

ATDW LISTING GUIDELINES

TRANSPORT



CONTENTS

ABOUT TRANSPORT LISTINGS	3
CREATING A TRANSPORT LISTING	4
ADDING A TRANSPORT TYPE	11
CREATING A DEAL / OFFER	11
GENERAL OPTIMISATION TIPS	11
LISTING APPROVAL PROCESS	12
CONTACT US	13



ABOUT TRANSPORT LISTINGS

TRANSPORT CATEGORIES/TYPE

Eligible transport companies must offer transport and services available to the leisure tourist.

- ▶ Air Services
- ▶ Bus Services
- ▶ Coach Services
- ▶ Ferry Services
- ▶ Train Services
- ▶ Tram Services
- ▶ Transfers

TRANSPORT ON SOUTH AUSTRALIA.COM

All South Australian transport listings will be published on southaustralia.com.

There is an automatic pre-determined format which all attraction listings will display in when published. Organisations can refer to southaustralia.com for further understanding on how ATDW information is distributed and displayed on websites.

Please Note: *The southaustralia.com format is not representative of the format of other websites which may host operator information.*

CREATING A TRANSPORT LISTING

CREATING A NEW LISTING

From the ATDW Dashboard, click 'ADD NEW PROFILE'.

ADD NEW PROFILE

UPDATING AN EXISTING LISTING

If you have an already existing listing for the transport company and are adding new information, you can click the 'UPDATE' button corresponding to the listing.













UPDATE

CHOOSE A LISTING CATEGORY

Select the 'Transport' category.

Choose a listing category

NOTE: Please check your business is eligible for an ATDW Listing before proceeding. [Download our Guidelines.](#)

 <p>Clone Clone an existing listing from your listing dashboard. (Note: Photos for services are not cloned)</p>	 <p>Accommodation Accommodation establishments must offer accommodation bookable on a short term basis</p>	 <p>Attraction Attractions must be places/areas of interest that offer a distinct visitor experience to the leisure tourist</p>	 <p>Destination information Destination information about a Town, Suburb, City, Area, State or Region</p>
 <p>Event Events must have a leisure tourism focus with the best potential to stimulate visitation.</p>	 <p>Food & Drink Establishments targeted at leisure visitors that offer a food and/or drink experience</p>	 <p>General Service General Services are limited to products or services which support tourism and those who travel</p>	 <p>Hire Hire Companies must provide products or services hired for a specific period of time to be used/operated by the leisure tourist</p>
 <p>Information service Information Services are limited to airports, cruise terminals and visitor information centres</p>	 <p>Journeys Suggested journeys which can include a series of routes and waypoints. May include walking trails, scenic drives and suggested itineraries</p>	 <p>Tour 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.</p>	 <p>Transport Transport companies must provide point to point travel/transfers for the leisure tourist</p>

NAME AND DESCRIPTION

- ▶ Use this section to highlight what makes this business unique.
- ▶ Tour listings can have a minimum of 50 words and a maximum of 225 words in the description.
- ▶ Don't enter HTML, email addresses, pricing information and contact details as these will go in other more relevant sections.

Name & description

Required

What's the name of your transport service ?

100 characters max

How would you describe your transport service ?

Write a summary in 50 to 225 words

SELECT TRANSPORT TYPE

Select the transport type that most accurately describes your company's offerings. It is recommended to select only the primary categories relevant to your business and not select too many.

In this section, select the specific types of transport services this listing is for.

- ▶ Read the description in the box to check if the transport type is relevant to you.
- ▶ Click the box to select the type relevant to you.
- ▶ It is recommended to select only one type of transport.

Optimisation Tip: *These will influence how the transport company and services are filtered on websites, so it's important to only select the most relevant option for the transport company. If your transport company offers multiple types of services, you can select all applicable options and then specify the individual types of services available in the 'Add Transport Type' later.*

Transport type

Required

Please select the transport type(s) describing your transport best

Air Services

The business offers Air Services. Examples include regional, national and charter airlines.

Bus Services

The business offers local Bus Services for the area.

Coach Services

The business offers Coach Services for intrastate and interstate trips.

Ferry Services

The business offers Ferry Services for any kind of waterway.

Train Services

The business offers Train Services. These can be local or interstate train operators.

Tram Services

The business offers Tram Services.

Transfers

The business offers Transfer services. Taxi and Airport Shuttle operators are typical examples of this kind of business.

LOCATION

The owning organisation's address for the ATDW account will appear in the 'Organisation address' selection. If this is different to the address of the primary location for the transport service, click 'Define another address' and enter the location information.

A Google Map drop down box will appear to assist in finding the location. If the location doesn't look accurate on the map, you can click on the pin and move it to the correct location.

The screenshot shows a form with two main sections. The first section is titled 'Physical address' with a 'Required' label. It contains two radio button options: 'Organisation address' (selected) and 'Define another address'. The 'Organisation address' option is followed by the text 'Level 3, 121-125 Waymouth Street Adelaide SA, 5000'. The second section is titled 'Postal address' with an 'Optional' label. It includes a note: 'Postal address won't be visible outside of this system.' Below this note are four radio button options: 'No postal address required', 'Same as physical address above', 'Same as organisation address', and 'Define another address'.

CONTACT INFORMATION

- ▶ Enter all available contact options for this transport company.
- ▶ A minimum of one contact method is required.
- ▶ These contact methods will be used by customers to contact the business for more information or to make a booking.
- ▶ Ensure any phone numbers are done without spaces or international area codes.

The screenshot shows a form with two sections. The first section is titled 'Phone'. It asks 'What number should your customers contact you on?' and features two input fields: 'Primary phone number' and 'Secondary phone number (optional)'. The second section is titled 'Email'. It asks 'What email should customers contact you on?' and features a single input field labeled 'Email address'.

WEBSITES AND URLS

Add the available URLs to take customers directly to your website or booking platform.

- ▶ Website URL should direct customers to your website's homepage.
- ▶ Booking URL should be a direct link to your booking page or to reservation information.

Please check all URLs are complete and working prior to submission.

Optimisation Tip: *These URLs should be used exclusively for website and booking links.*

The screenshot shows a form with two sections. The first section is titled 'Website' and contains a text input field with the placeholder text 'www.address.com/we-want-this-url-here'. The second section is titled 'Booking URL' and is marked as 'Optional'. It contains a text input field with the placeholder text 'www.a-booking-url-goes-here.com'.

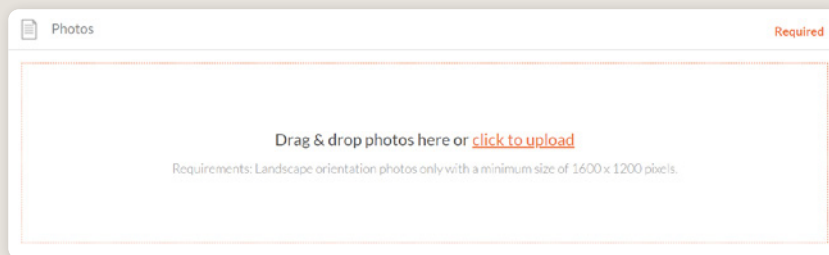
ACCESSIBILITY

- ▶ Select the level of accessibility the company has for people with access needs. It is important you accurately reflect the right level.
- ▶ If your business 'actively welcomes people with access needs', further options will appear for you to provide additional details on the accessibility you have available.
- ▶ Accessibility includes, but is not limited to, physical accessibility, general access, communication, hearing and vision.

The screenshot shows a form titled 'Accessibility' with a 'Required' label. It contains a section titled 'Please select the accessibility of your hire service' with three radio button options: 'Actively welcomes people with access needs.' (selected), 'Does not cater for people with access needs.', and 'Disabled access available, contact operator for details.'

PHOTOS

1. To upload, either drag the image from your device and drop into indicated field or click the 'click to upload' hyperlink and select the desired file.
2. Photos are subject to specific requirements because the images are promoted on different websites with different image specs. To avoid the image becoming distorted or illegible, the ATDW photo requirements must be adhered to so those that are marketing the product on your behalf, are doing so with clear and quality imagery. If your image doesn't meet these requirements, an error box can appear. If it does, please review image details and try again.
3. Once the photo is uploaded, enter alternative text and further caption details.
4. Click 'Save Photo'.



Specific requirements for photos in ATDW can be found in the guidance box on the right of the screen. This includes:

- ▶ Minimum photo size is 1600 x 1200 pixels.
- ▶ 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.
- ▶ Alternative Text (Alt text) is mandatory. Write a brief description of what's in the photo. This benefits the visually impaired and your SEO (Search Engine Optimisation). Captions can add more detail to your photo.

You may wish to take a look at the [South Australia Media Gallery](#) to see if there are images of the business on there that could be utilised.

Optimisation Tip: *Once uploaded, you can drag photos into your preferred order. The star will indicate your hero photo.*



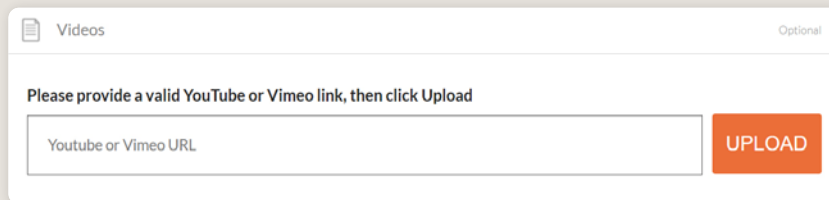
HAVE GREAT IMAGES YOU WANT TO SHARE? SUBMIT THEM TO THE SOUTH AUSTRALIA MEDIA GALLERY.

The South Australia Media Gallery is a secure resource housing an extensive range of South Australian images which we make available to Media, Travel Trade and the SA Government to use free of charge solely for the positive promotion of South Australia and its tourism regions as a travel destination. Having images on the SA Media Gallery can lead to some great publicity and inclusion in advertising and editorial material throughout Australia and internationally. To find out more visit the [South Australia Media Gallery](#) or contact the Brand Assets Team.

VIDEOS

To upload a video to your ATDW listing, it needs to be uploaded to YouTube or Vimeo first. Please refer to these individual platforms for further information.

1. Copy the YouTube or Vimeo URL and paste into the 'YouTube or Vimeo URL' field.
2. Click Upload.



The screenshot shows a form titled 'Videos' with a document icon and the word 'Optional' in the top right corner. Below the title, there is a instruction: 'Please provide a valid YouTube or Vimeo link, then click Upload'. Underneath this is a text input field labeled 'Youtube or Vimeo URL'. To the right of the input field is an orange button with the text 'UPLOAD' in white capital letters.

Specific requirements for videos in ATDW can be found in the guidance box on the left of the screen. This includes:

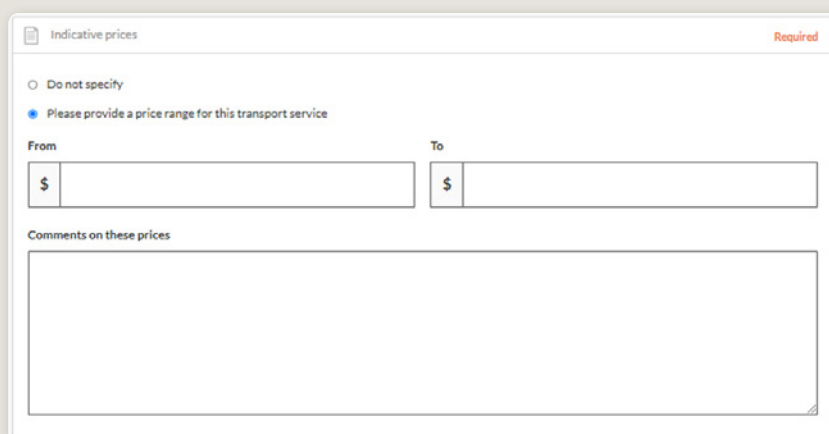
- ▶ Do not upload videos containing advertisements.
- ▶ Keep your videos 30-90 seconds in length.
- ▶ All videos must be publicly available on YouTube or Vimeo.
- ▶ A maximum of 10 different good quality videos are accepted.

Optimisation tip: *Drag and drop your videos to order them. The video with the star will be your primary video.*

INDICATIVE PRICES

Specify a pricing range for the transport company.


- ▶ Enter the lowest and highest rates you offer.
- ▶ Use the comment field to add extra information related to the price. Do not specific any temporary specials or discounts.



The screenshot shows a form titled 'Indicative prices' with a document icon and the word 'Required' in red in the top right corner. Below the title, there are two radio button options: 'Do not specify' and 'Please provide a price range for this transport service'. The second option is selected. Below the options, there are two input fields labeled 'From' and 'To'. Each field has a dollar sign (\$) in a small box to its left. Below these fields is a large text area labeled 'Comments on these prices'.

INTERNET ACCESS

- ▶ Tick the relevant internet access that is available at your establishment for visitors to use.

 Internet access Optional


What kind of internet access is available for your customers?

☐ Broadband Internet Access ☐ Free Wifi ☐ Paid Wifi

FACILITIES

- ▶ Tick all facilities which are available at your establishment for customers to use.

Optimisation Tip: *the facilities fields can affect how a listing is distributed and filtered on websites. It is advised to only select facilities which are available at the establishment. These will be assessed during the review process.*

 Facilities Optional


Please select any facilities that are available to your guests

☐ Alfresco/Outdoor Dining ☐ Bar
☐ Carpark ☐ Cellar Door
☐ Coach Parking ☐ Cooking School
☐ Delivery available ☐ Entertainment









SOCIAL ACCOUNTS

- ▶ Tick any social accounts your business is available on.
- ▶ Add the relevant information in the applicable field when it appears.

Optimisation Tip: *Including your social media accounts is a great way to get guests to interact and engage with your establishment. Travellers often refer to social media to read reviews and see pictures of other travellers enjoying their experience. Try to capitalise on this as a channel to share more information and showcase the true experience of your establishment.*

 Social links Optional

Where can customers find you on social media?

☐  Apple Store
☐  Facebook
☐  Flickr
☐  Foursquare
☐  Google My Business
☐  Google Play
☐  Instagram
☐  Pinterest

ADDING A TRANSPORT TYPE

INDIVIDUAL TRANSPORT TYPES

Individual transport types can be added to your business' transport company listing. Adding a transport type will maximise the information provided to a customer when they view your listing on a distributor's website.

For more information and instructions on how to add a transport type, visit the [ATDW Support and Marketing Hub](#).

CREATING A DEAL / OFFER

THE DEALS / OFFER FUNCTIONALITY

The Deal/Offer functionality in ATDW allows you to further promote your attraction through advertising any special rate, discount, bonus offer or packages for a set period.

A Deal/Offer will appear on southaustralia.com directly under the product description on the primary listing it is attached to and on the dedicated holiday deals and offers webpage on southaustralia.com.

For more information on how to add a Deal/Offer, visit the [ATDW Support and Marketing Hub](#).

GENERAL OPTIMISATION TIPS

OUR TOP TIPS

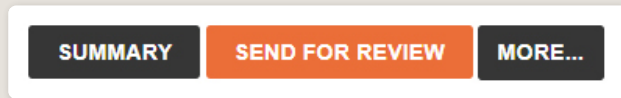
- ▶ **We always recommend adding in as many details as you can.**
The more information included within your listing will increase the compatibility of your information on other distributor websites and optimise the visitor experience.
- ▶ **Update your listing regularly.**
Listings are required to be updated at minimum every 12 months. It's best practice to set a time aside every six months to review your listing and update any information that has recently changed.
- ▶ **Use the 'Guidance' section.**
The ATDW provides a guidance section to assist with the optimisation and compliance of the information in the respective fields. This guidance section can be found on the right of your screen and provides examples of good practice listings.

For more Optimisation Tips and FAQ's visit the [ATDW Support and Marketing Hub](#).

LISTING APPROVAL PROCESS

SUBMITTING A LISTING

Once all information has been uploaded/updated, click the 'SEND FOR REVIEW' button in the top right corner of the web page.



REVIEWAL PROCESS

All South Australian listings are sent to the South Australian Tourism Commission (SATC) for review. The SATC will quality assure the ATDW listing. This means SATC will check over all information to ensure it is compliant with ATDW guidelines and is optimised for distribution.

The review process can take up to 5 business days to complete. Once reviewed, SATC will process either an approval or rejection. You will be notified of the outcome via email. The email will be an automated template with optional additional comments in bold text.

Please review any emails issued from the ATDW as these are important to notify you of any necessary amendments, recommendations or actions you may need to take.

CONTACT US

ATDW & DIGITAL MARKETING TEAM

onlineservices@sa.gov.au

WEBSITES

southaustralia.com

tourism.sa.gov.au

