instagram, and Twitter.

#### **ACCESSIBILITY STATUS**

Your business's accessibility status will now be displayed on listings on the Discover Tasmania website.

You will be requested to select one of the below accessibility statuses for your business:

- Actively welcomes people with access needs.
- Does not cater for people with access needs.
- Disabled access available, contact operator for details.

There are many more fields you can chose from, but these are optional. A note to consider is that Discover Tasmania will only display the statuses detailed above.

#### **ACCOMMODATION ROOM TYPE**

The Discover Tasmania website will display more information on your property for those businesses that have multiple room/ accommodation types. This generally applies to most properties except single use property classifications such as cottages, holidays houses and farm stays. If you have multiple room types, these can be added and updated in your listing using the 'add accommodation type' fields. Simply click 'Add an Accommodation Type' in the orange ribbon on the left-hand side of your accommodation navigation.

Always complete as many fields as relevant to your accommodation, ensuring that the images used clearly represent the style of room that the guest will experience. Specifications for images remain the same across all fields in ATDW-Online. 1600 x 1200 pixels, landscape format and no larger than 10 MB in size. Ensure you provide a variety of images across your different room types.

#### **USE THE GUIDANCE SECTION**

The ATDW provides a guidance section to assist you to fully optimise your listing. It also provides detailed instructions and handy hints on how to complete the relevant ATDW fields. This should be used as your first go to point.

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## Contact us

Tourism Tasmania oversees ATDW-Online for all Tasmanian listings. Please don't hesitate to contact us for ATDW-Online assistance including how to register, set-up or update your listing, contact Tourism Tasmania on (03) 6165 5286 or email [atdw@tourism.tas.gov.au](mailto:atdw@tourism.tas.gov.au).