Murray Digital Platform – Fact Sheet Three Australian Tourism Data Warehouse (ATDW)

Background

Throughout the development and implementation of the Murray Regional Tourism (MRT) Digital Platform Project there has been various learnings around content loading plus information that can assist with the more technical aspects of websites that individual destinations may like implement.

To assist destinations maximise their online performance and use of the digital platform a series of 'Fact Sheets' have been created to document and share these learnings. This is the third fact sheet in this series.

Prior to starting the content loading process on your destination website, read the platform administration user manual. If you don't have the manual, please request this from MRT.

Australian Tourism Data Warehouse (ATDW)

ATDW product/operator listings are automatically imported into the Murray regional digital platform on a daily basis. The following ATDW categories are automatically imported:

- Accommodation.
- Event.
- Attraction.
- Visitor Information Centres.
- Restaurant.
- Tour.
- Hire.

ATDW Operator Search Instructions

To identify why a listing may not be importing into the platform, follow the instructions below;

1. Search for the operator on the ATDW site, http://atdw.com.au/our-listings/
2. If the operator cannot be found they do not have an ATDW listing. Operators may need to be provided with some support to organise a listing via ATDW online, https://oauth.atdw-online.com.au/login
3. If the operator has a listing, record the township.
4. If the operator exists in ATDW then go the Admin Panel on your website.
5. Check if the operator township is assigned to the platform, > Admin Panel > Pages > Site >Destination > Settings > Additional Destinations.

Note: Destinations were assigned to sites by MRT as provided on the ATDW spreadsheet. If a destination is not assigned please advise MRT who will organise to assign the destination to the platform. The collective list of destinations is assigned to www.visitthemurray.com.au

6. If the operator exists in ATDW and the township is assigned to the platform then check whether the operator is on the platform, > Admin Panel > Operators > [Accommodation etc] > Search by title in the filters.
7. If the operator cannot be found on the platform, this is a bug. Please advise MRT digital@mrtb.com.au who will review the issue and log a support request with the digital agency if necessary so that the issue can be investigated.

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Duplicate Operator Listings

In some cases, duplicate ATDW product/operator listings are being imported to the platform. This is occurring due to the one operator having a listing on both VisitVic and VisitNSW websites and the platform importing both listings. With the recent update to ATDW online, which now allows a single data input framework at a national level for operators, both Tourism Victoria and Destination NSW are reviewing the duplicate listings that have been migrated across for the Murray Region with the view to retaining the listing based on where the business is located.

In the interim, the short term solution is to hide one of the duplicate listings which can be achieved by following the instructions below;

1. Go to the >Admin panel, >operators, >[Accommodation etc] and search for the operator on the platform.
2. If the operator has two listings, they will be displayed in the search results.
3. Choose the listing to hide.
4. Select 'Edit', 'Contact' and tick box 'Is Hidden',
5. Select 'Update' to save.
6. Go back and search for the operator to check that the duplicate listing has been hidden.
7. In addition, the CMS now allows the listing to be unapproved which can be used as a secondary measure.

Note: Do not delete the listing as the listing will only reappear upon the next import. If a Bookeasy ID has been added to the operator do not hide this listing as the Bookeasy integration will not work without it. If the listing is hidden or unapproved at a destination CMS level the changes will feed up to the Murray Regional site.

Manual import listing from ATDW

On some occasions, an ATDW may not import into the platform automatically. This can be due to a number of reasons including the incorrect location, latitude and longitude for example.

To successfully complete a manual import the following information will be required;
- Latitude and Longitude of the location/destination which can be found from http://www.distancesfrom.com/Latitude-Longitude.aspx
- Simply type in the location name and the latitude and longitude results will be displayed below.
- The ATDW product id can be found as a field on search results from http://www.atdw.com.au/products/advancedsearch/ (this is scheduled to be available from middle of June 2016) or by reviewing a product listing report provided by MRT.
- If the listing is new, contact MRT digital@mrtb.com.au for assistance.

To import a listing manually from ATDW follow the instructions below;
1. Go to the >admin panel, >operators, >[Event etc] select category and search for the operator on the platform.
2. If the listing does not exist, >actions, >add new.
3. Under the 'General' Tab, complete the event name, ATDW id field and pop an 'x' in the description field. Note: when the listing has imported the 'x' will be removed.
4. Under the 'Contact' Tab, complete the Latitude, Longitude fields and select the destination from the drop down list.
5. Select 'Create'.
6. Select >Actions, Import. A response will be provided to advise that the import was successful.
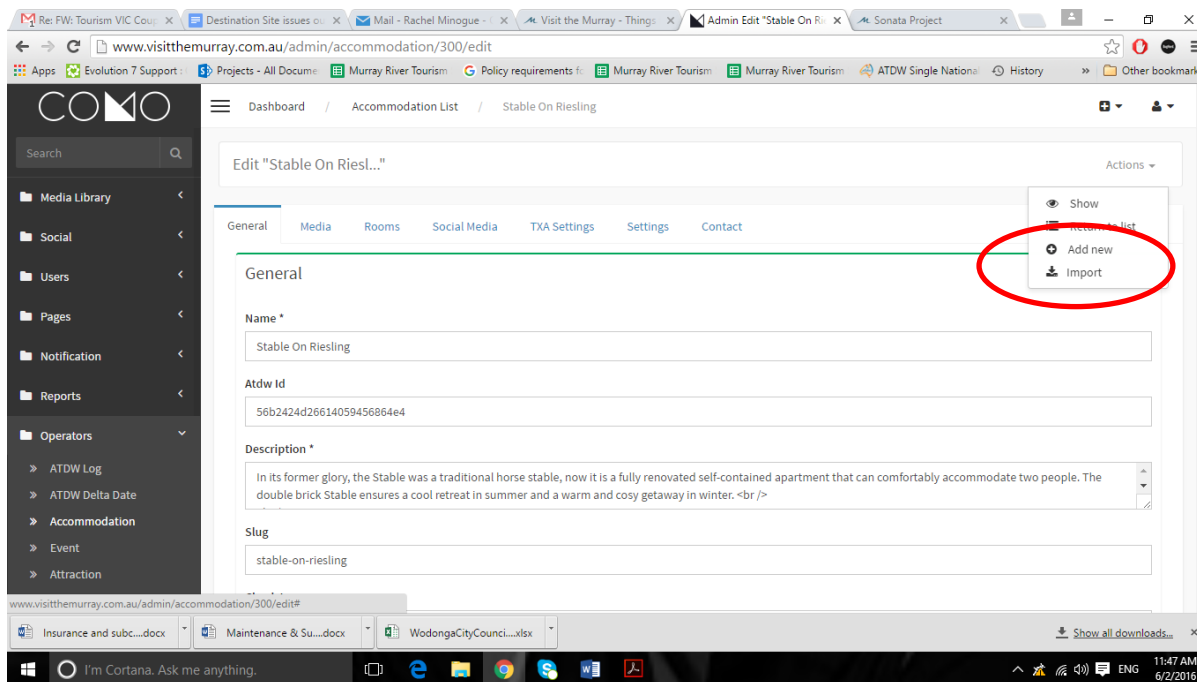
7. The listing should now be successfully imported into the platform. The listing will also be viewable on
    http://www.visitthemurray.com.au/