

ATDW LISTING GUIDELINES

INFORMATION SERVICES



CONTENTS

ABOUT INFORMATION SERVICE LISTINGS	3
CREATING AN INFORMATION SERVICE LISTING	4
CREATING A DEAL / OFFER	12
GENERAL OPTIMISATION TIPS	12
LISTING APPROVAL PROCESS	13
CONTACT US	14



ABOUT INFORMATION SERVICE LISTINGS

INFORMATION SERVICES ELIGIBILITY

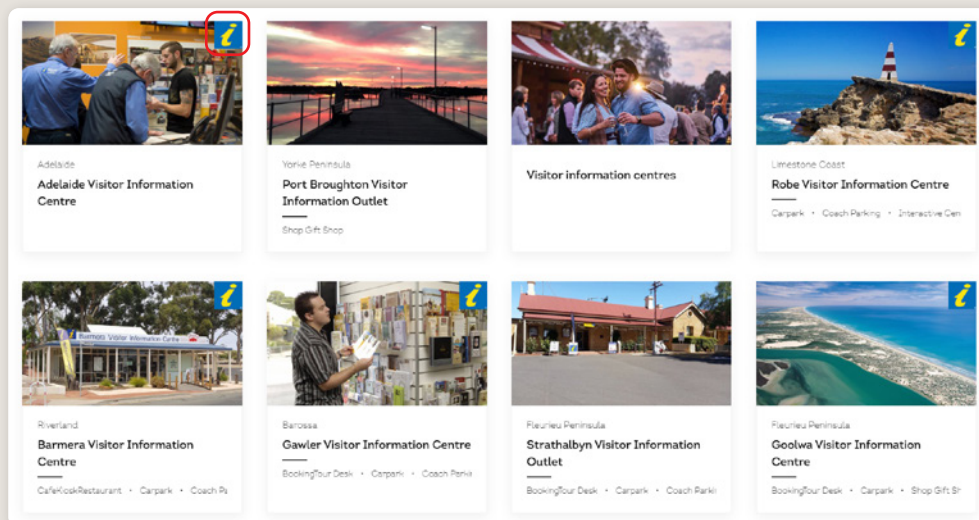
An information service is a place which travellers can visit to find more information on a destination or plan their trip. Travel agents are not eligible to list within the ATDW or information service category. An information service can include a Visitor Information Centre, visitor information outlet, a cruise ship or airport terminal and any other publicly available location for maps, brochures and information on destinations.

To receive access to the information services category, the organisation account will need to receive 'VIC access' to the ATDW. This is an increased level of user access which allows for the creation and listing of select exclusive categories. If you believe you meet the eligibility requirements for increased access to ATDW, please email OnlineServices@sa.gov.au and answer the below questions:

1. Organisation name and ATDW account details.
2. Nature of the business.
3. Intent for having a greater level of access.

SATC will advise if you qualify for greater ATDW access and instruct on how to correctly utilise the ATDW from there.

All information services are distributed and found on the Visitor Information Services webpage on southaustralia.com. This webpage displays all services available in South Australia and can identify accredited Visitor Information Centres through the yellow 'I' symbol.



CREATING AN INFORMATION SERVICE 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 an Information Service and are adding new information, you can click the 'UPDATE' button corresponding to the listing.













UPDATE

CHOOSE A LISTING CATEGORY

Select the 'Information Service' 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 airports, 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 detail the information service available.
- ▶ Information 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.

Name & description Required

What's the name of your information service?

100 characters max

How would you describe your information service?

Write a summary in 50 to 225 words

SELECT LISTING TYPE

Select the information service type that most accurately describes your business.

Optimisation Tip: *The Visitor Information Centre category is applicable for visitor information outlets. Accredited Visitor Information Centres can be identified in the accreditations section later.*

Information Service Type Required

Please select the Information Service Type(s) that describes your service best

Cruise Terminals and Airports
Cruise terminals and airports utilised by leisure visitors.

Visitor Information Centres
Recognised Visitor Information Centres offering information services on their region.

LOCATION

The owning organisation's address for the ATDW account will appear in the 'Organisation address' selection. If this is different to the address of the Information Service shop front, 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.

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

CONTACT INFORMATION

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

The screenshot shows a form with two sections. The first section is titled 'Phone' and contains the question 'What number should your customers contact you on?'. Below this question are two input fields: 'Primary phone number' and 'Secondary phone number (optional)'. The second section is titled 'Email' and contains the question 'What email should customers contact you on?'. Below this question is a single input field labeled '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 reservation information.

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

Optimisation Tip: *These URLs should be used exclusively for website and booking links.*

The screenshot shows a form with two sections. The first section is titled 'Website' and contains the instruction 'Provide your hire specific website address' above a text input field with the placeholder 'www.address.com/we-want-this-url-here'. The second section is titled 'Booking URL' and is marked as 'Optional'. It contains the instruction 'Does your website accept online bookings? If so, enter your direct booking URL here' above a text input field with the placeholder 'www.a-booking-url-goes-here.com'.

ACCESSIBILITY

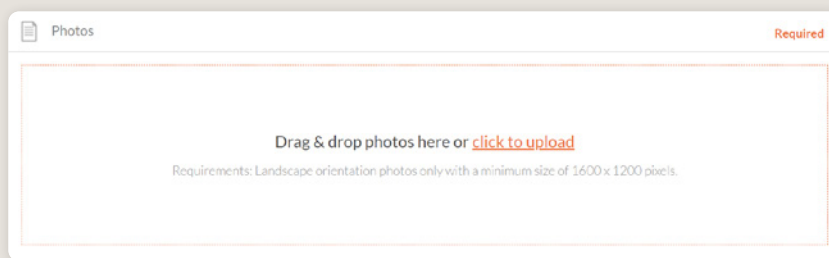
- ▶ Select the level of accessibility your accommodation has for people with access needs. It is important you accurately reflect the right level.
- ▶ If your business 'actively welcomes people with access needs', further options will appear for you to provide additional details on the accessibility you have available.

Please note: *Accessibility includes, but is not limited to, physical accessibility, general access needs, hearing and visual accessibility, and communication.*

The screenshot shows an 'Accessibility' form, which is marked as 'Required'. The instruction is 'Please select the accessibility of your attraction'. There are three radio button options: 'Actively welcomes people with access needs.', 'Does not cater for people with access needs.', and 'Disabled access available, contact operator for details.'

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:

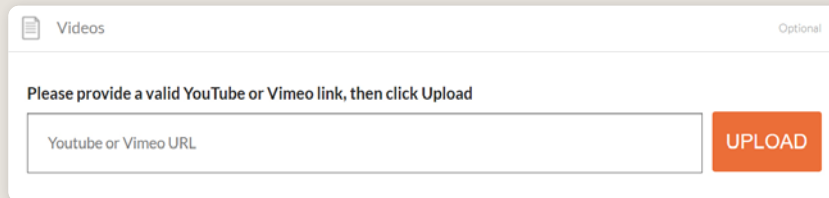
- ▶ Minimum photo size is 1600 x 1200 pixels.
- ▶ Maximum photo size is 10mb.
- ▶ Minimum 1 photo, maximum 10 photos.
- ▶ Portrait sized photos, posters, brochures, logos or photos with written text are not accepted.
- ▶ Alternative Text (Alt text) is mandatory. Write a brief description of what's in the photo. This benefits the visually impaired and your SEO (Search Engine Optimisation). Captions can add more detail to your photo.

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 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.

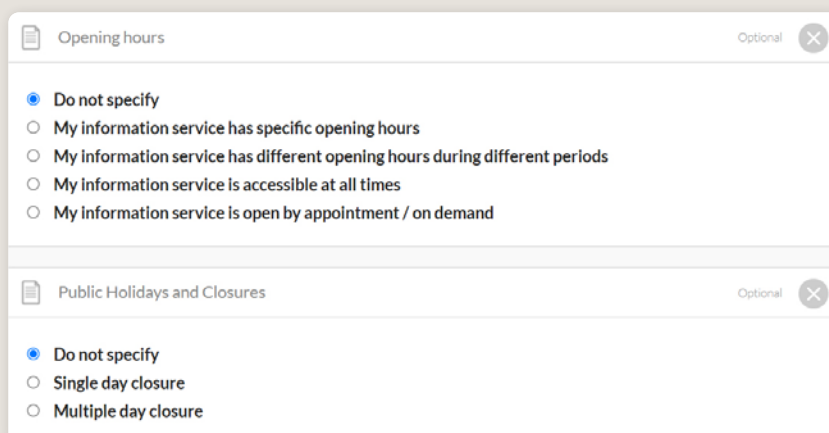
Optimisation tip: Drag and drop your videos to order them. The video with the star will be your primary video.

OPENING HOURS

Specify the opening hours of the attraction.

- ▶ 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.



Opening hours Optional

Do not specify

My information service has specific opening hours

My information service has different opening hours during different periods

My information service is accessible at all times

My information service is open by appointment / on demand

Public Holidays and Closures Optional

Do not specify

Single day closure

Multiple day closure

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

FACILITIES

- ▶ Tick all facilities which are available at the attraction 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.*

Facilities Optional

Which of these current facilities does your business have?

Browse A-Z listing ^

B

Bar

Barbeque

Boating Facilities

MEMBERSHIPS

- ▶ Tick any memberships which your Information Service has.

Memberships Optional

Which of these current memberships does your business have?

Browse A-Z listing ^

A

Australian Business Travel Association

Australian Museums and Galleries Association

Australian National Sportfishing Association

Australian Tourism Export Council

ACCREDITATIONS

- ▶ Tick any applicable accreditations for your Information Service. This includes VIC accreditation, COVID safe accreditations and more.

Accreditations Optional

Which of these current accreditations does your business have?

Browse A-Z listing ^

A

- Accessibility Certification ⓘ
- ATEC COVID Ready/ WTTC Safe Travels Stamp ⓘ

SOCIAL ACCOUNTS

- ▶ Tick any social accounts your business is available on.
- ▶ Add the relevant information in the applicable field when it appears.

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 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

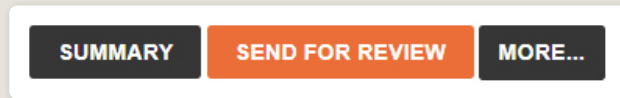
- ▶ **We always recommend adding in as many details as you can.**
The more information included within your listing will increase the compatibility of your information on other distributor websites and optimise the visitor experience.
- ▶ **Update your listing regularly.**
Listings are required to be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

