

ATDW LISTING GUIDELINES

— ATTRACTION



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ABOUT ATTRACTION LISTINGS

ATTRACTION TYPE

An attraction is a place or area of interest to the leisure tourist. To be eligible to list in the attraction category, the attraction must offer a unique visitor experience within one of the below sub-categories.

- ▶ Agri, Mining and Industry
- ▶ Amusement and Theme Parks
- ▶ Entertainment Venues
- ▶ Galleries, Museums and Collections
- ▶ Historical Sites and Heritage Locations
- ▶ Landmarks and Buildings
- ▶ National Parks and Reserves
- ▶ Natural Attractions
- ▶ Observatories and Planetariums
- ▶ Parks and Gardens
- ▶ Shopping and Markets
- ▶ Spas and Retreats
- ▶ Sports and Recreation Facilities
- ▶ Zoos, Sanctuaries, Aquariums and Wildlife Parks

Please Note: *An attraction is different to an experience or tour offering. If your business offers bookable tours and experiences these must be submitted in the 'Tour' category. An attraction will generally be free or have ticketed admission and no set schedule for the experience. Some attractions, such as a Zoo or Wildlife Park, will qualify to list their experiences in more than one category. For example, they could list the generalised attraction relevant details in the Attraction category and then their bookable and scheduled experiences/tours in the Tour category.*

ATTRACTION SERVICES ON SOUTH AUSTRALIA.COM

All South Australian Attraction listings will be published on southaustralia.com.

There is an automatic pre-determined format which all attraction listings will display in when published. Attraction companies 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 AN ATTRACTION LISTING

CREATING A NEW LISTING

From the ATDW Dashboard, click 'ADD NEW LISTING':

ADD NEW LISTING

UPDATING AN EXISTING LISTING

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













UPDATE

CHOOSE A LISTING CATEGORY

Select the 'Attraction' 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 highlight what makes your attraction business unique.
- ▶ Attraction 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.

Name & description

Required

What's the name of the attraction?

100 characters max

How would you describe this attraction?

Write a summary in 50 to 225 words

SELECT LISTING TYPE

Select the attraction type that most accurately describes your business. It is recommended to select two primary categories relevant to your business and not select too many.

It is recommended to select the sub-category most relevant to the business offering, if this is in multiple categories, we recommend selecting no more than two.

- ▶ Read the description in the box to check if the attraction type is relevant to you.
- ▶ Click the box to select the type relevant to you.
- ▶ It is recommended to select only one type of attraction.

Optimisation Tip: *These will influence how the attraction is filtered on websites, so it's important to only select the most relevant option for the attraction.*

Attraction Type

Required

Please select the attraction type that best describes your attraction

Agri, Mining and Industry Agricultural, Mining or Industry related attractions or mainly offer an 'experience' to visitors. This can include working farms, open cast mines or agricultural centres.	Amusement and Theme Parks A theme or amusement park is an enclosed area or site that provides a variety of experiences, amusements and services often relating to particular theme. Admission fee usually applies. This can include water parks and mazes.	Entertainment Venues Entertainment Venues include cinemas, clubs, casinos, licensed clubs, theatres and performance centres.	Galleries, Museums and Collections Galleries, Museums, Collections, Interpretative and/or Science Centres listed here must be open to visitors with some regularity.
Historical Sites and Heritage Locations A historic or heritage site is a location where pieces of political, military, cultural, or social history have been preserved due to their historical value.	Landmarks and Buildings Landmarks and Buildings listed here will be objects or features that are of interest to visitors. This type can include bridges, buildings, places of worship and lighthouses.	National Parks and Reserves National Parks and Reserves are an area, piece of land or body of water that is protected by the state for the enjoyment of the general public and/or for the preservation of flora and fauna.	Natural Attractions A Natural Attraction is one that has been created by nature and can be enjoyed by visitors to your destination (e.g. Lakeside, Nature Walks, Waterfalls, State Forests, Rivers, Lakes and Dams).
Observatories and Planetariums Observatories and Planetarium facilities are designed and equipped to observe astronomical phenomena or they house an instrument for projecting the positions of the planets onto a domed ceiling.	Parks and Gardens Parks and gardens must be open to visitors. This can vary in size and include botanical gardens, arboreta, display gardens and local parks.	Shopping and Markets Retail shopping outlets may feature a feature that forms a significant part of the business. This includes major shopping centres or arcades with a wide range of offerings (e.g. Westfield, Myer, The Block Arcade, Melbourne). Other businesses need to sell local/regional designer products or food/wares or goods specific to the area in order to be listed. Markets include food markets or farmers' markets that have a permanent venue and regular opening days. One off pop-up markets are considered Events, not Attractions.	Spas and Retreats Spas and Retreats will provide a variety of services for the purpose of improving health, beauty and relaxation through various treatments and activities.
Sports and Recreation Facilities These listings must specifically relate to sport and recreation. These can include indoor and outdoor facilities that would add to a visitors experience within the destination (e.g. climbing walls, go-karts, go-karts, public swimming pools, playgrounds etc).	Zoos, Sanctuaries, Aquariums and Wildlife Parks These attractions maintain a collection of wild animals usually in a park or garden or field, for study, conservation and display for the general public.		

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 attraction, 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.

If your attraction has multiple locations, you will need to create a new listing.

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

CONTACT INFORMATION

- ▶ Enter all available contact options for this attraction.
- ▶ A minimum of one contact method is required.
- ▶ These contact methods will be used by customers to contact you for more information or to make a booking/reservation.
- ▶ 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'. It asks 'What number should your customers contact you on?' and has two input fields: 'Primary phone number' and 'Secondary phone number (optional)'. The second section is titled 'Email'. It asks 'What email should customers contact you on?' and has one input field: '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 a text input field with the placeholder 'Provide your hire specific website address' and the example text 'www.address.com/we-want-this-url-here'. The second section is titled 'Booking URL' and is marked as 'Optional'. It contains a text input field with the placeholder 'Does your website accept online bookings? If so, enter your direct booking URL here' and the example text 'www.a-booking-url-goes-here.com'.

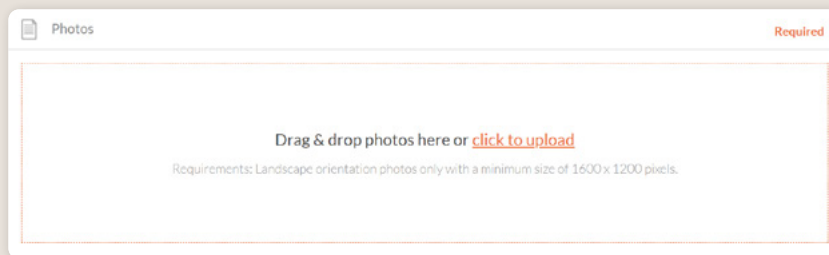
ACCESSIBILITY

- ▶ 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.

The screenshot shows a form titled 'Accessibility' with a 'Required' label. It contains a section titled 'Please select the accessibility of your attraction' with 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.

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.*



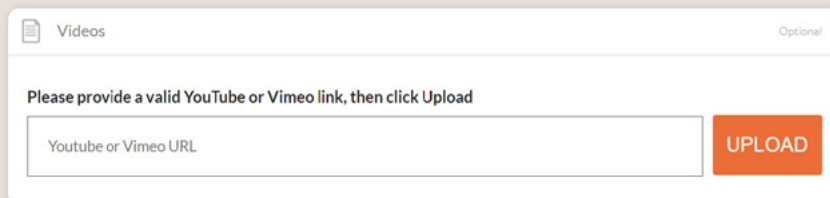
HAVE GREAT IMAGES YOU WANT TO SHARE? SUBMIT THEM TO THE SOUTH AUSTRALIA MEDIA GALLERY.

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 [South Australia Media Gallery](#) or contact the Brand Assets Team.

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.



The screenshot shows a form titled 'Videos' with a document icon and the word 'Optional' in the top right corner. The main instruction reads: 'Please provide a valid YouTube or Vimeo link, then click Upload'. Below this is a text input field labeled 'Youtube or Vimeo URL' and an orange button labeled '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.

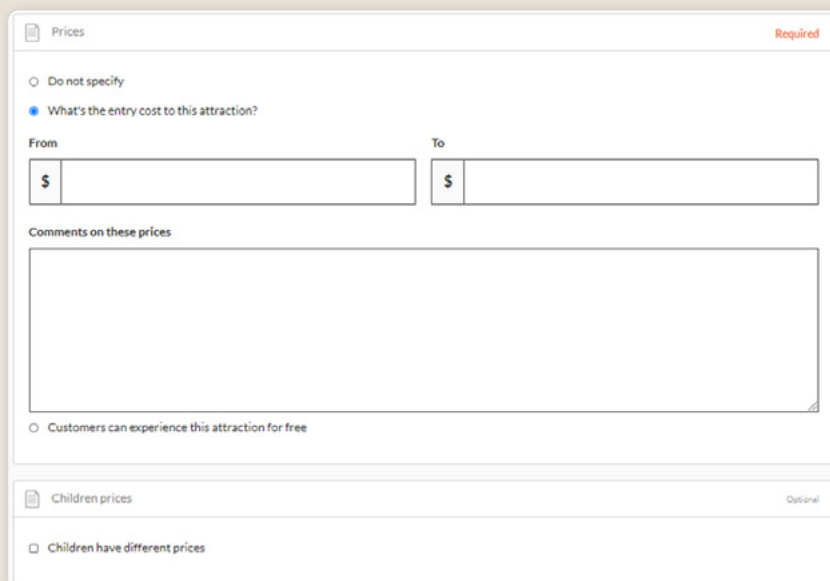
Optimisation tip: Drag and drop your videos to order them. The video with the star will be your primary video.

PRICES

Specify any pricing information relevant to this attraction.

- ▶ Enter the minimum and maximum price for your attraction.
- ▶ Rates vary per season or there are certain condition guests should know, write this in the comments section (50 words max).
- ▶ If the attraction is free, tick the 'customers can experience this attraction for free' option.

If children and adult pricing differ, enter the adult pricing under the normal pricing section and children pricing in the children prices section.



The screenshot shows a form titled 'Prices' with a document icon and the word 'Required' in the top right corner. It has two sections. The first section, 'Prices', contains radio buttons for 'Do not specify' and 'What's the entry cost to this attraction?'. Below the second radio button are two input fields labeled 'From' and 'To', each with a '\$' symbol. The second section, 'Children prices', is marked as 'Optional' and contains a checkbox labeled 'Children have different prices'. A text area for 'Comments on these prices' is located between the two sections.

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.

The screenshot shows two form sections. The first section, titled 'Opening hours', has a document icon on the left and 'Optional' with a close button on the right. It contains five radio button options: 'Do not specify' (selected), 'My attraction has specific opening hours', 'My attraction has different opening hours during different periods', 'My attraction is accessible at all times', and 'My attraction is open by appointment / on demand'. The second section, titled 'Public Holidays and Closures', also has a document icon on the left and 'Optional' with a close button on the right. It contains three radio button options: 'Do not specify' (selected), 'Single day closure', and 'Multiple day closure'.

MAP


If a map of your attraction is available, you can upload it here to allow visitors to understand the attraction area prior to arrival.

- ▶ Maps can be uploaded into PDF files, up to 5MB in size.

The screenshot shows a form section titled 'Upload map' with a document icon on the left and 'Optional' with a close button on the right. Inside the form, there is a large dashed orange rectangle. Below the rectangle, the text reads: 'Drag & drop a file here or [click to upload map](#)'. Below that, in smaller text, it says: 'Requirements: PDF format, maximum size 5MB'.

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


SOCIAL ACCOUNTS


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


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

ADDING AN ATTRACTION TYPE

INDIVIDUAL ATTRACTION TYPES

Individual attraction types can be added to your listing. Adding an attraction type will maximise the information provided to a customer when they view your listing on a distributor's website.

For more information and instructions on how to add a attraction type, visit the [ATDW Support and Marketing Hub](#).

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

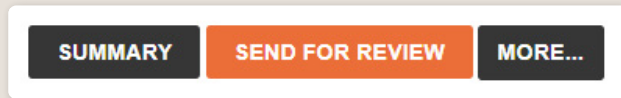
- ▶ **We always recommend adding in as many details as you can.**
The more information included within your listing will increase the compatibility of your information on other distributor websites and optimise the visitor experience.
- ▶ **Update your listing regularly.**
Listings are required to be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

