



ATDW DEALS HOW-TO GUIDE

WESTERN
AUSTRALIA

A person wearing a hat and a light-colored shirt is walking on a metal walkway that is elevated high above a dense forest. The walkway is supported by a complex metal truss structure. The forest is filled with tall, thin trees and thick green foliage. The sky is overcast and grey.

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.

DEALS AND OFFERS

Tourism businesses in Western Australia can have up to three holiday deals featured on their ATDW profile at any time to increase and enhance their exposure on westernaustralia.com.

Although deals and offers usually provide a discount, this doesn't always have to be the case. Deals and offers can be discounts, packages or value-adds. Value-adds can include a meal, transfers, complimentary photo or free wetsuit hire, for example.

WHAT MAKES A GOOD DEAL?

- Deal titles and descriptions that are clear and easy to understand. Note that it's best to keep this short and snappy.
- A bright, high quality image that represents your offer.
- Ensuring that the link to your website has good information and will be easy for the customer to book.

TIPS WHEN LOADING DEALS

- Provide instructions to guide consumers how to book and pay for their preferred experience or tour.
- If you are loading a deal for a campaign, make sure you enter the booking and travel dates relevant to the campaign.
- Ensure your deal is available for any traveller. Once all deals are confirmed and have passed the Quality Assurance process in ATDW, they will be published live on westernaustralia.com.
- Follow the Guidance Panel available on the ATDW-online platform when entering information.

ADD DEALS TO YOUR PROFILE

1) Go to atdw-online.com.au.

2) Enter your username (email address) and password.

3) From your Profile Dashboard, click the 'Update' button next to the profile you would like to update.

4) Navigate to the 'Add a Deal/Offer' section on the left-hand side menu and add the details of your holiday deal.

6) In 'Deal Type' select an option from the dropdown list (Bonus Offer, Discount, Purchase, Promo Code, Special Rate or Voucher).

7) Add a 'Deal Offer Name' – note; this is what will be displayed on westernaustralia.com, e.g. \$50 off any Swan River Cruise tour.

8) Enter a 'Deal Description' (maximum 500 characters) with information about the deal on offer and what discount the promo code provides. Please note that westernaustralia.com only displays 250 characters, so ensure the first sentence clearly outlines the offer. Ensure that no URLs are added in the description.

- Include any other details for the offer, e.g. what product you're offering, key features.
- Include the channel you require customers to use to book and pay and provide contact details so that they can easily book your offer, e.g. "Get \$50 off our magical Swan River Cruise tours. Usually \$350, now \$300 with promo code XYZ. Offer valid for travel from 18 October 2024 - 23 January 2025. Promo code holders can book from 18 October - 31 October, or until sold out. Call the business directly on 12345689 for more details."

9) Enter the 'Deal Terms and Conditions' and include information specific to your business (maximum 400 characters). We recommend including the following if applicable:

- Cancellation policy (this is important during times of travel uncertainty)
- Minimum age / safety requirements
- If the deal is subject to availability



10) Enter the Deal 'In-Market Dates' to ensure that it is advertised at the right time on the westernaustralia.com website. If you are loading a deal for a campaign, please follow the campaign in-market dates.

11) Enter the 'Validity' Dates so that consumers know when they can use your offer. If you are loading a deal for a campaign, please follow the campaign validity dates.

12) For ATDW deal entries, enter the deal price at the already discounted price, e.g. \$50 off a tour that is usually valued at \$180 would be \$130 in the Deal Price field. If you have a more generic offer, e.g. \$50 off any tour, you can enter this into the Price Comment field instead.

Note: Do not enter information into both the Price Comment AND Deal Price Field as only one is shown on the site. The deal will display incorrectly if both fields contain information.

13) Upload a deal image that is bright, high quality and represents your experience. This must be a minimum of 1600 pixels wide by 1200 pixels high in landscape orientation. The image will also ask for Alt Text which is important for accessibility and search engine optimisation.

Note: the image cannot contain text.

14) Please enter all inclusions applicable to your deal, e.g. Includes lunch, champagne, and a complimentary photo.

15) In the Deal URL field, add a link to your website that provides consumers with more information about your deal/offer. A webpage that is solely focused on the deal is best - if you don't have this, include details on 'how to book' in the Description or Terms & Conditions field and provide a link to the contact page on your website.

16) Submit your deal for review. Once reviewed and approved by the Quality Assurance team your deal will be published within 24 hours, or if part of a campaign then it will go live on the campaign start date.



WHAT HAPPENS NEXT?

Once the in-market date of your deal or offer has passed, it will be removed from your profile and hard-deleted from the system as it cannot be reinstated.

Note:

- It is essential to have a URL as part of your deal and this must be in lowercase text.
- Deals and offers have an in-market (advertised) period of up to six months only;
- The validity or redemption period can be up to 2 years; and
- You can only have three deals live on your profile at any given time.

CONTACT US

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 or calling on 1300 137 225.

