

ATDW LISTING GUIDELINES

FOOD & DRINK



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ABOUT FOOD & DRINK LISTINGS

FOOD & DRINK TYPES

Food & Drink establishments eligible for the ATDW must provide a food and/or drink experience targeted towards the leisure visitor or a unique food and/or drink offering. The Food & Drink category is reserved for establishments that comply with one or more of the following Food & Drink types:

- ▶ **Bars** – Establishments which sell beverage products as their primary offering and are situated in locations suited to other leisure tourism activities or precincts.
- ▶ **Breweries** – Eligible for breweries and distillery related experiences that have a 'cellar door' open to the public for tastings and brewery/distillery related experiences.
- ▶ **Cooking Schools, Lessons, Workshops** – Establishments which offer food-based lessons and/or workshops.
- ▶ **Produce** – A food or produce business which provides a unique experience orientated around the produce.
- ▶ **Restaurant and Café** – Establishments which provide dining, food or beverages as their primary offering, this does not include fast food or takeaway. Exemptions exist in small regional destinations where appropriate.
- ▶ **Wineries** – Eligible wineries must have a cellar door that is open to the public for tastings and wine related experiences.

If you are a location that has multiple businesses within the one location, for example a cellar door that also has a destination restaurant, we would recommend creating a listing for the cellar door, as well as a listing for the restaurant, each with their respective business names.

FOOD & DRINK ON SOUTH AUSTRALIA.COM

All South Australian Food & Drink listings will be published on southaustralia.com.

There is an automatic pre-determined format which all Food & Drink listings will display in when published. Operators 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 FOOD & DRINK LISTING

CREATING A NEW LISTING

From the ATDW Dashboard, click 'ADD NEW LISTING':

ADD NEW LISTING

UPDATING AN EXISTING LISTING

If you have an already existing listing for your food & drink establishment and are adding a new information, you can click the 'UPDATE' button corresponding to the listing.













UPDATE

CHOOSE A LISTING CATEGORY

Select the 'Food & Drink' 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 your business unique.
- ▶ Food & drink listings can have a minimum of 25 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 another section.

Name & description

Required

What's the name of your establishment?

100 characters max

How would you describe your establishment?

Write a summary in 25 to 225 words

SELECT CATEGORY/LISTING TYPE

In this section, select the specific types of food & drink offerings at the establishment.

- ▶ Read the description in the box to check if the food & drink type is relevant.
- ▶ Click the box to select the establishment type relevant.
- ▶ It is recommended to select no more than three types.

Optimisation Tip: *These will influence how your business is filtered on websites, so it's important to only select the most relevant options for your business.*

Food and Drink Type

Required

Please select the Food and Drink type(s) that best describes your establishment

Bars

Bars are businesses that sell beverage products as their primary offering. Suitable bars will be in locations suited to other leisure tourism activities or precincts.

Breweries

Breweries offer "brewery or distillery related experiences or products" as their primary business. Suitable businesses must have 'cellar doors' that are open to the public for tastings. Experiences must be suitable for visitors to the area, not just for locals.

Cooking Schools, Lessons, Workshops

Cooking Schools, or leisure tourism based establishments that offer food-based lessons and/or workshops are suitable in this classification. Restaurants & Cafes which offer cooking schools, lessons or workshops can be included here. Other examples may include wine tasting workshops, barista courses etc.

Produce

A Food or Produce related business with a leisure tourism focus. The business can offer both "experience" and "produce", however produce must be available for visitors to purchase.

Restaurant and Cafe

Restaurants or Cafes offer dining, food or beverages as their primary business. Please note, this does not include fast food franchises. Other takeaway venues would be relevant in very small regional destinations where no other options exist.

Wineries

Suitable Wineries or Vineyards for this classification must have cellar doors that are open to the public for tastings. They offer "wine" related experiences or products to the leisure tourism market.

LOCATION

The owning organisation's address for the ATDW account will appear in the 'Organisation address' selection. If this is different to the main address of your food and drink establishment, 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.

If your business has multiple locations for different food and drink establishments, you will need to create a new listing.

The screenshot shows a form with two sections. The first section, titled 'Physical address' with a document icon, is marked as 'Required' in red. It contains two radio button options: 'Organisation address' and 'Define another address'. The 'Organisation address' option is selected, and below it, the following address is displayed: 'Level 3, 121-125 Waymouth Street Adelaide SA, 5000'. The second section, titled 'Postal address' with a document icon, is marked as 'Optional'. 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 the available contact options for this establishment.
- ▶ A minimum of one contact method is required.
- ▶ These contact methods will be used by customers to contact you for more information or to make a booking/reservation.
- ▶ Ensure any phone numbers are done without spaces or international area codes.

The screenshot shows a form with two sections. The first section, titled 'Phone' with a document icon, asks 'What number should your customers contact you on?'. It features two input fields: 'Primary phone number' and 'Secondary phone number (optional)'. The second section, titled 'Email' with a document icon, asks 'What email should customers contact you on?'. It 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. There are additional information fields available for adding in menu or wine list URLs later on.*

 Website URL


Provide your establishment specific website address

 Booking URL Optional

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

ACCESSIBILITY

- ▶ Select the level of accessibility your accommodation 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 Required

Please select the accessibility of your establishment

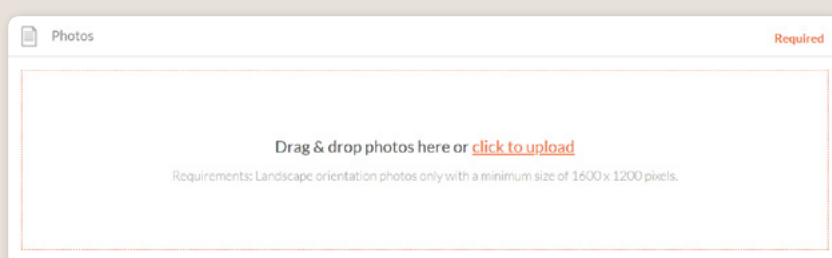
☐ Actively welcomes people with access needs.

☐ Does not cater for people with access needs.

☐ 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.*



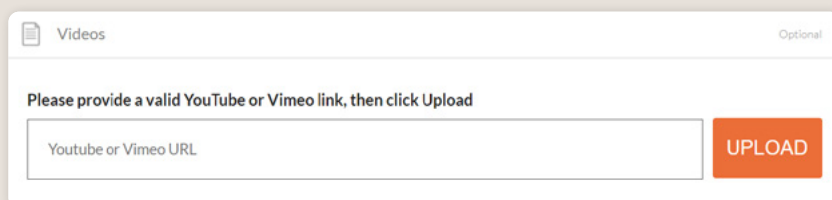
HAVE GREAT IMAGES YOU WANT TO SHARE? SUBMIT THEM TO THE SOUTH AUSTRALIA MEDIA GALLERY.

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.



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.

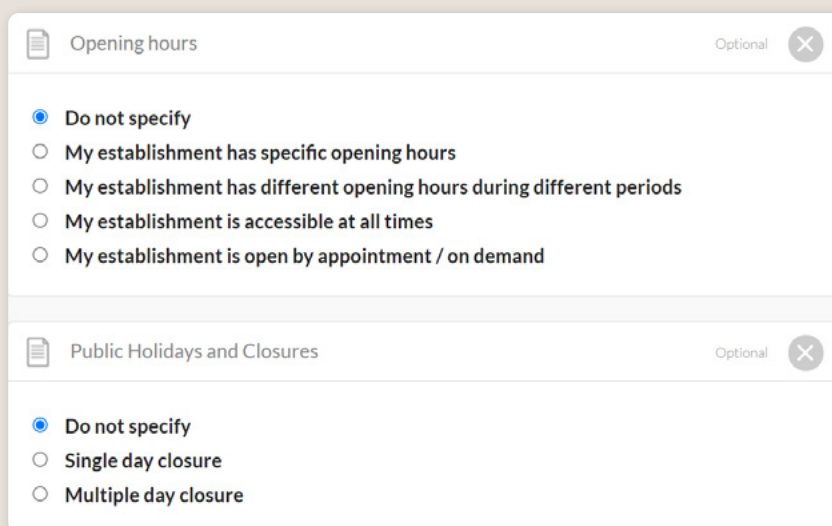
Optimisation tip: *Drag and drop your videos to order them. The video with the star will be your primary video.*

OPENING HOURS

Specify the opening hours of your food & drink establishment.

- ▶ Click the relevant button of options available.
- ▶ Complete the fields as prompted.
- ▶ Enter 24-hour time only.
- ▶ Specify any single day or multiple day closures relevant.

If your business has different operating hours on different days, you can click 'add another day' and repeat the process.



SERVICES & PRICES

Specific details on the types of services the establishment offers and average pricing where applicable. It is recommended to enter details in this section for consumers to understand the expectation of what services are offered at the establishment.

- ▶ Select and provide details on meal services provided.
- ▶ Select and provide details on wine or beverage tastings available.

Please note: *More fields are available for different information on the types of food and drink offered at the establishment.*

Meal service

Optional

☒ Do not specify

☐ My establishment doesn't serve meals

☐ My establishment serves the following meals

Meal prices

Optional

Please specify your main meal price range

☐ Between \$20 and \$30 ☐ Over \$30

☐ Under \$20

Wine prices

Optional

Please specify your wine price range

☐ Between \$0 and \$20 ☐ Between \$20 and \$40

☐ Over \$40

Cellar Door/ Tastings

Optional

☐ Bookings Required

☐ Seated Tasting

☐ Paid Tasting

CUISINE TYPES

Specify the relevant types of cuisine your establishment serves. Either search in the box or browse the list of options available to select from. It is recommended to select between 1-5 types of cuisine.

Optimisation Tip: *The cuisine type selection can affect how an ATDW listing is filtered on websites. For the most effective distribution and filtering onto websites, it is recommended to select less than 5 cuisine types. All Food & Drink listings which have selected cuisine types will be checked against website and online menus to verify during the review process.*

Cuisine

Optional

What type(s) of cuisine, food or drink does your establishment serve?

Browse A-Z listing

^

A

☐ Afghan

☐ African

☐ American

☐ Argentinian

☐ Asian

☐ Australian

K

☐ Korean

L

☐ Lebanese

☐ Light Meals


☐ Liqueur

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MAIN MENU URL

Additional URL fields are available to provide more specific links to food and drink menus and wine lists. It is recommended to add direct links to these menus where applicable. Providing menus and wine lists can assist consumers with food intolerances, portion sizes, cuisine/food types, planning their visit in advanced.

 Main menu URL Optional

Provide your main menu website address

e.g. www.yourrestaurant.com/menu


 Wine list URL Optional

Provide your wine list website address

e.g. www.yourrestaurant.com/winelist

LICENSING

Where applicable, businesses can specify the type of licensing available at the establishment. Click the relevant option to your business.

 Liquor licensing Optional

Is your establishment BYO or licensed?

☒ Do not specify


☐ Not licensed

☐ Fully licensed

☐ BYO Available

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

<input type="checkbox"/> Alfresco/Outdoor Dining	<input type="checkbox"/> Bar
<input type="checkbox"/> Carpark	<input type="checkbox"/> Cellar Door
<input type="checkbox"/> Coach Parking	<input type="checkbox"/> Cooking School
<input type="checkbox"/> Delivery available	<input type="checkbox"/> 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

WINE VARIETIES

This section is applicable for wineries and cellar doors only. Please select all wine varieties that are available at the winery or cellar door. Additional styles of the variety will appear when selected.

Please note: *This selection will affect how information is distributed and filtered on websites. Food and drink establishments which are not a cellar door or wineries are not eligible to listing information in this section as it is specialised information for the wine industry. Restaurants and bars can provide details on their wine offerings by using the wine list URL in the 'Menu URL' section.*

 Wine Varieties

Optional

☐ Red wines

☐ White wines

☐ Sparkling wine

☐ Sweet / Dessert wines

WINE FEATURES

This section is applicable for wineries and cellar doors only. By providing information in this section, wineries and cellar doors can provide more refined detail on their winery's differentiation from other listings and provide greater level of filtering options on websites for winery goers to use.

- ▶ Tick the relevant wine style
- ▶ Tick the winemaking / viticultural practice
- ▶ Upload the winery logo

Please note: *This selection will affect how information is distributed and filtered on websites. It is recommended to only use information which is applicable to your winery or cellar door. All selections will be assessed during the review process.*

 Alternative Wine Styles

Optional

Please select the alternative wine styles that are produced or available at your establishment

☐ Biodynamic Wine

☐ Natural Wine

☐ Orange / Skin Contact Wine

☐ Organic Wine


☐ Preservative Free Wine

☐ Reduced Alcohol or Lower Alcohol

☐ Sulphite Free Wine

☐ Sustainably Produced Wine

☐ Vegan or Vegetarian Wine

 Winemaking / Viticultural practices

Optional

Please select the different practices that are used and offered at your establishment

☐ Ancestral Method, Pétillant-Naturel (Pét-Nat)

☐ Basket Pressed

☐ Carbonation


☐ Traditional Method

☐ Hand-picked

☐ Single Vineyard

☐ Estate Grown

☐ Family Run

 Upload winery logo

Optional

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

Requirements: JPEG, PNG Format.

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

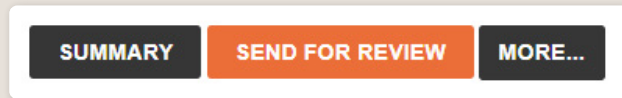
- ▶ **We always recommend adding in as many details as you can.**
The more information included within your listing will increase the compatibility of your information on other distributor websites and optimise the visitor experience.
- ▶ **Update your listing regularly.**
Listings are required to be 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

