



ATDW TIPS & TRICKS

GENERAL OPTIMISATION



FREQUENTLY ASKED QUESTIONS

WHY SHOULD I HAVE AN ATDW LISTING?

An Australian Tourism Data Warehouse (ATDW) listing will provide valuable exposure for your business. Your listing will feature on southaustralia.com which is owned and operated by the South Australian Tourism Commission (SATC). Listings can also feature on Tourism Australia's website australia.com as well as over 250+ other Australian distributors.

IS THERE A COST INVOLVED?

No - creating an account is quick, easy and FREE to all South Australian businesses.

WHAT CAN BE LISTED ON ATDW?

The ATDW offers different categories for your business's product offerings to be categorised by. Selecting the most relevant category will ensure your tourism offering is filtered into the correct section of a distributor's website. It will also make your business more visible when visitors are searching for listings.

Categories include:

- ▶ Accommodation
- ▶ Attraction
- ▶ Event
- ▶ Food & Drink
- ▶ General Service
- ▶ Hire
- ▶ Tour
- ▶ Transport

HOW DO I REGISTER?

Visit the [ATDW website](#) and click register in the top right corner. Fill in the online form and click 'register now'. If you forget your password, click the "forgot password?" button, enter your email address you signed up with and a temporary password will be emailed to you. Don't forget to make a new one that you'll remember when you log back in. More information available on the [ATDW Support & Marketing Hub](#).

WHAT DO I NEED BEFORE I START?

Before starting in the ATDW, make sure you have ready:

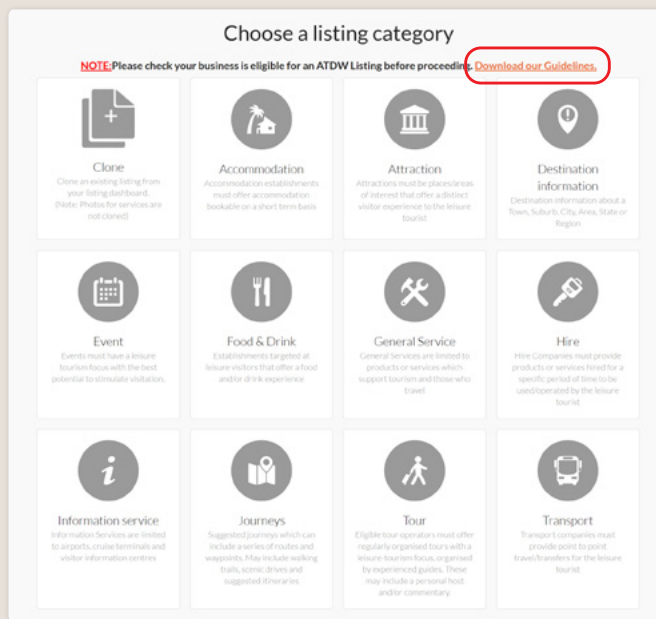
- ▶ Your business ABN
- ▶ Business information and description
- ▶ Key facilities or event details
- ▶ Your consumer facing contact information and social media
- ▶ Have high-res quality images of your product offering ready

FREQUENTLY ASKED QUESTIONS

WHICH CATEGORY SHOULD I CHOOSE?

Make sure you create your business listing in the correct category when choosing a listing type. You can download the ATDW guidelines available on the 'Choose a listing category' screen when you start a new ATDW listing. If your tourism offering is relevant to more than one category, select the primary purpose of business first and then create a second ATDW listing with for the other applicable category. For example, if you have accommodation with a restaurant, create your accommodation listing first and then create a second listing under the food and drink category for your restaurant.

SATC also provides quick guides on all individual categories and how to effectively create one.



HOW OFTEN SHOULD I UPDATE MY LISTING?

The minimum requirement is to check your listing annually. Listings automatically disable if no updates are made for a 12-month period. We always recommend regularly reviewing your listing throughout the year to ensure it is providing the most recent and up-to-date information for visitors.

Checking your listing each quarter can ensure you adjust any information within your listings that might be specific to the time of year (i.e. Opening hours for public holidays, pricing to match demand, tour capacity to meet requirements etc.).

DOES MY LISTING EXPIRE?

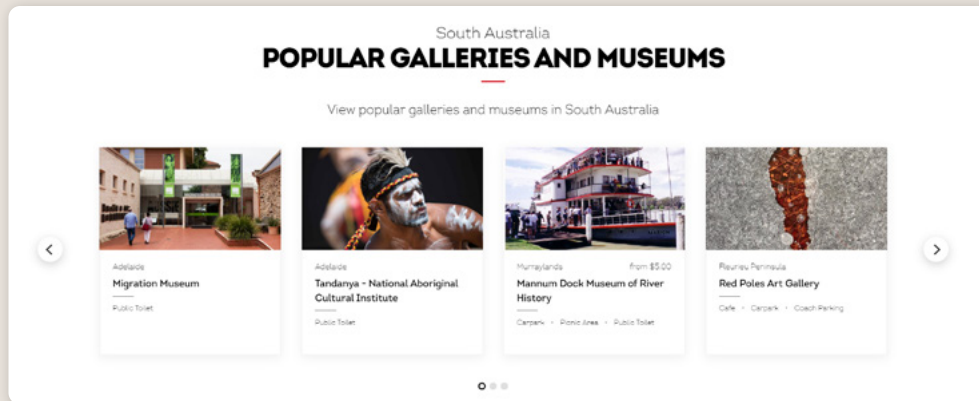
Yes - if your ATDW listing hasn't been edited for a year, it will automatically expire.

DIGITAL MARKETING OPPORTUNITIES

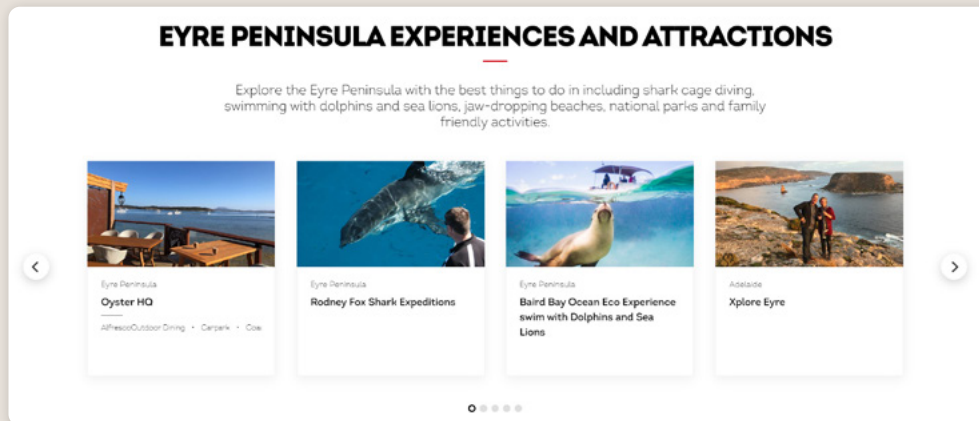
SATC offers opportunities for your product offering to be featured in digital marketing activity across its owned consumer and corporate channels including southaustralia.com, Facebook (South Australia and South Australian Tourism Commission), Instagram (@southaustralia and @satourismcommission) and email database. By ensuring your ATDW listing is complete and has a high standard of information, you can increase the likelihood of your offering being featured in SATC's digital marketing activities.

DIGITAL MARKETING EXAMPLES

FEATURED LISTINGS ON SOUTH AUSTRALIA.COM



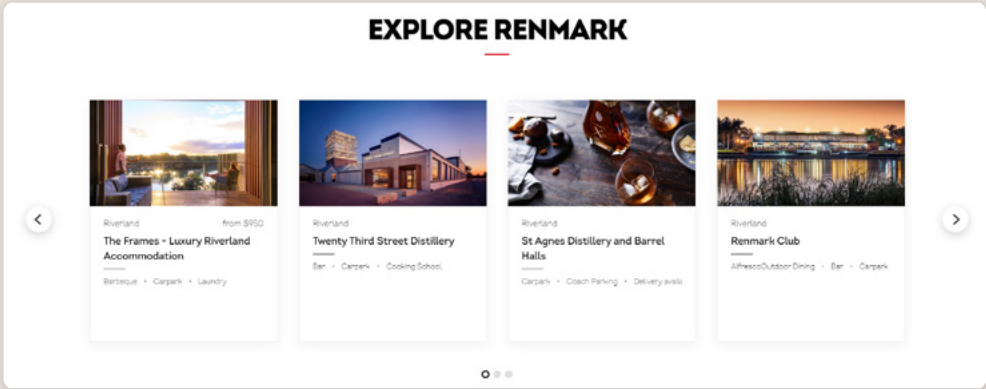
POPULAR TYPES OF EXPERIENCES AND ATTRACTIONS: Showcasing select ATDW listings for Arts & Culture, Family & Kids, Food & Drink, Nature & Outdoors etc.



REGIONAL EXPERIENCES AND ATTRACTIONS: Popular experiences and attractions within the respective South Australian tourism region.

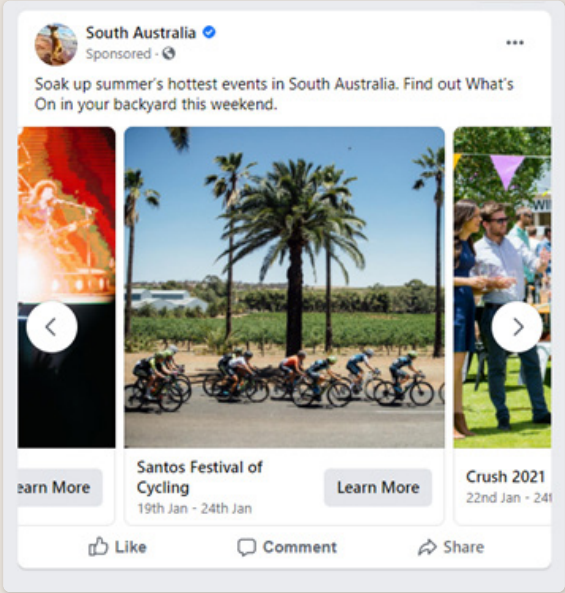
DIGITAL MARKETING EXAMPLES

FEATURED LISTINGS ON SOUTH AUSTRALIA.COM



EXPLORE A FEATURED DESTINATION: Select product offerings in tourism destinations within an SA Tourism Region to help plan visitor’s trips.

FEATURED LISTINGS ON FACEBOOK (SOUTH AUSTRALIA)



FEATURED ATDW LISTING ON FACEBOOK: Trending tourism products or experiences.

ATDW BEST PRACTICE

SUBMIT UPDATES EARLIER RATHER THAN LATER!

The approval process can take up to 5 business days to complete and then an additional period of time for websites to load the update. This means an update on your listing across websites can take approximately a week until it is visible to visitors. It's best to update your listing as soon as possible.

PHOTO TIPS

We recommend viewing the Photo Guide which provides step by step advice on how to curate the best imagery to visually story tell your experience to consumers. Some of the basic requirements for images on ATDW however are listed below:

- ▶ Photos need to be 1600 x 1200 pixels in size
- ▶ No larger than 10 mb
- ▶ The image must be a photo and cannot be overtyped with text
- ▶ Must be landscape to avoid image cropping (i.e. no portrait images)

The more high quality images to help showcase the experiences to consumers, the better they can understand what to expect when booking with the business.

CHECK ALL YOUR INFORMATION BEFORE CLICKING THE SUBMIT BUTTON

It's always recommended to check all your ATDW information before sending the listing to SATC for review. For more information on how to see an overview and navigate between the information fields, visit www.tourism.sa.gov.au/support/atdw

REVIEW YOUR ATDW INFORMATION WITH THE SEASONS

Checking your listing each quarter can ensure to adjust for any seasonality changes or changes in operations. A lot can change quickly, so it's best to make sure your ATDW listing is distributing correct and accurate information. We recommend blocking out time in your calendar throughout the year to jump into the ATDW and review all your information.

ATDW BEST PRACTICE

USE THE 'GUIDANCE' SECTION

The ATDW provides a guidance section to assist with the optimisation and compliance of information in the respective fields. Reading through this guidance information will help to ensure the listing is providing accurate information that is optimised across various websites.

USE SATC'S AVAILABLE RESOURCES

SATC's Industry website is home to the [ATDW Support & Marketing Hub](#). Here, you'll find a range of easy to follow resources to assist you in the creation and optimisation of your ATDW account and listings. Resources include documents, videos and upcoming information sessions.

ADD AS MUCH INFORMATION AS POSSIBLE

The more information you add to your ATDW listing, the more your listing will be compatible with other ATDW distributor websites. The ATDW currently has over 250+ Australian distributor websites for your listing to potentially appear on. These websites have different display options in the amount of information they choose. Having as much information as possible will help to make your ATDW listing more compatible.

THINK LIKE THE SATC

We always recommend thinking about how your business fits within the [2030 Visitor Economy Plan](#) and SATC's Priority Areas. Consider how you can align and leverage off these within your own tourism offering, and if you think your business does align strongly, get in contact. SATC often showcases select ATDW listings which are well optimised – having your listing in line with SATC marketing activities can result in your product offering being viewable on relevant regional pages on [southaustralia.com](#) or our social channels!

DO'S & DON'TS

DO

- ▶ Have your product offering listed early to allow sufficient time for the quality assuring process (and lead time for marketing)
- ▶ Include high resolution imagery showcasing what visitors can experience as a part of your product offering
- ▶ Include a full description of what the guests will experience
- ▶ Use your contact and booking details, including applicable URLs, pricing and facilities
- ▶ Spell check your content - including URLs and information you copied and pasted
- ▶ Legibility - Be sure to write in full sentences with correct punctuation and spacing to help make your content legible and easy to digest for the readers.
- ▶ Check out similar listing on southaustralia.com and relevant regional websites. This will help you to understand the display of your information and what visitors will see. To find your relevant regional website, refer to our [region's webpage](#)
- ▶ Update last point to read: For example, an event,, accommodation and transport provider providing a packaged price to help drive ticket sales. For further information, refer to the Deals & Offers Quick Guide on the [ATDW Support & Marketing Hub](#)

DON'T

- ▶ Don't leave your listing until the last minute
- ▶ Click 'Submit for Review' until you have made all your changes
- ▶ Include contact details which aren't meant for visitors
- ▶ Include any URLs which are broken or don't work. Always check in your search browser before submitting
- ▶ Don't showcase your product offering by using portrait sized photos, posters, brochures, logos or photos with written text - these are not accepted
- ▶ Don't copy and paste a large amount of text without reformatting it to ensure full sentences and spacing are apparent
- ▶ Don't write in one large paragraph. Use paragraph spacing to make it easier for consumers to read your content.

CONTACT US

ATDW & DIGITAL MARKETING TEAM

onlineservices@sa.gov.au

WEBSITES

southaustralia.com

tourism.sa.gov.au

