

# ATDW LISTING GUIDELINES

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## ACCOMMODATION





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## ABOUT ACCOMMODATION LISTINGS

### ACCOMMODATION TYPES

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Accommodation providers must offer an accommodation establishment bookable on a short-term basis. Only one accommodation listing can be created per physical property. There are 11 property styles available in the ATDW for accommodation providers to select from.

- ▶ **Apartments** – This property style is required to have self-catering facilities (sink, refrigerator, microwave) and have bedrooms, bathrooms and linen provided.
- ▶ **Backpackers and Hostels** – Typically dormitory style short-term accommodation for guests and communal facilities available (shared bathroom, social areas, self-catering shared kitchen).
- ▶ **Bed and Breakfast** – Guests will have private bedrooms, with or without private bathroom facilities. Rooms can be in either the main house or a separate building.
- ▶ **Caravan, Camping and Holiday Parks** – Defined areas with shared amenities providing any of the following forms of accommodation or the space for: cabins, tents, touring caravans, motor homes, caravans, holiday homes, glamping, chalets and bungalows.
- ▶ **Cottages** – Stand-alone dwellings which includes private bathroom facilities and kitchen with cooking facilities.
- ▶ **Farm Stays** – Must offer guests the opportunity to observe or become involved in farm life on a rural property. Accommodation ranges from self-contained or dormitory style to staying in the homestead with the family.
- ▶ **Holiday Houses** – Stand-alone residences for holiday letting which may have several bedrooms allowing a group of guests to stay there together. Typically the house will include full facilities.
- ▶ **Hotels** – Short-term accommodation to guests and will have a licensed bar onsite. Rooms can include private bathroom facilities and full or limited cooking facilities. Meals can be available onsite and additional guest services available.
- ▶ **Motels** – Typically designed to attract motorist and usually offer units or suites for guests. Individual bathrooms and on-site parking are available.
- ▶ **Resorts** – This property style is often in a location or has facilities available that encourages guest to have an extended onsite holiday. Offerings may include swimming pools, day spa, daytime activities, night life or childcare. Rooms include private bathroom facilities and meals are available onsite.
- ▶ **Retreat and Lodges** – Situated in secluded areas and ideal for quiet relaxation and immersion into a unique environment setting. Style of accommodation can range from basic to luxury and offer a specific or niche experience.

### ACCOMMODATION ON SOUTH AUSTRALIA.COM

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All South Australian accommodation listings and room/service type listings will be published on [southaustralia.com](https://southaustralia.com).

There is an automatic pre-determined format which all accommodation listings will display in when published. It is recommended for businesses to familiarise themselves with the layout of distributor websites including [southaustralia.com](https://southaustralia.com).



# CREATING AN ACCOMMODATION LISTING

## CREATING AN ACCOMMODATION 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 accommodation property 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 Accommodation Type' functionality in the pre-existing listing for the property.

## CHOOSE A LISTING CATEGORY

Select the 'Accommodation' category.

### Choose a listing category

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

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

**Optimisation Tip:** *Include generalised key information for your accommodation's property and overall business. Details on the individual accommodation offerings can be added into the 'Add Accommodation Type' functionality.*

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 225 words

## ACCOMMODATION TYPE

It is recommend to select the accommodation type that represents your business best. Should there be multiple you believe the business aligns with best, then they may also be selected.

- ▶ Read the description in the box to check if the accommodation type is relevant to you.
- ▶ Click the box to select the accommodation type relevant to you.
- ▶ It is recommended to select no more than three accommodation 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.*

Accommodation Type

Required

Please select the accommodation type(s) that best describes your accommodation

**Apartments**

Apartments have self-catering facilities (sink, refrigerator, microwave etc.). Most have separate bedrooms, fully equipped kitchens, one or more bathrooms, usually a washer and dryer, and sometimes a balcony or patio. Towels and linens are provided. Daily or weekly service and other hotel conveniences are usually available.

**Cottages**

Cottages are stand-alone dwellings which includes private bathroom facilities and kitchen with cooking facilities. The dwelling may be located within the boundary of an accommodation complex.

**Motels**

Motels are typically designed to attract motorists and usually offer motel units or suites for guests and on-site parking. Individual bathroom facilities are available. Breakfast is usually available and units are serviced daily. These rooms may contain limited cooking facilities.

**Backpackers and Hostels**

Backpackers and Hostels provide short-term accommodation to guests, usually dormitory style. These are typically larger communal buildings offering room types ranging from individual rooms to dormitory style. They typically have shared bathroom, social areas and self-catering facilities. Residential Colleges and University Halls of Residence can be included here.

**Farmstays**

Farm Stays offer guests the opportunity to observe or become involved in farm life on a rural property. The accommodation ranges from self-contained or dormitory style to staying in the homestead with the family.

**Resorts**

Resorts provide short-term accommodation to guests in a location that encourages an extended or site holiday. Offerings may include swimming pools, day spa, child care, restaurants, licensed bars, tour desk, night life and day time activities. Rooms include private bathroom facilities and may offer some cooking facilities. Meals are available in-estate restaurant or through room service.

**Bed and Breakfast**

Bed and Breakfasts range from a family residence to a guesthouse, homestead or inn. Guests will have private bedrooms, with or without private bathroom facilities. Rooms may be either in the main house or in a separate building. Breakfast is a component of the tariff and is provided either in the form of daily provisions or is prepared by a host.

**Holiday Houses**

Holiday Houses are stand-alone residences for holiday letting which may have several bedrooms allowing a group of guests to stay there together. Typically the house will include full kitchen facilities, private bathroom facilities and laundry facilities.

**Retreat and Lodges**

Lodges are situated in secluded areas ideal for quiet relaxation and immersion into a unique environment setting. Style of accommodation can be from basic to luxury and offer a specific or niche range of activities such as skiing, diving or uniquely Australian nature experiences.

**Caravan, Camping and Holiday Parks**

Caravan, Camping and Holiday Parks are defined areas with shared amenities providing any of the following forms of accommodation or the space for: cabins, tents, touring caravans, motor homes, caravans, holiday homes, chalets and bungalows. They may be with or without central entertainment and sports facilities, shops and restaurants.

**Hotels**

Hotels provide short-term accommodation to guests and will have a licensed bar onsite. Rooms may include private bathroom facilities and full or limited cooking facilities. All or some meals will be available either in a restaurant located onsite, or through room service. A number of additional guest services may be available, including a swimming pool, games room and/or child care.

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## 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 accommodation properties, it is advised to create a new listing. An ATDW listing in the accommodation category is to be used for a single property address and have all bookable sites under the single address listed as an accommodation type in the listing.

The screenshot shows a form with two main sections: 'Physical address' and 'Postal address'. The 'Physical address' section is marked as 'Required' and contains two radio button options. The first option, 'Organisation address', is selected and shows a pre-filled address: 'Level 3, 121-125 Waymouth Street, Adelaide SA, 5000'. The second option is 'Define another address'. The 'Postal address' section is marked as 'Optional' and includes a note: 'Postal address won't be visible outside of this system.' It also has four radio button options: 'No postal address required', 'Same as physical address above', 'Same as organisation address', and 'Define another address'.

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

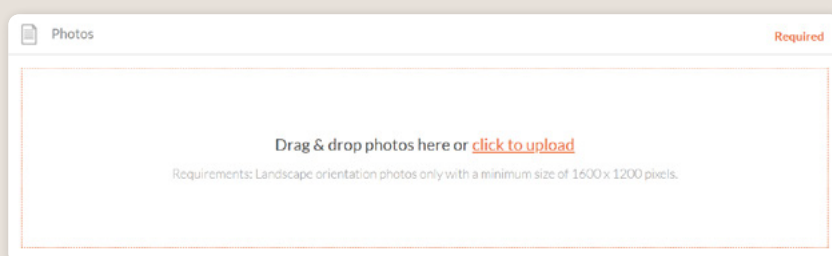
☐ Same as organisation address

☐ Define another address

## PHOTOS

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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.

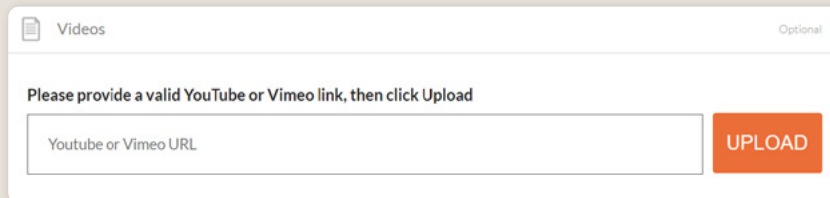
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## VIDEOS

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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:

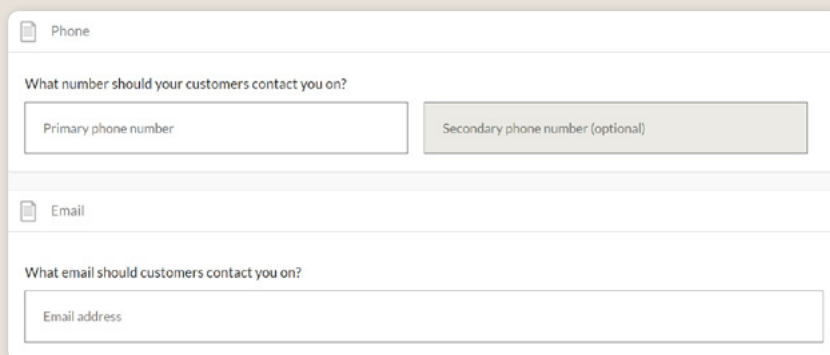
- ▶ Do not upload videos containing advertisements.
- ▶ Keep your videos 30-90 seconds in length.
- ▶ All videos must be publicly available on YouTube or Vimeo.
- ▶ A maximum of 10 different good quality videos are accepted.

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

## CONTACT INFORMATION

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- ▶ Enter the available contact options for this accommodation.
- ▶ 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.





## 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.

Website URL

Provide your primary tour website address

Booking URL

Optional

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

## 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 accommodation. Travellers often refer to social media to read reviews and see pictures of other travellers enjoying their stay. Try to capitalise on this as a channel to share more information and showcase the true experience of your accommodation.*

Social links

Optional

Where can customers find you on social media?

☐ Apple Store

☐ Facebook

☐ Flickr

☐ Foursquare

☐ Google My Business

☐ Google Play

☐ Instagram

☐ Pinterest

## INTERNET ACCESS

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

Internet access

Optional

What kind of internet access is available for your customers?

☐ Broadband Internet Access

☐ Free Wifi

☐ Paid Wifi

## CAPACITY

Enter the correct number for each available field.

- ▶ **Sites/Rooms per property:** this is the amount of individually bookable sites available on your property. For example, a hotel might have 100 bookable rooms or a retreat might have 10 bookable villas.
- ▶ **Sleeping Capacity:** this is the total number of guests which are able to stay at your property, not per room/site. For example, a hotel can sleep up to 300 guests or a retreat with 10 bookable villas (up to 6 guests per villa) can sleep 60.

**Please note:** This section is for the overall property. For properties with more than one site/room per property, it is recommended to use the 'Add Accommodation Type' functionality to describe the individual property features in detail. There is a capacity field for amount of guest able to sleep in individual accommodation type in this section.

Capacity Details

Required

What is the total capacity of your property?

Number of rooms for property (total)	Sleeping capacity
Total number of rooms	Total number of guests

## 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 accommodation

☐ Actively welcomes people with access needs.

☐ Does not cater for people with access needs.

☐ Disabled access available, contact operator for details.

## CHECK IN AND CHECK OUT

- ▶ Enter the time that your guests can check in and out. All times are presented in 24hrs and need to be enter that way (i.e. 3:00pm = 15:00).

Check in & check out

Optional

What time can your customers check in and check out?

Check In at

Check out at

## INDICATIVE PRICES

- ▶ Enter the lowest and highest rates you offer.
- ▶ Use the comment field to add extra information related to the price (i.e. hire types, lessons).
- ▶ Do not specify any temporary specials or discounts.

Indicative prices

☒ Please provide the price range for this accommodation

From

To

\$

\$

Comments on these prices

For example, customers can stay at the camp ground for free

☐ Customers can stay at this accommodation for free

## ADDING AN ACCOMMODATION TYPE

### INDIVIDUAL ACCOMMODATION TYPES

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Individual accommodation types can be added to your business' accommodation listing for the property. Adding an accommodation 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 an accommodation type, visit the [ATDW Support and Marketing Hub](#).

## CREATING A DEAL / OFFER

### THE DEALS / OFFER FUNCTIONALITY

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The Deal/Offer functionality in ATDW allows you to further promote your accommodation 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 accommodation or site/room type product page. There are two ways to create a deal/offer depending on where you want to deal/offer associated.

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

## GENERAL OPTIMISATION TIPS

### OUR TOP TIPS

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- ▶ **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](#).

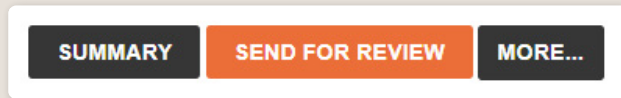


## LISTING APPROVAL PROCESS

### SUBMITTING A LISTING

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



### REVIEWAL PROCESS

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

### WEBSITES

[southaustralia.com](http://southaustralia.com)

[tourism.sa.gov.au](http://tourism.sa.gov.au)

