WHISTLER WINES
BAROSSA

ATDW LISTING GUIDELINES

—

DESTINATION INFORMATION

SOUTH
AUSTRALIA

**Government
of South Australia**

South Australian
Tourism Commission

SOUTHAUSTRALIA.COM

CONTENTS

ABOUT DESTINATION INFORMATION LISTINGS

DESTINATION INFORMATION

Destination Information refers to information about a Town, Suburb, City, Area, State or Region.

Please Note: *This category is only available to RTO/VIC, council or tourism industry bodies. Destination Information is best suited to the Destination Information category, and not the Attraction category. Please ensure destination information is not duplicated in both categories by ensuring the Attraction listing has been disabled. This may include contacting the owning organisations to request disablement of the attraction listing, once the Destination Information listing has been created.*

ATTRACTION SERVICES ON SOUTHAUSTRALIA.COM

All South Australian Destination Information listings will be published on southaustralia.com.

There is an automatic pre-determined format which all Destination Information listings will display in when published. RTO/VIC, council or tourism industry bodies 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 DESTINATION INFORMATION LISTING

CREATING A NEW LISTING

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

ADD NEW PROFILE

UPDATING AN EXISTING LISTING

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

UPDATE

CHOOSE A LISTING CATEGORY

Select the ' Destination Information' category.

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

Destination information
Destination information about a Town, Suburb, City, Area, State or Region

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

Information service
Information Services are limited to airports, cruise terminals and visitor information centres

Journeys
Suggested journeys which can include a series of routes and waypoints. May include walking trails, scenic drives and suggested itineraries

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

NAME AND DESCRIPTION

▶ Use this section to highlight what makes the destination unique. Ensure the description is written through the lens of leisure tourism, describing what makes these locations the perfect destinations for tourists to visit.

▶ Destination Information 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.

▶ If you have cloned a listing, be sure to update the name of the listing to remove 'copy' and any additions (2) from the name.

LOCATION

The owning organisation's address for the ATDW account will appear in the 'Organisation address' selection. This will be different to the address of the destination so click 'Define another address' and enter the destination information for the suburb, state and post code fields only.

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.

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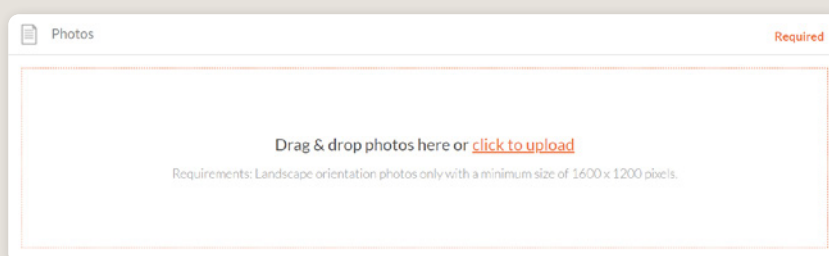
Specific requirements for photos in ATDW can be found in the guidance box on the right of the screen. This includes:

▶ 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.*

📢 **NEED GREAT IMAGES TO PROMOTE YOUR DESTINATION? VISIT 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. RTO, VIC, Local Councils and Industry Organisations can also registering for free, enabling access to some amazing destination and regional imagery. To find out more visit the South Australia Media Gallery or contact the Brand Assets Team.

VIDEOS

To upload a video to your 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.*

CONTACTS

Enter the destination specific website

MEDIA LINKS

Please provide any third-party articles of blogs written about the destination.

WEATHER

Please provide information relating to the weather conditions at the destination.

Weather	Optional

Please provide information relating to the weather conditions at the destination

Write a summary in 200 words or less

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

SOCIAL ACCOUNTS

▸ Tick any social accounts specific to the destination.

▸ Add the relevant information in the applicable field when it appears. For example South Australia is represented on Instagram with the account @southaustralia.

Optimisation Tip: *Including social media accounts is a great way to get visitors to interact and engage with an attraction. 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 the attraction.*

Social links	Optional

Where can customers find you on social media?

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

CREATING A DEAL / OFFER

THE DEALS / OFFER FUNCTIONALITY

The Deal/Offer functionality in ATDW allows you to further promote the destination 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.
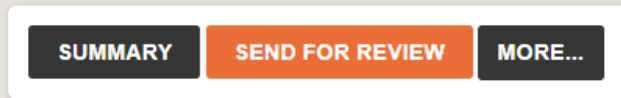
For more Optimisation Tips and FAQ's visit the ATDW Support and Marketing Hub.

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.

SUMMARY	SEND FOR REVIEW	MORE...

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