

## ATDW NAVIGATION GUIDE





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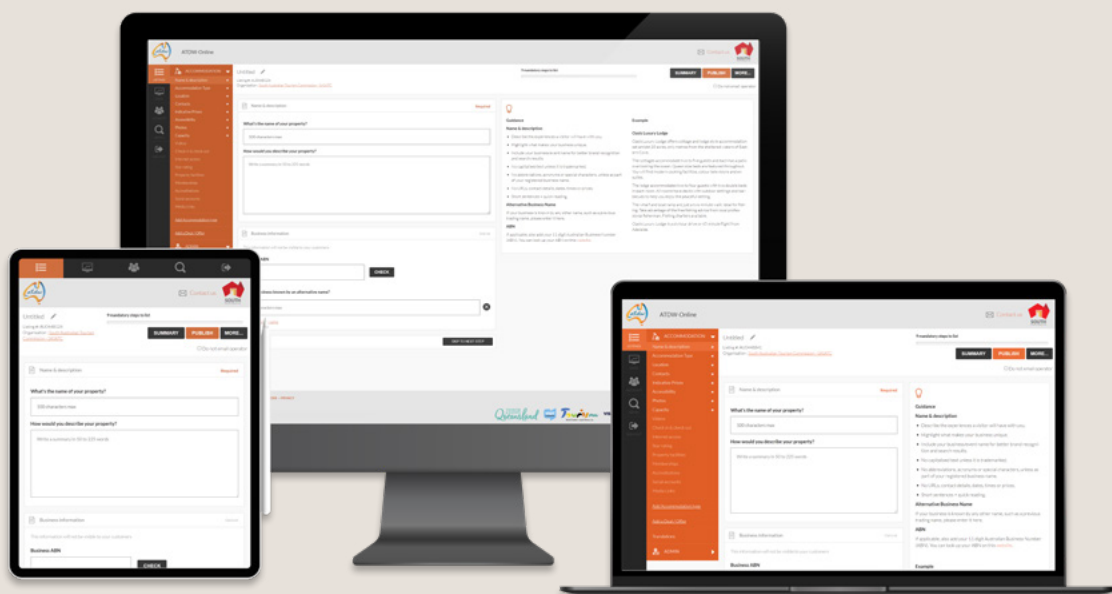


## ABOUT THE NAVIGATION GUIDE

The navigation guide has been created and is designed to help businesses navigate their way around the ATDW platform including understanding terminology, the dashboard features and icons and admin account settings. Throughout this guide, users can familiarise themselves with the different functionalities available and where they're located.

The on page viewing of the ATDW platform can differ between screen sizes so we recommend increasing the screen size to full screen by clicking the maximise icon (⏏) in the top right of the webpage to ensure maximum visibility. This navigation guide is primarily based on the full screen view of a desktop or large laptop screen.












Please refer to the "alternative screen view tips" if using a laptop or screen and the display of the webpages differ to what is seen as navigation examples in the guide.



## ATDW TERMINOLOGY

<b>CATEGORY TYPE</b>	The primary segment of the tourism industry which the product offering is attributed to and will be filtered with on websites.
<b>EXPIRY DATE</b>	All listings expire automatically 12 months after the last update was submitted. This date indicates what day the listing will expire if not updated prior. We recommend updating the listing every six months to ensure information relevance is maintained.
<b>LISTING ADDRESS</b>	The address of the tourism listing (not the organisation). This will determine the geographical filtering and attribution to state. All South Australian offerings need a South Australian address. National offerings should have a different listing per state.
<b>LISTING NUMBER</b>	A unique identification number for the ATDW listing. This number begins with 'AU'.
<b>LISTING STATUS</b>	Current status of the most recently submitted update or the overall listing. For example, if your listing is inactive, in draft or live, or if your update is awaiting review or was rejected.
<b>PROGRESS BAR</b>	A generalised indicator of the amount of information included in an ATDW listing and how many fields are still available to have information filled out. The more high quality information complete in relevant fields of information, the better optimised your listing will be for consumers.

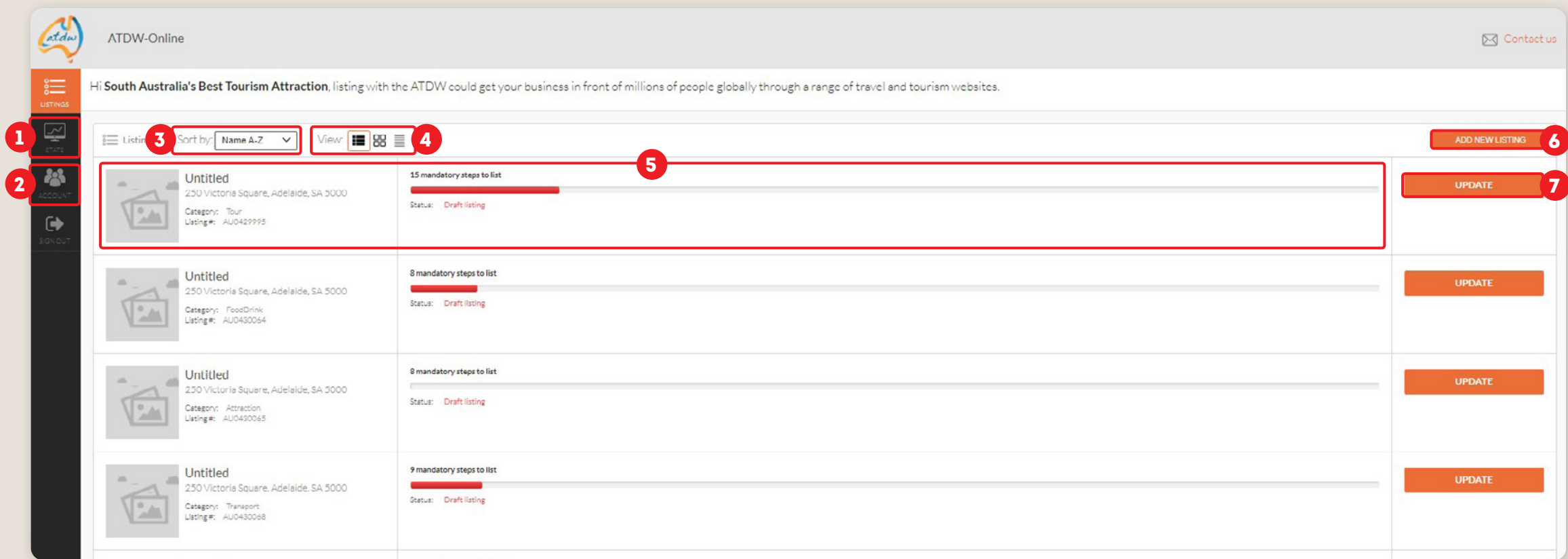
## CATEGORY ICONS

	<b>ACCOMMODATION</b>
	<b>ATTRACTION</b>
	<b>DESTINATION INFORMATION</b>
	<b>EVENT</b>
	<b>FOOD &amp; DRINK</b>
	<b>GENERAL SERVICE</b>
	<b>HIRE</b>
	<b>INFORMATION SERVICE</b>
	<b>JOURNEYS</b>
	<b>TOUR</b>
	<b>TRANSPORT</b>



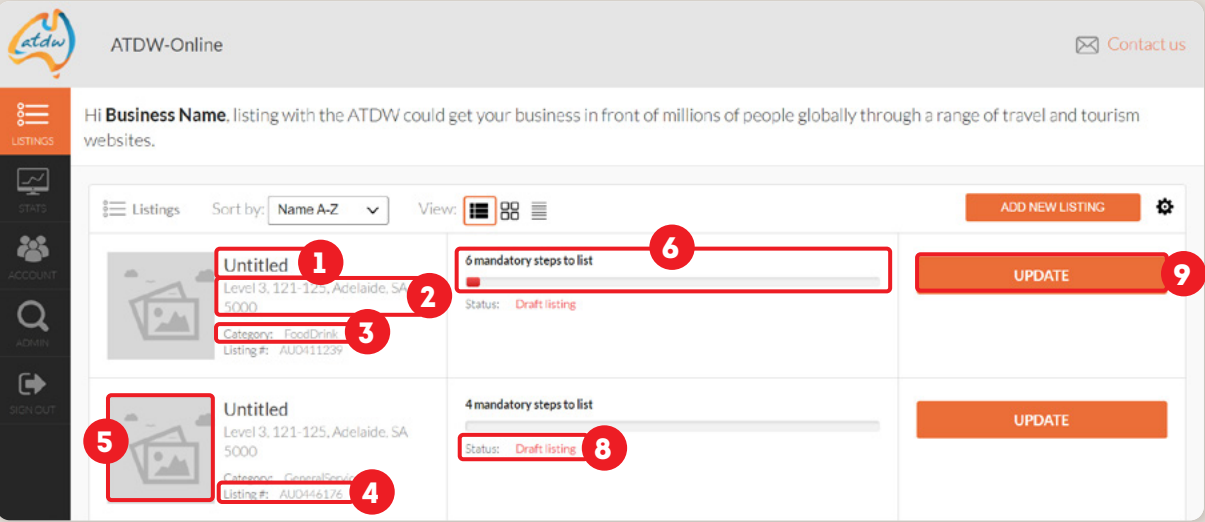
# ATDW DASHBOARD

The ATDW dashboard is the first page a user is directed to when logging in.

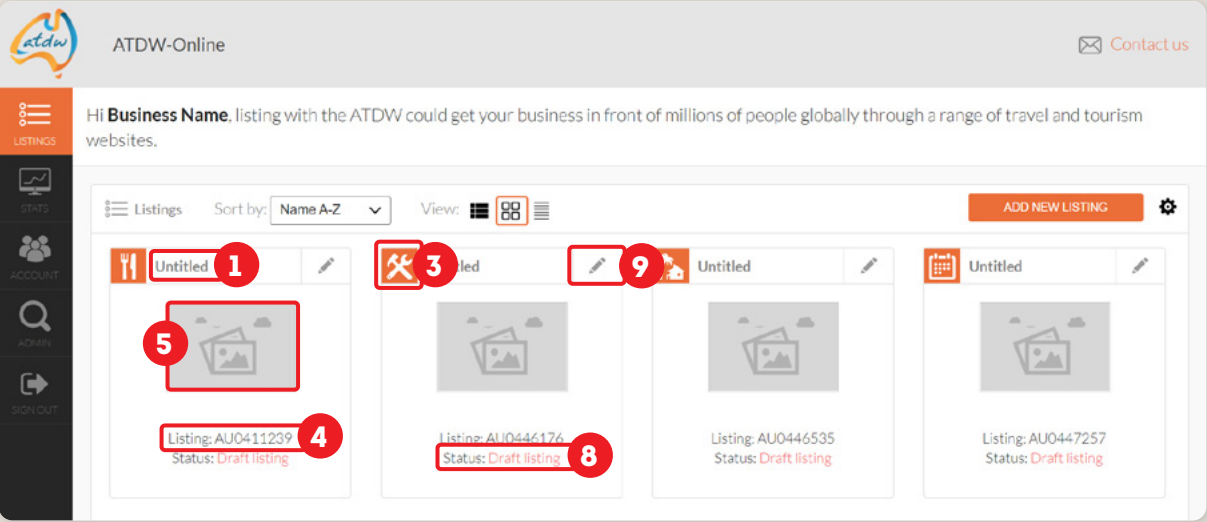


1	2	3	4	5	6	7
<b>STATS</b>	<b>ACCOUNT</b>	<b>'SORT BY' FILTERING</b>	<b>CHANGE PREFERRED VIEW</b>	<b>LISTING INFORMATION</b>	<b>ADD NEW LISTING</b>	<b>UPDATE</b>
Review any ATDW generated analytics of listing performance across distributor networks. <b>Please note:</b> <i>ATDW states in the FAQs they can't track click through or conversion data from third-party distributor sites.</i>	Manage the organisation's user access and organisation details. <a href="#">See page 8 for more detail.</a>	Listings can be sorted by Name, Category, status and last updated to assist users in finding the relevant listing.	The dashboard offers three different options of view. Main, Grid or List view.	Shows information such as Category type, Listing status, Expiry date, Progress bar, Listing Number, Listing Address, Name of Listing and Hero photo. <a href="#">See page 7 for more detail.</a>	Click here to create a new listing which the business offers. New accounts will see a 'LET'S GO' button instead.	Click to enter a pre-existing listing and update information.

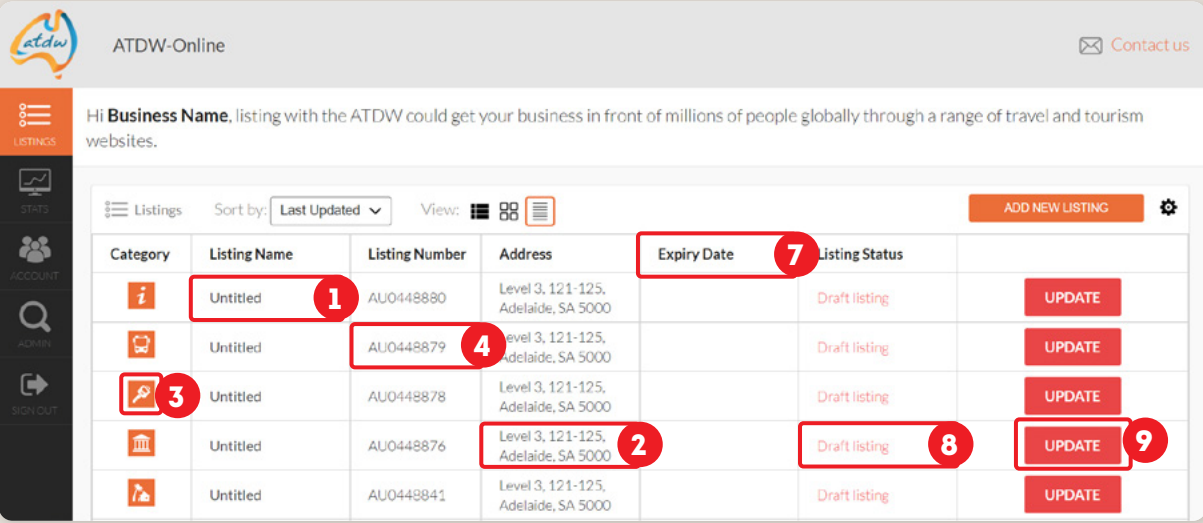
DEFAULT VIEW



GRID VIEW



LIST VIEW



- 1 NAME OF LISTING
- 2 LISTING ADDRESS
- 3 CATEGORY TYPE
- 4 LISTING NUMBER
- 5 HERO PHOTO
- 6 PROGRESS BAR
- 7 EXPIRY DATE
- 8 LISTING STATUS
- 9 UPDATE

## ACCOUNT MENU

The image shows the ATDW-Online interface. On the left is a sidebar menu with sections: LISTINGS, STATS, ACCOUNT, and SIGN OUT. The ACCOUNT section is expanded, showing options: South Australia's Best Tourism Attraction, Search User, South Australia's Best Tourism Attraction User #1, Add another user, PLANS, WIDGETS, and WHITE LABEL. Red numbered callouts 1 through 4 point to specific menu items. A red arrow points from the 'Add another user' link (callout 3) to a user profile form on the right. The form has two sections: 'Login details' with an 'Email address' field, and 'Personal Information' with 'First name', 'Last name', and 'Phone number' fields. A 'SAVE' button is at the bottom right of the form.

**1**

**ORGANISATION  
ACCOUNT DETAILS**

This page contains all details for the overall organisation account. This includes API keys, ABN number, name, location, and communication methods for organisation.

**2**

**LIST OF USERS FOR THE  
ORGANISATION ACCOUNT**

This is a full list of users with current log in access to your business account. Click a username to edit their user log in information or delete their account.

**3**

**ADD ANOTHER USER  
FUNCTIONALITY**

Click here to add additional users to the organisation account. It is recommend if a third party organisation is managing your ATDW listings on your behalf, to add them as a user to the business account - should they need to be removed, this can seamlessly be done whilst maintaining all account information and access.

**4**

**PLANS, WIDGETS AND  
WHITE LABELS**

These functionalities are typically not relevant for tourism operators but can be applicable from time-to-time. For more information on these functionalities, please contact ATDW.

**Please note:** We recommend checking the name of the account reflects the overarching business organisation.



# NAVIGATING AN ATDW LISTING

When adding or updating a listing, it will automatically open to the 'Name & Description' section. To view the listing in full you can click on the black Summary button in the top right hand corner or navigate to different sections within the listing via the left hand orange panel.

## INFORMATION FIELD VIEW

1

2

3

4

5

6

7

8

9

ATDW-Online

Untitled

Listing #: AU0447984

Organisation: South Australian Tourism Commission - SA5aTc

7 mandatory steps to list

SUMMARY

PUBLISH

MORE...

Do not email operator

Required

Optional

Business ABN

CHECK

Is your business known by an alternative name?

100 characters max

Add alternative name

SKIP TO NEXT STEP

Guidance

Name & description

Describe the experiences a visitor will have with you.

Highlight what makes your business unique.

Include your business/event name for better brand recognition and search results.

No capitalised text unless it is trademarked.

No abbreviations, acronyms or special characters, unless as part of your registered business name.

No URLs, contact details, dates, times or prices.

Short sentences = quick reading.

Alternative Business Name

If your business is known by any other name, such as a previous trading name, please enter it here.

ABN

If applicable, also add your 11 digit Australian Business Number (ABN). You can look up your ABN on this [web-site](#).

Example


Unique Museum is located in Brisbane

Unique Museum is located in Brisbane and boasts the second largest collection of Aboriginal art in Australia. Located on the banks of the Brisbane River overlooking the beautiful city skyline, Unique Museum is a must-see on a visit to Brisbane.

The gallery has only recently opened after an intensive year-long refurbishment. Internationally recognised exhibitions are showcased in impressive spaces thoughtfully created to complement the collections. There is an emphasis on Indigenous, Pacific and Asian collections, with Unique Museum boasting an eclectic collection of Aboriginal art from local and Outback artists.

School and after-school groups are also catered for with special packages available that include lunch and hands-on participation. There are also many function rooms that can be hired for various corporate needs.


Unique Museum is easily accessible by train, bus and CityCat from the city centre of Brisbane. There is also parking available nearby. (143 words)



ALTERNATIVE SCREEN VIEW TIPS

Guidelines and information example - if these fields are not to the right of the screen, they can be found at the bottom of the screen when users scroll downwards.

Orange Side Menu - click the orange listing icon to show and hide the orange side menu.



1	2	3	4	5	6	7	8	9
LISTING DASHBOARD	ORANGE SIDE MENU	PROGRESS BAR	ATDW GUIDANCE	INFORMATION EXAMPLE	SUMMARY	SUBMIT FOR REVIEW	MORE OPTIONS	SUBMIT FOR REVIEW
Click the listing option to navigate back to the ATDW dashboard.	The orange side menu contains all available sections of information for the category. See page 10 for more information.	Indicates the status of completion for the listing. Click the progress bar for information on which sections can or need to be updated.	Contains key information on the guidelines and requirements for the respective information fields.	An example of a good-practise information which can be provided in the respective information fields.	Click to load the 'summary view' page, an overview of all applicable ATDW information within this listing.	Click to send the listing for review and to be distributed. Reviews can take up to 5 business days.	Provides a dropdown of additional options, such as disabling listings, cloning listings and removing services.	Click to send the listing for review and to be distributed. Reviews can take up to 5 business days.

SUMMARY PAGE VIEW

ATDW-Online

1 LISTING DASHBOARD

2 ORANGE SIDE MENU

3 NAME AND LISTING NUMBER

4 SECTION NAME

5 EDIT (PENCIL ICON)

6 ORANGE BOXES

7 PROGRESS BAR

8 SUBMIT FOR REVIEW

9 MORE OPTIONS

South Australia's Most Popular Attraction. Listing #: AU0430065

6 mandatory steps to list

SUMMARY SEND FOR REVIEW MORE...

Location

Google Map of 250 Victoria Square Adelaide SA 5000

Phone

Business Info

Alternate Business Names:

Prices

Website

Booking URL

Shop Now/Purchase URL

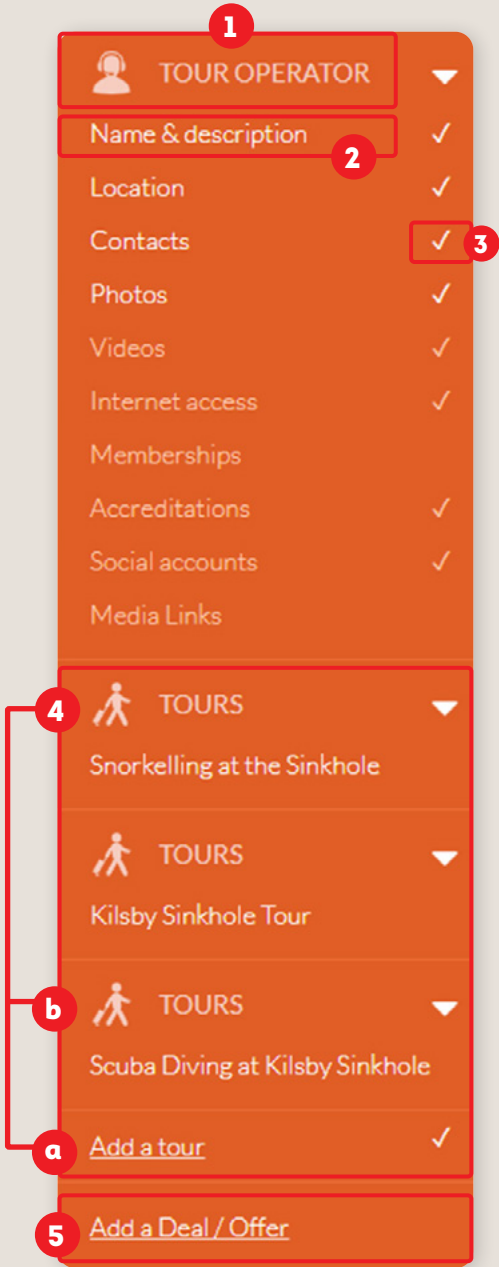
Company description

South Australia's Most Popular Attraction will be the highlight of your journey to SA!

Located across the whole of South Australia, this easy to visit, incredibly affordable and picture perfect for your Instagram shot - it's no wonder it was voted a travelers delight! Experience the true story of South Australia and immerse yourself completely in our great state.

1	2	3	4	5	6	7	8	9
LISTING DASHBOARD	ORANGE SIDE MENU	NAME AND LISTING NUMBER	SECTION NAME	EDIT (PENCIL ICON)	ORANGE BOXES	PROGRESS BAR	SUBMIT FOR REVIEW	MORE OPTIONS
Click the listing option to navigate back to the ATDW dashboard.	Contains all available sections of information for the category. See page X for more information.	Individual name and listing number for the ATDW listing which is being edited.	Name of the information field for the respective information.	Click the pencil icons to edit the respective information sections.	These highlighted boxes will display if there is no information currently entered into the information fields for the section.	Click to load the 'summary view' page, an overview of all applicable ATDW information within this listing.	Click to send the listing for review and to be distributed. Reviews can take up to 5 business days.	Provides a dropdown of additional options, such as disabling listings, cloning listings and removing services.

ORANGE SIDE MENU



1	2	3	4	5
CATEGORY NAME	AVAILABLE INFORMATION FIELD VIEWS	INFORMATION STATUS	SERVICE TYPES	DEAL/OFFER FUNCTIONALITY
This is the type of category the listing is created in.	List of all available information fields for this category. Click the name of the section to view and edit the sections relevant to your business. The more high quality information available to consumers, the better informed they can be about your business offering.	<p>Either a star, tick or nothing will appear corresponding to the information sections.</p> <ul style="list-style-type: none"><li>★ A star requires information to be completed.</li><li>✓ A tick indicated sections with information in the fields.</li></ul> <p>Nothing will appear if the field is optional and no information has been added.</p>	<p>Service types are available for Tours, Accommodation, Hire and Transport categories. Additional functionalities are also available in each service type which will expand in the orange side menu while creating or editing the service type.</p> <p><b>a</b> Add a service type.</p> <p><b>b</b> Name of the service type.</p>	<p>Click to create and use the deal/offer functionality. This is also available in-service types for individual attribution to sub-product offerings.</p>

## CONTACT US

### ATDW & DIGITAL MARKETING TEAM

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### WEBSITES

[southaustralia.com](http://southaustralia.com)

[tourism.sa.gov.au](http://tourism.sa.gov.au)

