

A woman in a white dress and hat stands in the center of a large, curved rock formation, looking out over a vast landscape. The rock formation has a distinct, wavy, layered texture. The sky is a mix of blue and orange, suggesting a sunset or sunrise. The overall scene is dramatic and scenic.

HOW TO CREATE AND MANAGE YOUR ATDW 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.



OUR BRAND

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.

[Learn more about the brand and download the Walking On A Dream style guide.](#)



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 and 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 as profiles, free of charge, on the [ATDW Online](#) platform. For information 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](#)
- 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.

SET UP AN ACCOUNT

To set up an account with ATDW Online, visit <https://www.atdw-online.com.au>.

Checklist to setting up a new account:

1. Business ABN (optional)
2. Name of organisation
3. Physical / street address
4. Contact number and email address

Once your account has been created, you can start setting up new profiles immediately.

Not sure if your business has an account already, or if your contact details have changed since you last accessed your account? You can contact the ATDW Support Team for assistance.

Help with passwords

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 support@atdw.com.au.



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 in the ATDW platform 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, but 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 the ATDW Support Team.

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.

PRODUCT CATEGORIES



Accommodation

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



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





Events

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



Food and drink

- Restaurants
- Cafes
- Bars
- Bars
- Pubs



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



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



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 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 Customer Success 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 ATDW so that they can transfer it to your organisation.



MANAGE YOUR PROFILE

After you've created a profile, managing it is the most important part to ensure that it stays live on 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

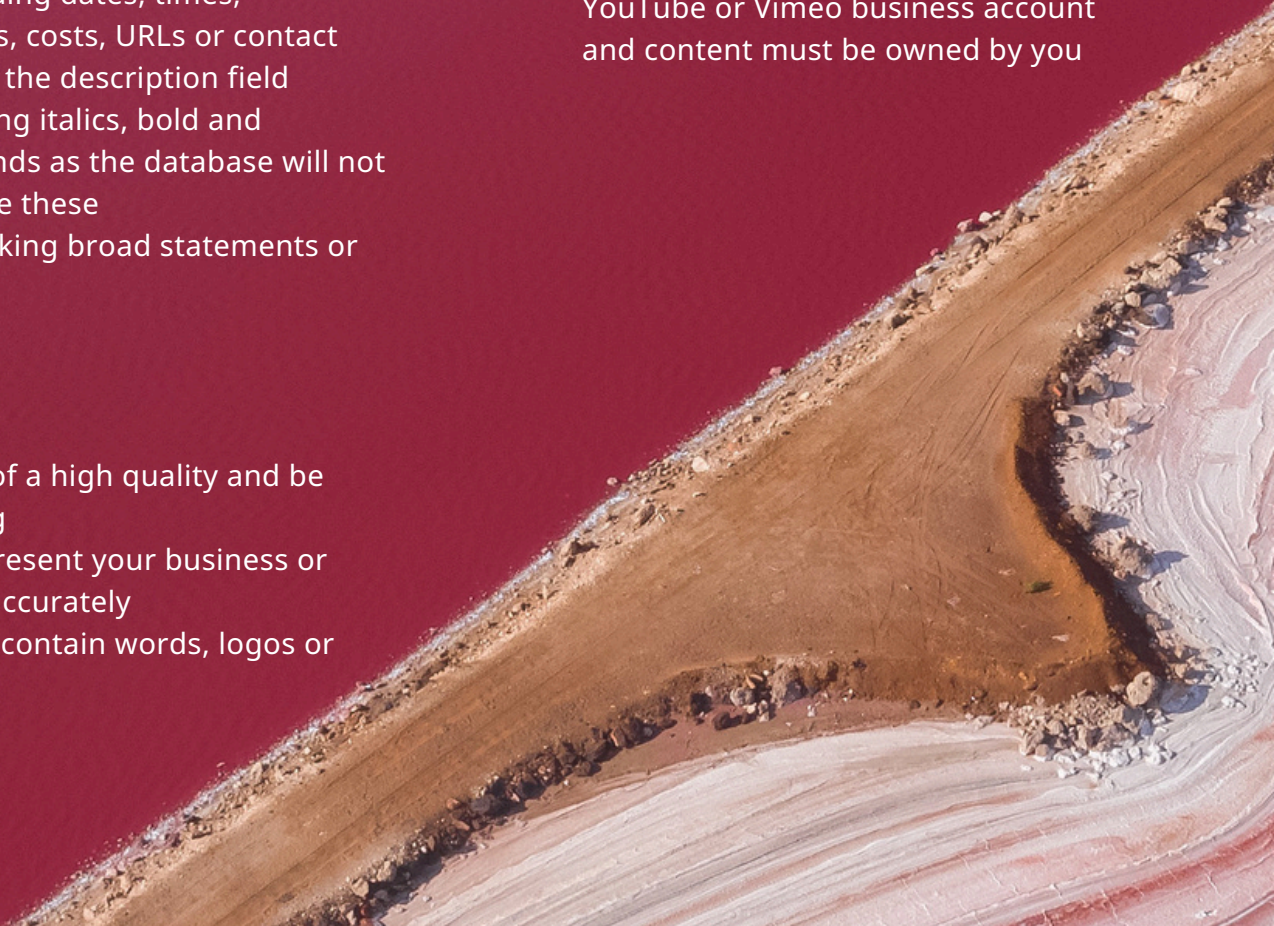
Images

- 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 largest image on your profile page. Choose your best shot for this spot. You can drag images around in ATDW Online to order them.

Videos

- Upload a maximum of 5 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.

Brochures and Maps

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

Accreditations, Programs and Memberships

If your business has an accreditation, membership, or program, you can display this on your profile. ATDW receive information on a regular basis from associations such as the Australian Tourism Industry Council (ATIC) and Eco-tourism Australia with updated operators who have received accreditation.

Facilities, Activities, Accessibility and Internet Access

- Please select from the available options and be as accurate as possible. For more information on the importance of accessibility, [download our free guide](#)
- These fields allow distributors to filter profiles and curate products by themes e.g. what accommodation has bush walking available to guests?

Deals and offers

Up to three holiday deals can be featured on a profile at any time to increase on-site exposure. Deals and offers can be discounts, packages or value-adds. Value-adds can include a meal, transfers or free wetsuit hire, for example. [Learn how to add a deal/offer.](#)

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.



PROFILE EXAMPLE

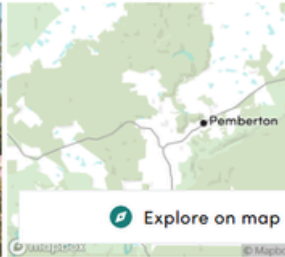
[See the full profile on westernaustralia.com](http://westernaustralia.com)

HOME / THINGS TO DO / PEMBERTON DISCOVERY TOURS

PEMBERTON DISCOVERY TOURS

8 Brockman Street, Crossings Bakery, Pemberton, Western Australia, 6260

♡ Add



Discover the natural beauty of the Southern Forests and Valleys with Pemberton Discovery Tours. As a family-run business with a long history of providing quality touring experiences, they take pride in offering visitors access to the stunning National Parks surrounding Pemberton.

Their range of guided eco-adventure tours, track transfers for the Munda Biddi and Bibbulmun Track, and gourmet wine and food tours showcase the best of the Southern Forest region. From half-day journeys through the normally inaccessible forests and the Yeagarup Dunes to the Southern Ocean, to full-day tours of Lake Jasper and Black Point, there's something for everyone.

With the theme "The Best is Off the Highway" running through their business, you'll be amazed at the hidden treasures you'll discover along the way. Your safety is always their top priority, and they go above and beyond to ensure your experience is both unforgettable and welcoming.

Book your tour with Pemberton Discovery Tours today and immerse yourself in the beauty and wonder of Australia's southwest corner.

Location
8 Brockman Street, Crossings Bakery, Pemberton, Western Australia, 6260

Region
South West

Telephone
+61 8 9776 0484
+61 427 133 335

423 reviews

Available tours



Memberships



Activities



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CONTACT US

Get in touch with the friendly support team at ATDW who will be happy to assist with any questions you may have regarding your ATDW Online profile by emailing support@atdw.com.au or calling on 1300 137 225.