How to set up your ATDW Profile

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What is ATDW?

The **Australian Tourism Data Warehouse (ATDW)** is Australia's national tourism database and distribution platform which represents over 50,000 small and medium sized tourism products and destinations. ATDW's ultimate function is to support Australian tourism operators with digital marketing to help extend their exposure and attract more business online.

By listing a product once in the ATDW database, Tourism Operators benefit from being listed on their State or Territory Tourism Organisation's (STO) consumer website, the Australia.com website and through ATDW's extensive network of over 260 tourism distributors.

Registering or Logging in

Go to: http://www.atdw-online.com.au/

Register or **Login**

Enter your **username and password** (your username is an email address)

or

Register to set up a new account.

Creating a new profile

To create your new listing select **ADD NEW LISTING** and choose your category:

Accommodation	Attractions
Event	Food & Drink
Hire	Transport
Tour	General Services

If you are unsure – check the [eligibility guidelines](#) or call the DNSW Get Connected team on 1300 137 225.

Mandatory Steps

To **complete the details for your listing** there are these **Mandatory Steps:**

- **Business Name and Description**
- **Business Information**
- **Product Type**
- **Business Details**
- **Physical Address**
- **Phone Number** (for customers)
- **Email address** (for customers)
- **Website URL** (and booking URL)
- **Accessibility**
- **Photos**

Optional Details

- **Videos**
- **Other General Information**

Completing your profile

Business Name and Description

What's the name of the attraction? **100 characters max.**

How would you describe this attraction? **50 to 200 words.**

- Use your business name and keywords for good SEO.
- Talk about the benefits of your business and the experience.
- Write with your customer in mind.
- Use short sentences and don't use jargon.
- Refer to your product in the third person and the consumer in the second person.

Business Information

- Business ABN.
- Is your business known by an alternative name? If yes, add it here.

Completing your profile

Product Type

Depending on your category, you will be presented with a range of product types to choose from. Select the one (or multiple depending on your business) that best fits your business.

Business Details

Physical Address

Postal Address (internal use only)

Phone Number (for customers)

Email address (for customers)

Completing your profile

Website URL

- And Booking URL (if you accept online bookings). Doing this will give you a 'Book Now' button on your profile directly back to your booking platform.

Accessibility

How accessible is your business or event for someone in a wheelchair or with vision impairment? Be accurate so customers can make an informed decision.

Please select the accessibility of your attraction:

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

Completing as much context as possible helps ensure your business is an inclusive as it can be to anyone with access needs.

Completing your profile

Photos

You have to upload at least 1 and can include up to 10. Simply drop and drag from your computer to add files.

Photo Requirements

- Minimum photo size is 1600 x 1200 pixels. *(See guide on the next page to adjust the size on Mac and a link here to adjust on PC)*.
- Maximum photo size is 10mb.
- Minimum 1 photo, maximum 10 photos.
- Portrait sized photos, posters, brochures, logos or photos with written text are not accepted.
- Add Alt (alternate text) for your photos, a caption for more details and credit the photographer if necessary.

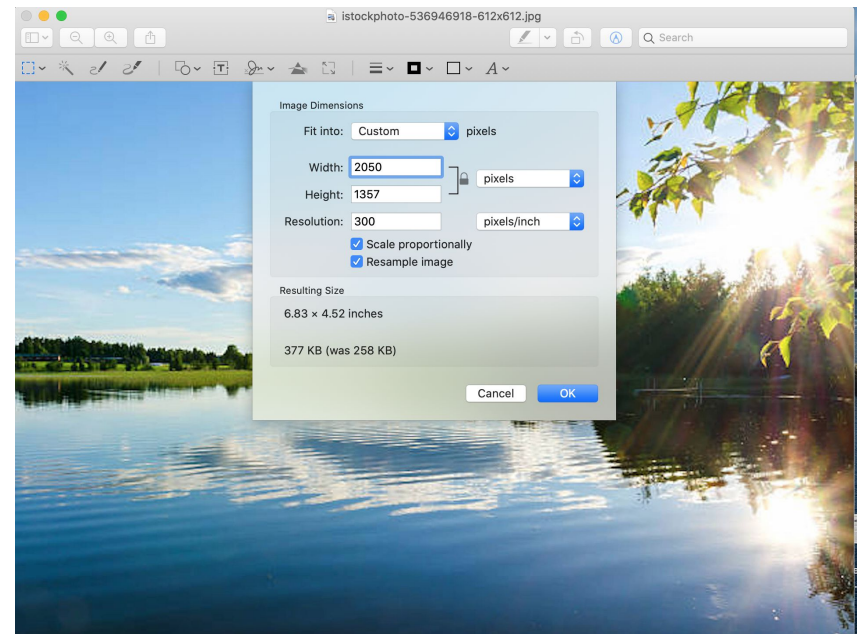# Completing your profile - Adjusting Image Size
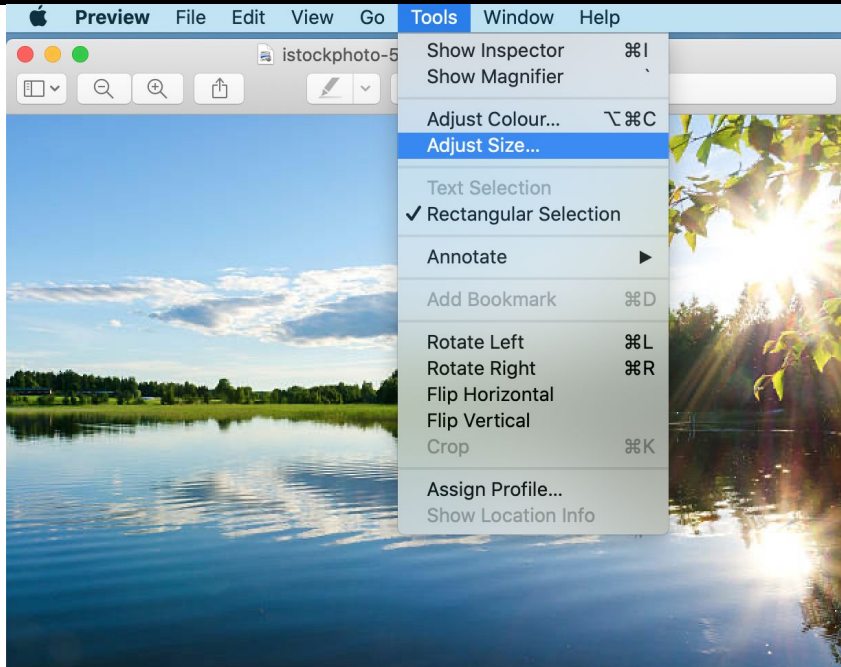
It is best to create a duplicate of the image you have selected to adjust the size for ATDW requirements.

In **Preview → Tools → Adjust Size**

Adjusting the image dimensions width will automatically update the height. You need to ensure that the pixels are a minimum 1600 x 1200.

When you click OK and the box disappears, the image will look out of scale and proportions, but this is ok. Make sure to SAVE the image.

[Here](#) is a guide on how to adjust on a PC.

Completing your profile - Optional Details

Videos - via Youtube or Vimeo URL

- Upload a maximum of 10 different good quality videos.
- Ensure the video you upload exists. All videos must be publicly available so they can be distributed.
- Keep your videos 30-90 seconds in length.
- Do not upload videos containing advertisements.
- Videos must be uploaded from business accounts.

Once uploaded, drag and drop your videos to order them. The video displaying the star will be your primary video.

Other General Information

- Prices
- Opening Hours
- Map
- Internet access
- Facilities
- Memberships
- Accreditations
- Social Accounts
- Deals and Offers

It's best to include as much information as possible on your listing to give potential visitors the most complete view of your business.It's best to include as much information as possible on your profile to give potential customers the most complete view of your business. As well as enabling possible selection in various STO and distributor campaigns.

What next?

If you still have any questions, check out the [ATDW FAQ page](#).

Submit your listing or changes for review - STOs check all listings for quality so this can take up to 48 hours.

Keep your listing up to date – don't just set and forget. Add new images, products and video regularly. It's good for your SEO!

- You need to review every 12 months (at a minimum) - it's a good idea to mark a time in your calendar annually as a reminder to review your content for accuracy.
- Align to seasons or special events in your area that visitors may be looking for.
- It's a good idea to make quarterly updates with new images or rates, and update your description if you have changed your offering.