




## Visit Victoria ATDW Webinar 2024

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**We acknowledge the First Peoples  
throughout Victoria and  
their ongoing connection to the  
land and waters. We pay our  
respects to their culture, knowledge  
and Elders past and present.**



# Agenda

**What is the ATDW**

**The benefits of a profile**

**How to create a profile**

**Tips to optimise**

**Questions**



# What is the ATDW?

The ATDW (Australian Tourism Data Warehouse) is a national content and distribution platform that connects Australian tourism businesses with global consumers.



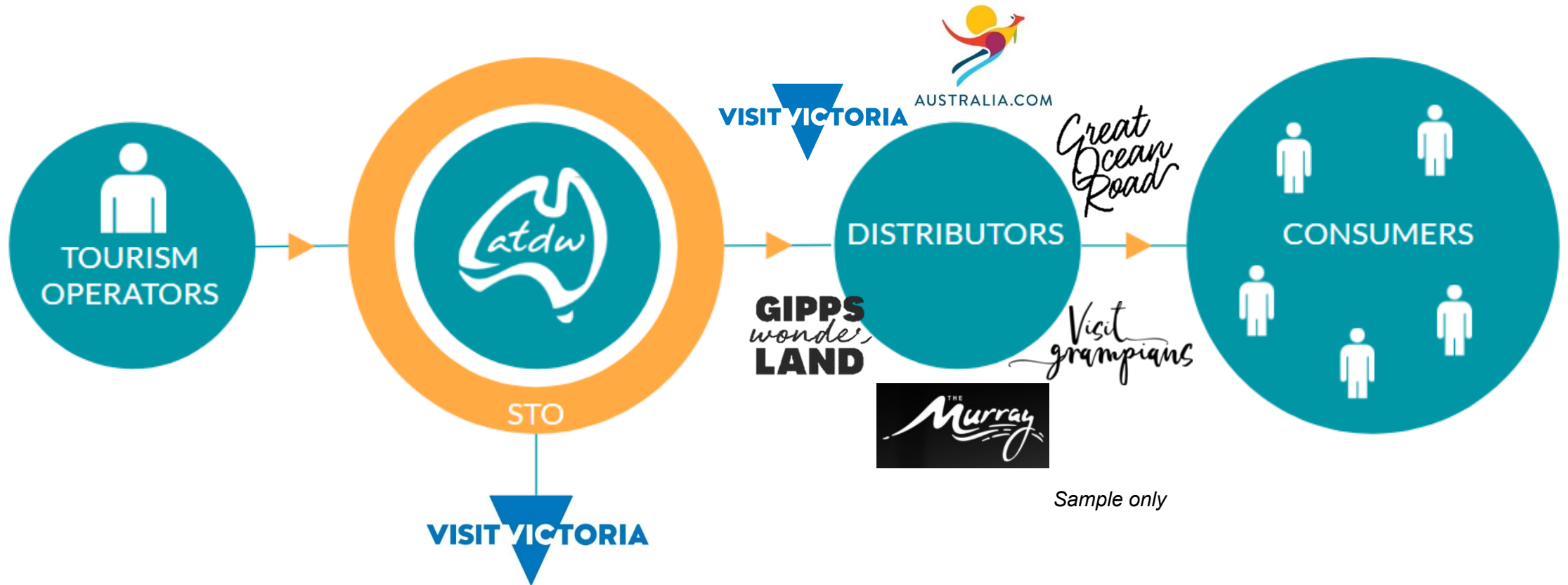


# ATDW's purpose

Promote  
competitive  
advantage  
to maximise  
bookings,  
enabling  
tourism  
growth.



# How does the ATDW work?







## What role does Visit Victoria play?

- Management and quality assurance of profiles
- ATDW-Online user support – phone and email
- ATDW training and resources for industry
- Publish ATDW profiles to our consumer website **[visitvictoria.com/visitmelbourne.com](https://visitvictoria.com/visitmelbourne.com)**
- Liaise with marketing team to feature ATDW profiles in marketing campaigns and channels
- Work with RTBs on acquisition and retention
- Liaise with the ATDW Head Office team - BNE



# What's the benefit of an ATDW profile?

Be found on high profile tourism websites



**visitvictoria.com**  
**visitmelbourne.com**  
10.6M annual visits



AUSTRALIA.COM

**australia.com**  
22.5M annual visits

and many regional tourism websites





## Every Bit Different Campaign

Every bit different creates a unifying and differentiated strategic and creative platform for long-term activation by the Victoria Visitor Economy.

Building on the heritage of the “Jigsaw” or “You’ll love every piece of Victoria”, the new brand platform recognises and celebrates:

- The breadth of experiences available to visitors within close proximity; from the quirky to the cultured
- The feelings that these experiences evoke; a feeling that is uniquely Victorian

[Click here for info](#)

# How to get involved in Every Bit Different



## 1. List your business on [visitvictoria.com](https://www.visitvictoria.com) via Australian Tourism Data Warehouse (ATDW)

Thank you for joining us today!

## 2. Connect with your Regional Tourism Board

- Regional businesses can connect with your local Regional Tourism Board to leverage any promotional opportunities that arise. Be sure to communicate exciting announcements and developments with them.

## 3. Connect with Visit Victoria and tell us your story

- Industry Engagement & Programs team [product@visitvictoria.com.au](mailto:product@visitvictoria.com.au).
- Public Relations team [pr@visitvictoria.com.au](mailto:pr@visitvictoria.com.au)
- Social Media team [social@visitvictoria.com.au](mailto:social@visitvictoria.com.au)

4. **Leverage our campaign messaging** and if you use hashtags, join the conversation by using #EveryBitDifferent, in addition to our existing hashtags #VisitVictoria and #VisitMelbourne.

## 5. Download industry assets from campaign toolkit

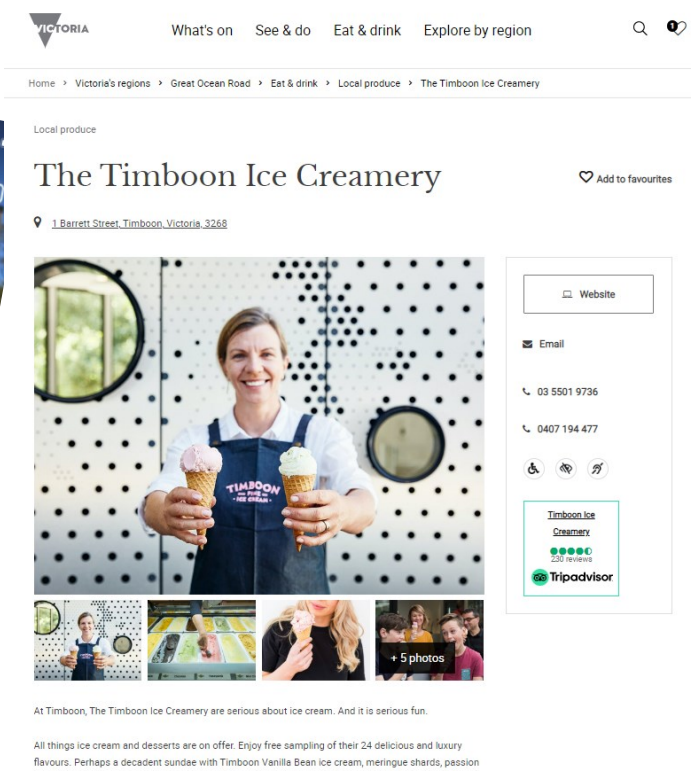
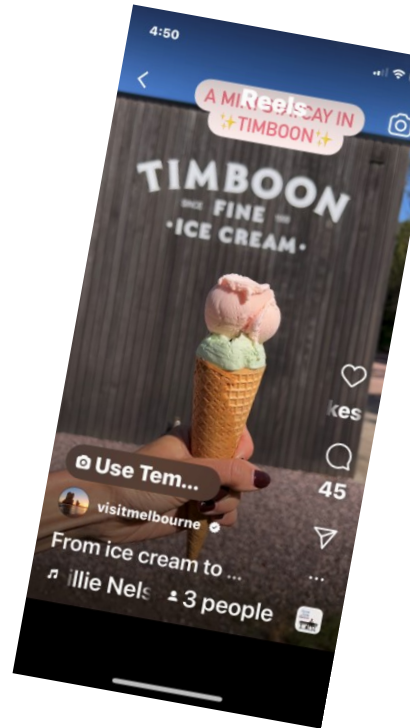
- This includes suggestions for social media posts, social media tiles, A4 posters and Instagram templates

[Every bit different campaign toolkit \(PDF, 5MB\)](#)



# What's the benefit of an ATDW profile?

- Essential to be included in Visit Victoria, Regional Tourism Boards, Visitor Economy Partnerships (VEPs) and Tourism Australia marketing programs and activities





peninsula hot springs



All Maps Images Videos Shopping More Tools

About 15,200,000 results (0.48 seconds)

**Peninsula Hot Springs**  
<https://www.peninsulahotsprings.com>  
**Mornington Peninsula Hot Springs Spa & Massage Victoria**  
Peninsula Hot Springs is a natural geothermal mineral springs and day spa facility located less than 90 minutes from Melbourne. Explore over 70 globally ...

#### Plan your visit

Faq - How to get here - View our interactive map - Journal - ...

#### Bath House Spa Experiences

Sink into our natural geothermal mineral waters that flow from ...

#### Massage and Spa Packages

Geothermal bathing in our Spa Dreaming Centre is included ...

#### Bath House

See the inclusions - Weekday getaway for two - Nourish Retreat

[More results from peninsulahotsprings.com >](#)

**Visit Melbourne**  
<https://www.visitvictoria.com/spa-and-wellbeing/p...>

#### Peninsula Hot Springs

Peninsula Hot Springs is an award-winning natural hot springs and day spa destination on the Mornington Peninsula, just 90 minutes from Melbourne.



#### People also ask

How much does Peninsula Hot Springs cost?



How long to spend in Peninsula Hot Springs?



How does the Peninsula Hot Springs work?



How many pools are in Peninsula Hot Springs?



Feedback

**Alba Thermal Springs & Spa**  
<https://albathermalsprings.com.au>

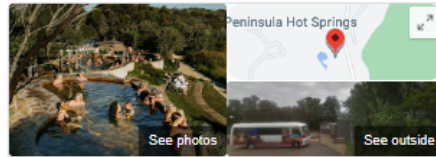
#### Alba Thermal Springs & Spa - Mornington Peninsula, Hot ...

Indulge in the peaceful surrounds of our contemporary indoor, open-air, and outdoor thermal pools or renew and recalibrate with an exquisite ritual or treatment ...  
You've visited this page 2 times. Last visit: 8/09/22

**Ocean Blue Coastal Retreats**  
<https://www.oceanbluecoastalretreats.com.au/activities>

#### Peninsula Hot Springs Accommodation Mornington ...

Peninsula Hot Springs is an award-winning natural hot springs, day spa and wellness destination located on the Mornington Peninsula, just 90 minutes from ...



### Peninsula Hot Springs

Website Directions Save Call

4.5 ★★★★★ 10,415 Google reviews

Thermal baths in the Fingal, Victoria

SEE TICKETS

Hot springs & day spa with offerings such as private pavilions, moonlit bathing & massages.

Service options: Dine-in · No delivery

Sponsored

**booking.com**

**Booking.com - Hotels Nearby**  
Places to stay near Peninsula Hot Springs  
[Book Now](#) · [booking.com](#)



Address: 140 Springs Ln, Fingal VIC 3939

Hours: Open · Closes 2 am · [More hours](#)  
Updated by this business 2 weeks ago

Phone: (03) 5950 8777

Reservation: [peninsulahotsprings.com](https://www.peninsulahotsprings.com)

Providers

[Suggest an edit](#) · [Own this business?](#)

#### Admission

About these results

**Peninsula Hot Springs** [Official site](#) **\$35.00** >

**Agoda** **\$60.66** >

3 more options >

**Trip.com** **\$63.76** >

Mobile ticket

1 more option >

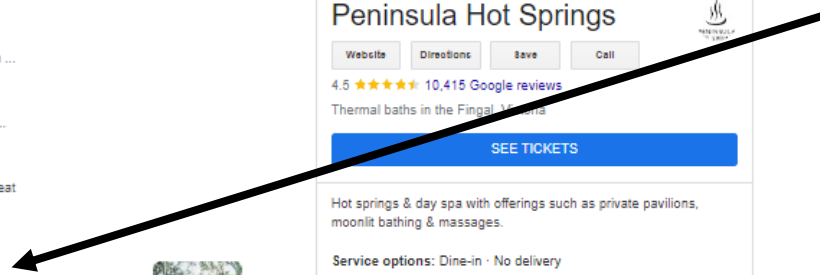
[More admission tickets](#)

# What's the benefit of an ATDW profile?

## Helps your SEO

We all want our offering to come up number one on a Google search, but search engine rankings can change quickly.

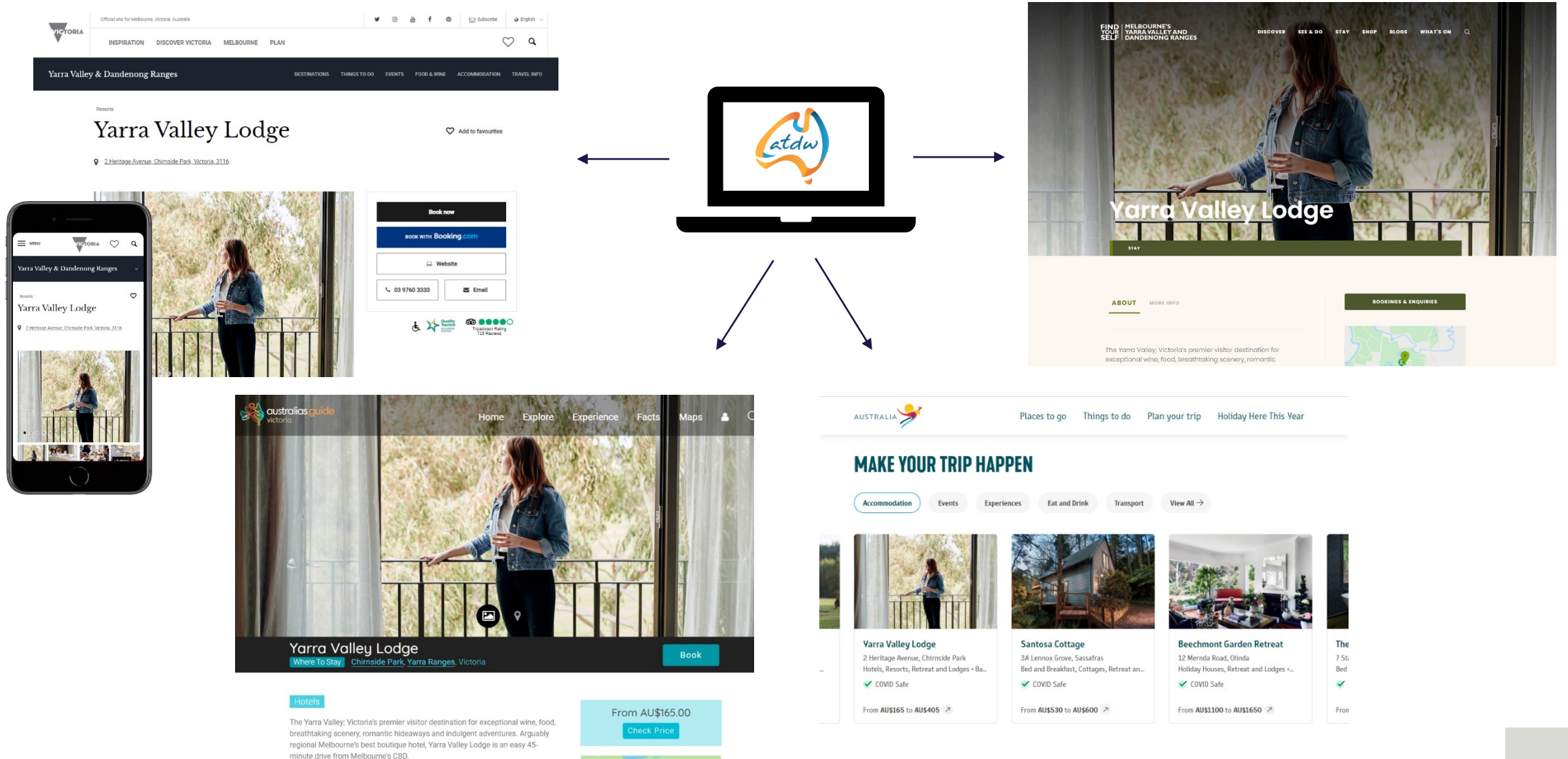
Your presence on ATDW and partner sites like [visitvictoria.com](https://www.visitvictoria.com) and [australia.com](https://www.australia.com) can improve your website's Search Engine Optimisation (SEO).





# What's the benefit of an ATDW profile?

Update just one profile with your changes automatically reflected across all websites





## How much does an ATDW profile cost?

**\$295 per annum for business listings**

**\$120 per annum for accredited businesses**

Free for not-for-profits

Events are free to list

Payment can be made directly via the ATDW payment gateway.

More info about fees on [Visit Victoria corporate website](#)





## How to create a profile



## What you should have ready

- General business/event details for registration
- Description of business/event (50 to 200 words)
- Images (five to 10)
- Credit card for payment or coupon code from your Regional Tourism Board (if applicable)



# 1. Confirm your business meets eligibility criteria

## Your product or service must:

- Must be located / operate in Australia
- Provide a tourism or leisure experience
- Have a physical location where consumers can access the product / service
- Must align with one of the ATDW profile categories

## Ineligible businesses / services:

- Websites or virtual businesses
- Travel agents or wholesalers
- Non-tourism related services



## 2. Register an ATDW account – [www.atdw-online.com.au](http://www.atdw-online.com.au)



ATDW-Online

 [Contact us](#)

### Welcome to ATDW-Online

ATDW is Australia's National Tourism Database of 40,000 listings, divided into 11 categories. State Government owned and funded, we collect, quality assure, store and then distribute Australia's digital travel information to over 250 distributors to use on their consumer websites and apps.

For **tourism operators** who are listed in the database, we offer cost effective, digital distribution and significant online exposure and **Online distributors** are presented with easy access to accurate, up-to-date, consumer relevant tourism content.

### Select your Account Type

#### Tourism Operator

Create an ATDW listing

Check your Eligibility [here](#).

It's quick, easy and cost effective. Enter your details once and your ATDW listing will appear on any number of the 100+ ATDW distributor websites including those of your State and Regional Tourism Organisation.



# 3. Fill in your organisation and user details

## Register

Please provide your organisation information

ABN number

Business ABN

Organisation information

Name of organisation

Location

Street address

Unit / Apartment / Suite / Building

Suburb

## Create a user

Provide this user with access to listings for this account

Personal information

First name

Last name

Phone number

Login details

Email address

Password

Re-type password

CREATE



## 4. Read and agree to the terms and conditions

### Terms & conditions

These terms are relevant if You are supplying Content.

If you are publishing **Content** from this **Site**. Please contact us at [support@atdw.com.au](mailto:support@atdw.com.au) for a copy of our Distributor Licence Agreement. Before your continued use of this Site you should secure and agree to these terms.

#### 1. The Site and your Content

Welcome to the <http://www.atdw-online.com.au> website or mobile properties, including related applications (collectively, this **Site**).

We provide an online platform that allows You to tell Us about your tourism business. This requires you to submit content including text, graphics, video/audio, photographs, images and multimedia (**Content**). We make this content available for publication by Us and by **Distributors**.

The term **You** refers to you being a business that has registered with Us to contribute content on, or publish content from, the Site. The terms **Your** and **Yourself** pertains to You.

The term **Distributor** refers to a business that registers for access and is supplied content by ATDW or a STO that publishes the supplied content. Terms of Use apply for these businesses as contained in

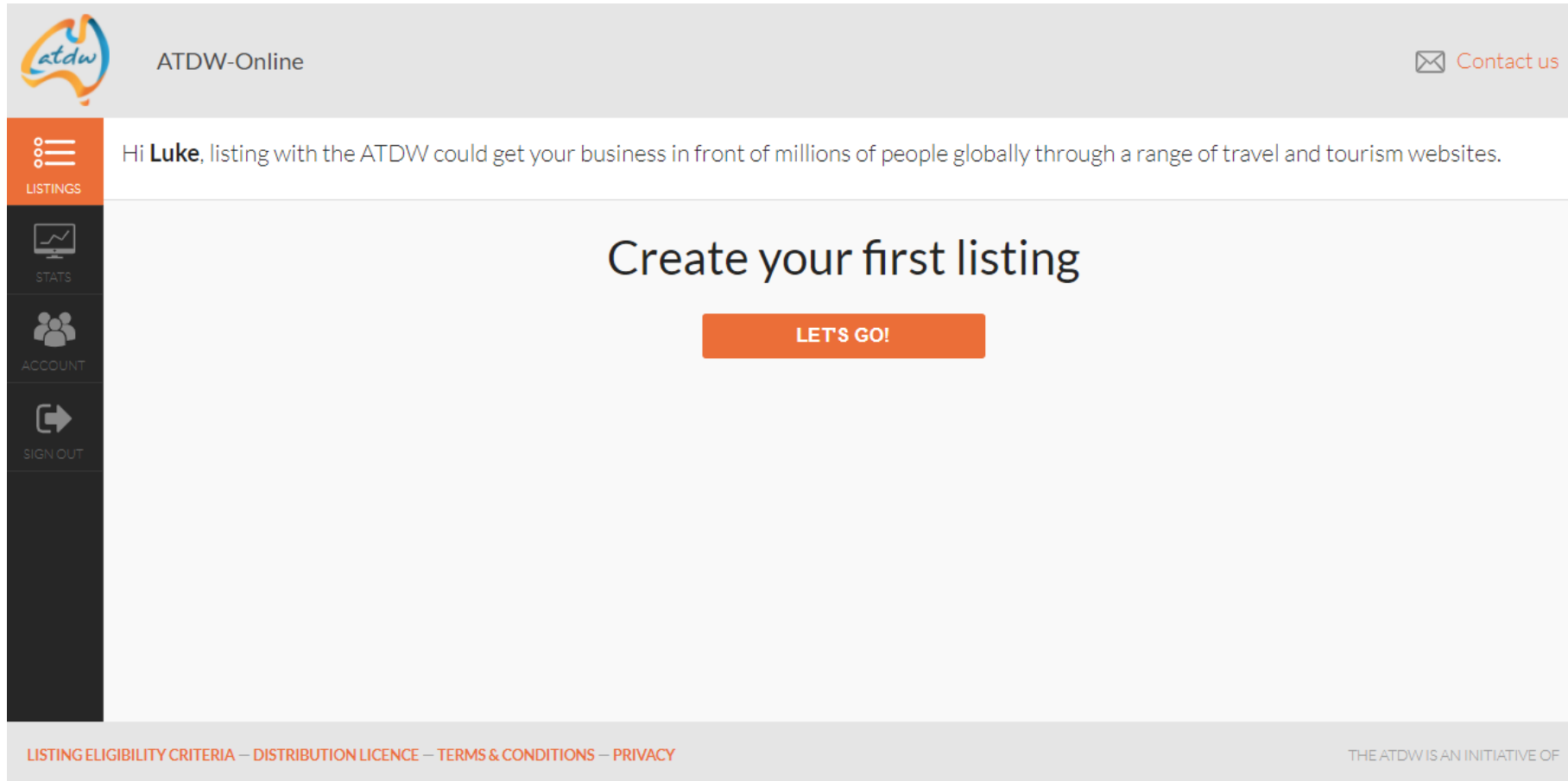
I have read and agree to the Terms and Conditions

ACCEPT





## 5. Click 'Let's go' to create your profile



The screenshot displays the ATDW-Online user interface. At the top left is the ATDW logo and the text "ATDW-Online". At the top right is a "Contact us" link with an envelope icon. A vertical sidebar on the left contains navigation options: LISTINGS (highlighted in orange), STATS, ACCOUNT, and SIGN OUT. The main content area features a personalized greeting: "Hi Luke, listing with the ATDW could get your business in front of millions of people globally through a range of travel and tourism websites." Below this is a large heading "Create your first listing" and a prominent orange button labeled "LET'S GO!". The footer contains a list of links: LISTING ELIGIBILITY CRITERIA, DISTRIBUTION LICENCE, TERMS & CONDITIONS, and PRIVACY, along with the text "THE ATDW IS AN INITIATIVE OF".

ATDW-Online

Contact us

LISTINGS

STATS

ACCOUNT

SIGN OUT

Hi **Luke**, listing with the ATDW could get your business in front of millions of people globally through a range of travel and tourism websites.

### Create your first listing

LET'S GO!

LISTING ELIGIBILITY CRITERIA – DISTRIBUTION LICENCE – TERMS & CONDITIONS – PRIVACY

THE ATDW IS AN INITIATIVE OF

## 6. Select your profile category



### Accommodation

Accommodation establishments allowing short term stay



### Attraction

Areas of interest that offer a distinct visitor experience to the leisure tourist



### Food & Drink

Establishments which are targeted at leisure visitors and/or offer a unique dining experience



### Tour

Must offer regularly organised tours with a leisure-tourism focus, organised by experienced guides.



### Hire

Must provide products or services hired for a specific time to be used/operated by the leisure tourist.



### Transport

Must provide point to point travel or transfers for the leisure tourist



### Event

Must have a leisure tourism focus with the best potential to stimulate visitation.



### General Service

Limited to products or services which support tourism and those who travel.






# 7. Fill in your profile template

- Description (50 – 200 words)
- Images (up to 10)
- Video (up to 10)
- Contact details
- Direct booking/purchase URL
- Pricing
- Facilities
- Social media
- Accreditations
- Deal or special offer


The screenshot shows the ATDW-Online interface for creating an accommodation profile. The top navigation bar includes the ATDW logo, the text 'ATDW-Online', and a 'Contact us' link. A sidebar on the left contains navigation options: LISTINGS, STATS, ACCOUNT, ADMIN, and SIGN OUT. The main content area is titled 'ACCOMMODATION' and shows a list of fields to be filled, each with a red asterisk indicating it is mandatory. The fields are: Name & description, Accommodation Type, Location, Contacts, Indicative Prices, Accessibility, Photos, Capacity, Videos, Check in & check out, Internet access, Star rating, Property facilities, Memberships, Accreditations, Social accounts, and Media Links. Below these fields are two buttons: 'Add Accommodation type' and 'Add a Deal / Offer'. The main form area is titled 'Untitled' and shows the listing number 'AU0446225' and the organization 'Visit Victoria - VICTVIC'. A progress bar indicates '9 mandatory steps to list' and a 'SUMMARY' button is visible. The main form area is divided into two sections: 'Name & description' (Required) and 'Guidance'. The 'Name & description' section has a text input field for 'What's the name of your property?' containing 'Yarra Valley Hotel' and a larger text area for 'How would you describe your property?' with a prompt 'Write a summary in 50 to 225 words'. The 'Guidance' section provides instructions for the 'Name & description' field, including: 'Describe the experiences a visitor will', 'Highlight what makes your business u', 'Include your business/event name for tion and search results.', 'No capitalised text unless it is tradem', 'No abbreviations, acronyms or specia part of your registered business name', 'No URLs, contact details, dates, times', and 'Short sentences = quick reading.'. Below the guidance is a section for 'Alternative Business Name' with the instruction: 'If your business is known by any other n trading name, please enter it here.'

# 8. Send your profile for review


Contact us VISIT VICTORIA

Mrs Baker's Still House   
Listing #: AU0441637

9 optional steps to optimise your listing



**SUMMARY** **SEND FOR REVIEW** MORE...

 Name & description Required


What's the name of your establishment?

Mrs Baker's Still House

How would you describe your establishment?

Mrs Baker's Still House is an Australian craft distillery of gin, liqueurs and single malt whisky. Many of the botanicals are grown in the garden and orchard, and others are from local farms. Even the base neutral spirit is distilled from wine made on the farm. The main still is used to strip the alcohol from parcels of wine, in a double distillation process. Very few small craft distilleries make their own neutral spirit. The malted barley used to make the whisky is from barley grown in Skipton, and malted in Ballarat. All very low "food miles".

A visit to Mrs Baker's Still House usually starts with a short informal tour of the winery and distillery where you get to talk to the distiller. Then fol-



Guidance

Name & description

- Describe the experiences a visitor will have with you.
- Highlight what makes your business unique.
- Include your business/event name for better brand recognition and search results.
- No capitalised text unless it is trademarked.
- No abbreviations, acronyms or special characters, unless as part of your registered business name.
- No URLs, contact details, dates, times or prices.
- Short sentences = quick reading.

Alternative Business Name

If your business is known by any other name, such as a previous



# 9. Enter your cc payment or coupon code at the payment page

## Payment Step 2: Payment summary and method

Coupon Code

If you have received a coupon code from your Regional Tourism Organisation, please enter the coupon code below:

Coupon code  **APPLY COUPON**

Order summary

Victorian operators are required to pay an annual subscription fee.

ATDW-Online Annual Subscription	
Subtotal	\$295.00
Coupon code discount	-\$0.00
<b>Total amount due</b>	<b>\$295.00</b>

Payment method

Select your preferred payment method below to pay the total amount due. We accept Visa, Mastercard and AMEX

**PAY WITH CARD**

**CANCEL**

## Payment Step 2: Payment summary and method

Coupon Code

If you have received a coupon code from your Regional Tourism Organisation, please enter the coupon code below:

VVIC10379264  **APPLY COUPON**

Coupon code applied. [Click here to clear the coupon code](#)

Order summary

Victorian operators are required to pay an annual subscription fee.

ATDW-Online Annual Subscription	
Subtotal	\$295.00
Coupon code discount	-\$295.00
<b>Total amount due</b>	<b>\$0.00</b>

Payment method

Please click the 'Place Order' button below to complete the process

**PLACE ORDER**

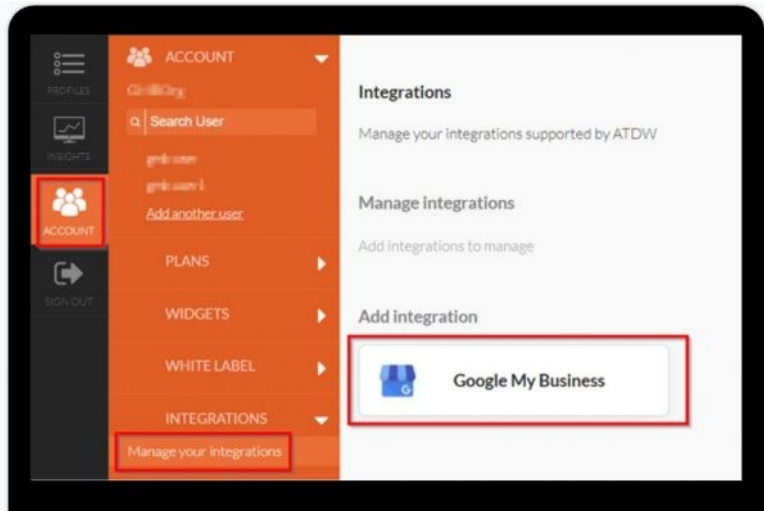
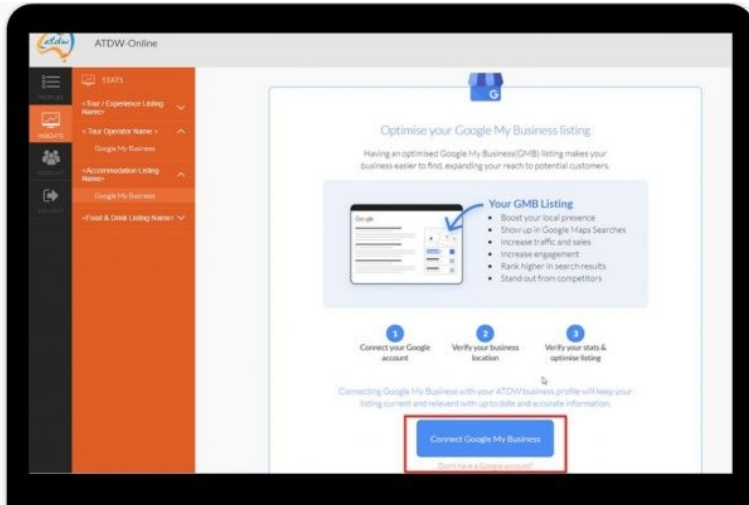
**CANCEL**

# Link your ATDW profile to your Google Business Profile

A Google profile is the summary information that appears in Google Search and on Google Maps when the name of your business is searched.

By linking your ATDW profile to your Google Business Profile, you can update more of your digital marketing channels with minimal effort and save time.

Applicable fields that will sync from ATDW to a linked Google Business Profile include; Business Name, Business Type, Address, Phone Number, Website URL, Description, Opening Hours and Product Image/s.







# Tips to optimise your profile



# 1. Add engaging images

- Choose photos that highlight your USP. Depict the experience.
- Show your location at its best but be careful about giving false first impressions.
- Show a variety of photos with/without people, close up/far away, inside/outside, of different room types (for accommodation), different meals (for dining) and different vehicles or destinations (for hire or tours).
- Keep your photos current and real. Keep in mind changing fashions and hairstyles. Turn the date stamp off your camera.
- Put your most captivating image first – this will be your hero image.





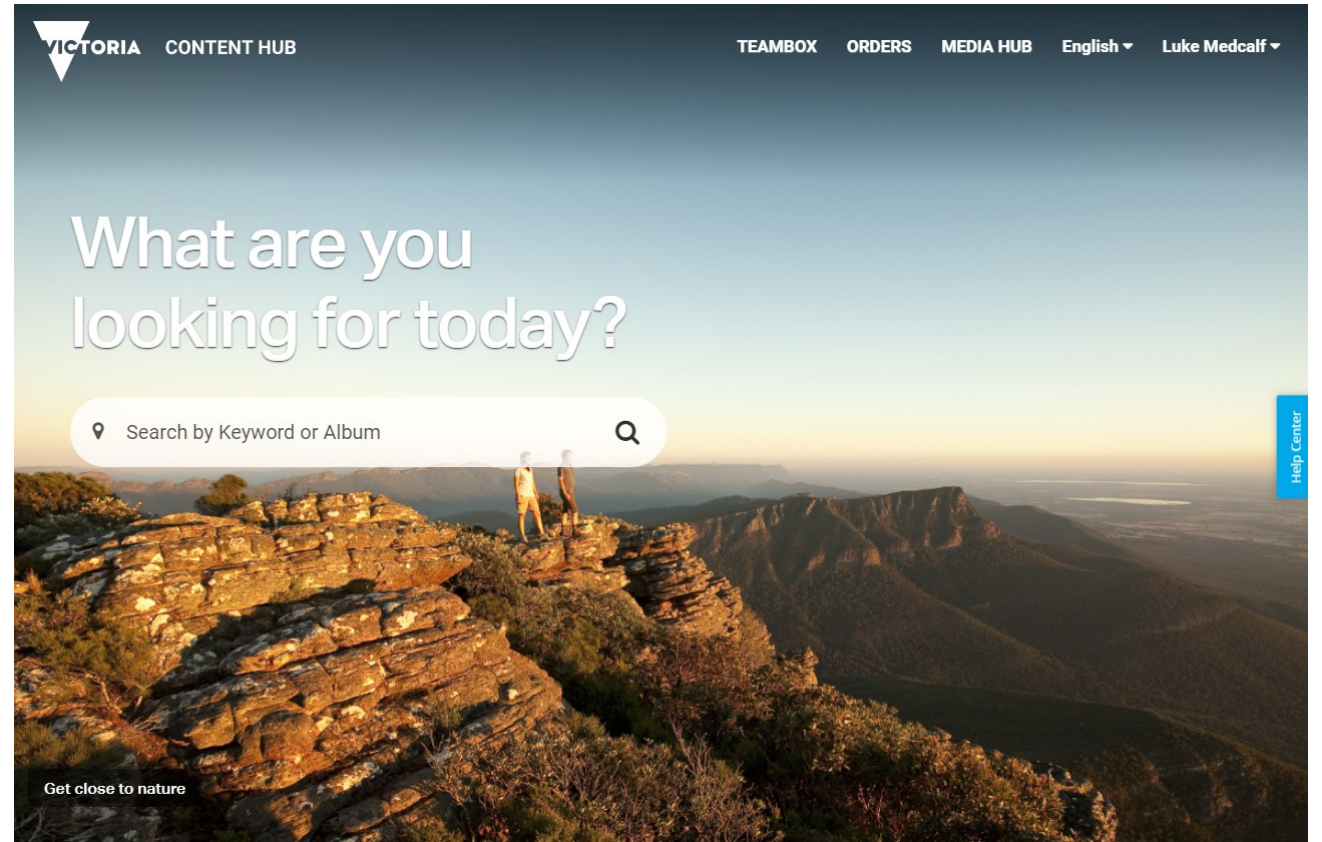
## ATDW image guidelines

- **Minimum size - 1600 x 1200 pixels.** Upload images in their largest size and resolution.
- **Landscape** orientation – Portrait images will be cropped and important content may be cut off.
- **No text or logos** over images – These may be cropped and displayed poorly on distributor websites.
- **No banners, posters, flyers, collages or white borders.**
- **Alt text.** A brief description of the image for readers who are unable to see it.



# Visit Victoria Content Hub – free marketing resource

- Images and video of Melbourne and regional Victoria
- Available to travel/lifestyle media and the tourism industry
- Register an account to access content for free
- [www.contenthub.visitvictoria.com](http://www.contenthub.visitvictoria.com)



## 2. Write a captivating description of your business or event

### 1. Ingredients

Focus on your USPs – **your unique selling propositions**. Why is your product, service or event worth it? What's different about it? What are the benefits? Why should they pick you, over a similar option? Try to explain this in just one or two sentences.

**Key words** help with search engine optimisation. Be sure to include your **business name** and other **key words** like the region you operate in.

### 2. Method

Write your description in a Word document and spellcheck before pasting it into ATDW. Think carefully about making the most of your **200 word limit**.

Write in **short sentences**. One idea per sentence (people find this easier to read). Use simple, direct language. Get straight to the point. Consider using a web tool like Grammarly to help shorten and simplify your writing.

Write as if you are having a **conversation with your customer**. Put them at the centre of what you write.

### 3. Assembly

Re-shuffle your **sentences** into an order which makes the most sense when read from top to bottom.

Structure your description using the 'pyramid structure'. Begin with a short summary including your product name and location. Expand and elaborate underneath. Conclude with lists of basic features and 'how to get there' information.



# Example description - Accommodation

Luxury Lodge offers cottage and lodge style accommodation set amidst 20 acres and only metres from the sheltered waters of Eastern Cove.

*< Mentions product name and USP in first sentence*

The cottages accommodate two to five guests and each has a patio that overlooks the ocean. Queen size beds are featured throughout, and you'll find modern cooking facilities, smart televisions and en suites.

*< Briefly describes rooms, services and noteworthy facilities*

The lodge accommodates two to four guests with two double beds in each room. All rooms have decks with outdoor settings and barbecues to help you enjoy the peaceful setting.

*< Provides ideas on what to do in the area*

It's just a two minute walk to the wharf and boat ramp, ideal for fishing. There's also free fishing advice from local professional fisherman and fishing charters available.

*< General 'how to get there' details. Use time to travel instead of distance*

Luxury Lodge is a six hour drive or 45 minute flight from Adelaide.

**(126 words)**





# Example description - Attraction

Unique Museum located in Brisbane and boasts the largest collection of Aboriginal art in Australia. Located on the banks of the Brisbane River overlooking the beautiful city skyline, Unique Museum is a must-see on a visit to Brisbane.

The gallery has only recently opened after an intensive year-long refurbishment. Internationally recognised exhibitions are showcased in impressive spaces thoughtfully created to complement the collections. There is an emphasis on Indigenous, Pacific and Asian collections, with Unique Museum boasting an eclectic collection of Aboriginal art from local and Outback artists.

School and after-school groups are also catered for with special packages available that include lunch and hands-on participation. There are also many function rooms that can be hired for various corporate needs.

Unique Museum is easily accessible by train, bus and City Cat from the city centre of Brisbane. There is also parking available nearby. **(143 words)**

*< Provides a hook to encourage to read further. Gives an idea of where product is located*

*< Highlights major features of the attraction*

*< Further detail about services provided*

*< 'How to get there' info*



# Things to leave out of your description

- ✗ First person language ('we' or 'our')
- ✗ Abbreviations (**BYO, TV, BBQ**)
- ✗ Dot points
- ✗ Symbols (&, !!, @)
- ✗ Contact details (**Call Luke to book on 03..**)
- ✗ Pricing (**Adult \$30, Conc \$20**)
- ✗ Website links (**<https://lukescottage.com>**)
- ✗ Unnecessary capitalisation – only use for names, regions or specific places

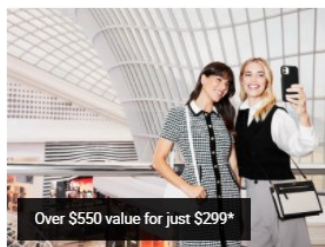




### 3. Add value with a deal/package

- Deals uploaded through ATDW give you added exposure on visitvictoria.com
- Your deal could be a package, bonus gift, collaboration with another business
- Does not always have to be a discount
- Your deal should clearly demonstrate value
- Up to 3 deals are live for maximum three months

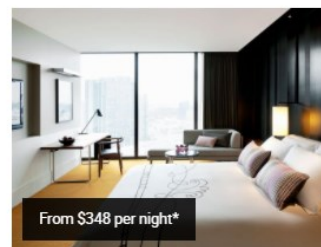
#### Highlights



Chadstone The Fashion Capital

#### Be Our Guest

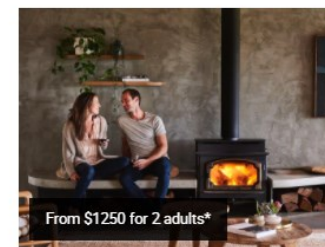
Book the ultimate escape to Hotel Chadstone Melbourne and enjoy luxury accommodation, breakfast, valet parking, dining voucher, HOYTS passes and more.



Crown Metropol Melbourne

#### A Luxe Sleepover

Crank up the heat with a cosy stay at Crown Metropol. Includes a round of mini golf at Holey Moley, minibar credit, in-room movie and valet parking.



Lon Retreat & Spa

#### Fireside Escape Winter 2021 Package

Get cosy and comfortable this winter with this fully inclusive two night stay package.





## 4. Add events – free!

Listing your event on the ATDW is free and takes under 10 minutes. Before you get started, have at the ready:

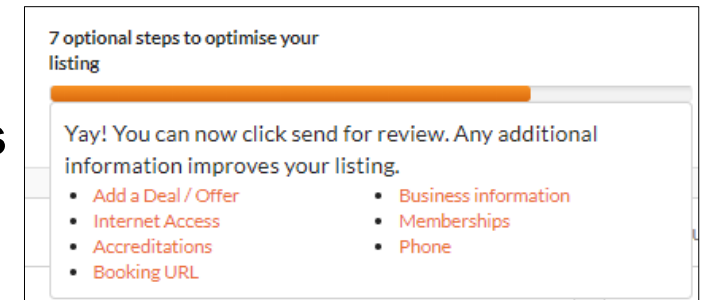
- General organisation details if you are registering a new account.
- A description of your event (up to 200 words).
- Images of your event. At least one image (maximum of 10). Images need to be minimum 1600 pixels (W) by 1200 pixels (H) and no larger than 10MB.

These will appear on What's On section of websites



## Final tips

- Include your product name and location in the first line of your description – helps with SEO and site search
- Be **consistent** with your business name and contact details in your profile and the other channels that you advertise on
- **Fill out all relevant fields** – click on the **profile progress bar** at the top to see what is left to complete
- Provide **multiple points of contact** – website, booking, social etc.
- Keep your profile **up to date** – images, opening hours, deals, expired links
- **Rotate your images** with the seasons



## Visit Victoria's ATDW Support Team

Contact us for help:

E: [atdwsupport@visitvictoria.com.au](mailto:atdwsupport@visitvictoria.com.au)

P: 1300 306 366

W: [corporate.visitvictoria.com](http://corporate.visitvictoria.com) search "ATDW"

