

# ATDW LISTING GUIDELINES

## GENERAL SERVICES





# CONTENTS

ABOUT GENERAL SERVICES LISTINGS	3
CREATING A GENERAL SERVICES LISTING	4
GENERAL OPTIMISATION TIPS	10
LISTING APPROVAL PROCESS	11
CONTACT US	11

## ABOUT GENERAL SERVICES LISTINGS

### GENERAL SERVICES

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General Services are services that support the travel and tourism industry. For example: Playgrounds, Public Toilets, RV Dump Points.



# CREATING A GENERAL SERVICES 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 General Services listing and are adding new information, you can click the 'UPDATE' button corresponding to the listing.













UPDATE

## CHOOSE A LISTING CATEGORY

Select the 'General Services' category.

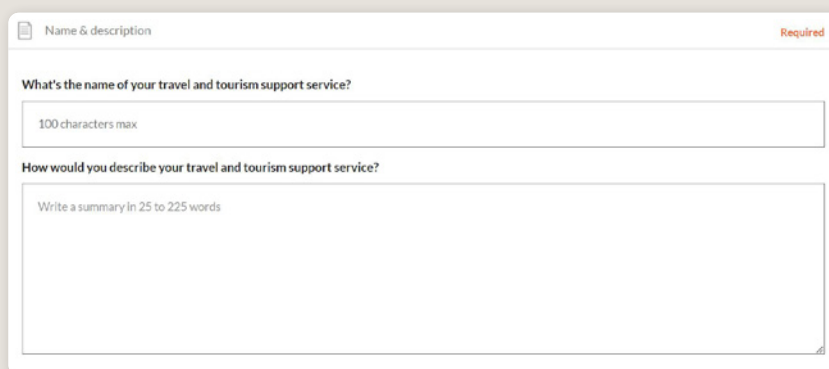
### Choose a listing category

**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 & DESCRIPTION

- ▶ Update to read: Use this section to highlight what makes the general service useful to the travel and tourism industry, ensuring the description is written through the lens of leisure tourism.
- ▶ General Services 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.
- ▶ Use this section to highlight what makes the general service useful to the travel and tourism industry, ensuring the description is written through the lens of leisure tourism.



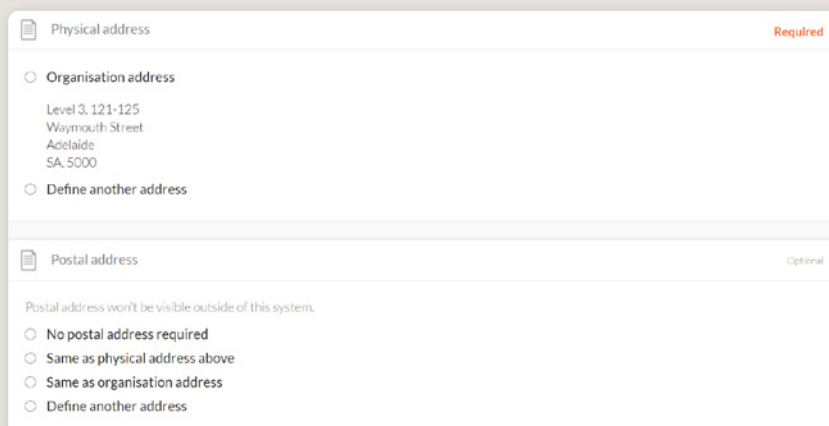
## SELECT CLASSIFICATIONS

Please select the most appropriate classification of products that support the tourism and leisure industry from the provided A-Z list.

## 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.



## ACCESSIBILITY

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- ▶ Select the level of accessibility your general service 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 general service

☐ Actively welcomes people with access needs.


☐ Does not cater for people with access needs.

☐ Disabled access available, contact operator for details.

## CONTACTS

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Enter the website of the general service.

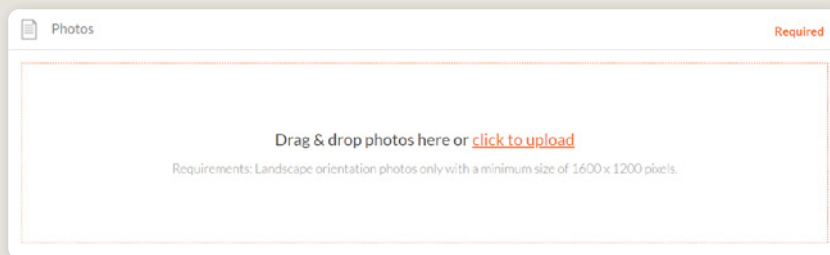
 Website URL

Provide your service specific website 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.

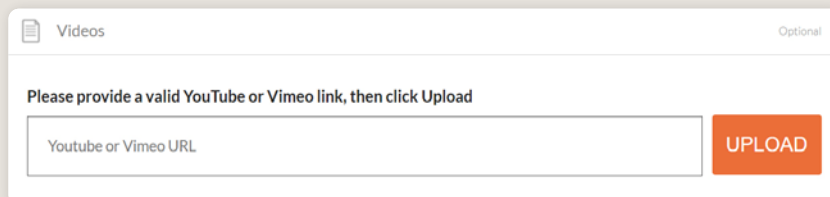
You may wish to take a look at the [South Australia Media Gallery](#) to see if there are images of the business on there that could be utilised.

**Optimisation Tip:** *Once uploaded, you can drag photos into your preferred order. The star will indicate your hero photo.*

## 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.

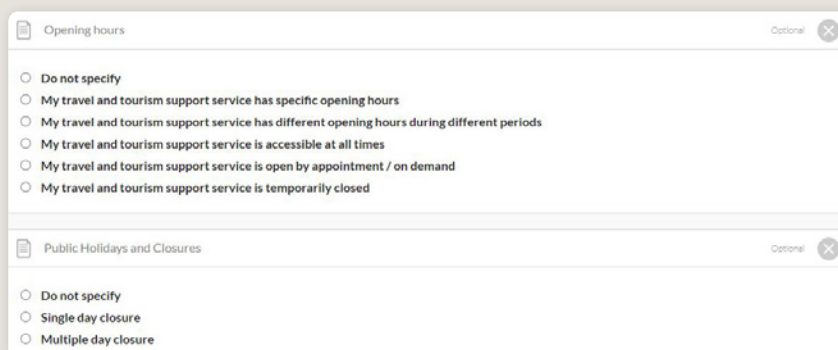
**Optimisation tip:** Drag and drop your videos to order them. The video with the star will be your primary video.

## OPENING HOURS

Specify the opening hours of the general service.

- ▶ 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.





## INTERNET ACCESS

Tick the relevant internet access that is available to your customers.

 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 the general service for visitors 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.*


## SOCIAL ACCOUNTS


- ▶ Tick any social accounts specific to the general service.
- ▶ 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

## 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.

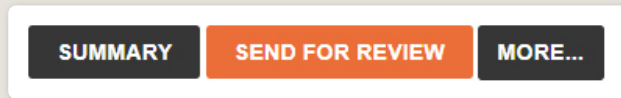
For more Optimisation Tips and FAQ's visit the [ATDW Support and Marketing Hub](#).

## 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)

