

ATDW LISTING GUIDELINES

TOURS



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ABOUT TOUR LISTINGS

TOUR CATEGORIES

Tour operators must offer regular, organised tours or experiences with a leisure-tourism focus, organised by experienced guides. These may include a personal host and/or commentary. There are 11 tour categories available in the ATDW for tour operators to select from.

- ▶ **Adventure & Outdoor Tours** - 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.
- ▶ **Air, Helicopter and Balloon Tours** - Visitors travel in a helicopter, hot air balloon, blimp, glider, airplane, hang glider, parachute or anything else that can sustain flight.
- ▶ **Cruises, Sailing & Water Tours** - These tours are undertaken on or around water. They could include activities such as cruising, canoeing, diving, parasailing, fishing, jet boating/skiing, kayaking and sailing among others.
- ▶ **Cultural & Theme Tours** - Cultural and theme tours include visiting locations such as: art galleries, museums, libraries, performing arts venues and historic attractions and venues.
- ▶ **Food & Wine Tours** - Food and wine tours include visits to vineyards, breweries and restaurants. Experiences range from tastings and education to fine dining offerings.
- ▶ **Nature & Wildlife** - 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.
- ▶ **Nightlife Tours** - Nightlife tours are specifically for pleasure-seekers at night. Venues may include nightclubs.
- ▶ **Shopping Tours** - Shopping tours generally visit a number of retail factory outlets or popular shopping precincts.
- ▶ **Sightseeing Tours** - Sightseeing tours visit attractions, landmarks and destinations in metropolitan and regional areas. Transport is usually provided in a coach.
- ▶ **Sports Tours** - Sports tours are based around viewing or participating in sporting events or a visit to a major sporting venue.
- ▶ **Walking & Biking Tours** - Walking/biking tours may be guided or self-guided. They may include bush walking or travelling on marked tracks in National Parks and reserves.

Please Note: *You can select multiple of the above categories if your business offers various types of tours. The following guide is for setting up an ATDW Listing for your overall tour business. You can create additional tour types for all the individual tours your business offers.*

TOURS ON SOUTH AUSTRALIA.COM

All South Australian tour company and tour type listings will be published on southaustralia.com.

There is an automatic pre-determined format which all tour listings will display in when published. Operators can refer to the below as guidance on how ATDW information is automatically filled into the pre-determined formats.

Operators can customise and update their own ATDW information to clearly communicate necessary information to visitors.

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

CREATING YOUR TOUR 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 your tour business and are updating information or adding a new accommodation offering, click the 'UPDATE' button corresponding to the listing.

UPDATE

To add new bookable sites to the existing property listing, use the 'Add Tour Type' functionality in the pre-existing listing for the tour.

CHOOSE A LISTING CATEGORY

Select the 'Tour' category.

Choose a listing category

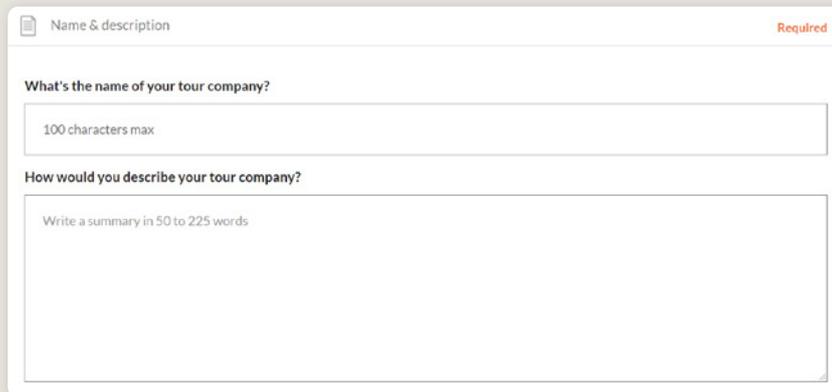
NOTE: Please check your business is eligible for an ATDW Listing before proceeding. [Download our Guidelines.](#)

 <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 air ports, 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 tour 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.

Optimisation Tip: *Include generalised key information for your tour business. Details on the individual types of tours can be added into the 'Add Tour Type' functionality.*



Name & description Required

What's the name of your tour company?

100 characters max

How would you describe your tour company?

Write a summary in 50 to 225 words

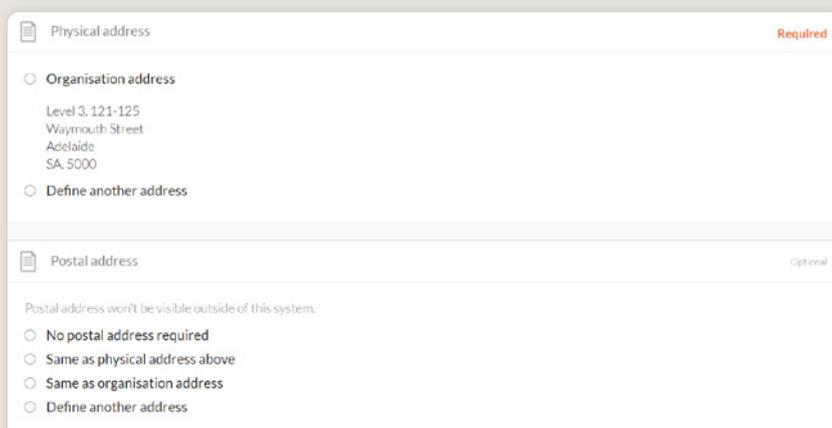
LOCATION

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 tour operations, 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 the different tours, you can specify them for each individual tour under 'Add Tour Type' and keep the main address as the most primary location for your tour operations (i.e. if you have a front facing store).



Physical address Required

Organisation address

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

Define another address

Postal address Optional

Postal address won't be visible outside of this system.

No postal address required

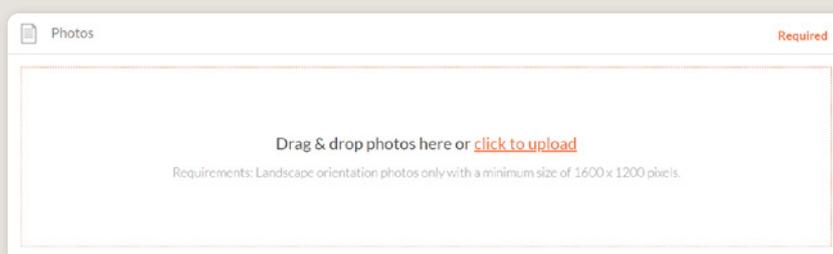
Same as physical address above

Same as organisation address

Define another address

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.



Videos Optional

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

Youtube or Vimeo URL

UPLOAD

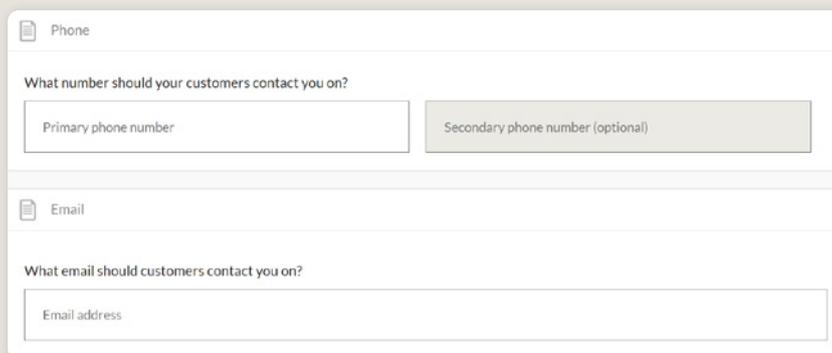
Specific requirements for videos in ATDW can be found in the guidance box on the left of the screen. This includes:

- ▶ 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.

CONTACT INFORMATION

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



Phone

What number should your customers contact you on?

Primary phone number

Secondary phone number (optional)

Email

What email should customers contact you on?

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 booking information.

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

The screenshot shows two form sections. The first section is titled 'Website URL' and contains a text input field with the placeholder text 'Provide your primary tour website address' and the example URL '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 'Does your website accept online bookings? If so, enter your direct booking URL here' and the example URL 'www.a-booking-url-goes-here.com'.

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 customers to interact and engage with your business. Travellers often refer to social media to read reviews and see pictures of other travellers enjoying an experience. Try to capitalise on this as a channel to share more information and showcase the true experience of your tour!

The screenshot shows a form section titled 'Social links' marked as 'Optional'. It contains a heading 'Where can customers find you on social media?' followed by a list of social media platforms, each with an unchecked checkbox: Apple Store, Facebook, Flickr, Foursquare, Google My Business, Google Play, Instagram, and Pinterest.

INTERNET ACCESS

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

The screenshot shows a form section titled 'Internet access' marked as 'Optional'. It contains a heading 'What kind of internet access is available for your customers?' followed by three unchecked checkboxes: Broadband Internet Access, Free Wifi, and Paid Wifi.

ADDING A TOUR TYPE

INDIVIDUAL TOUR TYPES

Individual tour types can be added to your business' tour listing. Adding a tour 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 tour 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

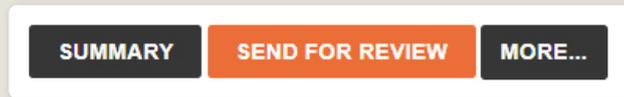
- ▶ **We always recommend adding in as many details as you can.**
The more information included within your listing will increase the compatibility of your information on other distributor websites and optimise the visitor experience.
- ▶ **Update your listing regularly.**
Listings are required to be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

