

South Australian Tourism Commission

# ATDW LISTING GUIDELINES

## Tours



*Big Duck Boat Tours, Fleurieu Peninsula*





# SOUTH AUSTRALIA

Camel Treks Australia, Flinders Ranges & Outback

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# TOUR CATEGORIES

Eligible tour operators must offer regularly organised tours with a leisure-tourism focus, organised by experienced guides. These may include a personal host and/or commentary.

- ▶ Adventure and Outdoor
- ▶ Air (planes, helicopters and hot air balloons)
- ▶ Water (cruises, sailing, paddleboards)
- ▶ Cultural and Theme
- ▶ Food and Wine
- ▶ Nature and Wildlife
- ▶ Nightlife
- ▶ Shopping
- ▶ Sightseeing
- ▶ Sports
- ▶ Walking and Biking

## TOURS ON SOUTH AUSTRALIA.COM

All tour company listings and tour services listings will be displayed.

This gives tour operators the chance to provide visitors with more information about each of their individual tours

# USER DIRECTIONS

## LOGGING IN

1. Login/Register at atdw-online.com.au
2. Click on **Add New Listing** from your listing dashboard.
3. Choose **Tour** as your listing type.
4. Once you have logged in, work your way through the step-by-step or choose fields to complete from the orange menu. This menu appears on the left-hand side of the page.
5. Use the **Guidance** menu located on the right-hand side of each page to guide you through the required fields.
6. You will notice a "required" and "mandatory" in the top right hand corner in each section.

**Mandatory is optional but we also recommend it to optimise your listing.**

## NAME AND DESCRIPTION

Tour companies can have a minimum of 50 words and a maximum of 200 words in the description. Please don't use HTML. Email addresses, pricing information and contact details will go in another step.

**Name & description** Required

**What's the name of your property?**

100 characters max

**How would you describe your property?**

Write a summary in 50 to 200 words

## LOCATION

Select **organisation address** to choose the address from your registration as your physical location. If that information is incorrect then select **define another address**. If the location doesn't look accurate, you can move the pin on the map to adjust it.

The database will put your organisation address into the fields as a default so you will need to change the address. Start typing in your address and a Google drop down box will appear which you can click on and it will auto populate the other boxes.

 Physical address Required

Organisation address

Level 3, 121-125  
Waymouth Street  
Adelaide  
SA, 5000

Define another address

**Street address**

-  68 Murray Road, Preston VIC, Australia
-  68 Murray Street Perth WA, Australia
-  68 Murray Valley Highway, Killara VIC, Australia
-  68 Murray Street, Tanunda SA, Australia
-  68 Murray Street Sydney NSW, Australia

powered by Google

✘

Check the suburb/city/town matches the street address.

**State** **Post code**

▼



## CONTACTS

- ▶ Only one of these three contact fields are required but the more options you can provide, the more helpful it is for visitors.
- ▶ Write your phone number without spaces or international area codes.

 Phone Required

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**What number should your customers contact you on?**

Primary phone number

Secondary phone number

 Email Required

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**What email should customers contact you on?**

Email address

## PHOTOS

- ▶ Minimum photo dimensions are 2048 x 1536 pixels.
- ▶ All photos need to be saved in landscape format.
- ▶ Every listing must have at least 1 photo added. The maximum number is 10 photos per listing.
- ▶ Portrait sized photos, posters, brochures, logos or photos with written text are not accepted.
- ▶ Alternative Text (Alt text) is mandatory. Write a brief description of what's in the photo to benefit the visually impaired and help with search engine optimisation (SEO).
- ▶ Captions can add more detail to your photo.
- ▶ If necessary, add copyright details and credit the photographer.
- ▶ Once uploaded, you can drag photos into your preferred order. The star will indicate your hero photo.

 Photos Required

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

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

**Organise your photos by dragging them into your preferred order with the hero photo first.**

**Delete unwanted photos by using the 'X' or their delete button.**

**Alt text is required on all photos. Please enter up to 100 characters to briefly describe your photo.**





PREVIOUSSKIP TO NEXT STEP

## VIDEOS

- ▶ Videos must be uploaded by providing YouTube or Vimeo links.
- ▶ Upload a maximum of 10 different good quality videos.
- ▶ Once uploaded, you can drag your videos into your preferred order.
- ▶ The star will indicate your hero video.
- ▶ Keep videos 30 - 90 seconds in length.
- ▶ Do not upload videos containing advertisements.

 Videos Optional

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**Please provide a valid YouTube or Vimeo link, then click Upload**

## INTERNET ACCESS

In this section please add any internet access you may have on your tours.

 Internet access Optional

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**What kind of internet access is available for your customers?**

Broadband Internet Access

Free Wifi

Paid Wifi

## SOCIAL ACCOUNTS

Add any social media links for your company.

 Social links Optional

**Where can customers find you on social media?**

 Facebook

 Twitter

 Apple Store

 Flickr

 Foursquare

 Google+

 Google Play

 Instagram

 Pinterest

 Tripadvisor

## SUMMARY PAGE

After Social links, you will automatically be taken to your summary page. This indicates that you have now finished all the tour company information.

Note: You can view a summary of your listing at any stage by clicking summary in the top right hand corner.

The screenshot shows the summary page for a tour listing. On the left is a navigation menu with sections for 'TOUR OPERATOR' and 'TOURS'. The 'TOUR OPERATOR' section includes: Name & description (checked), Location (checked), Contacts (checked), Photos (checked), Videos (checked), Internet access (checked), Memberships (checked), Accreditations (checked), and Social accounts (checked). The 'TOURS' section includes: Kangaroo Island Photography Tour and 'Add a tour' (checked). The main content area displays the listing details for 'Chris Bray Photography Kangaroo Island Tour' (Listing #: AU0119185). At the top right, it indicates '7 optional steps to optimise your listing' and 'Last Updated 04/01/2018 13:51'. A 'SUMMARY' button and a 'Do not email operator' checkbox are also present. The listing details are organized into several fields: 'Location' (Island Beach Lodge, Lot 301 Borda Road, Island Beach, SA, 5222), 'Phone' (0420839929), 'Business Info' (Business ABN: 35 142 238 720, Alternate Business Names: Chris Bray Photography), 'Area' (Kangaroo Island), 'Region' (Kangaroo Island), 'Email' (contact@chrisbrayphotography.com), and 'Tour description'.

## ADDING A TOUR

To add a tour, click 'Add a tour': as seen below.

You will now be taken through the wizard steps for an individual tour.

The screenshot shows the 'Add a tour' wizard step. On the left is a navigation menu with sections for 'Internet access', 'Memberships', 'Accreditations', 'Social accounts', and 'Add a tour' (highlighted with an asterisk). The main content area displays the question 'What's the name of your tour company?'. Below the question is a text input field with a character limit of '100 characters max'. A large blue arrow points to the input field. Below the input field is another question, 'Write a summary in 50 to 200 words', followed by a text area for the summary.

# STARTING LOCATION

Enter the start and end location of this tour. You can enter a physical address by selecting Define another start location. Use no set starting location if you collect guests en route.

If there is no set starting location, or if your meeting point is hard to find, you can provide more information in Location details. For example: Contact Tour Operator to arrange hotel pick-up.

The screenshot shows a web interface for defining tour locations. On the left is a vertical navigation menu with orange highlights. The main content area contains four sections for location details:

- Start location** (Required): A dropdown menu with three options:
  - No set starting location
  - Tour starts at the organisation location
  - Define another start location
- Start Location Area**: A text input field.
- Start Location Region**: A text input field.
- End location** (Required): A dropdown menu with three options:
  - No set end location
  - Same as start location
  - Define another end location
- End Location Area**: A text input field.

## PRICES

While you can opt to not specify, your chances of turning a contact into a booking is higher if visitors have some idea of the costs involved. If you select What's the cost of this tour? Enter a price range from the lowest to the highest. Comments are limited to 25 words.

 Prices Optional

Do not specify

What's the cost of this tour?

Customers can experience this tour for free

 Children prices Optional

Children have different prices

 Inclusions Optional

**What's included?**

Write a summary of what's included in 25 words or less

[PREVIOUS](#) [SKIP TO NEXT STEP](#)

## TOUR SCHEDULE

Please click the schedule that reflects your tour.

Single date departures offer the options of entering one or a range of single, non-consecutive dates with your tour happening, at one or multiple times each day.

Schedule - Recurring departure dates click add another departure time to add different days or times. If your tour runs every Friday and Saturday throughout the year, then the from and to date range would be a full year. In the example below, a single day tour runs at the same times daily throughout autumn, and on winter weekends.

 Schedule Optional 

Recurring departure dates  
 Single date departure(s)  
 On demand

Please provide details

[Add another departure schedule](#)

 Tour duration Optional

How long does this tour go for?

<input type="checkbox"/> Customised	<input type="checkbox"/> Evening
<input type="checkbox"/> Extended	<input type="checkbox"/> Full Day
<input checked="" type="checkbox"/> Half Day or Less	

## ACTIVITY LEVEL

Help visitors in their decision-making process by letting them know how active they'll need to be on your tour.

## TOUR CAPACITY

What are the minimum and maximum numbers that your tour will take.

 Capacity Optional

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**How many participants does this tour allow?**

**Min** **Max**

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**PREVIOUS** **SKIP TO NEXT STEP**

## ACCESSIBILITY

Please ensure that your selections accurately reflect the level of ability your Tour is equipped to support.

 Accessibility Required

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**Please select the accessibility of your accommodation**

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

## TOUR TYPES

Choose the tour type(s) that most accurately describes your individual tour. We recommend you select no more than two types per tour.

Tour types Required

Please select the classification(s) that best describes your tour

<p><b>Adventure and Outdoors Tours</b></p> <p>Adventure and outdoor tours are activity based participation tours. Activities could include abseiling, caving, flying fox/zip line, fossicking, rock-climbing, surfing, white water rafting, segway riding, skiing, skydiving, horse riding and camel riding.</p>	<p><b>Air, Helicopter and Balloon Tours</b></p> <p>Visitors travel in an helicopter, hot air balloon, blimp, glider, airplane, hang glider, parachute or anything else that can sustain flight.</p>	<p><b>Cruises, Sailing and Water Tours</b></p> <p>These tours are primarily undertaken on or around water. They could include activities such as cruising, canoeing, diving, parasailing, fishing, jet boating/skiing, kayaking and sailing among others.</p>	<p><b>Cultural and Theme Tours</b></p> <p>Cultural and theme tours include visiting locations such as: art galleries, museums, libraries, performing arts venues and historic attractions and venues.</p>
<p><b>Food and Wine Tours</b></p> <p>Food and wine tours include visits to vineyards, breweries and restaurants. Experiences range from tastings and education to fine dining offerings.</p>	<p><b>Nature and wildlife</b></p> <p>Nature and wildlife tours give visitors the chance to explore areas of significant natural beauty and view wildlife in their natural habitat. e.g. whale watching.</p>	<p><b>Nightlife Tours</b></p> <p>Nightlife tours are specifically for pleasure-seekers at night. Venues may include nightclubs.</p>	<p><b>Shopping Tours</b></p> <p>Shopping tours generally visit a number of retail factory outlets or popular shopping precincts.</p>
<p><b>Sightseeing Tours</b></p> <p>Sightseeing tours visit attractions, landmarks and destinations in metropolitan and regional areas. Transport is usually provided in a coach.</p>	<p><b>Sports Tours</b></p> <p>Sports tours are based around viewing or participating sporting events or a visit to a major sporting venue.</p>	<p><b>Walking and Biking Tours</b></p> <p>Walking/biking tours may be guided or self-guided. They may include bush walking, or travelling on marked tracks in National Parks and reserves.</p>	

## URL

Here you can enter a URL that displays your tour.

## BOOKING URL

If your website offers direct online bookings, for example, a booking widget, a channel manager or via Eventbrite, then enter your booking URL here.

Booking URL Optional

Does your website accept online bookings? If so, enter your direct booking URL here

[PREVIOUS](#) [SKIP TO NEXT STEP](#)

## SUMMARY PAGE

After you finish tour booking URL you will automatically be taken to your tour Summary Page. This indicates that you have now finished a tour and all the mandatory steps for listing. must be instantly confirmed upon payment. This field is not for booking enquiry web pages. Do not enter your homepage URL.

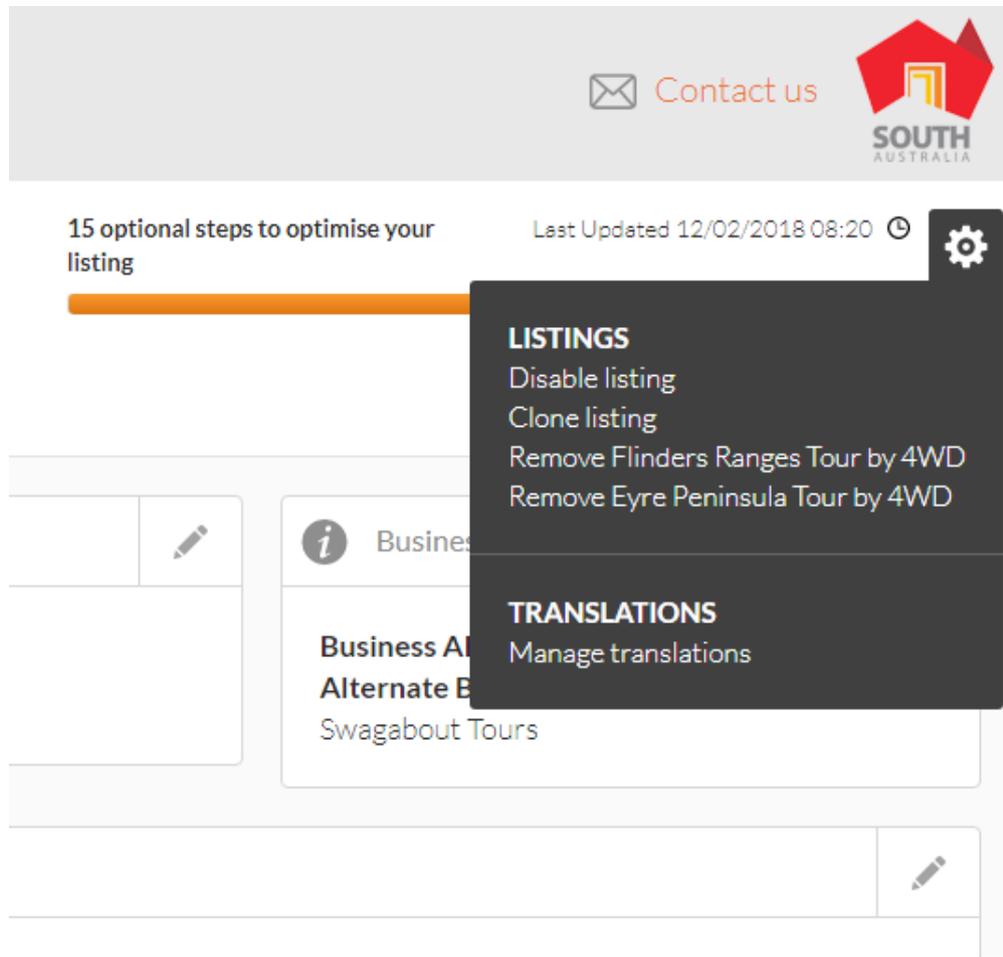
Once all your tours are added, send for review will become enabled.

Before submitting your listing for review, please take the time to read over your listing to ensure there are no errors. To return to your main tour company summary page from any of the tour pages, click TOUR OPERATOR in the orange menu to expose those fields. Then click tour company name and description and then the summary button.

If you have more tours to list, click Add a tour, and repeat the process until you have finished. You will now see your full ATDW listing, complete with tour company and individual tours.

## REMOVING A TOUR TYPE FROM YOUR LISTING

If you make an error, need to remove a tour or your listing, please click on the wheel icon under the South Australia Logo and select the appropriate action.



The screenshot shows a user interface for managing a listing. At the top right, there is a 'Contact us' button with an envelope icon and the South Australia logo. Below this, a progress bar indicates '15 optional steps to optimise your listing' with a 'Last Updated 12/02/2018 08:20' timestamp and a gear icon. A dark grey dropdown menu is open, listing actions under 'LISTINGS' and 'TRANSLATIONS'. The 'LISTINGS' section includes 'Disable listing', 'Clone listing', 'Remove Flinders Ranges Tour by 4WD', and 'Remove Eyre Peninsula Tour by 4WD'. The 'TRANSLATIONS' section includes 'Manage translations'. Below the menu, a listing card is visible with an information icon, the text 'Business A', 'Alternate B', and 'Swagabout Tours', and a pencil icon for editing.

## LISTING APPROVAL

Once you have finished your listing you must send for review. If you do not send for review your listing will not go live until you do. You have 30 days from when you create your listing to send for review otherwise it expires. If it is a listing you have updated you must send for review every time you do changes.

Once you have submitted your listing or updates, SATC will review your listing. This can take 1 - 3 business days. You will get an automated email when your listing has been approved. Please allow up to 24 hours for your listing to be published on southaustralia.com from the time you receive your approval email.

[SEND FOR REVIEW](#)

# South Australian Tourism Commission

# CONTACT

For further assistance with your ATDW online listing, please contact the South Australian Tourism Commission.

**Phone**

(08) 7088 0114

**Email**

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

