ATDW Fact Sheet

Frequently asked questions (FAQs)

What is the ATDW?

The Australian Tourism Data Warehouse (ATDW) is the highest quality, most comprehensive and accessible source of consumer relevant information about the Australian tourism industry. Jointly owned and managed by all State and Territory Tourism Organisations and Tourism Australia, the ATDW collects, stores and distributes information about Australian tourism products with consumers via a network of travel related websites, including visitvictoria.com and Australia.com.

How does the ATDW work?

Tourism operators enter a self-authored product listing through the ATDW-Online portal. Their information is then reviewed, and quality assured by their STO to ensure it meets national content standards. Once approved, the listing is made available to any licenced distributor that wishes to publish it on their channel and can be seen by the audiences of these websites.

What are the key benefits of having an ATDW listing?

- A comprehensive business and/or event listing on Visit Victoria's consumer website, visitvictoria.com, the official tourism site for Melbourne and Victoria

- Domestic and international audience reach on visitvictoria.com to an engaged audience of over 9 million annual visitors

- Your content is placed in the hands of the consumer through our mobile-enabled visitvictoria.com website

- Opportunities to leverage Visit Victoria's consumer marketing & data driven marketing technology

- A business listing on australia.com, Australia's official tourism website

- Additional exposure across the ATDW's distribution network including regional destination websites, local government and commercial organisations including online travel agents

- Increased search visibility for businesses through search optimisation

- Discounted listing fees for accredited businesses and businesses aligned with their Regional Tourism Organisation (RTO).

- Enhance your digital marketing capability through training, education programs and comprehensive guidance from Visit Victoria's ATDW Support Team.

Am I eligible to list on the ATDW?

To list on the ATDW, your business or event must operate in Australia, provide a direct experience to the leisure tourist and meet the criteria of one of the following product categories: Accommodation; Attraction; Food and Drink; Event; Hire; Tour; Transport and General Service. To aid in selecting the most appropriate category for your product, see ATDW's listing guidelines.

How do I list my business or event on the ATDW?

Go to www.atdw-online.com.au and select the 'Register Now' button. Select 'Tourism Operator' as your account type and fill in your organisation details. Once you have read and accepted the Terms & Conditions, select 'Let's Go' to create your listing.

Select your desired listing type, complete all relevant fields for your listing and click the Send for Review button when completed. Mandatory fields are indicated with an asterisk symbol in the vertical orange navigation panel.

Your listing will be reviewed and quality assured within 1-2 business days before being published to a range of tourism websites.

Is there a cost to list my business or event on the ATDW?

Listings are free for Events and not-for-profit organisations.

An annual accredited* business listing is $120 ($10 a month billed annually).

An annual standard business listing is $295 (under $25 a month billed annually).

*To receive this offering, you must be accredited with the Australian Tourism Accreditation Program (ATAP), Eco Tourism Australia (ECO) or the Caravan Industry Association of Australia (CIAA).

Businesses that hold a partnership or membership with their Regional Tourism Organisation (RTO) may be eligible for a discounted listing fee.

I don't know my username/password, do I reset it?

If you have forgotten your password – select the 'Forgot Password?' link at the ATDW-Online login page to have a new temporary password emailed to you.

Ensure that you select the 'Reset Password' link within the password reset email and copy / paste the temporary password into the new form before creating a new password.

How can I list my event on the ATDW?

Go to ATDW-Online.com.au and register or log in if you are already registered. On your listings dashboard, select the option to 'Add new listing'.

Select 'Event' as your listing category. Complete all relevant fields for your listing and select 'Send for Review' when completed to submit your event for review and publication.

Your event will be reviewed within 1-2 business days before being published to a range of ATDW distributor websites.

Who can I contact for further assistance?

The Visit Victoria ATDW Support Team provides comprehensive guidance to ATDW users and can be contacted Monday to Friday, 9:00am to 5:00pm on 1300 306 366 or at atdwsupport@visitvictoria.com.au.

My listing is 'Pending with QA for review' and I can't made edits to is. Why is that?

When you send a new or updated listing for review, it is placed in a queue to be reviewed and quality assured for publication to ATDW distributor websites. Review time is usually within 1-2 business days and you are unable to make further updates during this period. If you need to make urgent changes to your listing, please contact Visit Victoria's ATDW Support Team.

How do I update my listing?

Go to ATDW-Online.com.au and enter your username and password. From the Listings dashboard, click 'Update' on the listing you want to edit.

Update your listing as necessary by navigating through the orange menu. Be sure to click on 'Send for Review' to submit your updates for review and publication.

How often should I update my listing?

Your listing should be updated at least once every 12 months. It's important to keep your information such as contact details, pricing and images up to date to ensure potential customers are provided with accurate information about your product. Your listing can be updated as often as you like and your updates are automatically published to ATDW distributor websites.

How do I know when my listing is due to expire?

You can find your listing's expiry date and status within the listing summary information on your listing dashboard. Renew your listing before its expiry date to ensure it remains visible on ATDW distributor websites.

Business listings will expire 12 months after their date of publication. Operators will receive an expiry reminder email 30 day prior and 14 days prior to their listing's expiry date. They will also receive an email on the day their listing has expired.

Event listings will expire the day after the event concludes and can be immediately updated with details of the next occurring event.

I didn't receive a reminder from ATDW that my listing was due to expire

Add no-reply@atdw.com.au to your email address book to ensure that important communications regarding your ATDW listing are not blocked by your mail application's spam filter.

How do I pay for my listing?

Victorian for-profit businesses are required to pay an annual listing fee. Listings can be paid for by credit card or BPAY. Some operators may already pay for their listing through a membership/partnership with their Regional Tourism Organisation (RTO), upon which they will receive a coupon code to use as a form of payment when renewing their listing within the ATDW-Online platform.

To pay for your listing, login to ATDW-Online and navigate to your listings dashboard, click 'Update' on the listing you would like to renew. Once you have reviewed and updated your listing content, click 'Send for Review'. Listings can be paid for via coupon code, credit card or BPAY.

I have already paid for my ATDW listing through a membership with my Regional Tourism Organisation. Why has it expired?

Regardless of an operator's association with their Regional Tourism Organisation, a business listing will require renewal every 12 months. If you have already paid for your listing, you will need to obtain a coupon code from your RTO to use as a form of payment when renewing it in ATDW-Online. This is also a good opportunity to review your listing and ensure your information is up to date.

I have received a coupon code from my Regional Tourism Organisation. How do I redeem it?

To redeem your coupon code, log in to ATDW-Online and select 'Update' on the listing you want to renew. Once you have reviewed and updated your listing information, select 'send for review'. On the 'Payment Step 1' page, enter your coupon code, select 'Verify', then 'Continue'. Your listing will then be sent for review and renewed within 1-2 business days.

How long will it take for my new listing or updates to be reviewed and published to distributor websites?

Generally, your listing will take within 1-2 business days to be reviewed and quality assured by Visit Victoria's ATDW Support Team. From there, you may need to allow another business day for your listing updates to appear on most distributor websites.

Which websites will my listing appear on?

As standard, your listing will be distributed to official tourism websites visitvictoria.com and australia.com. Once published, your listing is made available for any licensed distributor to display on their channel. There are over 50 distributors of Victorian ATDW content including regional tourism organisations, local councils and commercial websites. You can browse through a full list of ATDW distributor websites here.

What are the image requirements for the ATDW?

Images need to be of a minimum 2048 x 1536 pixels in size - this is so they can look their best when expanded to a full screen. Most smartphones and digital cameras will capture images of this quality. When taking images of your product, ensure your resolution settings are set to their highest and that the environment has good lighting. Images containing text, logos or images of banners/posters are not accepted - these are often cropped or displayed inappropriately on some distributor websites.

How to I upload images to my listing?

Navigate to the Photos section and either drag & drop your images to within the orange box or click on the 'click to upload' link to open your computer's file explorer. You can select more than one image to upload at once and these will be simultaneously added to your listing. Once added, fill in the image details and select 'save photo' save it to the listing. Once saved, you can adjust the cropping window or rearrange the order of your images by dragging and dropping.

I wish to have multiple users manage my ATDW listing. Is that possible?

Yes. To register additional users to your account, navigate to the 'Account' tab, select 'Add another user' and enter the user's email address. The new user will need to arrange a password when they first log in to ATDW-Online.

Can I see how many page views my listing has received?

You can monitor the performance of your ATDW listing navigating to the 'Stats' tab in the ATDW-Online platform.

I no longer wish to list my business / event on the ATDW. How do I remove it?

To disable a listing, click on the settings icon on the top right corner of the listing screen and click 'Request to disable'. Your request will then be approved in 1-2 business days and your listing will be removed from ATDW websites.