

AUSTRALIAN TOURISM DATA WAREHOUSE (ATDW)

The ATDW is Australia's national platform for digital tourism information on Australia. It is a database of information about Australian tourism product including accommodation, tours, attractions, restaurants, car hire and events. The database holds information such as business description, photos, contact details, opening hours and indicative pricing. It is owned by all State and Territory Government Tourism Organisations and Tourism Australia, and used to provide product listings on respective websites, as well as provide information to other tourism related websites.

WHY SHOULD I HAVE A LISTING ON ATDW?

An ATDW listing for your business will provide valuable exposure. Your listing will feature on southaustralia.com, which is owned and operated by the South Australian Tourism Commission (SATC).

It will also feature on Tourism Australia's website, australia.com, as well as other distributors which can be found on the [ATDW website](http://atdw.com).

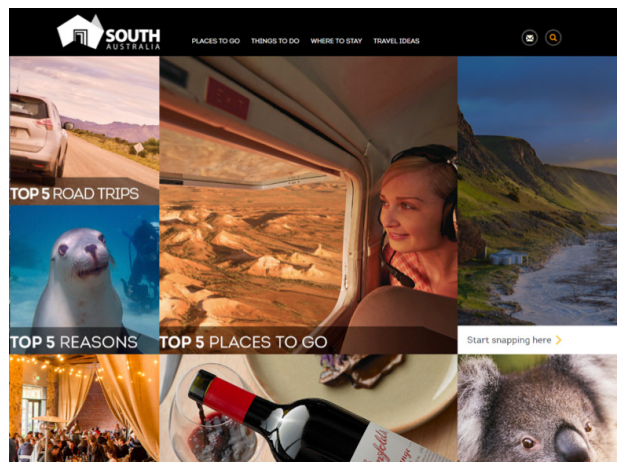
These websites may engage in digital marketing activity from time to time which as a result, can influence increased exposure to ATDW listings.

IS THERE A COST INVOLVED?

There is no cost to list your business on the ATDW in South Australia and it is free to have your information featured on southaustralia.com.

HOW DO I LIST MY BUSINESS ON ATDW?

First, check that your business does not already have a listing. Visit southaustralia.com and navigate to the top right corner of the homepage to search for your listing.



If you cannot find your business listing on southaustralia.com you will need to register your business on ATDW.

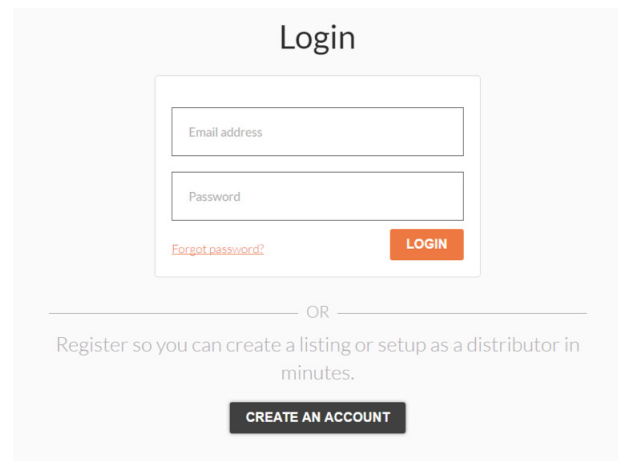
HOW TO REGISTER FOR ATDW:

Visit ATDW website to access the Online Platform, or the direct link:

<https://oauth.atdw-online.com.au/login>

Remember to save your log in details so you don't forget them! If you do, you can easily recover your password.

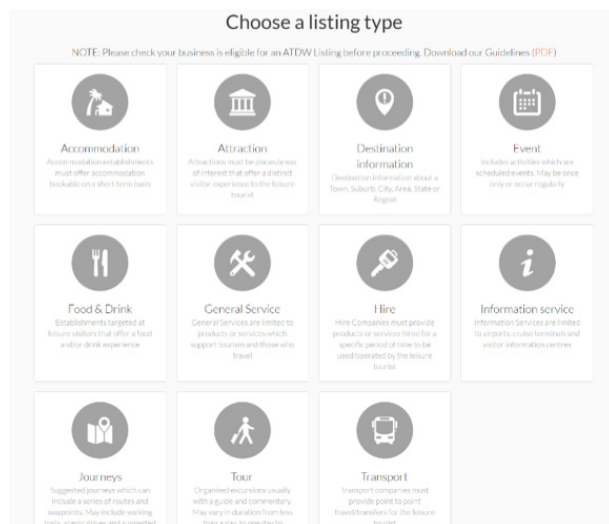
Your username is the email address you signed up with (usually your main address personally or for your business). You can then click 'Forgot password?' to reset your password.



TIP:

Make sure you create your business listing in the correct category when choosing a 'listing type'. For example, if you are listing an event, you will need to select Event. If you are listing a Visitor Information Centre, you will need to select Information service.

Each listing type has different requirements so it is important that you select the correct listing.



Find out more about ATDW and how to list here: <http://atdw.com.au/tourism-operator/listing-with-atdw/>

TIP:

Setting up your listing can be quick and easy!

Make sure you have ready:

- Your business ABN
- Business information and description, similar to anything on your website or brochures (refrain from using Caps lock)
- Key facilities or event details
- Contact information and social media
- Photos – professional or smartphone photos are suitable (for those technically minded, these need to be least 2048x1536 pixels in size and no larger than 10mb). You can find photos that may be suitable in SATC's [Media Gallery](#).

The more information and better quality that you provide in your listing will ensure it is distributed quicker and is more appealing.

Your ATDW listing is just a key marketing tool for your business!

Once you have submitted your listing, it will be reviewed and published within 2-3 business days.

Find out more about ATDW and FAQs for how to list your business on SATC corporate website.

If you have any questions or need assistance, you can contact SATC by emailing onlineservices@sa.gov.au

Please include as much information as possible in your email, including screenshots of anything you need help with.