

⋮ ATDW Online ⋮ User Guide



**NORTHERN
TERRITORY**
TOURISM NT

Tiwi Island Retreat sunset
Tourism NT/Mark Fitz

Cover:

Couple exploring Devils Marbles
Tourism NT/Helen Orr



ATDW-Online User Guide

Using ATDW-Online

Registering your business on the ATDW-Online database

If you are not already in the ATDW-Online database and would like to register, you can do so at <https://www.atdw-online.com.au>. The first step is to set up a User account and then add your Organisation before creating the listing.

Help with your passwords

Your username is the email address you used to register. To have a password resent to your email, click on the 'forgot password' link at <https://www.atdw-online.com.au>. If you see a 'user not found' error message, contact Tourism NT during business hours or email atdw.tourismnt@nt.gov.au



Products and listing guidelines

The following section outlines the general listing criteria applicable to all categories.

Leisure Tourism Focus

The product must provide a direct service or experience to the leisure tourist.

Individual Business Listings

Each listing must only contain one product. Businesses operating multiple products from multiple categories must list each one independently within the relevant product category.

Listing Updates

Product listings not updated for 12 months or longer will be disabled.

ABNs and Third Party Liability Insurance

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

Before you create a listing, contact Tourism NT if you are unsure if you meet the listing guidelines.



Accommodation types

- apartments
- backpackers & hostels
- B & B's
- caravan, camping and holiday parks
- cottages
- farm-stays
- holiday houses
- hotels
- motels
- resorts
- retreats and lodges.



Transport types

- air services
- bus services
- coach
- ferry services
- train services
- tram services
- transfers.

Tour types

- adventure and outdoors
- air, helicopter and balloon tours
- cruises, sailing and water tours
- cultural and theme tours
- food and wine tours
- nature and wildlife
- nightlife tours
- shopping tours
- sightseeing tours
- sports tours
- walking and biking tours.



Hire types

- bicycles
- boats
- campervans and motorhomes
- cars and equipment
- four wheel drives
- houseboats
- minibuses and coaches
- motorcycles
- yachts.



Food and drink types

- bars
- breweries and distilleries
- restaurants and cafes
- cooking schools, lessons, workshops
- produce
- wineries.



Event listing guidelines

ATDW-Online is designed to capture and publish tourism industry business information, including events that would be of interest to leisure tourists.

Event types:

- classes, lessons and workshops and talks
- community event
- concert or performance
- exhibition & shows
- festivals and celebrations
- food and wine
- markets
- sporting events.



Attraction types

- agriculture, mining and industry
- amusement and theme parks
- entertainment venues
- galleries, museums and collections
- historical sites and heritage locations
- landmarks and buildings
- national parks and reserves
- natural attractions
- observatories and planetariums
- parks and gardens
- shopping and markets
- spas and retreats
- sports and recreation facilities
- zoos, sanctuaries, aquariums and wildlife parks.



How do I enter my new listing?

A new listing can take approximately 30 minutes to complete. Click on 'Add a new listing', then choose a listing type.

Work your way through the step-by-step guide. Help text is provided throughout the platform on the right hand side of each field. This is best viewed using a desktop or laptop computer.

NOTE: Some steps of the platform are required while others are optional. The platform will tell you when you need to complete a field before proceeding to the next one. Fields that are optional can be completed later.

Creating the best product description

Start with your product's name and location, then outline its unique features and qualities. Follow this with additional information.

- Help customers imagine themselves at your establishment by describing the types of experiences they will have and highlighting what makes your business unique.
- Don't forget to begin the description with your business name for better brand recognition and search results.
- Mention your unique selling points so potential customers can immediately differentiate you from your competitors.
- Short sentences and one idea per paragraph are best. Showcase the best attributes of your business/event and provide the reader with ideas of what they can do while visiting.
- Conclude the description with supporting details and 'how to get there' information.
- Use short paragraphs with simple language rather than long-winded paragraphs. Do not use bullet points or asterisks and avoid using clichés.

NOTE: Descriptions that don't follow the guidelines will be rejected at the quality assurance stage and you will be asked to resubmit.

Important Information

Uluru – Kata Tjuta National Park advise that images taken of or in the park, must be approved prior to being used in any promotional representation. Tourism NT require proof that this permission has been granted.

Refer to the media guidelines for further information <https://parksaustralia.gov.au/uluru/media-guidelines>

Image requirements

- Minimum dimensions of 1600 x 1200 pixels
- Landscape (horizontal) orientation only, not portrait
- Ten images maximum. At least one is required
- .jpg or .png format.

To check your images, click on photos

To delete an image, click on it and select 'delete'. To re-order your images, simply select and drag the images into the new position. The image with a star on it will appear first on ATDW distributor websites.



Steps to enhance your listing

When viewing the summary screen, the optional steps have an orange border around them.

Business information

Is your business known by an alternative name?

Enter your Business ABN and click the 'Check' button to verify.

Videos

Add a maximum of 10. Provide your YouTube URLs in the following format: Sample

YouTube: <http://www.youtube.com/watch/xxxxxxxxxxx>

Check in & check out (if applicable)

What time can your customers check in and check out?

Internet access

Is Broadband, Paid or Free Wi-Fi available to your guests?

Star rating

Has your accommodation received a star rating with Star Ratings Australia?

Facilities

Select any facilities that are available to your guests.

Accessibility

Select the accessibility level for your accommodation.

Memberships

Does your business have a current membership?

Accreditation

Is your business accredited with any industry bodies?

Booking URL

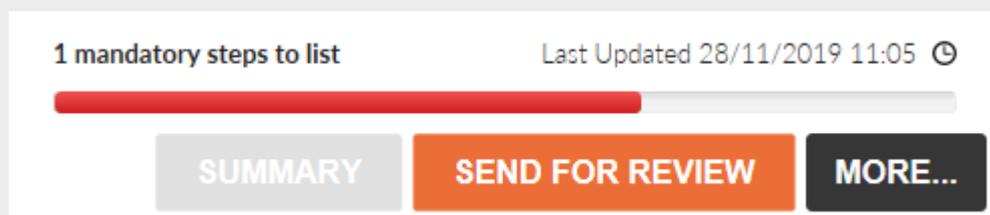
Enter a valid website booking URL.

Social accounts

Where can customers find you on social media? Facebook, Twitter etc.?

Getting your listing published

To submit your listing for quality assurance, once you've completed all the mandatory steps, click 'summary', then send for review.



You will receive an email advising when your listing has passed quality assurance and is published.

If you do not pass quality assurance, we will advise you by email of what you need to change in your listing to meet the quality standards.



How do I update my current listing?

To update your current listing, log in directly at <https://www.atdw-online.com.au> using your username and password.



Statistics

Your product home screen contains an ATDW listing statistics report to track your listing's performance across the entire ATDW distribution network. These reports are updated on a daily basis and can be accessed at any time throughout the year.



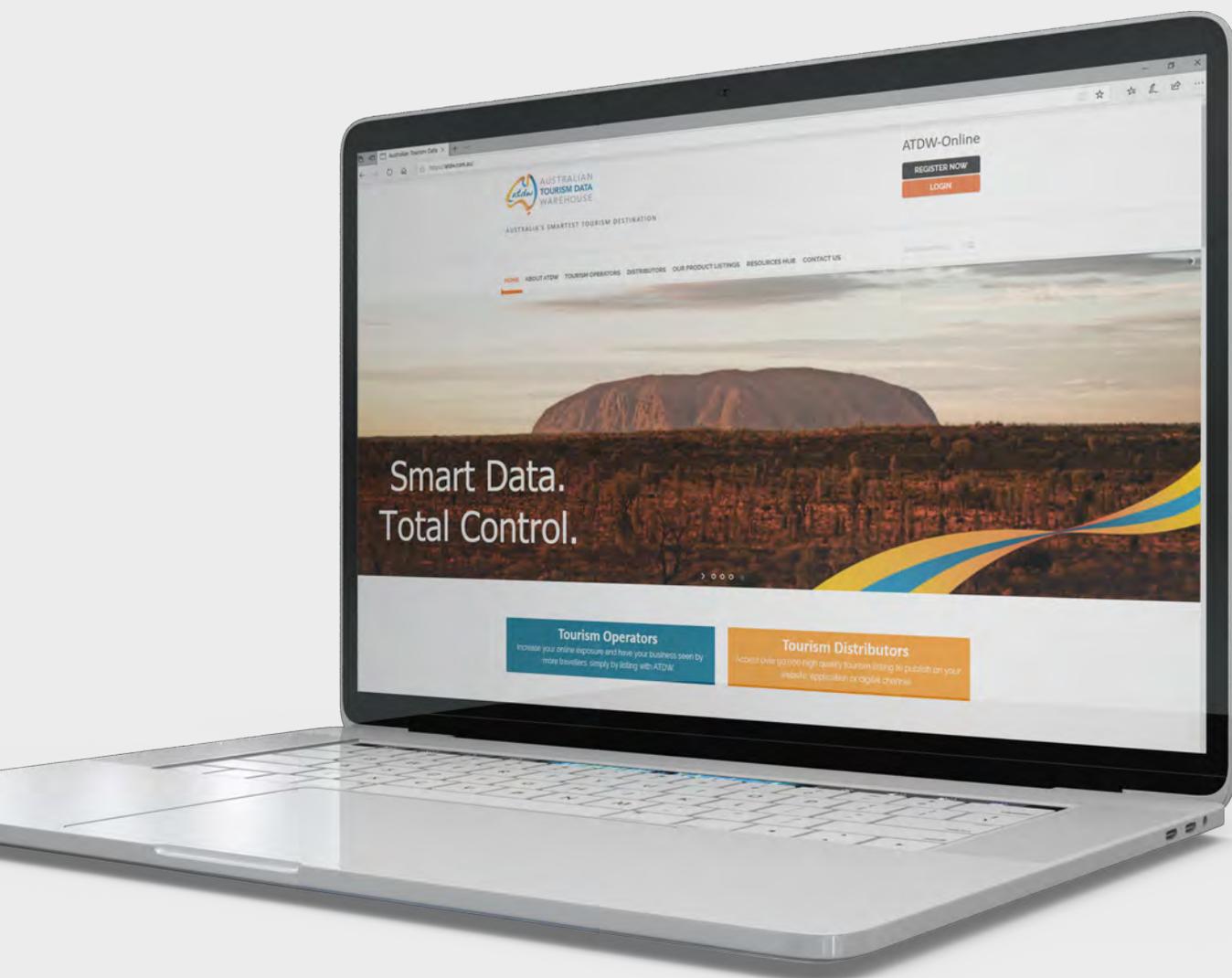
ATDW-Online enhancements

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 which are usually displayed in full on the left hand side of the screen will collapse to the top of the screen.



Who do I contact for help?

If you need help updating your listing or you have any questions or feedback, do not hesitate to contact Tourism NT on 08 8999 3906 or email atdw.TourismNT@nt.gov.au





Jumping over rocks at Glen Helen
Tourism NT/Cameron Vaughne



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