

# HOW TO ADD A DEAL/OFFER IN ATDW

---

## HELP SHEET

# INTRODUCTION

## DEFINITION OF A DEAL

---

A deal is an offer, discount, special rate or package that offers value to consumers and is available for a short time. This functionality is available to all categories. .

## DEAL EXAMPLE

---



**Deal Name:** 2 Nights from \$299 with Buffet Breakfast + Spa Special

**Deal Description:** Book and travel until 30 Jan 2020. Voucher Min spend conditions apply. Use promo code 'RESORT'.

**Terms & Conditions:** T&Cs apply. Subject to availability, blackout dates apply, non-refundable & 100% pre-paid.

# ATDW DEAL/OFFER DISPLAY

## ATDW BACKEND

- Deal/Offer Name\***
- Provide the in-market start and end dates that the deal will be advertised**  
**Start Date\***   **End Date\***  
- Please provide either a Deal Price or a Price Comment\***  
**Deal Price**  **Price Comment**
- Deal Description\***
- Deal Inclusions**
- Deal Terms & Conditions\***
- Deal URL**

## DEAL/OFFER EXAMPLE ON SOUTH AUSTRALIA.COM

- #MY ADELAIDE STAYCATION**
- DEAL STARTS:** 27-11-2020 **ENDS:** 31-12-2020
- \$20 off day or night photography walk. Now only \$79.**
- Teaching locals and tourists travel photography as we walk around the beautiful city. Learning where, when and how to use their camera or smartphone. A fun learning adventure with a professional photographer as your tutor.
- Three hour photo walk, day or night session.
- Terms & Conditions**  
Valid til November 30, 2020 \$20/person off \$99 three hour photo walk day or night session. Please book online select Photo Walk, then your preferred date and add promo code "Staycation"
- [CLAIM DEAL](#)

# INSTRUCTIONS

## STEP 1

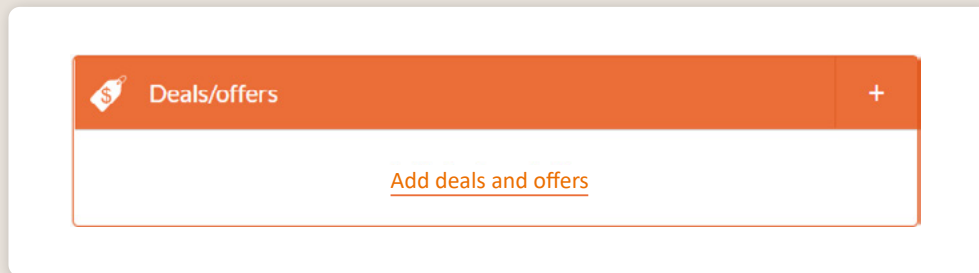
---

Log in to your business listing on ATDW at [www.atdw-online.com.au](http://www.atdw-online.com.au)

## STEP 2

---


Click on 'Add deals and offers' located in left hand ribbon.



## STEP 3

---

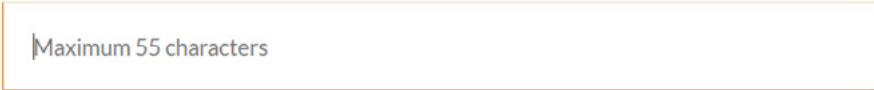
Select the appropriate discount type for your deal/offer from the drop down box under 'Deal Type'.

A screenshot of a form field labeled 'Deal Type\*'. The field is a white box with an orange border containing the text 'Discount' and a small downward-pointing chevron icon on the right side.

## STEP 4

---


Enter the name of your deal/offer. This should be a scroll-stopping title. The title should reflect your offering. *Example: 2 Nights from \$299 with Buffet Breakfast + Spa Special.*

A screenshot of a form field labeled 'Deal/Offer Name\*'. The field is a white box with an orange border containing the placeholder text 'Maximum 55 characters'.

## STEP 5

---

Upload a photo for your deal that will grab customer's attention. This can be a photo used in your listing. *Requirements: Landscape orientation photos only with a minimum size of 1600 x 1200 pixels. The image must be a photo and cannot be overtyped with text.*

 Photos Required

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



Requirements: Landscape orientation photos only with a minimum size of 1600 x 1200 pixels.

## STEP 6

---

Enter in-market/advertising start and end dates. Deals/offers can have an in market (advertised) period for bookings of up to 3 months only.

Provide the in-market start and end dates that the deal will be advertised



<b>Start Date*</b>	<b>End Date*</b>
<input type="text" value="Start Date of the Deal"/> 	<input type="text" value="End Date of the Deal"/> 

## STEP 7

---

Enter validity/redeemability start and end dates. The validity or redemption period can be up to 2 years.

Provide the validity start and end date for when the deal can be redeemed

<b>Start Date</b>	<b>End Date</b>
<input type="text" value="Start Date of the Deal"/> 	<input type="text" value="End Date of the Deal"/> 

## STEP 8

---

Enter a 'Deal Price' and/or 'Price Comment', which ever suits your deal type.

Please provide either a Deal Price or a Price Comment\*

Please provide either a Deal Price or a Price Comment\*

\$	Enter deal price	For example, kids eat free
----	------------------	----------------------------

## STEP 9

---

Enter a 'Deal Description'. Describe the deal that is available for consumers, making it enticing to grab the attention of the consumer. Keep description to short sentences allow for quick reading. You can enter up to 3 deals. No URLs are to be added to the deal description (enter in the deal URL field).

Deal Description\*

A broader description of the deal or offer, Minimum 20 characters, maximum 500 characters

## STEP 10

---

Enter the 'Deal Terms & Conditions'. *Example: Blackout dates apply.*

Deal Terms & Conditions\*

An overview of the terms and conditions for accepting the deal.  
Minimum 20 characters, Maximum 400 characters

### STEP 11

---

Enter a secure 'Deal URL', where the deals can be booked on your website. If you don't have a deal URL, provide contact details (phone number/email address) in the 'Deal Description' or 'Deal Terms & Conditions'.

**Deal URL**

Provide the website URL for this deal (if available) e.g. www.address.com/we-want-to

### STEP 12

---

Click on 'Send for Review' located in the top-right hand corner. The deal/offer will be approved within the 1 - 5 business days.

13 optional steps to list Last Updated 12/02/2016 00:41 🕒

**SUMMARY** **SEND FOR REVIEW**

## CONTACT US

ATDW & DIGITAL MARKETING TEAM

[onlineservices@sa.gov.au](mailto:onlineservices@sa.gov.au)

### WEBSITES

[southaustralia.com](http://southaustralia.com)

[tourism.sa.gov.au](http://tourism.sa.gov.au)

