ATDW ACCOUNT
& ADMIN GUIDE

SOUTH
AUSTRALIA

**Government
of South Australia**

South Australian
Tourism Commission

CONTENTS

ABOUT THE ATDW

WHAT IS THE ATDW

The Australian Tourism Data Warehouse (ATDW) is Australia's national platform for digital tourism information. With over 250+ distributors of this content, the ATDW is the gateway to providing valuable exposure and having your business showcased on tourism websites such as southaustralia.com, australia.com and local regional websites.

The ATDW is free and can be accessed via a single login. Tourism distributors use the platform for driving qualified and commission free leads directly to your business or event.

WHAT IS AN ATDW LISTING

An 'ATDW listing' is the term used to describe the organisation of information of your tourism products. A business can create multiple product listings in the ATDW, should their business have relevant tourism arms to the business. For example an Hotel (Accommodation listing) may also have an onsite restaurant (Food & Drink listing).

ATDW FOR SOUTH AUSTRALIAN OPERATORS

The South Australian Tourism Commission works closely with the ATDW and operators to list, optimise and distribute South Australian tourism information. All South Australian ATDW listings are free to create and once approved for distribution, are visable on southaustralia.com.

BUSINESS ELIGIBILITY

The ATDW is available for tourism operators who provide a leisure-tourism focused product offering.

According to the ATDW Operator Listing Guidelines, a tourism operator must have a business or product offering which meets one of the available categories in the ATDW. The offering must also provide a service or experience to the "leisure tourist". Participating operators must be located and/or operate their tourism offering in Australia.

A series of **exclusion** criteria is available from the ATDW, including but not limited to:

▸ Websites/virtual businesses (no physical premises)

▸ Travel insurance providers

▸ Wholesalers/inbound tour operators

ATDW DASHBOARD	The central location for businesses or organisations to view and manage all listing created by an organisation account.
DISTRIBUTION	The sharing of business information to other organisations who chose to promote or market ATDW information on their relevant digital platforms.
LOCKED FOR REVIEW	The ATDW listing has been sent to the South Australian Tourism Commission for review against the ATDW guidelines, prior to distribution.
OWNING ORGANISATION / ORGANISATION ACCOUNT	An owning organisation is the organisation account which has ownership over an ATDW listing. This is the organisation which is responsible for the continual update of the ATDW listing and ensuring information is correct and relevant for the offering.
QUALITY ASSURANCE (QA)	The review of information in the ATDW against the ATDW guidelines.
REJECTED	An ATDW listing has been sent back to the business by SATC for further amendments. Please take the time to read and take on board the advice provided in the rejection email on how to improve the listing to meet guideline standards, and make those changes prior to resubmitting the listing for review.
TOURISM DISTRIBUTOR	An organisation which is distributing the information from the ATDW onto their website or other digital platforms for destination or industry promotion.
TOURISM OPERATOR	A business or organisation which provides a tourism offering or service to the consumer.

HOW TO ACCESS THE ATDW

The ATDW has its own website to access the data warehouse platform: www.atdw.com.au

We recommend book marking this page in your browser for future convenience.

REGISTRATION – TOURISM OPERATORS

If a business or organisation has never used the ATDW before, they will need to register for an account.

▸ In the top right corner of the ATDW website, select 'REGISTER NOW'.

▸ Click 'Tourism Operator' and then select 'CONTINUE'

All businesses wanting to listing their information in the ATDW is defined as a 'tourism operator' as they are providing a service or product to the consumer.

▸ Fill in all applicable organisational details as prompted. Avoid entering capitalised text, abbreviations, acronyms or special characters unless they're trademarked or a part of the registered business name. It is not compulsory to have a business ABN.

▸ Please read the Terms & Conditions and Privacy Policy before clicking 'REGISTER NOW'.

▸ Create a log in for the primary user of the account.

▸ Click 'CREATE'.

▸ The user will be directed to the organisation's ATDW dashboard.

LOGGING IN

If the business already owns a pre-existing listing or other business operations in the ATDW, the user will need to log into their current account.

▸ In the top right corner of the ATDW website, select LOGIN.'

▸ Click login.

▸ The user will be directed to the organisation's ATDW dashboard.

ADDING AND REMOVING ADDITIONAL USER ADMINS

A current admin of the ATDW organisation account can add and remove additional admin of the same account. There are no restrictions on the number of admin a business can have on their account.

Please note: *Any admin added to the account, will have visibility of the account and editing access to all listings associated with the account.*
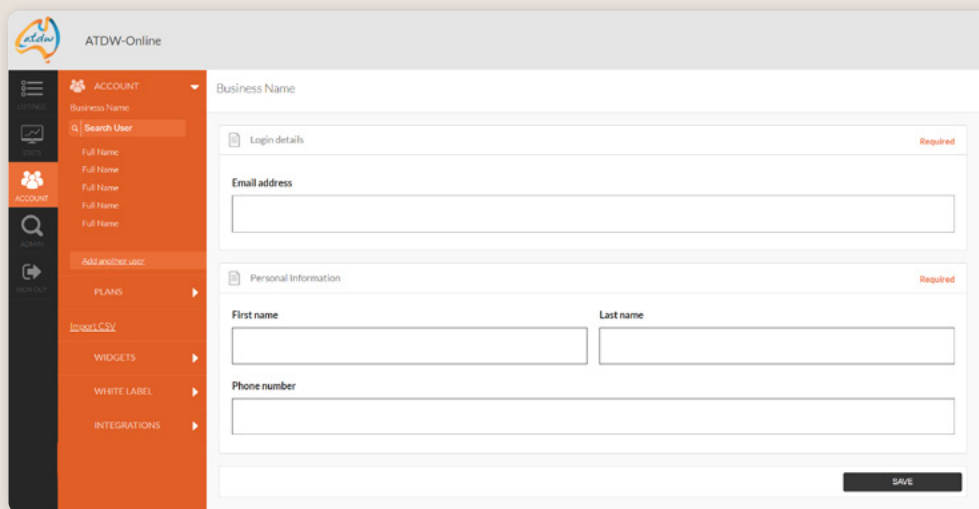
Best practice and recommended use is for each admin to have their own, separate, log in details.

▸ Log into the ATDW with a current user log in.

▸ From the dashboard click the "account" option in the black user menu.

▸ An orange menu should appear.

▸ Select "add another user" in the orange menu.

Add another user

▸ Start with entering the users nominated email address and click out.

▸ If the user has a pre-existing account, the details will auto-fill.

▸ If the user has never had an ATDW account, please enter the first and last name and a best contact number.

▸ Click save.

The added admin will receive an email notification for their password and once this is set, they will be able to access, and help manage the account.
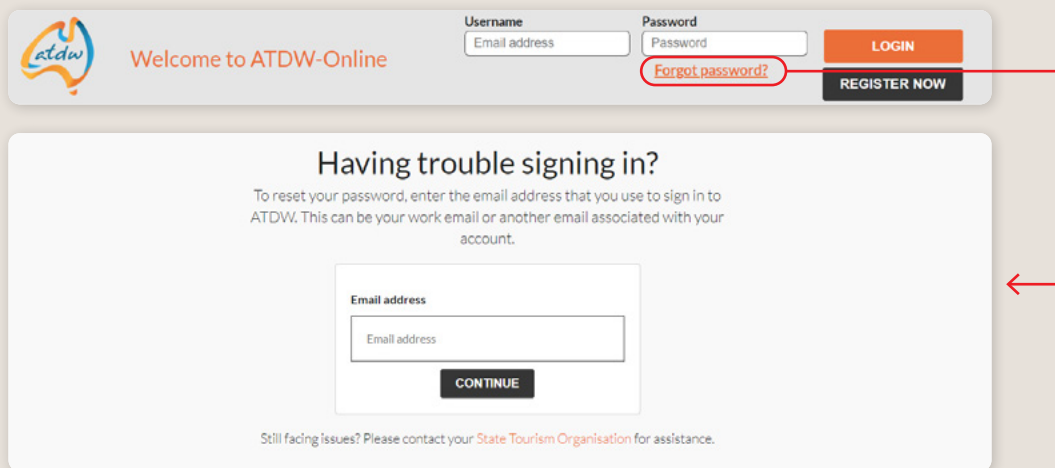
PASSWORD RESET

If a user forgets their password to a user account, they can request a reset.

▶ Click log in at the top right of your screen.

▶ Click the 'Forgot Password?'

▶ Enter your profile email address and click 'Continue'.

▶ The user will receive an email containing a temporary password to use.

▶ Log into the account and then go to the admin section in the menu on the left of the screen.

▶ Change the password to a new secure and easy to remember password.

ABOUT ATDW LISTINGS

WHAT CAN BE UPLOADED TO THE ATDW

The ATDW has a choice of different product categories for the tourism industry and each category has various functionalities to cater for relevant information. For example, the Food & Drink category has additional sections for menu and pricing information, while the Tour category provides the option of adding individual tours with further information on the starting location and duration of that tour.

To identify which category is most relevant for the business' product offering, it is advised to download the guidelines available when selecting the category for a new listing. This document provides an in-depth description of each section and further options to specify the type of service provided which is relevant to this section.

The South Australia Tourism Commission has also provided quick guides on available categories and is available for businesses and organisation to review on the ATDW Support and Marketing Hub.

Some businesses are eligible to list in multiple category to showcase relevant arms to their tourism business, for example, a hotel could list with their hotel name in the Accommodation category, whilst they'd also be encouraged to list their restaurant, that also services the public, to list in the Food & Drink category using the restaurant name.

Choose a listing category

NOTE: Please check your business is eligible for an ATDW Listing before proceeding. Download our Guidelines.

Clone
Clone an existing listing from your listing dashboard. (Note: Photos for services are not cloned)

Accommodation
Accommodation establishments must offer accommodation bookable on a short term basis

Attraction
Attractions must be places/areas of interest that offer a distinct visitor experience to the leisure tourist

Event
Events must have a leisure tourism focus with the best potential to stimulate visitation.

Food & Drink
Establishments targeted at leisure visitors that offer a food and/or drink experience

General Service
General Services are limited to products or services which support tourism and those who travel

Hire
Hire Companies must provide products or services hired for a specific period of time to be used/operated by the leisure tourist

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.

Transport
Transport companies must provide point to point travel/transfers for the leisure tourist

CREATING A NEW LISTING

To list a tourism product in the ATDW, an ATDW listing will need to be created to house the information.

1. From the ATDW Dashboard, click 'ADD NEW LISTING'.
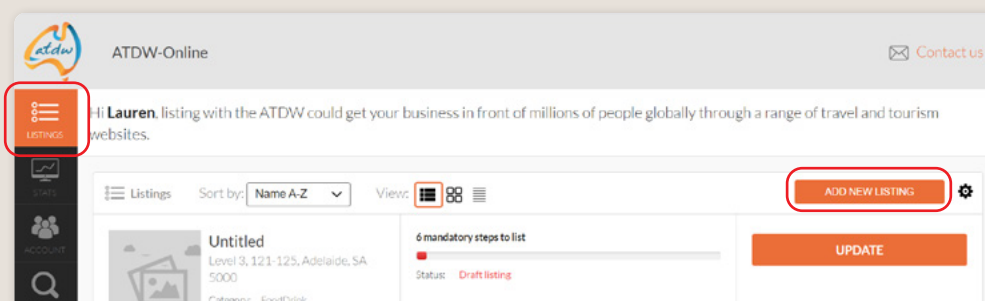
2. Click the relevant category best suited to the product offering. If you're unsure, please download the guidelines available for more information on which category would suit best suit the offering. This is an important step to ensure people can find your product.
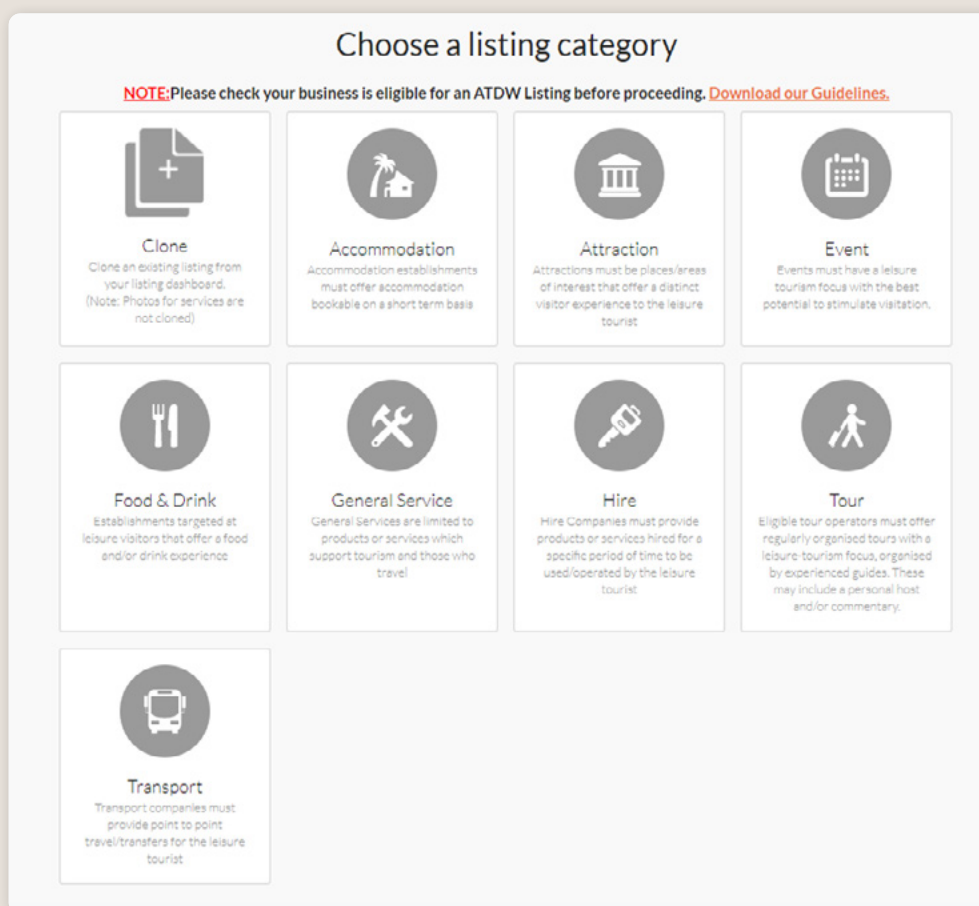
3. A blank listing will be generated in the appliable category. Businesses can visit the ATDW Support & Marketing Hub for step-by-step category specific information.

Please note: *a listing cannot change its category at a later date. It is critical the correct category is selected when creating the listing for the first time. A handful of additional categories are available for businesses with increased admin access, including VICs, RTOs and industry organisations. For more information on these additional categories, please visit the RTO and VIC webpage.*

UPDATING A LISTING

For a listing to remain active in ATDW, it must be updated annually however we recommend every six months to ensure the information continues to reflect the current status of business.

1. Find the listing on the ATDW dashboard.

2. Select the corresponding 'UPDATE' on the right of the screen.
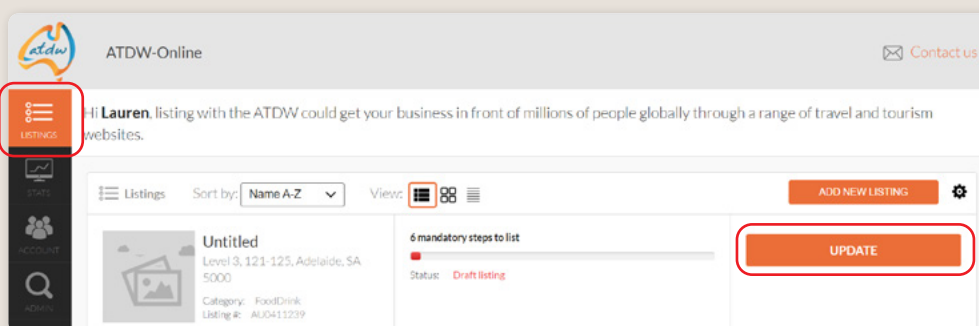
3. Use one of three options to update:
   a. Navigate through every section by selecting 'Next Step' at the bottom of your screen.
   b. Use the orange menu on the left to navigate to the section needing to be updated.
   c. Select the Summary option in the top right to view all information together and identify any areas needing to be updated
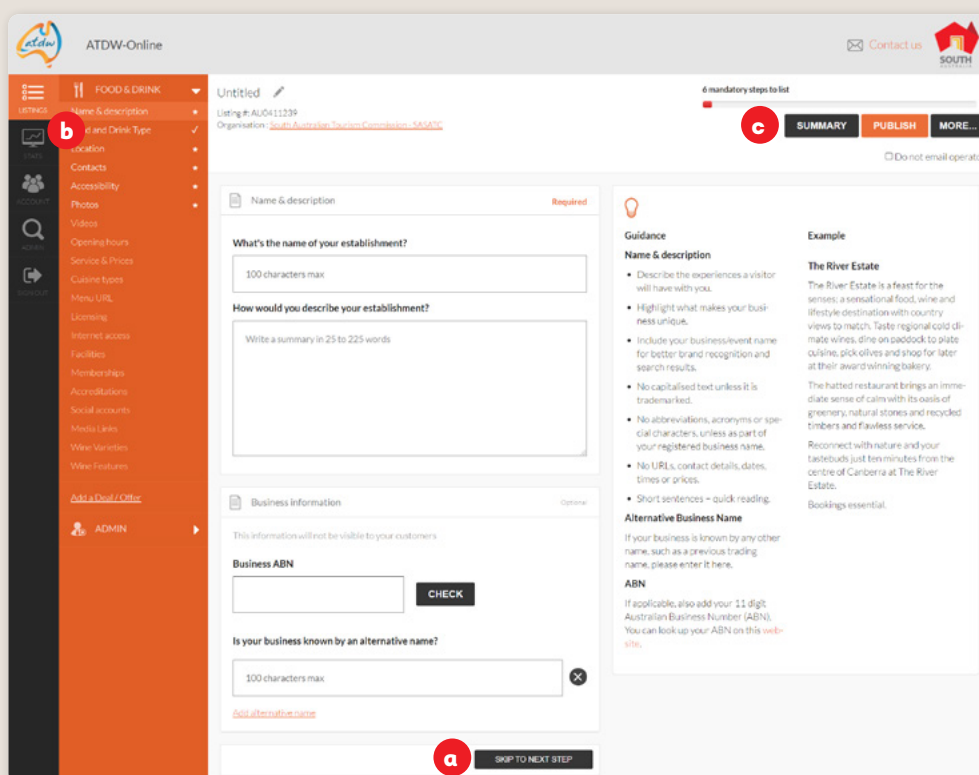
4. For further information on updating a listing, refer to the relevant category guide available on the ATDW Support and Marketing Hub.

NAVIGATING AN ATDW LISTING

The ATDW platform has different functionalities to help manage the storage of information in the data warehouse. To help users familiarise themselves with the location of the different functionalities, visit the ATDW Support and Marketing Hub.

ERROR MESSAGES

As a data warehouse, the ATDW platform has a strict requirement of how information can be uploaded and displayed. Error messages will appear when there is a non-compliance concern with the recommended guidelines. Guidelines can be found when editing information fields, either on the right-hand side of the webpage or at the bottom of the screen - please see the ATDW navigation guide for further details.

From time-to-time, the ATDW will appear with other intermittent error messages when businesses are uploading information into the platform. If an error message appears unusual, you can reach out to OnlineServices@sa.gov.au. It is recommended to provide some details about the issue and a screenshot of the error page when emailing through to assist with solving the enquiry.

PROGRESS BAR

A progress bar is available for businesses to reference on the main view of the ATDW Dashboard and in each ATDW Listing in the top right corner. This progress bar will inform a user on any areas which are required to be completed or are recommended to optimise the listing.
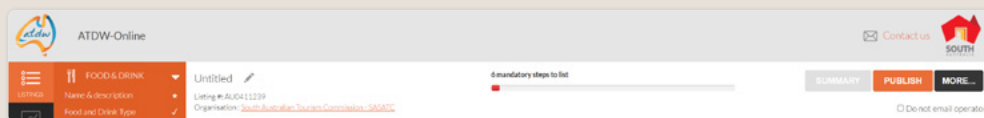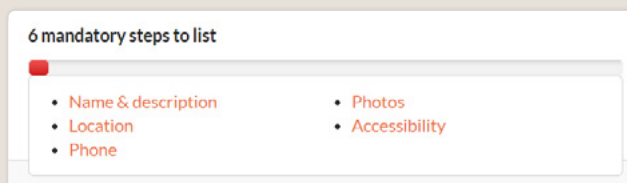

▸ Red bar indicates steps which need to be completed
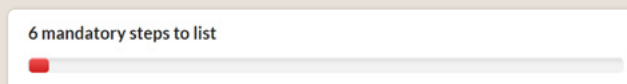
▸ Orange bar indicates recommended steps for optimisation

▸ Users can click on the progress bar to see the specific recommendations/requirements needing to be completed.

CLONING A LISTING

The clone listing function can copy and paste all information of a current ATDW listing into a new ATDW listing. This function can be useful for listings such as a re-occurring event, where minimal details need to be updated.
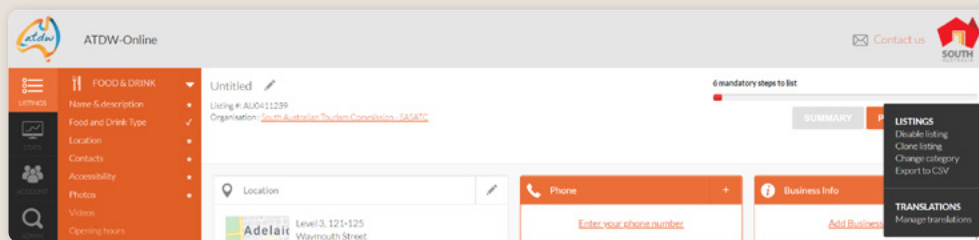
1. On the ATDW Dashboard, find the listing needing to be cloned and click 'UPDATE'.
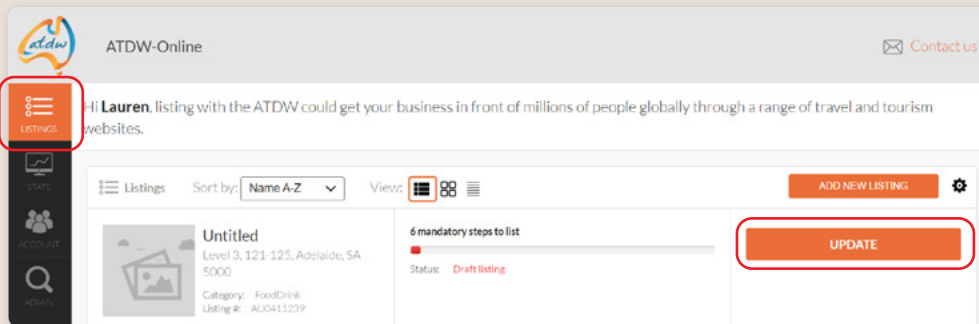
2. In the top right corner of the listing, select 'MORE…'.

3. Click 'Clone Listing' in the drop-down menu.

4. On the centre of the screen, click 'yes' to confirm making a copy of this listing.
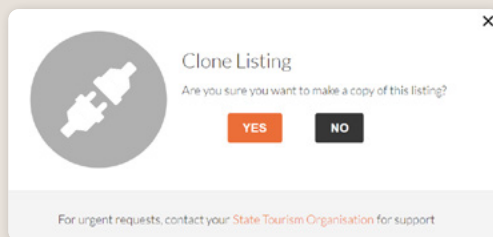

5. A copy of the listing will be generated.

6. Update details to ensure the name, description, photos and other relevant details reflect the correct product offering, prior to submitting the listing for review.
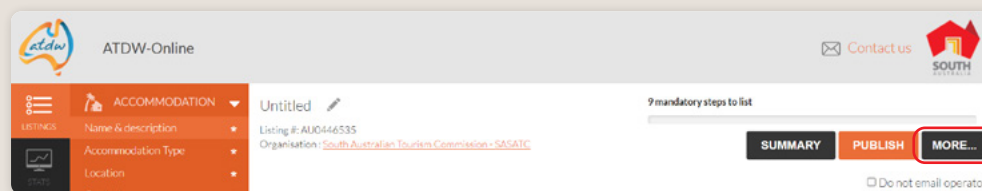
REMOVING ATDW INFORMATION

DELETING A 'SERVICE TYPE'

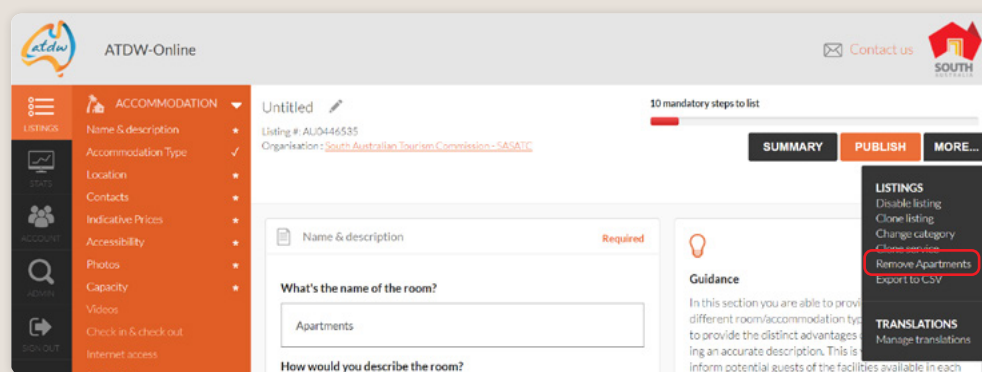If you need to remove a service type from a listing, navigate to the listing and open it by clicking 'UPDATE'.

1. Navigate to the listing you wish to disable by clicking 'UPDATE' on the correct listing.
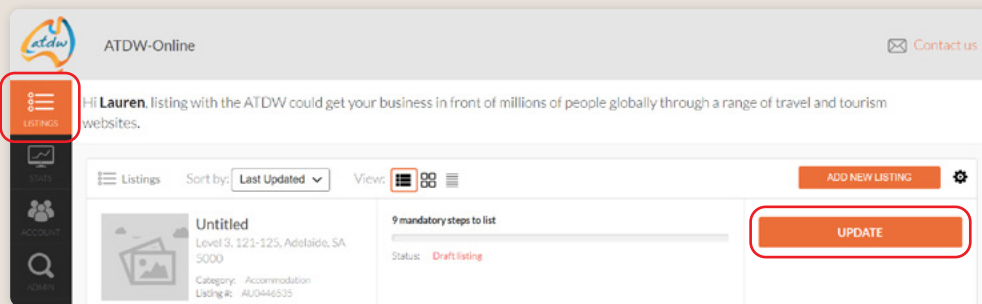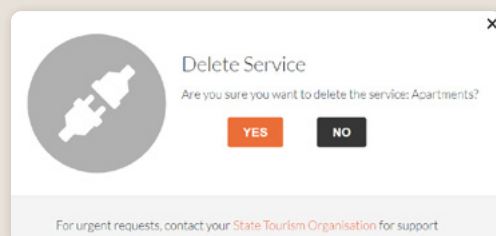

2. In the top right corner of the listing, select the 'MORE…' option.

3. Click the respective name of the service needing to be removed from the dropdown list.

4. On the centre of the screen, click 'Yes' to confirm the removal of the service.

**5.** The service type will then disappear. The listing will need to be submitted for review to have the changes actioned on distributor websites.

Please note: *This information will be permanently deleted and not able to be recovered. If the details of the service type are needing to be kept for business records, it is recommended to copy the information into a word document and save within the business's filing system.*
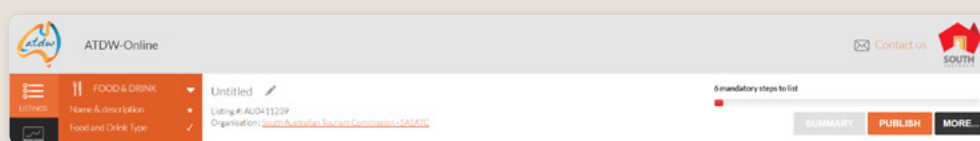
DISABLING AN ATDW LISTING

If a business is no longer operating a tourism offering, users can request to disable it. A disablement will archive the listing in the data warehouse, but it will no longer be viewable by a business or organisation and removed from websites.
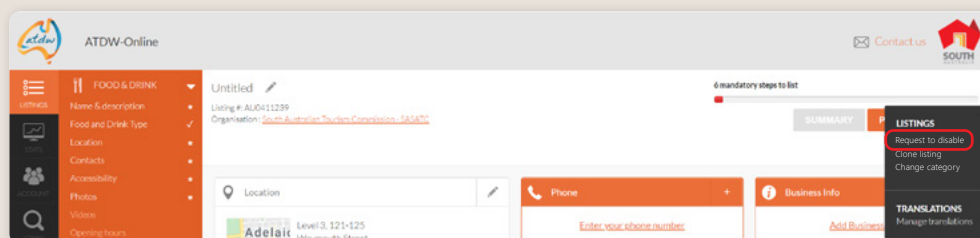
1. On the ATDW Dashboard, find the main listing needing to have a service type removed and click the corresponding 'UPDATE'.
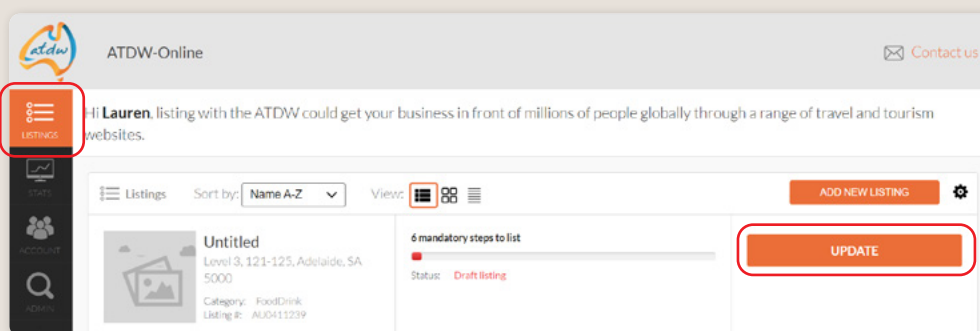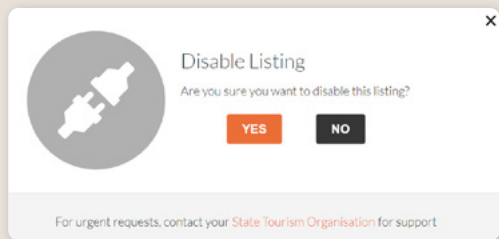

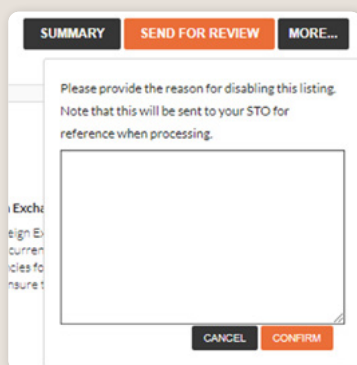2. In the top right corner of the listing, select the 'MORE...' option.

3. Click 'Request to Disable' in the drop-down menu.

4. On the centre of the screen, click 'YES' to confirm the disablement of this listing.

5. On the right of the screen, enter a reason for disabling the listing and click 'CONFIRM'.

Please note: *Some websites save information locally on their database. This means if an ATDW listing is disabled, it might not update on that website in a timely manner. If you have disabled your ATDW listing, it has been approved for disablement, but you can see it being promoted on a website, we recommend contacting the website directly about the removal of the information from their systems.*

CHANGING A LISTING'S OWNING ORGANISATION

If an organisation sells a business to another business, they can organise the transfer of the ATDW listing. This allows for continued promotion of the product offering and continuity with any pre-promoted information on the business. For example, if the business was previously linked in a website blog, the link will still direct to the correct ATDW listing.

To organise a transfer of an ATDW listing, please contact OnlineServices@sa.gov.au and provide the following details:

▸ Reason for transfer

▸ Listing name and listing number to be transferred

▸ Current owning organisation and account user

▸ The new owning organisation and account user

▸ Please Cc in the old and new owning organisations

CONTACT US

ATDW & DIGITAL MARKETING TEAM

onlineservices@sa.gov.au

WEBSITES

southaustralia.com

tourism.sa.gov.au