



ATDW-ONLINE USER GUIDE: **ACCOMMODATION**

Prepared by **VISIT VICTORIA**

JULY 2020

Supported by Visit Victoria, the Australian Tourism Data Warehouse (ATDW) collects, stores and distributes tourism product listings to key tourism platforms at a national, state, region and local level.

The function of the ATDW is to support Australian tourism businesses and events with their digital marketing, by connecting them with the audiences of multiple tourism channels through a single, self-managed listing.

All new ATDW listings and changes made to existing listings undergo a quality assurance process to ensure content quality standards are met. If you need help creating or updating your listing, or have any questions or feedback, please contact Visit Victoria's ATDW Support Team on **1300 306 366** or email **atdwsupport@visitvictoria.com.au**.

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Listing eligibility criteria

To be eligible to list on the ATDW, your business or event must:

- Provide a direct service or experience to the leisure tourist.
- Be located and/or operate within Australia.
- Have a physical premises that customers can walk into and access the product and/or service.

For a complete list of criteria including definitions of the ATDW product categories and types, please refer to the [Operator Listing Guidelines](#). If you are unsure whether your business or event meets operator listing guidelines, please contact us. Visit Victoria has the right to reject listings if they do not meet these guidelines.

Accommodation listing eligibility criteria

One accommodation listing per physical property. If you wish to list multiple properties, you must create separate listings for them. Only one registration is required to create multiple listings.

If you are creating a listing for an Accommodation Booking Service, please select General Service as your listing category.

Getting started in ATDW-Online

HOW TO REGISTER:

- Go to www.atdw-online.com.au
- Click on Register Now.
- Select the account type Tourism Operator and enter your organisation information. Fields marked with an asterisk * are required fields. NB: ABN is not mandatory to provide.
- Complete the Personal Information template. Additional users can be added to an organisation to allow multiple users to access the one listing / account.

ARE YOU ALREADY REGISTERED WITH ATDW-ONLINE?

If you are unsure if you already have an ATDW-Online account, please contact us at atdwsupport@visitvictoria.com.au or call 1300 306 366.

HAVE YOU FORGOTTEN YOUR PASSWORD FOR ATDW-ONLINE?

- Go to www.atdw-online.com.au and click on the forgot password link.
- Enter your email address and a password reset email will be sent to you (your email address is also your username for ATDW Online).
- Once you receive the email, click on the reset password button. You will then be prompted to create a new password.
- Once completed you will be directed to your ATDW-Online listing dashboard.

How to create a new accommodation 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.

Your changes save as you go, so you don't need to complete your listing in one session. Just remember to send your listing for review once complete so it can be published.

Click on let's go to commence.

Choose accommodation from the listing category options and follow the prompts on each screen.

MANDATORY FIELDS

The following are required fields (indicated with an asterisk * against each menu item) and must be completed before you can send your listing for review.

- Name & description
- Accommodation type
- Location
- Indicative Prices
- Accessibility
- Photos
- Capacity

NAME & DESCRIPTION



Your description should paint a picture of your product to readers. Focus on your unique selling propositions, and why guests should come and stay. Describe the key highlights of your accommodation and why people should choose you over similar products. Try to explain this in just one or two sentences.

1. The first sentence should begin with your product's name and location. In one sentence clearly describe what your product is about and what you are offering.
2. Then focus on your unique selling propositions, these are features or qualities that make your property different from similar offerings.
3. The second paragraph should give more detailed 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 as well as any highlight features i.e. balcony with ocean views. It is important not to simply list features in this paragraph, focus on painting a picture that entices the reader.

4. In the final paragraph you may want to include some interesting facts about the product, what else is nearby and how far they are from various attractions i.e. the cottage is a short 10-minute walk from the towns centre, with plenty to explore such as the Bendigo Art Gallery, one of Australia's oldest and largest regional art galleries.

Things to leave out of your description:

- Do not use first person language ('we' or 'our')
- Abbreviations or slang (BYO, TV, BBQ)
- Dot points
- Symbols (&, !, @)
- Do not include contact details (Call Geoff to book on 03..)
- Spell out numbers from one to nine and use figures for 10 and above
- Pricing (Adult \$30, Concession \$20)
- Website links (<https://maryscottage.com>)
- Unnecessary capitalisation – only use for names, regions or specific places


 Accommodation Type
 

Please select the accommodation type(s) that best describes your accommodation

<p>Apartments</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>Backpackers and Hostels</p> <p>Backpackers and 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>Bed and Breakfast</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>Caravan, Camping and Holiday Parks</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>Cottages</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>Farmstays</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>Holiday Houses</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>Hotels</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>Motels</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>Resorts</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>Retreat and Lodges</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

Check that the drop pin is in the correct location on the map.

☐ Define another address

Street address

Unit / Apartment / Suite / Building

Suburb

State **Post code**

CONTACTS

Enter your accommodation business contact details. These are the details that will appear on your listing, and which customers can reach you on. You need to provide at least one point of contact in your listing.

Phone: 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

Enter the lowest and highest rates you offer customers who book directly with you for one night's 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.

ACCESSIBILITY

Tick the statement that best applies to accessibility of your business.

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

If you select 'Actively welcomes people with access needs', you will be presented with optional secondary information to select. It is recommended that you provide as much information in this section as possible so that customers can make informed decisions.

At least one point of contact is required.

Phone

What number should your customers contact you on?

0352221370 Secondary phone number (optional)

Email

What email should customers contact you on?

info@stayingeelong.com

Website URL

Provide your accommodation specific website address

www.stayingeelong.com

Booking URL Optional

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

https://bookings.mercloud.com/bookings/3/Search/Index/5015/1/3Rd=1

Comments on these prices

Prices per night/minimum two night stay.

☐ Customers can stay at this accommodation for free

PHOTOS

Photo guidelines

Each listing must have at least one photo that meets the following requirements:

- Minimum photo size is 1600 x 1200 pixels
- Landscape (horizontal) orientation only, not portrait
- .jpg or .png format only
- Maximum photo size is 10MB
- Images must showcase your business
- Posters, brochures, logos or photos with written text on them are not accepted.
- Alternative Text (Alt text) is mandatory. Write a brief description of what is in the photo. This benefits the visually impaired.

How to upload photos

1. In the box, click on the orange text click to upload or drag your image file into the box. You can upload multiple images at once by selecting these within your files.
2. Once the image has loaded enter a caption and other information (Alt text is mandatory).
3. You can then adjust the image crop for square and landscape view by moving the thin blue line (your image will be cropped to this view on certain pages).
4. You can now click save photo

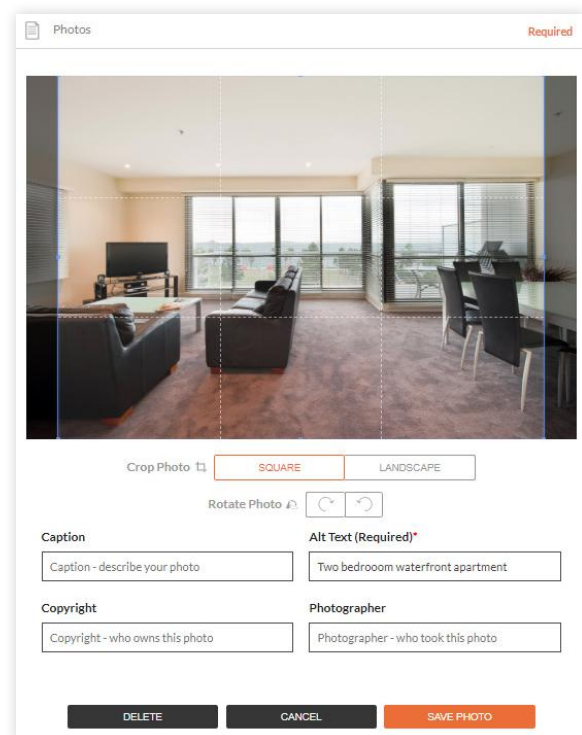
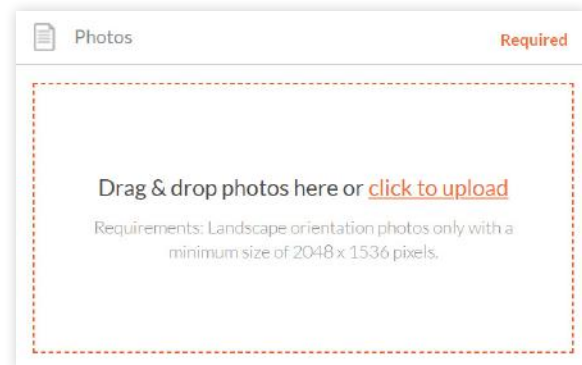
To edit or adjust the photo, click on the photo.

Once uploaded, organise your photos by dragging them into your preferred order.

The image with the star symbol will appear as the 'hero' on ATDW distributor websites.

Click X to remove a photo. A maximum of ten images are permitted.

If you are having trouble uploading your photo, please refer to this guide or contact us for help.



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. It is recommended you complete the additional optional fields to enhance your listing. Optional fields can be updated at any time.

Optional Fields

- Videos
- Check in and check out times
- Internet access
- Star rating
- Property facilities
- Memberships
- Accreditation
- Social accounts
- Accommodation types

VIDEOS

Enter a valid Youtube or Vimeo link (URL).

For example:

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

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 TIMES

What time can your 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 reviewed during Quality Assurance by your State Tourism Organisation. Your Star Rating must be valid to be published on your listing and will be cross checked with Star Ratings Australia.

PROPERTY FACILITIES

Select any facilities that are available to your guests.

MEMBERSHIPS

Does your business have a current membership?

ACCREDITATION

Is your business accredited with any industry bodies?

SOCIAL ACCOUNTS

Where can customers find you on social media? Enter your businesses social media links (URL).

ADDING ACCOMMODATION TYPES

This section allows you to provide details about the different room/accommodation types you offer. You will be required to complete the following fields:

- Name & description
- Service types
- Photo

If your accommodation has different bookable accommodation types (e.g. Family room, Queen room etc) it is highly recommended that you complete this section. This section allows for you to distinguish the differences of the spaces.

For more information, please see our 'How to add accommodation types' guide.

DEALS & OFFERS

Operators can add a deal or special offer to their listing to promote on ATDW distributor websites. A deal can be an offer, discount, special rate or package that is available for a short time.

High value, seasonal and unique packages work best.

Deals can be live for a maximum of three months. Operators can add up to three deals per listing at a time.

Getting your listing published

Once all the mandatory steps have been completed, click on 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.

Visit Victoria's quality assurance process will check that your listing meets the requirements before publishing. This usually takes 1-2 business days.

From there, you will receive an email to confirm that your listing has been approved and is live on the ATDW distribution network. It may take a further 24-48 hours for relevant ATDW distributor websites to publish your listing. For information on where your listing may be published, [click here](#).

If your listing does not pass the quality assurance process, Visit Victoria will advise you via email and explain which parts of the listing require updating. You will simply need to correct the issue and send your listing for review again.

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.

Additional information

- Save time when creating multiple listings by using the clone function. This creates a copy of an existing listing within your dashboard to edit and send for review. The clone function can be found on the listing category selection page or within the settings menu of a listing.
- Additional users can be added to an account by clicking on the Account tab on the left hand side.
- ATDW-Online is accessible on mobile, tablet, laptop or desktop devices. Larger screens provide the best user experience.

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:

The desktop interface shows a comprehensive form for editing a listing. On the left is a sidebar menu with categories like LISTINGS, ACCOMMODATION, and HOLIDAY HOUSES. The main content area is titled 'Mount Olive' with listing # AU0047520. It features a progress bar for '9 optional steps to optimise your listing' and buttons for 'SUMMARY', 'SEND FOR REVIEW', and 'MORE...'. The form includes fields for Location (with a map), Phone (Primary and Secondary), Email, Website, Booking URL, and Company description. A 'Business Info' section contains fields for Business ABN, Alternate Business Names, and Check-in/Check-out times.

Mobile phone view:

The mobile phone view shows a simplified interface. The top navigation bar contains icons for menu, map, users, and share. The sidebar menu is collapsed into a hamburger menu icon. The main content area displays the listing title 'Mount Olive' and listing # AU0047520. It includes a progress bar and buttons for 'SUMMARY', 'SEND FOR REVIEW', and 'MORE...'. The form fields for Location, Phone, and Email are visible, with the Location field showing a map of Wombat Hill.

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

The smaller device interface shows a simplified layout where the menu items are at the top of the screen. The top navigation bar contains icons for menu, map, users, and share. The main content area displays the listing title 'Mount Olive' and listing # AU0047520. It includes a progress bar and buttons for 'SUMMARY', 'SEND FOR REVIEW', and 'MORE...'. The form fields for Location, Phone, Email, Website, and Business Info are visible, with the Location field showing a map of Wombat Hill.



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