



ATDW-ONLINE USER GUIDE: **TOUR**

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**.

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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.

Tour listing eligibility criteria

Eligible tour operators must offer regularly organised tours with a leisure-tourism focus, organised by experienced guides. These may include a personal host and/or commentary.

Tour operators must be able to provide proof of current ABN and third-party liability insurance on demand.

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 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 tour 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 tour 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) and must be completed before you can send your listing for review.

- Name & description
- Location
- Contacts
- Photos

In the Add a tour section at the bottom of the menu pane, the following fields are required (indicated with an asterisk * next to the menu item)

- Name & description (the name of your tour)
- Tour type (select the classification that suits your tour)
- Location
- Accessibility
- Photos

NAME & DESCRIPTION

Your description should give a brief introduction to your business and the various tours your business offers. In this section try and paint a picture of what readers can experience with your tour business and highlight what makes your business unique.

1. The first sentence should begin with your product's name and what type of tours you specialise in. 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 key experiences that make your tours different from similar offerings.

3. The second paragraph should give more detailed information on the tours, such as specific landmarks or attractions or natural attractions.
4. In the final paragraph you may want to include information on how customers can enquire or book a tour.

In this field it is not necessary to detail each of your tour offerings. You are provided a dedicated section where you can specify the details of each of your tours. Please visit page 6, for the 'Add a tour' instructions.

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

LOCATION

If the tour departure point 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 tour 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 tour business.

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

Physical address Required

☐ Organisation address
21 Grant Street
Forrest
VIC, 3236

☒ Define another address

Street address

Unit / Apartment / Suite / Building

Suburb

State Post code

Map ☒ Satellite

21 Grant Street Forrest X

Forrest

Map data ©2020 Terms of Use

At least one point of contact is required.

Phone

What number should your customers contact you on?

Email

What email should customers contact you on?

Website URL

Provide your primary tour website address

Booking URL Optional

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

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

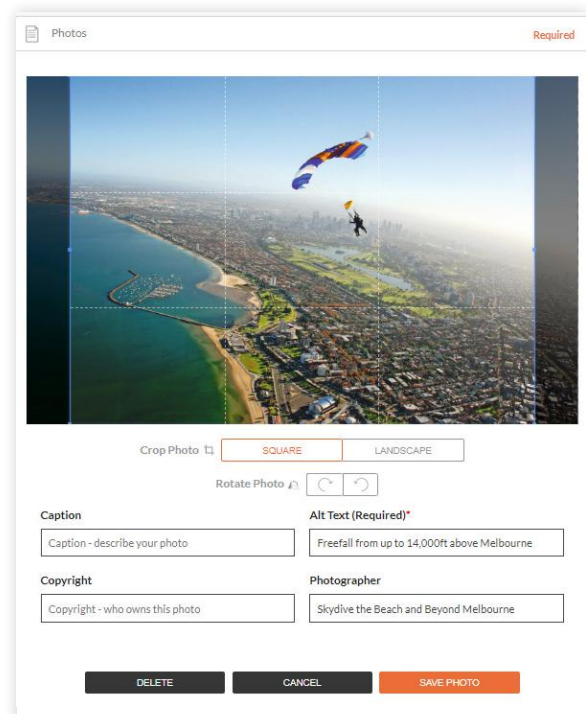
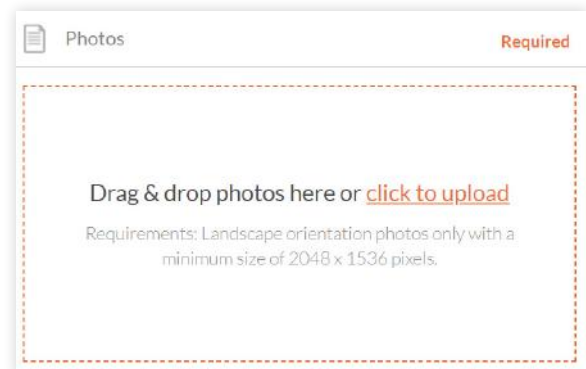
To edit or adjust the photo, click on the photo.

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.



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
- Internet access
- 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.

INTERNET ACCESS

What kind of internet access is available to your customers?

MEMBERSHIPS

Does your business have a current membership? Visit Victoria lists certain memberships such as regional tourism organisation memberships where relevant.

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.

ADDING TOURS TO YOUR LISTING

In this section you are able to provide details about the different tours you offer. Be sure to provide the distinct advantages of each tour type by writing an accurate description. This is your opportunity to inform potential guests of the experiences available for each tour type and to display relevant photos and videos. Each tour that you add to this section is given its own product listing page on visitvictoria.com.

Enter a name and description for your tour. Select the most appropriate tour type.

LOCATION

Enter the address for your tour start and end points. If there is no address or the address/venue needs further explanation, add those details in Location Details.

If you are adding Tour Route Highlights, please ensure that you add the physical address for each highlight. Check that the drop pin is in the correct location on the map.

TOUR TYPES

Select the tour type that best describes your tour. Multiple tour types can be selected.

Tour types

Required

Please select the classification(s) that best describes your tour

Adventure and Outdoors Tours

Adventure and outdoor tours are activity based participation tours. Activities could include abseiling, caving, flying fox/zip line, fossicking, rock-climbing, surfing, white water rafting, segway riding, skiing, skydiving, horse riding and camel riding.

Air, Helicopter and Balloon Tours

Visitors travel in a helicopter, hot air balloon, blimp, glider, airplane, hang glider, parachute or anything else that can sustain flight.

Cruises, Sailing and Water Tours

These tours are undertaken on or around water. They could include activities such as cruising, canoeing, diving, parasailing, fishing, jet boating/skiing, kayaking and sailing among others.

Cultural and Theme Tours

Cultural and theme tours include visiting locations such as: art galleries, museums, libraries, performing arts venues and historic attractions and venues.

Food and Wine Tours

Food and wine tours include visits to vineyards, breweries and restaurants. Experiences range from tastings and education to fine dining offerings.

Nature and wildlife

Nature and wildlife tours give visitors the chance to explore areas of significant natural beauty and view wildlife in their natural habitat. e.g. whale watching.

Nightlife Tours

Nightlife tours are specifically for pleasure-seekers at night. Venues may include nightclubs.

Shopping Tours

Shopping tours generally visit a number of retail factory outlets or popular shopping precincts.

Sightseeing Tours

Sightseeing tours visit attractions, landmarks and destinations in metropolitan and regional areas. Transport is usually provided in a coach.

Sports Tours

Sports tours are based around viewing or participating in sporting events or a visit to a major sporting venue.

Walking and Biking Tours

Walking/biking tours may be guided or self-guided. They may include bush walking, or travelling on marked tracks in National Parks and reserves.

ACCESSIBILITY

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

- 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

At least one photo is compulsory in this section, follow the instructions on page 5 to add or remove photos.

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.

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. Enter the minimum and maximum price for your tour. 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.

SCHEDULE

Follow guidance text to enter specific schedule information.

CAPACITY

Enter the minimum and maximum participants for the tour.

FACILITIES

Select any facilities that are available to your customers.

TOUR & BOOKING URL

Enter a valid website booking URL.

ADDITIONAL DETAILS

Enter information about the mode of transport. Enter information about the level of fitness that is required for tour participants.

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.

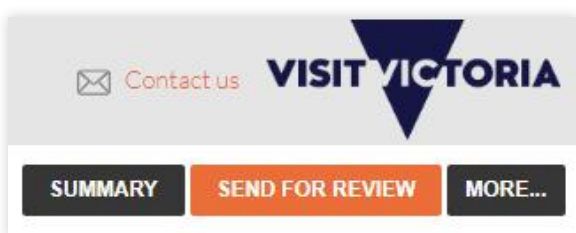
From there, you will receive an email to confirm that your listing has been approved and is live on the ATDW distribution network. It may take a further 24-48 hours for relevant ATDW distributor websites to publish your listing. For information on where your listing may be published, [click here](#).

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

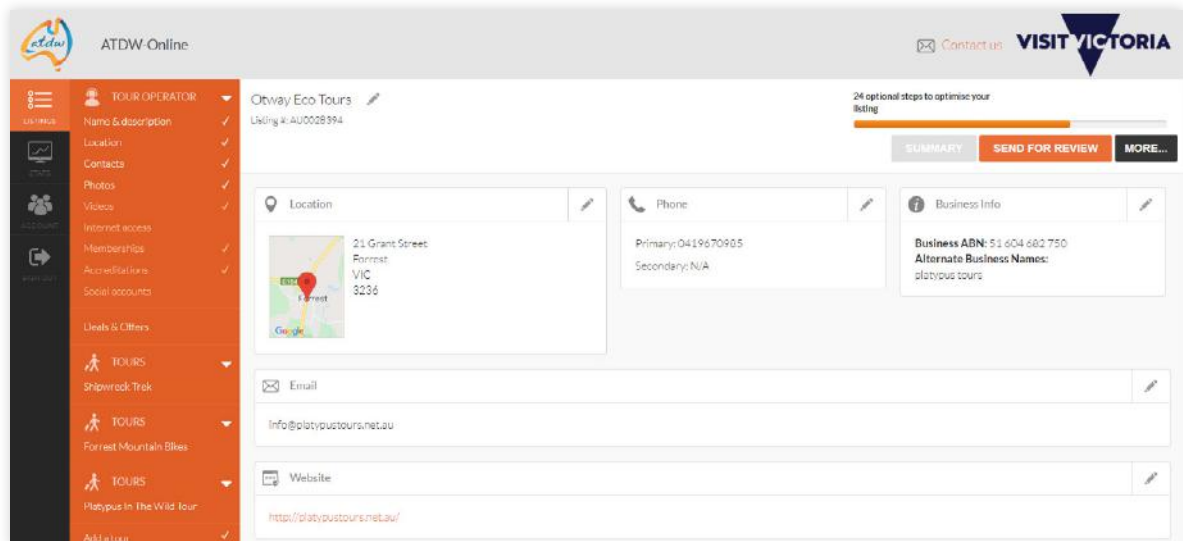
- Save time when creating multiple listings by using the clone function. This creates a copy of an existing listing within your dashboard to edit and send for review. The clone function can be found on the listing category selection page or within the settings menu of a listing.
- Additional users can 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:



ATDW Online

CONTACT US VISIT VICTORIA

TOUR OPERATOR

- Listing #
- Name & description
- Location
- Contacts
- Photos
- Videos
- Internet access
- Memberships
- Accreditations
- Social accounts
- Details & Others

TOURS

- Shirebrook Trek
- Forrest Mountain Bikes
- Platypus In The Wild tour

ADDITIONAL

Otway Eco Tours

Listing #: AU0028394

24 optional steps to optimise your listing

SUMMARY SEND FOR REVIEW MORE...

Location

21 Grant Street
Forrest
VIC
3236

Phone

Primary: 0419670905
Secondary: N/A

Business Info

Business ABN: 51 604 682 750
Alternate Business Names:
platypus tours

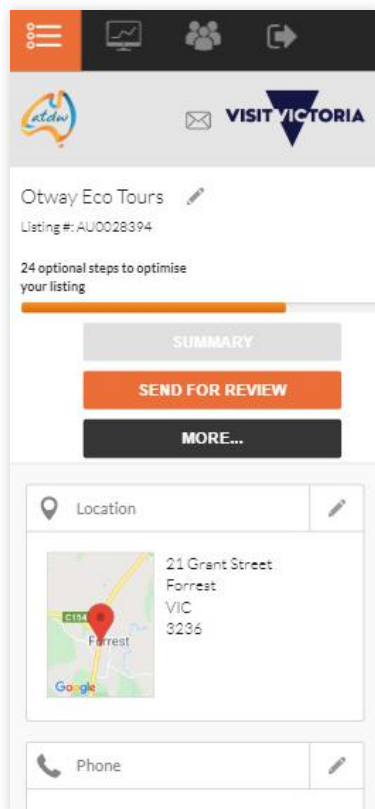
Email

Info@platypustours.net.au

Website

http://platypustours.net.au/

Mobile phone view:



ATDW Online

CONTACT US VISIT VICTORIA

Otway Eco Tours

Listing #: AU0028394

24 optional steps to optimise your listing

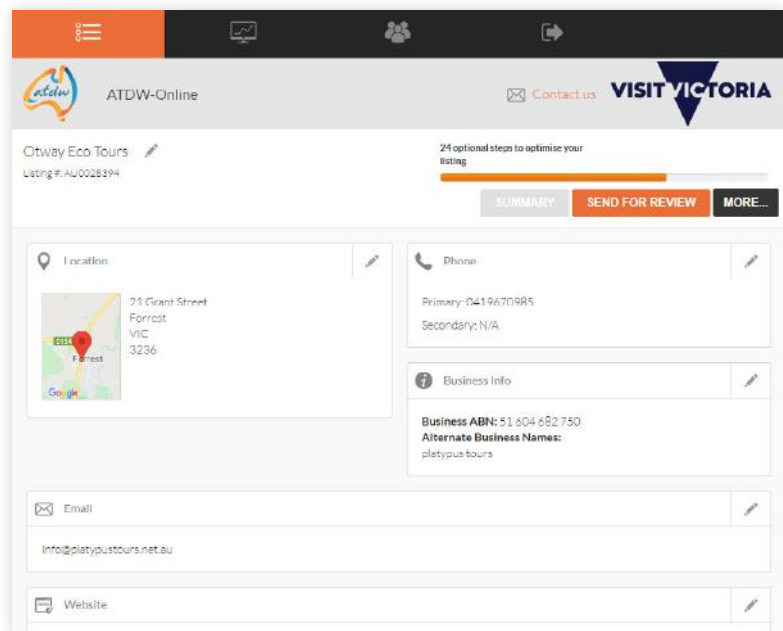
SUMMARY SEND FOR REVIEW MORE...

Location

21 Grant Street
Forrest
VIC
3236

Phone

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



ATDW Online

CONTACT US VISIT VICTORIA

Otway Eco Tours

Listing #: AU0028394

24 optional steps to optimise your listing

SUMMARY SEND FOR REVIEW MORE...

Location

21 Grant Street
Forrest
VIC
3236

Phone

Primary: 0419670905
Secondary: N/A

Business Info

Business ABN: 51 604 682 750
Alternate Business Names:
platypus tours

Email

Info@platypustours.net.au

Website

A black and white photograph of a dense fern forest. In the foreground, a calm river reflects the surrounding foliage. Three people are sitting in a canoe on the river. The background is a steep bank covered in thick ferns. The text is overlaid on the left side of the image.

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