

An aerial photograph of a rugged coastline, likely in Victoria, Australia. A winding road runs along the edge of a cliff overlooking the ocean. Several large, isolated rock formations (sea stacks) are visible in the water. The entire image is overlaid with a dark teal color scheme, with a lighter teal L-shaped graphic element in the top right and bottom left corners.

# ATDW-ONLINE USER GUIDE: **ATTRACTIONS**

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Prepared by **VISIT VICTORIA**

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**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](mailto: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.

### Attraction listing eligibility criteria

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

## Getting started in ATDW-Online

### HOW TO REGISTER:

- Go to [www.atdw-online.com.au](http://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.
- 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 FOR ATDW-ONLINE?

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

## HAVE YOU FORGOTTEN YOUR PASSWORD FOR ATDW-ONLINE?

- 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 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 attraction 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 attraction from the listing category and follow the prompts on each screen.



### Mandatory Fields

The following are required fields (indicated with an asterisk \* against each menu item)

- Name & description
- Attraction type
- Location
- Contacts
- Accessibility
- Photos

### NAME & DESCRIPTION

Your description should paint a picture of your product to readers. Focus on your unique selling propositions, and why guests should visit. Describe the key highlights of your attraction 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 proposition, these are features or qualities that make your attraction different from similar offerings.
3. The second paragraph should give more detailed information on the product. It is important not to simply list features in this paragraph.
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 other attractions.

### 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 ten and use figures for 11 and above
- Pricing (Adult \$30, Concession \$20)
- Website links (<https://maryscottage.com>)
- Unnecessary capitalisation – only use for names, regions or specific places



## ATTRACTION TYPES

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

Please select the attraction type that best describes your attraction

<b>Agri, Mining and Industry</b> Agricultural, Mining or Industry related attractions primarily offer an "experience" to visitors. This can include working farms, open cut mines or agricultural centres.	<b>Amusement and Theme Parks</b> A theme or amusement park is an enclosed area or site that provides a variety of experiences, amusements and services often relating to a particular theme. Admission fee usually applies. This can include water parks and mazes.	<b>Entertainment Venues</b> Entertainment Venues include cinemas, clubs, casinos, licensed clubs, theatres and performance centres.	<b>Galleries, Museums and Collections</b> Galleries, Museums, Collections, Interpretative and/or Science Centres listed here must be open to visitors with some regularity.
<b>Historical Sites and Heritage Locations</b> A historic or heritage site is a location where pieces of political, military, cultural, or social history have been preserved due to their heritage value.	<b>Landmarks and Buildings</b> Landmarks and Buildings listed here will be objects or features that are of interest to visitors. This type can include bridges, buildings, places of worship and lighthouses.	<b>National Parks and Reserves</b> National Parks and Reserves are an area, piece of land or body of water that is protected by the state for the enjoyment of the general public and/or for the preservation of flora and fauna.	<b>Natural Attractions</b> A Natural Attraction is one that has been created by nature and can be enjoyed by visitors to your destination, e.g. Lookouts, Nature Walks, Waterfalls, State forests, Rivers, Lakes and Dams.
<b>Observatories and Planetariums</b> Observatories and Planetarium facilities are designed and equipped to observe astronomical phenomena or they house an instrument for projecting the positions of the planets onto a domed ceiling.	<b>Parks and Gardens</b> Parks and gardens must be open to visitors. They can vary in size and include botanic gardens, arboreta, display gardens and local parks.	<b>Shopping and Markets</b> Retail shopping outlets may feature if leisure tourism forms a significant part of the business. This includes major shopping centres or arcades with a wide range of offerings, e.g. Westfield Ikon, The Dock Arcades, Melbourne. Other businesses need to sell local/regional designer/handcrafted wares or goods specific to the area in order to be listed. Markets include food markets or farmers markets that have a permanent venue and regular opening days. One off pop-up markets are considered Events, not Attractions.	<b>Spas and Retreats</b> Spas and Retreats will provide a variety of services for the purpose of improving health, beauty and relaxation through various treatments and activities.
<b>Sports and Recreation Facilities</b> These listings must specifically relate to sport and recreation. These can include indoor and outdoor facilities that would add to a visitors experience within the destination. E.g. climbing walls, go karts, gymnasiums, pools, swimming pools, playgrounds etc.	<b>Zoos, Sanctuaries, Aquariums and Wildlife Parks</b> These attractions maintain a collection of wild animals usually in a park or gardens (or tank), for study, conservation and display for the general public.		

## LOCATION

If the attraction address 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  
 7 Daly Street  
 Daylesford  
 VIC, 3460

☒ Define another address

Street address

Unit / Apartment / Suite / Building

Suburb

State

Post code

## CONTACTS

Enter your 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 business.

**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?

0353483211 Secondary phone number (optional)

**Email**

What email should customers contact you on?

info@theconvent.com.au

**Website URL**

Provide your attraction specific website address

http://conventgallery.com.au/

**Booking URL** Optional

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

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

## 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.

## PHOTOS

### Photo guidelines

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

## How to edit photos

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.

*All mandatory fields have now been completed. Complete the additional optional steps to enhance your listing. Optional fields can be updated at any time.*

## Optional Fields

- Videos
- Prices
- Business information
- Opening hours
- Map
- Internet access
- Property facilities
- Memberships
- Accreditation
- Social accounts



## 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.

## 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. If you select do not specify or customers can experience this attraction for free, then no further information is required.

Different prices for children can be included by ticking the checkbox and following the prompts. Use the comments section if the rates vary according to the seasons, or if there are certain conditions guests should be made aware of.

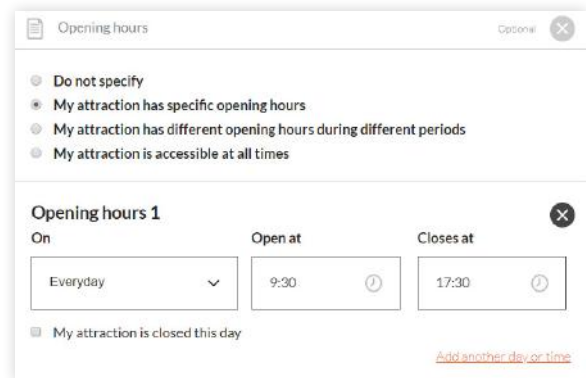
## OPENING HOURS

What time can customers access your attraction?

In this section you can specify opening hours on particular days of the week.

If your attraction is closed on particular days of the year you can click 'single day closure'. To add another day click 'Add another day' in the bottom right-hand corner.

If your attraction is closed for consecutive days, click 'Multiple day closure' and enter the closure date period.



The screenshot shows a web form titled "Opening hours" with a close button (X) in the top right corner. Below the title, there are four radio button options: "Do not specify", "My attraction has specific opening hours" (which is selected), "My attraction has different opening hours during different periods", and "My attraction is accessible at all times".

Below the options, there is a section titled "Opening hours 1" with a close button (X) in the top right corner. This section contains three input fields: "On" with a dropdown menu showing "Everyday", "Open at" with a time input field showing "9:30", and "Closes at" with a time input field showing "17:30". Each time input field has a clock icon to its right.

Below these fields, there is a checkbox labeled "My attraction is closed this day". In the bottom right corner of the form, there is a link that says "Add another day or time".

## MAP

If there is a map of your attraction you can upload it here.

## INTERNET ACCESS

What kind of internet access is available to your customers?

## 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?

## 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 view shows a full-width interface. On the left is a vertical sidebar with a menu for 'ATTRACTION' listing details like Name & description, Location, Photos, etc. The main content area is divided into sections for Location (with a map), Phone, Business Info, Email, Prices, Website, Booking URL, and Company description. At the top right, there are buttons for 'SUMMARY', 'SEND FOR REVIEW', and 'MORE...'. A progress bar indicates '10 optional steps to optimise your listing'.

### Mobile phone view:

The mobile view features a collapsed menu at the top. The main content area is narrower, with the 'Location' section prominently displayed with a map. Below it, the 'Phone' field is visible. The 'SUMMARY', 'SEND FOR REVIEW', and 'MORE...' buttons are stacked vertically at the top of the main content area.

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

This view shows a more compact layout where the menu items are at the top. The main content area is wider than the mobile view but narrower than the desktop view. It displays the 'Location', 'Phone', 'Business Info', 'Email', 'Prices', and 'Website' fields in a more organized, side-by-side arrangement.



An aerial photograph of a rugged coastline. A two-lane road with white dashed lines curves along a dark, vegetated cliff edge. Below the cliff, the ocean is visible with white foam from breaking waves. Several large, dark rock formations and sea stacks protrude from the water. The entire image is covered with a semi-transparent teal filter. In the top right corner, there is a solid teal L-shaped graphic element. In the bottom left corner, there is a solid teal rectangular graphic element.

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or have any questions or feedback, please contact  
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