

# ATDW-ONLINE USER GUIDE

FOOD AND DRINK LISTING



Pancho Villa Restaurant and Bar  
© Osborne Images

**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 FOOD AND DRINK 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 food and wine listings on ATDW-Online at its own discretion.

**Before your Airbnb experience passes the quality assurance process, you will be asked by Tourism Tasmania to provide the following document:**

- A copy of your public liability (to the value of 20 million AUD) if the site of the experience occurs in your own home or venue.

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](mailto: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](http://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](http://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 **food and drink** 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
- Food and Drink type
- Location
- Contacts
- Accessibility
- Photos

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

## FOOD AND DRINK LISTING

### 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.

### Food and Drink type

Select the most appropriate food and drink type. If applicable select multiple food and drink types.

Food and Drink Type

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>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 or Vineyards 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>

### Location

If the food and drink establishment 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**

Franklin River

**Unit / Apartment / Suite / Building**

Lyell Highway

**Suburb**

Derwent Bridge

**State** TAS **Post code** 7140

Map Satellite

Donaghy's Hill Franklin River Derwent Bridge

Map data ©2020 Terms of Use Report a map error

# FOOD AND DRINK LISTING

## 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 attraction.

## Booking URL

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

## Accessibility

Tick at least one of the options on the right.

**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

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.

## FOOD AND DRINK 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.

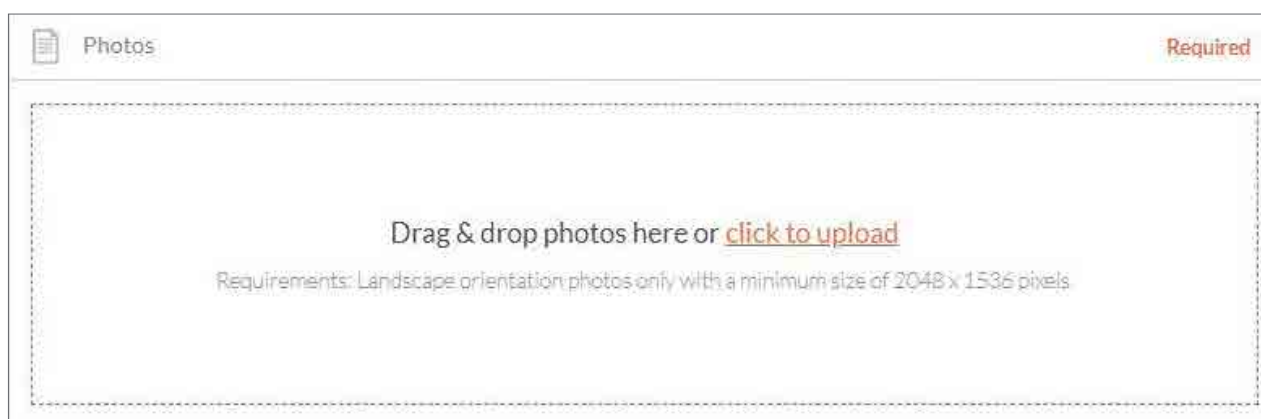
Once uploaded, organise your photos by dragging them into your preferred order. The image with the star symbol will appear first on ATDW distributor websites.

Click X to remove a photo.

 *A maximum of ten images are permitted.*

**All mandatory fields have now been completed. Complete the additional optional steps to enhance your listing or skip to page 7 for instructions on how to get your listing published.**

 *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.*

## FOOD AND DRINK LISTING

### Opening hours

What are the opening hours for the establishment? Include public holidays etc. Follow the guidance text for instructions.

### Service and prices

Provide information on the food service and price bracket.

### Cuisine types

Select one or multiple cuisine types.

### Main menu URL

Provide a web link to the online menu if available.

### Licencing

Specify whether the business is licenced to serve alcohol or if BYO is available.

### Internet access

What kind of internet access is available to your customers?

### Facilities

Select any property facilities that are 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?

### 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.

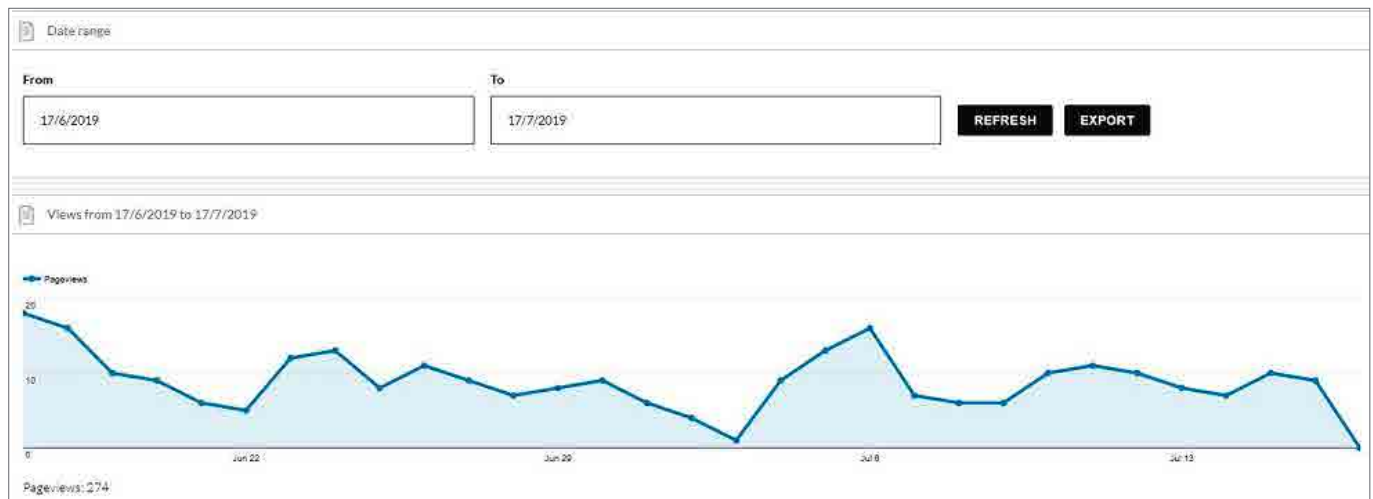
# FOOD AND DRINK LISTING

## 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

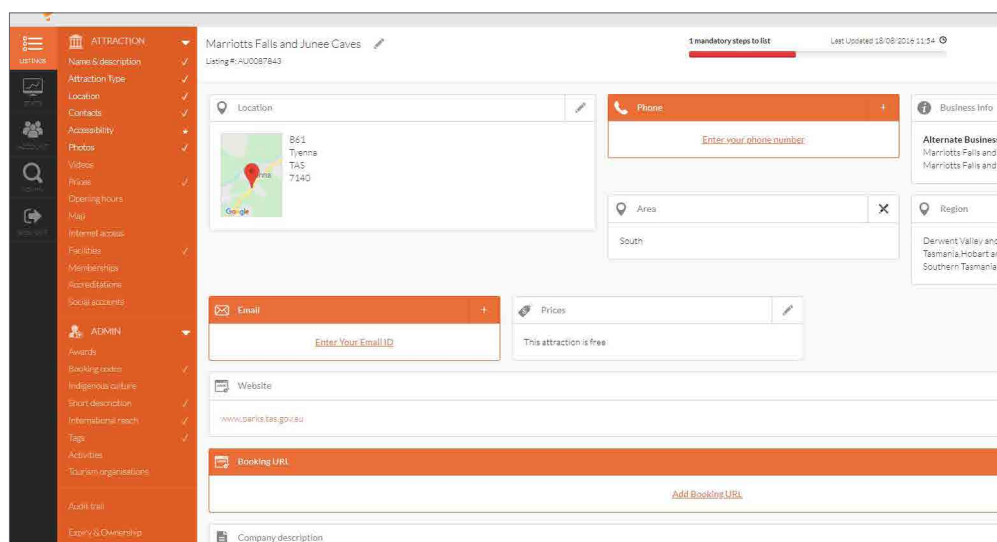
network. These reports are updated on a daily basis and can be accessed at any time throughout the year.



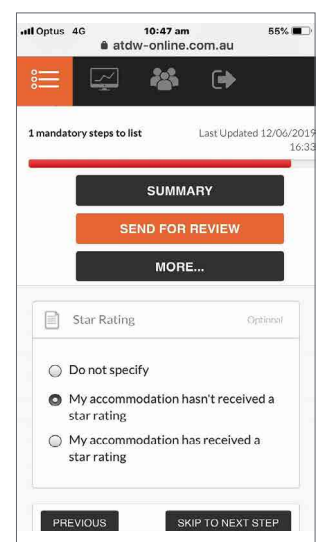
## DIFFERENT DISPLAY VIEWS FOR DESKTOP AND DEVICES

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:



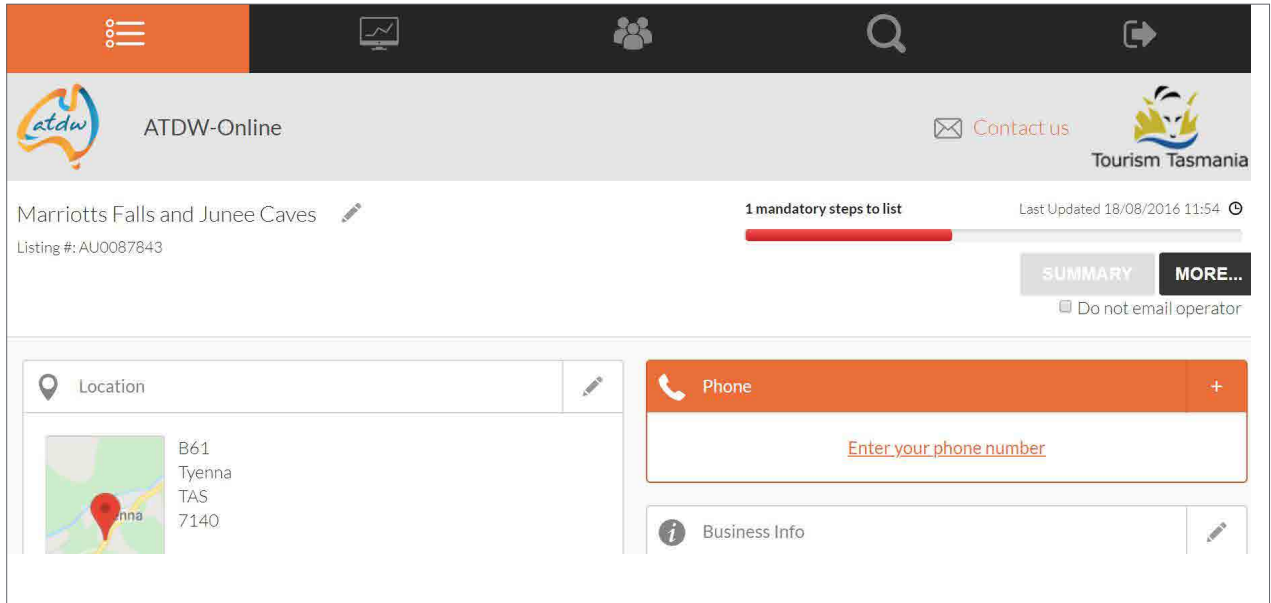
Page view on a mobile phone:



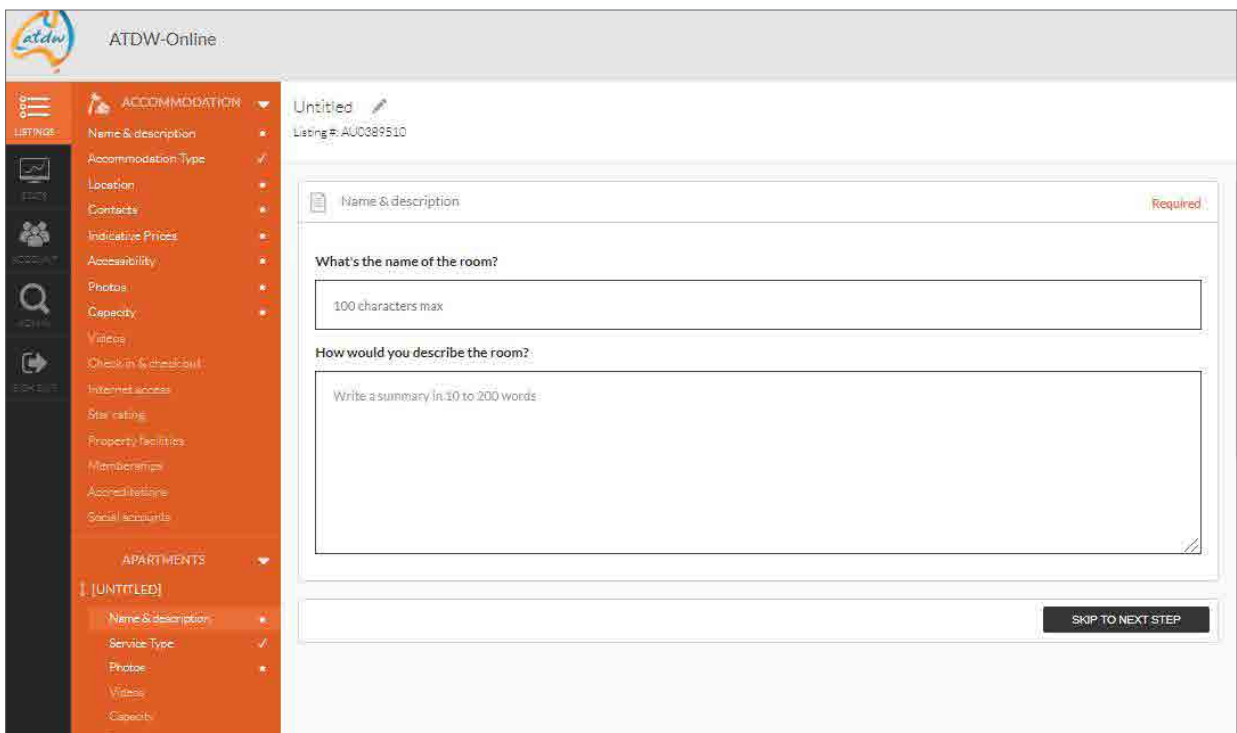


# FOOD AND DRINK LISTING

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:



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to contact Tourism Tasmania on 6165 5286  
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