



HOW TO CREATE AND MANAGE YOUR  
**ATDW ONLINE  
PROFILE**

WESTERN  
AUSTRALIA

## ACKNOWLEDGEMENT OF COUNTRY

TOURISM WESTERN AUSTRALIA ACKNOWLEDGES ABORIGINAL PEOPLES AS THE TRADITIONAL CUSTODIANS OF WESTERN AUSTRALIA AND PAY OUR RESPECTS TO ELDERS PAST AND PRESENT. WE CELEBRATE THE DIVERSITY OF ABORIGINAL WEST AUSTRALIANS AND HONOUR THEIR CONTINUING CONNECTION TO COUNTRY, CULTURE AND COMMUNITY.

WE RECOGNISE AND APPRECIATE THE INVALUABLE CONTRIBUTIONS MADE BY FIRST NATIONS PEOPLES ACROSS MANY GENERATIONS IN SHAPING WESTERN AUSTRALIA AS A PREMIER DESTINATION.

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## WESTERN AUSTRALIA WALKING ON A DREAM

Step outside of the everyday and into a dream. A place where reality and the otherworldly combine. And just like a dream, sometimes everything is quite real, sometimes truly magical.

This is a land of natural wonders, supernatural contrasts of colour and texture, and rare experiences. A truly wondrous and dreamlike place to explore.



## ABOUT ATDW

The Australian Tourism Data Warehouse (ATDW) is the national tourism database used by travel distributors to source information and content on Australian tourism businesses including accommodation, attractions, food & drink establishments, events, tours, transport and hire for their websites. It also contains tourism destinations and information services.

To learn more about ATDW, [click here](#).

Eligible tourism businesses can register and list their tourism offerings, free of charge, on the [ATDW Online](#) platform.

The ATDW Online Platform is the hub for creating and maintaining your public facing tourism information, and viewing performance insights on your tourism promotion through ATDW.

For more on eligibility, [click here](#).

For more on ATDW, visit [Tourism WA's Corporate Website](#), or the [ATDW Corporate Website](#). ATDW is managed collectively by all the states and territories.



## HOW IT WORKS

Having an ATDW profile will allow your business to be:

- Published on WesternAustralia.com
- Promoted on Tourism WA's mobile app, Experience WA
- Be available to a larger distribution network
- Translated into 10 different languages for additional distribution

As an operator you also have access to performance insights on your ATDW Profile to understand how many consumers are viewing your product information across the ATDW distribution network.



## YOUR QUICK GUIDE

ATDW is the national tourism database used by travel distributors to source information and content on Australian tourism businesses including accommodation, attractions, food and drink establishments, events, tours and hire for their websites. It also contains tourism destinations and information services.

1 SET UP AN ACCOUNT

2 CREATE A PROFILE

3 MANAGE YOUR PROFILE



An aerial photograph of a rugged coastline. The top half of the image shows reddish-brown, layered rock formations with various textures and shadows. A narrow, dark blue channel of water runs through a gap in the rocks. Below the rocks, the ocean is a vibrant turquoise color, with white foam from waves crashing against the shore. The overall scene is dramatic and scenic.

# 1 SET UP AN ACCOUNT

If you do not have an account on ATDW Online and would like to set one up you can do so at <https://www.atdw-online.com.au>. All you need to do is click “register now”, select “tourism operator” and then follow the prompts to set up your account.

Not sure if your business has an account already? Call us on 1300 137 225 or email [support@atdw.com.au](mailto:support@atdw.com.au) to find out.

If your email address or contact details have changed and you can't access your account, contact us and we will assist you.

Checklist to setting up a new account:

1. Business ABN (optional)
2. Name of organization
3. Physical / Street Address
4. Contact number and email address

Your account will be created automatically so you can start setting up new profiles straight away.

## HELP WITH PASSWORDS

If your password for ATDW Online is not working, click on the “forgot password” link at <https://www.atdw-online.com.au>, then click on the link in the email you receive from ATDW Online.

Add the temporary password and create your new password. Passwords must be at least 8 characters (letters and numbers). Special characters such as # / & \$ @ etc will not work.

If you see a "user not found" error message, contact the ATDW Support Team on 1300 137 225 or [support@atdw.com.au](mailto:support@atdw.com.au).

## 2 CREATE A PROFILE

Before you create a profile, please ensure that you have:

- A main description of your business or event between 50 and 200 words that isn't written in first person. Refer to the Guidance Box and Example to assist you.
- Between 1 and 10 good-quality, landscape photos that don't contain text or logos. They must have a minimum photo size of 1600x1200 pixels, be no larger than 10mb.
- Information such as contact details, website URL, booking URL, pricing and facilities (where relevant).
- Identified which category and sub-category your business is best suited. If you believe you are eligible but unsure which category your business fits, please contact [support@atdw.com.au](mailto:support@atdw.com.au)

## NEED MORE THAN ONE PROFILE?

ATDW Online offers operators the flexibility to create as many relevant profiles as required.

For example, if you are an accommodation provider with a restaurant and a pub you can create three profiles - one under the accommodation category and two under the food and drink category (one for the restaurant and one for the pub).

A tour operator can list all their tours under the one profile - an exception to this would be a tour operator who may work up north or down south in different seasons.

If you are an accommodation provider you are able to create as many profiles for your various properties in WA. Note that only one accommodation profile per location is accepted.

Contact ATDW if you have any questions before creating your profile.

## CHOOSING A CATEGORY AND SUB-CATEGORY FOR YOUR PRODUCT

### ATTRACTIONS

- 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

### FOOD AND DRINK

- Restaurants
- Cafes
- Bars
- Bars
- Pubs

## EVENTS

- Business Event
- Classes, Lessons, Workshops and Talks
- Community Event
- Concert of Performance
- Exhibition and Shows
- Festivals and Celebrations
- Food and Wine
- Markets
- Sporting Events

## HIRE

- Bicycles
- Boats
- Campervans and motorhomes
- Cars
- Equipment
- Four wheel drives
- Houseboats
- Minibuses and coaches
- Motorcycles
- Tents
- Venues
- Yachts

## TRANSPORT

- Air Services
- Bus Services
- Coach Services
- Ferry Services
- Train Services
- Tram Services
- Transfers

## TOURS

- Adventure and Outdoors Tours
- Air, Helicopter and Balloon Tours
- Cruises, Sailing and Water Tours
- Cultural and Theme Tours
- Food and Wine Tours
- Nature and Wildlife Tours
- Nightlife Tours
- Shopping Tours
- Sightseeing Tours
- Sport Tours
- Walking and Biking Tours

## ACCOMMODATION

- Apartments
- Backpackers and Hostels
- Bed and Breakfasts
- Caravan, Camping and Holiday Parks
- Cottages
- Farm Stays
- Holiday Houses
- Hotels
- Motels
- Resorts
- Retreats and Lodges

## INFORMATION SERVICES

- Cruise Terminals and Airports
- Visitor Information Centres

## NEXT STEPS

Navigate through the information fields available by clicking the “skip to next step” button at the bottom of each page. When you think you have completed all the fields, you can click the “summary” button in the top right to see an overview of the information you have entered.

To the left of the “summary” button is a coloured bar:

- if the bar is coloured green, your listing can be submitted for review,
- if coloured orange, there are optional fields that can be entered to enhance your listing (if you wish),
- if coloured red, your listing has mandatory fields to complete and is not yet ready to submit for review.

Once the bar is green or orange you can click “submit for review”.

Profiles undergo a review by the ATDW Support Team against distribution and content standards before they are published. Please allow at least two working days for your profile to be reviewed. Once published, it will appear on [www.westernaustralia.com](http://www.westernaustralia.com) and beyond.

Once published, it will appear on [www.westernaustralia.com](http://www.westernaustralia.com) and beyond. You will receive an automated email to let you know that your profile has been published, this can include comments from the review team.

Profiles will be rejected if you do not meet the eligibility criteria or profile criteria. You will receive an email advising the reason for rejection – once you have rectified your profile, you can re-submit for review.

It is a requirement of ATDW Online that every profile is updated at least once every 12 months. System generated emails are in place to remind you of the upcoming expiry date. If you don't update and submit your profile, it will expire and will no longer be promoted on our platforms.

If a profile that should belong to you already exists, please contact us so that we can transfer it to your organisation.

## 3 MANAGE YOUR PROFILE

After you've created a profile, managing it is the most important part to ensure that it stays live on the WesternAustralia.com and can be found by users.

Follow these tips when completing and updating fields in your profile/s.

## DESCRIPTIONS

- Ensure your key message is included in the first 25 – 30 words and keep your sentences succinct
- Sell the benefits and unique selling points on offer
- Use key search terms relevant to your profile
- Check your spelling and grammar
- Avoid using acronyms or abbreviations
- Keep things simple and don't assume the reader is fluent in English
- Avoid adding dates, times, addresses, costs, URLs or contact details to the description field
- Avoid using italics, bold and ampersands as the database will not reproduce these
- Avoid making broad statements or claims

## IMAGES

- Must be of a high quality and be appealing
- Must represent your business or product accurately

- Must not contain words, logos or text
- Cannot be a collage of images
- Must be a landscape image
- Note: although not essential, the order of your imagery matters. The image you choose to be in first place will feature as the 'banner image' on your listing. Choose your best shot for this spot. You can drag images around in ATDW Online to order them.

## VIDEOS

- Upload a maximum of 10 different good quality videos (Tourism WA will include the first video on our website in your profile)
- Keep videos 30 - 90 seconds in length
- Do not upload videos containing advertisements
- Videos must be uploaded from a YouTube or Vimeo business account and content must be owned by you.

## **SOCIAL MEDIA**

- Include your social pages and handles so that distributor websites can promote them.
- If you have a TripAdvisor link then include it so that ratings can be published.

## **BOOKING URL OR TICKET SALES**

- Please provide this URL in addition to your website URL. It is recommended for this URL to be the most direct link to your preferred booking site.

## **FACILITIES, ACTIVITIES, ACCESSIBILITY AND INTERNET ACCESS**

- Please select from the available options and be as accurate as possible
- These fields allow distributors to filter profiles and curate products by themes e.g. what accommodation has bush walking available to guests?

## **MAP**

- For paid attraction profiles, if you have a PDF map please upload it to your profile.

## **PROFILE REVIEW**

- Ensure you review your profile regularly so that users are being presented with the most up-to-date information about your business. This includes refreshing images.

## CONTACT US

### LET US HELP YOU WITH YOUR ENQUIRIES

Get in touch with our friendly support team at ATDW and they'll be happy to assist you with any questions you may have regarding your ATDW Online profile by emailing [support@atdw.com.au](mailto:support@atdw.com.au) or calling on 1300 137 225.