

HOW TO GUIDE



**Creating an ATDW
listing for your business
and/or event**



AUSTRALIA TOURISM DATA WAREHOUSE

WHY CREATE AN ATDW LISTING?

The Australian Tourism Data Warehouse ATDW is a comprehensive database that collects, stores, and distributes tourism related information across Australia. It serves as a centralised platform for tourism operators, destination management organisations, and other stakeholders to upload and access data about accommodations, attractions, events, and other tourism related services. Meaning your business listing will add to our area's tourism offering as well as be accessible to view all over the world.

STEP 1

Go to www.atdw-online.com.au

- Register to create a listing by clicking the Register Now button.
- Select your account type as a Tourism Operator and click continue.
- Enter your business's information, including the ABN. Enter all the details as prompted, read the terms and conditions and click Register Now. Additional users can be added in the dashboard later on.

Once you have registered and created your account, you will receive an email with your chosen username and password and a link to activate your account.

STEP 2

- Select your listing type
- Create your description -this part is where you really sell your business/event, creating a captivating description is key to attracting customers. Ensure your description is clear, concise and engaging.
- Complete all relevant fields for your listing & click the Send for Review button when completed.

NB: Mandatory fields are indicated with an asterisk symbol in the vertical orange navigation panel. You can come back to optional fields later if you want. Help text is on the right hand side of each field.

HINT - it's best to complete your listing on a desktop or laptop because it's easier to see the program rather than on a tablet or phone.

STEP 3

To get the full benefits of ATDW-Online, it's essential your listing has good quality images and footage. Images must meet these specs:

- A minimum of 2048 x 1536 pixels
- .jpg or .png file format
- Landscape (horizontal) orientation (portrait images are not accepted)
- If you would like to add a video to your listing, ensure it is short and sharp and adds relevant impact to your listing.

Each listing must have at least one image that meets these standards, to a maximum of 10 images.

NB: if you are having problems with this, please send the images to tourism@kempsey.nsw.gov.au

STAY CONNECTED

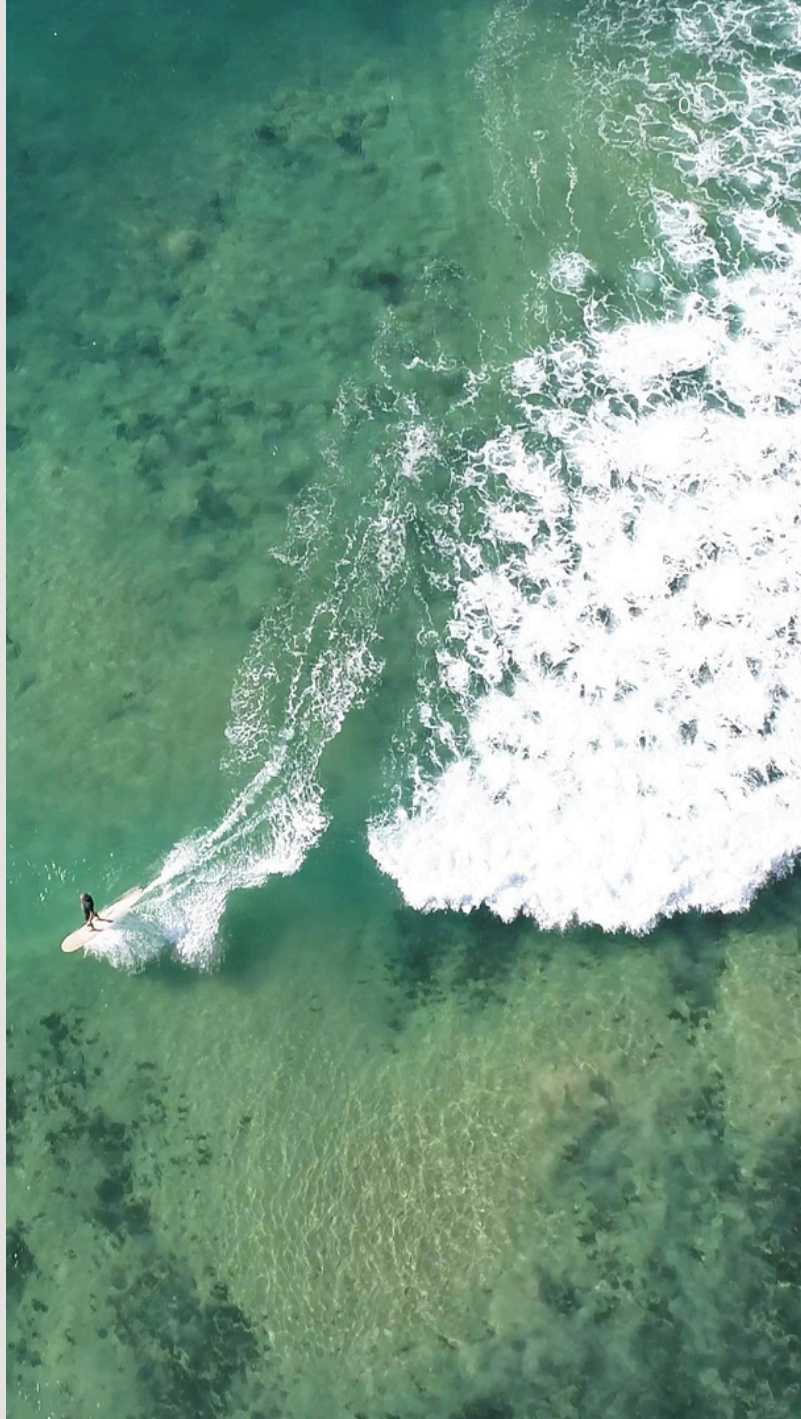
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