

ATDW-ONLINE USER GUIDE: **TRANSPORT**

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.

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 transport 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 lets go to commence.

Choose transport 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
- Hire type
- Location
- Contacts
- Accessibility
- Photos

NAME & DESCRIPTION

Your description should paint a picture of your service to readers. Focus on your unique selling propositions, and why customers should pick you. Describe the key services you offer 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 business' name and location of operation. In one sentence clearly describe what your business is about and what you are offering.
2. Then focus on your unique selling proposition, these are features or qualities that make your transport business different from similar offerings.
3. The second paragraph should give more detailed information on the business. What are the areas you operate in and what are your modes of transport?

4. In the final paragraph you may want to include any other information such as meeting points or directions for enquiries or bookings.

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



TRANSPORT TYPE

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

Transport type

Required

Please select the transport type(s) describing your transport best

Air Services

The business offers Air Services. Examples include regional, national and charter airlines.

Bus Services

The business offers local Bus Services for the area.

Coach Services

The business offers Coach Services for intrastate and interstate trips.

Ferry Services

The business offers Ferry Services for any kind of waterway.

Train Services

The business offers Train Services. These can be local or interstate train operators.

Tram Services

The business offers Tram Services.

Transfers

The business offers Transfer services. Taxi and Airport Shuttle operators are typical examples of this kind of business.

LOCATION

If the transport 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.

Define another address

Street address

727 Collins Street

Unit / Apartment / Suite / Building

e.g. Unit 401

Suburb

Docklands

State

VIC

Post code

3008

Map

Satellite

727 Collins Street Docklands

Melbourne Zoo

Clifton Hill

Kew East

Boronia Museum

Kew

Hawthorn

Shrine of Remembrance

Toorak

Prahran Market

Prahran

Port Phillip Bay

Southbank

Scienceworks

Yarraville

Brooklyn

Altona North

Newport

Footscray

West

Queer

Docklands

Melbourne

Map data ©2020

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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.

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.

The screenshot shows a form with four sections: Phone, Email, Website URL, and Booking URL. Each section has a title, a question, and a text input field. The Phone section has two input fields: 'Primary phone number' and 'Secondary phone number (optional)'. The Email section has one input field: 'Email address'. The Website URL section has one input field: 'Provide your transport service specific website'. The Booking URL section has one input field: 'Does your website accept online bookings? If so, enter your direct booking URL here'. There is a 'Optional' label next to the Booking URL section.

Phone

What number should your customers contact you on?

Primary phone number

Secondary phone number (optional)

Email

What email should customers contact you on?

Email address

Website URL

Provide your transport service specific website

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

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.

Photos


Required

Drag & drop photos here or [click to upload](#)

Requirements: Landscape orientation photos only with a minimum size of 2048 x 1536 pixels.

Photos

Required



Crop Photo

SQUARE

LANDSCAPE

Rotate Photo

Caption

Alt Text (Required)*

The Geelong Flyer arriving at the Geelon

The Geelong Flyer arriving at the Geelon

Copyright

Photographer

Copyright - who owns this photo

Photographer - who took this photo

DELETE

CANCEL

SAVE PHOTO

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
- Indicative prices
- Internet access
- Facilities
- Memberships
- Accreditations
- Social accounts
- Transport types
- Deals & offers

INDICATIVE PRICES

What are the lowest and highest rates you offer customers who book directly with you? Enter your typical rates of your transport services so your customers can understand the cost.

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?

ADDING TRANSPORT TYPES

If applicable, select the transport type(s) that you wish to provide details about. This section allows you to provide a dedicated description and images for each transport type.

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 of the ATDW-Online interface for 'Otway Eco Tours' (Listing #: AU0028394) features a sidebar menu on the left with categories: TOUR OPERATOR, TOURS, and ADDITIONAL. The main content area displays the listing details, including location, phone, email, and website. The location is 21 Grant Street, Forrest, VIC 3236. The phone is Primary: 0419670905, Secondary: N/A. The email is info@platypustours.net.au. The website is http://platypustours.net.au/. The page also includes a progress bar for '24 optional steps to optimise your listing' and buttons for SUMMARY, SEND FOR REVIEW, and MORE...

Mobile phone view:

The mobile phone view of the ATDW-Online interface for 'Otway Eco Tours' (Listing #: AU0028394) shows the menu items collapsed into a top bar. The main content area displays the listing details, including location, phone, email, and website. The location is 21 Grant Street, Forrest, VIC 3236. The phone is Primary: 0419670905, Secondary: N/A. The email is info@platypustours.net.au. The website is http://platypustours.net.au/. The page also includes a progress bar for '24 optional steps to optimise your listing' and buttons for SUMMARY, SEND FOR REVIEW, and MORE...

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

The smaller device or small screen view of the ATDW-Online interface for 'Otway Eco Tours' (Listing #: AU0028394) shows the menu items collapsed into a top bar. The main content area displays the listing details, including location, phone, email, and website. The location is 21 Grant Street, Forrest, VIC 3236. The phone is Primary: 0419670905, Secondary: N/A. The email is info@platypustours.net.au. The website is http://platypustours.net.au/. The page also includes a progress bar for '24 optional steps to optimise your listing' and buttons for SUMMARY, SEND FOR REVIEW, and MORE...



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