

# ATDW LISTING GUIDELINES

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## JOURNEYS



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# ABOUT JOURNEY LISTINGS

## ABOUT JOURNEY LISTINGS

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Journeys are day trip itineraries, great walks, itineraries, and trails that are notable or developed by the official Destination Marketing Organisation of a region/place.

**Please Note:** *The journey listing is a parent listing. Journey services will need to be added to this listing, so ensure the overarching parent listing is generic.*

**Journey Example:** The Great Ocean Road

# CREATING A JOURNEY 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 the Journey and are adding new information, you can click the 'UPDATE' button corresponding to the listing.

UPDATE

## CHOOSE A LISTING CATEGORY

Select the 'Journey' category.

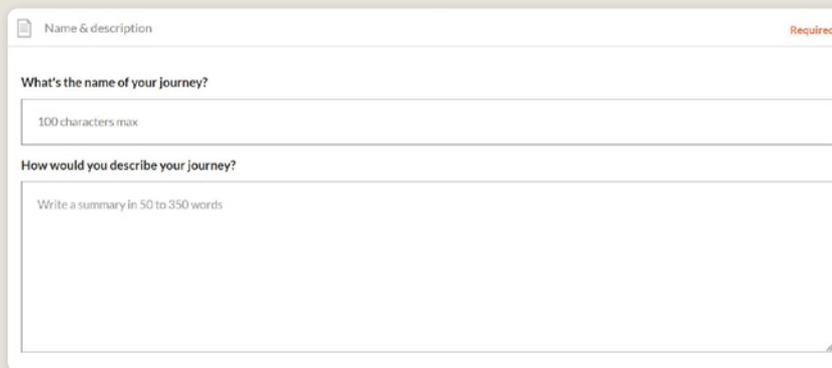
### Choose a listing category

**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>

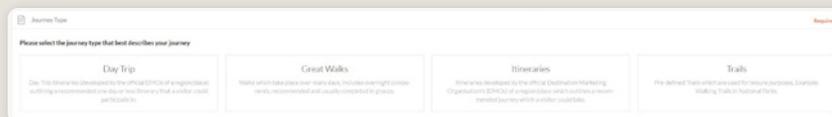
## NAME & DESCRIPTION

- ▶ Use this section to highlight what makes the journey unique.
- ▶ Journey 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.



## SELECT JOURNEY TYPE

Please select the journey type that best describes the journey:

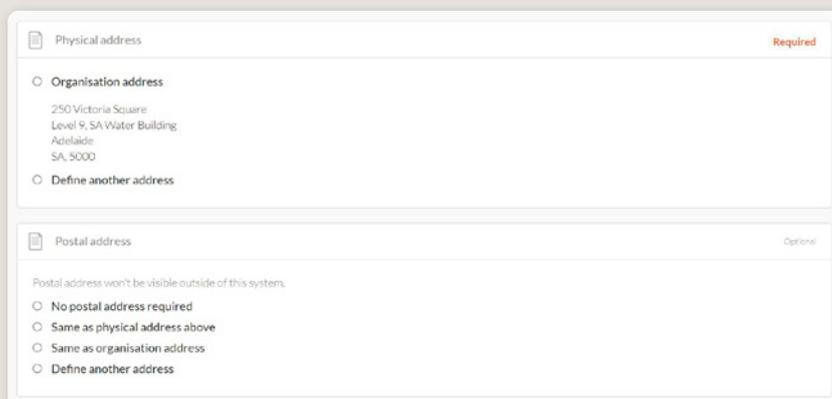


## LOCATION

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 journey, 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.

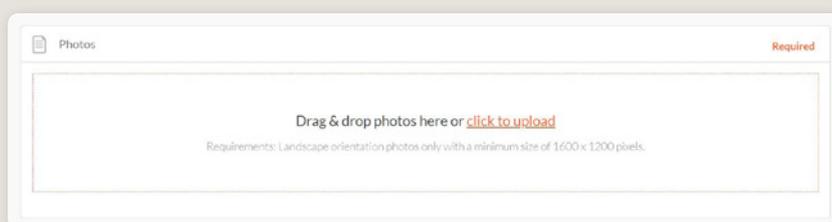
If your journey has multiple locations, you will need to create a new listing.



## 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

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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.



Specific requirements for videos in ATDW can be found in the guidance box on the left of the screen. This includes:

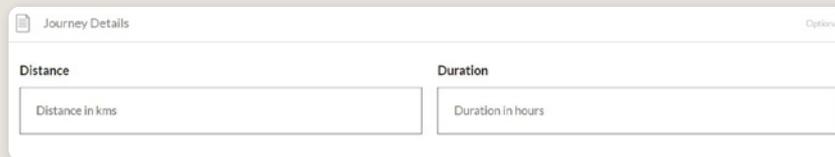
- ▶ Do not upload videos containing advertisements.
- ▶ Keep your videos 30-90 seconds in length.
- ▶ All videos must be publicly available on YouTube or Vimeo.
- ▶ A maximum of 10 different good quality videos are accepted.

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

## JOURNEY DETAILS

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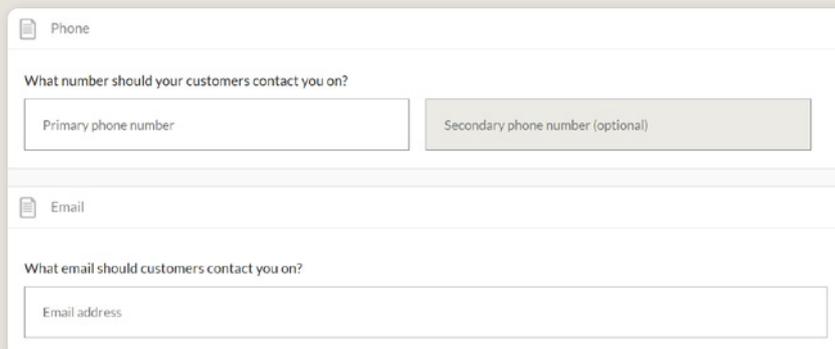
Please write the distance of the journey in kms and/or the duration in hours. Both of these sections are optional.



## CONTACT INFORMATION

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- ▶ Enter all available contact options for this journey.
- ▶ 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.



## WEBSITES AND URLS

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Provide the primary journey website address if applicable.

- ▶ Website URL should direct customers to the information page for this journey on the destination website.

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



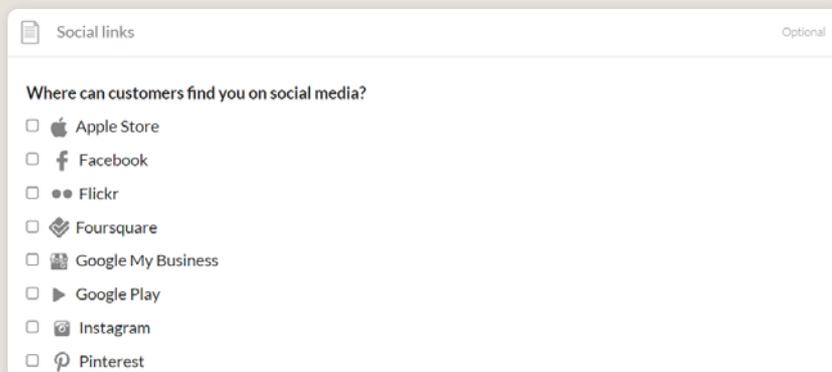
The screenshot shows a form titled "Website URL" with a "Optional" label in the top right corner. Below the title is the instruction "Provide your primary journey website address". A text input field contains the placeholder text "www.address.com/we-want-this-url-here".

## SOCIAL ACCOUNTS

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- ▶ 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 a journey. 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 journey.*



The screenshot shows a form titled "Social links" with a "Optional" label in the top right corner. Below the title is the question "Where can customers find you on social media?". A list of social media platforms is provided, each with an unchecked checkbox: Apple Store, Facebook, Flickr, Foursquare, Google My Business, Google Play, Instagram, and Pinterest.

## MEDIA LINKS

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Provide any media links.



The screenshot shows a form titled "Media Links" with a "Optional" label in the top right corner. Below the title is the instruction "Please provide any third-party articles or blogs written about your journey". There are two input fields: "Media Title" and "Media Link". A close button (X) is located to the right of the "Media Link" field. Below the input fields is a link that says "Add another Media Link".

## ADDING A JOURNEY SERVICE

### JOURNEY SERVICE TYPES

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Journey service types can be added to your listing. Adding an a journey service 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 journey service type, visit the [ATDW Support and Marketing Hub](#).

## 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](#).

## ADD A JOURNEY SERVICE

### DEFINITION OF A JOURNEY TYPE

Adding the journey type to the business listing allows organisations to showcase the range of journey options available to guests. This functionality is mandatory and is available to showcase the area/regions. Please select the journey type that best describes the journey:

### NAME & DESCRIPTION

- ▶ Use this section to highlight what makes your journey unique.
- ▶ Journey listings can have a minimum of 50 words and a maximum of 225 words in the description.
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#### Example

##### The Great Barrier Reef

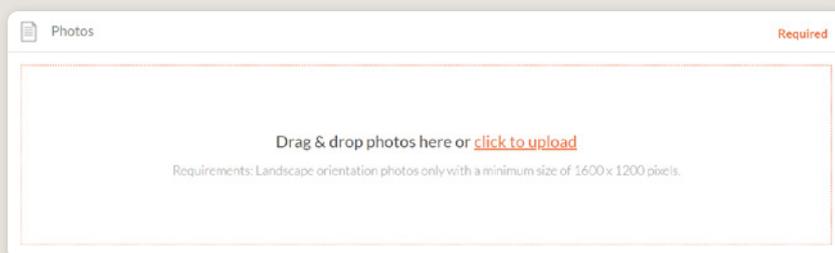
The Great Barrier Reef Drive from Cairns to Cape Tribulation is along spectacular coastline hugging two World Heritage areas, the Great Barrier Reef and the Wet Tropics rainforest. From Cairns you head north across the Barron River to the Cairns Northern Beaches including Trinity Beach, Palm Cove and Ellis Beach. The drive then winds along the edge of the Coral Sea past unspoiled tropical beaches to Port Douglas, the ideal place to cruise to the Great Barrier Reef.

Intimate, relaxed Port Douglas is the gateway to the Daintree, the world's oldest tropical rainforest. To the north is beautiful Mossman Gorge where you can discover the culture of the Kuku Yalanji people before driving through sugar cane fields to the township of Daintree. Take a crocodile spotting tour, fish for barramundi or marvel at the incredible birdlife.

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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:

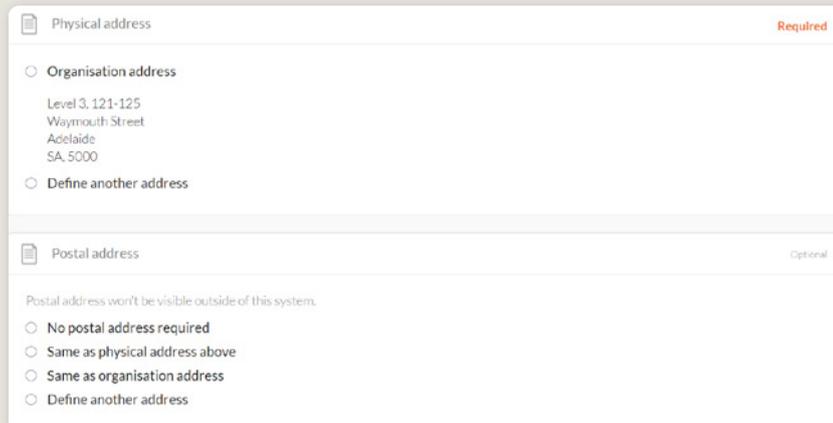
- ▶ Do not upload videos containing advertisements.
- ▶ Keep your videos 30-90 seconds in length.
- ▶ All videos must be publicly available on YouTube or Vimeo.
- ▶ A maximum of 10 different good quality videos are accepted.

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

## LOCATION

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- ▶ Start/end locations: Define the start and end location of the journey.
- ▶ Route highlights: If there are distinctive highlights along the route, define them using the name, description and address of each highlight.



Physical address Required

Organisation address  
Level 3, 121-125  
Waymouth Street  
Adelaide  
SA, 5000

Define another address

Postal address Optional

Postal address won't be visible outside of this system.

No postal address required

Same as physical address above

Same as organisation address

Define another address

## ROUTE MAP

Please plot the route of the journey on the map. We recommend viewing the comprehensive guidance instructions on the right-hand side of the screen within ATDW when in this section.

Route Map Optional

Please plot your route on the map, then click save KML.

**Start**

**End**

+ Add a stop   

**PLOT ROUTE** **SAVE KML**



Google Keyboard shortcuts | Map data ©2022 Google, INEGI | Terms of Use

**CLEAR MAP**

Drag & drop a file here or [click to upload](#)  
Click [here](#) to download sample KML file

## TRAVEL METHOD

Select the travel method the route provides.

Travel Method Optional

Please select any travel method(s) your route provides

<input type="checkbox"/> 4x4	<input type="checkbox"/> Aeroplane
<input type="checkbox"/> Amphibian vehicle	<input type="checkbox"/> Bicycle
<input type="checkbox"/> Boat	<input type="checkbox"/> Bus
<input type="checkbox"/> Cable Way	<input type="checkbox"/> Camel
<input type="checkbox"/> Canoe	<input type="checkbox"/> Car
<input type="checkbox"/> Caravan	<input type="checkbox"/> Catamaran
<input type="checkbox"/> Coach	<input type="checkbox"/> Coaster
<input type="checkbox"/> Cruise Ship	<input type="checkbox"/> Ferry
<input type="checkbox"/> Floatplane	<input type="checkbox"/> Four Wheel Drive
<input type="checkbox"/> Glass Bottom Boat	<input type="checkbox"/> Gondola
<input type="checkbox"/> Hang Glider	<input type="checkbox"/> Helicopter
<input type="checkbox"/> Horse	<input type="checkbox"/> Horse drawn
<input type="checkbox"/> Hot Air Balloon	<input type="checkbox"/> Hovercraft
<input type="checkbox"/> Jet Boat	<input type="checkbox"/> Kayak
<input type="checkbox"/> Limousine	<input type="checkbox"/> Minibus
<input type="checkbox"/> Motor Vessel	<input type="checkbox"/> Motorcycle
<input type="checkbox"/> Mountain Bike	<input type="checkbox"/> Paddle Boat
<input type="checkbox"/> Paddle Steamer	<input type="checkbox"/> Plane
<input type="checkbox"/> Quad Bike	<input type="checkbox"/> Raft
<input type="checkbox"/> Sailing Vessel	<input type="checkbox"/> Ski
<input type="checkbox"/> Train	<input type="checkbox"/> Tram
<input type="checkbox"/> Vintage/Classic	<input type="checkbox"/> Walk

## ROUTE TYPE

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Select the option which most accurately depicts the journey. If the journey is one way, participants will need to know so they can arrange transport after the journey.

Route type Optional

Please specify how the route runs

Do not specify       Circuit       One way

Return over same path

## TRAIL DETAILS

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Please write the route details in this section. The route distance must be written in kms and/ or the duration in hours. Both of these sections are optional.

Route details Optional

**Distance**

**Duration**

**Route Name and/or Number**

## DIFFICULTY

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To ensure customers are able to complete the trail and get the most out of the journey, please indicate the level of difficulty.

Difficulty Optional

Has the route difficulty been rated by the Australian Walking Track Grading System?

Do not specify       Grade 1       Grade 2

Grade 3       Grade 4       Grade 5

Please describe the trail difficulty

## ACTIVITIES

Select the activities that are available whilst on this journey.

Activities Optional

Please select any activities that are available on this route

<input type="checkbox"/> Abseiling	<input type="checkbox"/> Ballooning
<input type="checkbox"/> Barrel Room Tastings	<input type="checkbox"/> Birdwatching
<input type="checkbox"/> Blending bench / make your own blend	<input type="checkbox"/> Boating
<input type="checkbox"/> Camping	<input type="checkbox"/> Canoeing/Kayaking
<input type="checkbox"/> Centenary Tasting	<input type="checkbox"/> Cycling
<input type="checkbox"/> Education tasting / tutored wine tasting	<input type="checkbox"/> Fishing
<input type="checkbox"/> Four Wheel Driving	<input type="checkbox"/> Golf
<input type="checkbox"/> Guided vineyard tours	<input type="checkbox"/> Hang Gliding/Paragliding
<input type="checkbox"/> Helicopter	<input type="checkbox"/> Hiking
<input type="checkbox"/> Horse Riding	<input type="checkbox"/> Meet the winemaker
<input type="checkbox"/> Mountain Biking	<input type="checkbox"/> Private Tasting
<input type="checkbox"/> Rock Climbing	<input type="checkbox"/> Sailing
<input type="checkbox"/> Scenic Drives	<input type="checkbox"/> Scuba Diving
<input type="checkbox"/> Skydiving	<input type="checkbox"/> Snorkelling
<input type="checkbox"/> Specific variety tasting	<input type="checkbox"/> Surfing
<input type="checkbox"/> Swimming	<input type="checkbox"/> Walks
<input type="checkbox"/> Wine	<input type="checkbox"/> Wine tasting
<input type="checkbox"/> Winery tour	

## FACILITIES

Select the facilities available to customers. It is important for customers to know what is provided or what they need to bring.

Facilities Optional

Please select any facilities that are available on this route

<input type="checkbox"/> Bar	<input type="checkbox"/> Barbecue
<input type="checkbox"/> Boating Facilities	<input type="checkbox"/> Cafe
<input type="checkbox"/> Campsites	<input type="checkbox"/> Caravan / Camper Trailer / Campervan Sites
<input type="checkbox"/> Carpark	<input type="checkbox"/> Coach Parking
<input type="checkbox"/> Conference/Convention Facilities	<input type="checkbox"/> Day Spa
<input type="checkbox"/> Food and Refreshments	<input type="checkbox"/> Interactive Centre
<input type="checkbox"/> Interpretive Centre	<input type="checkbox"/> Kiosk
<input type="checkbox"/> Lockers	<input type="checkbox"/> Lookouts
<input type="checkbox"/> Mini golf courses	<input type="checkbox"/> Non Smoking
<input type="checkbox"/> Parents Room	<input type="checkbox"/> Park Info Centre
<input type="checkbox"/> Picnic Area	<input type="checkbox"/> Public Telephone
<input type="checkbox"/> Public Toilet	<input type="checkbox"/> Restaurant
<input type="checkbox"/> Shaded Area	<input type="checkbox"/> Sheltered Area
<input type="checkbox"/> Shop / Gift Shop	<input type="checkbox"/> Showers
<input type="checkbox"/> Tour Desk	

## 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)

