ATDW LISTING GUIDELINES

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PHOTOS

SOUTH
AUSTRALIA

Government
of South Australia

South Australian
Tourism Commission

SOUTHAUSTRALIA.COM

CONTENTS

ATDW IMAGE REQUIREMENTS

When it comes to uploading images to the ATDW, we understand this can be tricky so this Photo Guide will help ensure you're ticking all the boxes when it comes to imagery. Because there's specific image requirements to help promoting websites feature your content, there's guidelines when it comes to uploading imagery into ATDW.

The images need to meet the requirements prior to being uploaded, as they can't be edited in the ATDW platform.

This will increase the likelihood that your images will be pulled onto and translate well, without stretching, cropping, pixilating or incorrect framing, onto promoting websites, such as southaustralia.com.

IMAGE REQUIREMENTS CHECKLIST

Minimum 1 photo, maximum 10 photos have been uploaded.

Maximum photo size is 10mb.

Minimum photo size is 1600 x 1200 pixels.

Landscape sized photos have been used (no portrait sized images are accepted).

No logos, posters or images containing text have been used.

There is bleed space around the photo, allowing for some auto-cropping without losing the main feature of the photo.

All photos accurately represent the ATDW listing and tourism product offering.

All photos used are owned by the organisation or are taken of the organisation and copyright has been referenced.

Alternative Text (Alt text) has been entered to assist with visually impaired. This is a brief description of what's in the photo.

Copyright and photographers have been referenced where necessary.

All photos have been arranged in the ATDW from 'hero images' to 'secondary images'.

HIGH-QUALITY PHOTO EXAMPLES

Selecting high-quality, landscape images that accurately represent your business offering is key. It's important to consider primary images and secondary images for your ATDW listing. For the ATDW, image selection is different than what is recommended in the SATC's visual brand style guide, however, this style guide is a useful resource for understanding the differences in photography and how to choose great images.

It is recommended that photos which include people engaging in the experience are used as primary images on your ATDW listing. This provides opportunity for travellers to envision themselves in the same atmosphere engaging in a similar experience.

Images which are exclusively of the property, establishment or experience and do not contain a human element are recommended to be used as further additions on your ATDW listing. Theses images are fantastic for promoting your business more generally, however on the ATDW it is always recommended to use more contextual images to compliment your listing information. Any image used should be able to stand alone and tell a wider story.

PHOTOS THAT ARE NOT ACCEPTED

Many great, high-quality or professionally taken photos are not optimised for use in the ATDW due to specific requirements. However, if the photo is of high-resolution, it can be edited outside of the ATDW to meet compliance.

Photos are not accepted if they are:

- ✘ Portrait
- ✘ Low-resolution
- ✘ Pixalated
- ✘ Larger than 10mb
- ✘ Smaller than 1600 x 1200 pixels in size
- ✘ Contains written text
- ✘ Contains logos
- ✘ Are not of the experience
- ✘ Are not owned by the business

Where applicable, we also recommend avoiding the following:

- ✘ Looking at camera
- ✘ Over saturation, black and white or extreme filters
- ✘ Blur in photos
- ✘ Cluttered backgrounds
- ✘ Photos taken by mobile photos
- ✘ Using illustrations in place of a photo

**EXAMPLE OF A PHOTO THAT CANNOT BE CROPPED TO FIT LANDSCAPE ORIENTATION**

**EXAMPLE IMAGE WITH LOGO OR TEXT**

HOW TO RE-SIZE AN IMAGE

WINDOWS

▶ On your computer, right click the image you want to resize

▶ Find the 'open with' option and hover over this until more options appear.

▶ Click the 'Paint' option if available.

▶ In the top left, you'll see a 'resize' option. click 'Resize'.

▶ Click the 'pixels' radio button.

▶ Update the numbers in the 'Horizontal' and 'Vertical' boxes so they are **larger than 1600 (horizontal) and 1200 (vertical)**. Please check the "maintain aspect ratio" option is selected before updating size.

▶ Click 'OK' and re-save the image.

▶ This image will now be able to be uploaded to the ATDW.
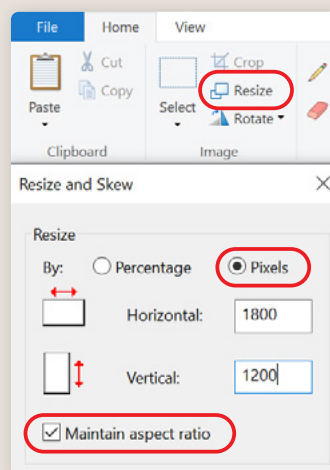
MAC

▶ In the Preview app on your Mac, open the file you want to change.

▶ Choose Tools > Adjust Size.

▶ Update the numbers in the 'Width' and 'Height' boxes so they are **larger than 1600 (width) and 1200 (height)**. Please check the "scale proportionally" and "resample image" option is selected before updating size.

▶ Click 'OK' and re-save the image.

▶ This image will now be able to be uploaded to the ATDW.
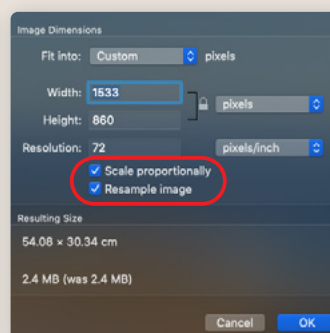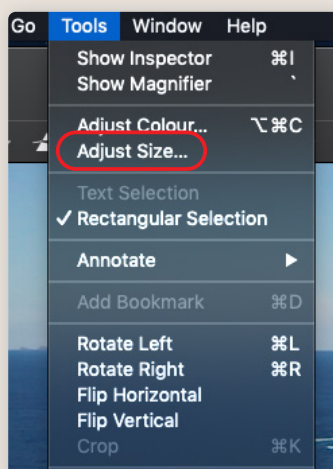
OTHER PHOTO RESIZING TOOLS

If neither of these options are the best method for you, you can do further research on the internet for other software's and programs. Simply type "Photo Resize Tools" into google and browse the suggested options available.

PRIORITISING HERO IMAGES IN ATDW

Distributor websites, including southaustralia.com, only pull a certain number of images onto their website for promotion. These are often pulling in order of first to last in the ATDW (see figure one). Images in the ATDW can be arranged in preference by clicking and holding down on the image and dragging where preferred placement is on the grid.

ATDW PHOTOS IN USE
ON SOUTHAUSTRALIA.COM

Photos that appear on listings for southaustralia.com and other digital channels are automatically pulled from ATDW. It is recommended to review all the auto-formatting of photos on southaustralia.com to assist in the optimisation and adjustment of images for best promotion. The South Australian Tourism Commission also showcases many businesses through Facebook catalogues which also automatically pulls images from the ATDW.
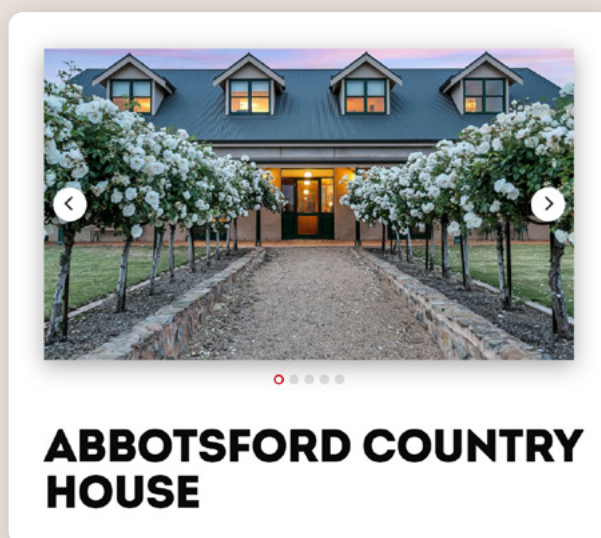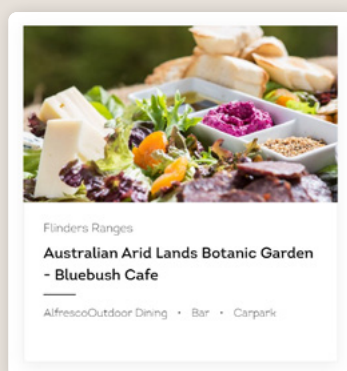
HAVE GREAT IMAGES YOU WANT TO SHARE? SUBMIT THEM TO THE SOUTH AUSTRALIA MEDIA GALLERY.

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 Media Gallery or email the Brand Assets Team, brandassets@sa.gov.au.

Please Note: *Images from the media gallery can not be used on your ATDW listing unless the image is of your business offering. If the image is of your business and you wish to use it on your ATDW listing, you will need to reference the use of the image on your ATDW listing when you request permission and complete the correct copyright and photographer details in the available fields. Any photos that are from the Media Gallery and incorrectly used in the ATDW will not be accepted and removed.*

CONTACT US

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