ATDW-ONLINE USER GUIDE:
FOOD & DRINK

Prepared by **VISIT VICTORIA**

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.**

CONTENTS

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.

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.
- 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 o 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 food and drink 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 food and drink 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
- Food and Drink 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 come visit. Describe the key highlights of your product 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 property different from similar offerings.

3. The second paragraph should give more detailed information on the product such as any highlight features i.e. dining area, wine list, local produce, 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. being closes to accommodation, train stations, or 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 – for example, six bookings, 66 travel agents
- Pricing (Adult $30, Concession $20)
- Website links (https://maryscottage.com)
- Unnecessary capitalisation – only use for names, regions or specific places

FOOD AND DRINK TYPES

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

LOCATION

If the location 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.

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 business.

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

ACCESSIBILITY

Tick at least one of the below options.

- 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 requirements

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

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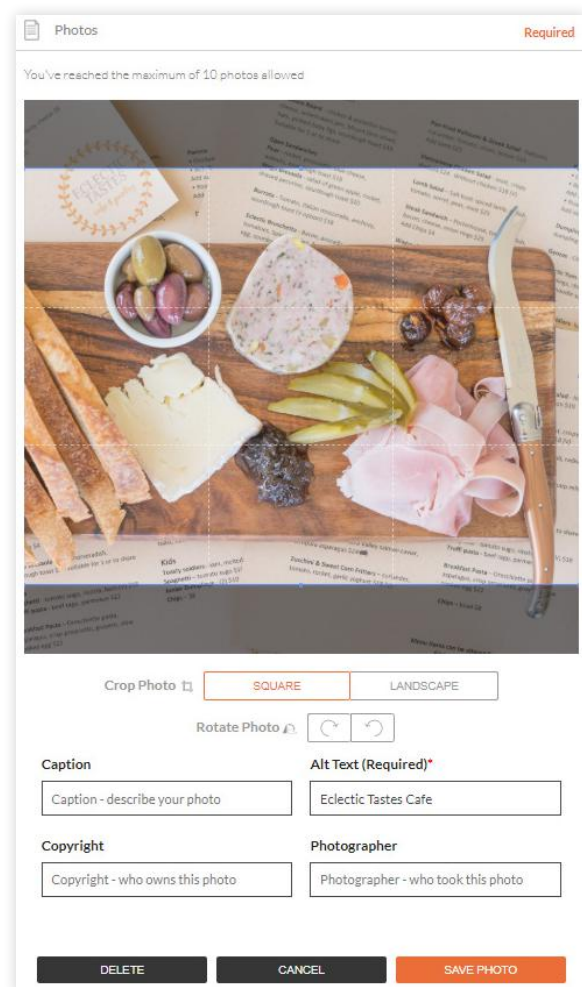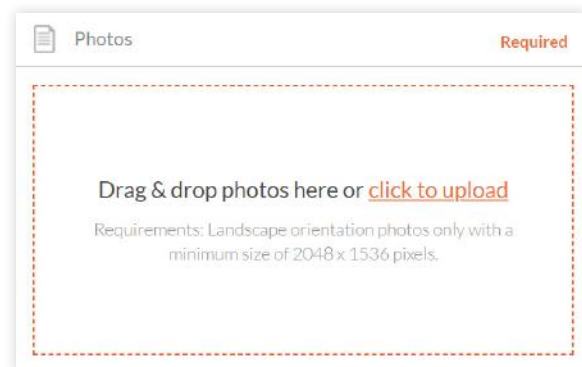
All mandatory fields have now been completed. Complete the additional optional steps to enhance your listing. Optional fields can be updated at any time.

Optional Fields

- Videos
- Opening hours
- Services & Prices
- Cuisine type
- Main Menu URL
- Licencing
- Internet access
- 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.

OPENING HOURS

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

SERVICES & PRICES

Provide information on the food service and price bracket.

CUISINE TYPE

What cuisine does your establishment offer? Select one or multiple types.

MAIN MENU URL

Provide a URL link to your online main menu if available.

LICENCING

Confirm whether your establishment it a licenced business to serve alcohol or BYO is available.

INTERNET ACCESS

What kind of internet access is available to your customers?

FACILITIES

Select any facilities that are available to your customers.

MEMBERSHIPS

Does your business hold any memberships?

SOCIAL ACCOUNTS

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

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:

Mobile phone view:

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

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