

HOW TO CREATE YOUR ATDW LISTING

1 REGISTER YOUR ATDW ACCOUNT

- Go to www.atdw-online.com.au
- Register to create a listing by clicking the **Register Now** button.
- Select your account type as Tourism Operator and click continue.
- Enter your business's information, including the ABN. Enter all the details as prompted, read the terms and conditions and click **Register Now**. Additional users can be added in the dashboard later on.
- Once you have registered and created your account, you will receive an email with your chosen username and password and a link to activate your account.

2 CREATE YOUR LISTING

- Select your **listing type**
 - Complete all relevant fields for your listing & click the **Send for Review** button when completed.
 - **NB:** Mandatory fields are indicated with an asterisk symbol in the vertical orange navigation panel. You can come back to optional fields later if you want. Help text is on the right hand side of each field.
- HINT - it's best to complete your listing on a desktop or laptop because it's easier to see the program rather than on a tablet or phone.

3 IMAGES

To get the full benefits of ATDW-Online, it's essential your listing has good quality images and footage. Images must meet these specs:

- a minimum of 2048 x 1536 pixels
- .jpg or .png file format
- landscape (horizontal) orientation (portrait images are not accepted)
- videos should be a YouTube link

Each listing must have at least one image that meets these standards, to a maximum of 10 images.

NB: if you are having problems with this, please send the images to alex.henley@kempsey.nsw.gov.au to help

4 FAQs

Am I eligible?

To list on 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, please see ATDW's listing guidelines.

Where will my listing be published?

By listing a product once in the ATDW database, Tourism Operators benefit from being listed on their State or Territory Tourism organisation's consumer website. The listing will also be made available to all ATDW distributors who have the option to select products that align with their corporate, sales and marketing strategies. The use of `keywords` in your ATDW listing helps to raise your potential for exposure.