

myATDW User Guide

ATDW Category: Tour



1 Overview

Welcome to the new myATDW platform where you can create and manage your business' ATDW listing.

myATDW is a user friendly, time saving, online tool that allows you to review, update or add your own listing in the Australian Tourism Data Warehouse (ATDW). At renewal time you will also be able to pay online to renew your listing via credit card and BPAY (please note events are free to list). You can access your own myATDW listing at any time to ensure your listing displays the most current and accurate information. A new listing and any changes will go through a Quality Assurance process to ensure all content quality standards are met before the listing is released live.

This user guide will demonstrate what's involved in maintaining your listing's information (some of which are new sections added to myATDW) and highlight some of the key steps to create your **Tour** listing using some great new features in the *Brochure View* (see Figure 1).

myATDW is supported by the following web browsers: Internet Explorer 8.0 or above, Firefox 3.5 or above, Safari 4.0 or above and Chrome 6.0 or above.

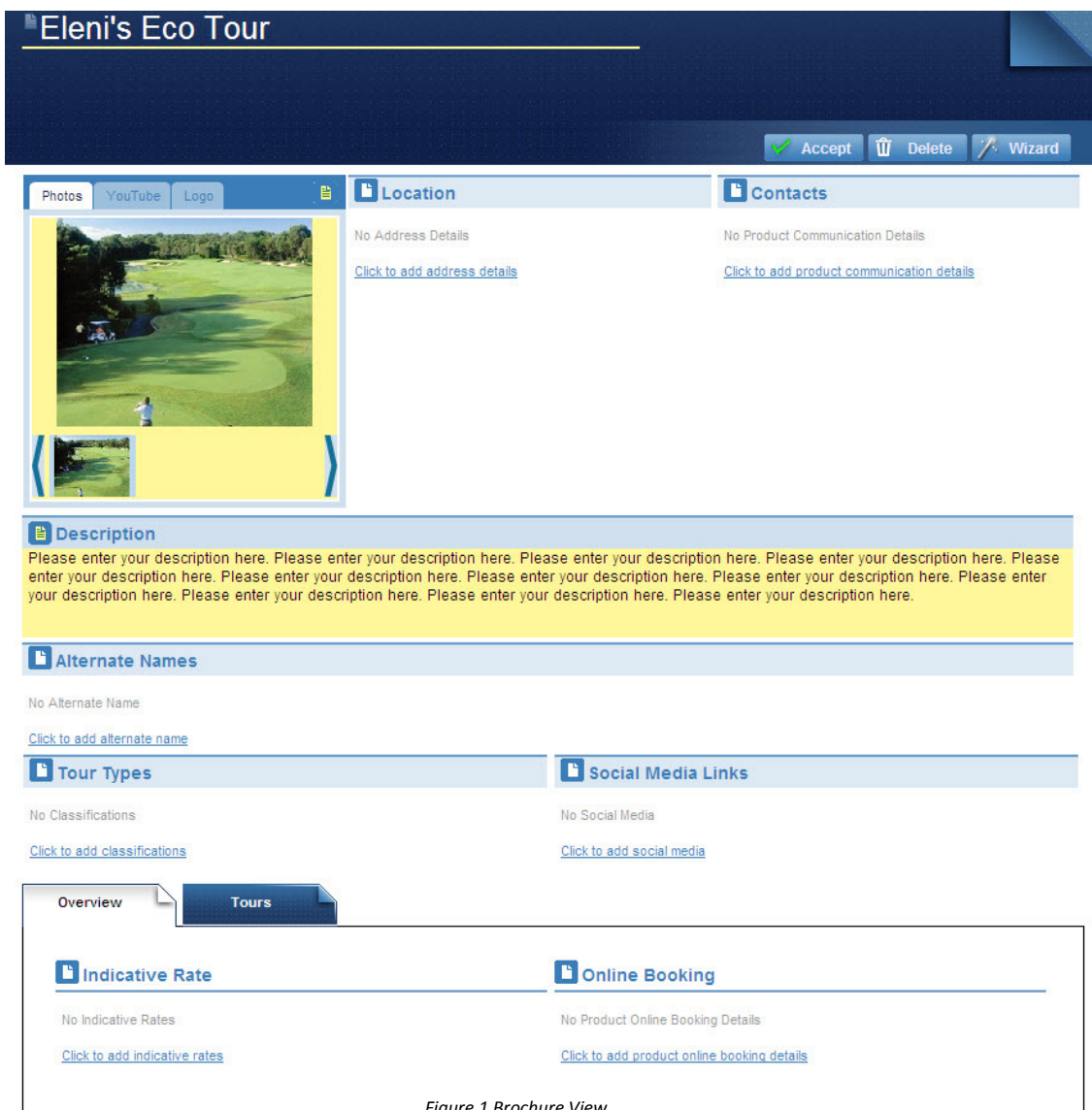


Figure 1 Brochure View

2 Create and Manage your Listing

New Members

Visit www.atdw.tq.com.au/mytourism/registrations to register your business (See Figure 2). Within three working days, you will receive an email with your username, password and link to www.tq.com.au/atdw to login and create your listing.

Please note you can only create listings under the one category. If you feel your business falls under another category or you are holding an event, please contact Tourism Queensland's ATDW Team to allow this access. You will then be able to manage all your listings under the one login.

A new listing can take approximately **45 minutes** to complete. Please consider this when scheduling time to create your listing, otherwise you have the option of clicking 'save' and returning to your listing at a later time to complete.

myATDW Registration Form

In order to create a listing for your business via the Australian Tourism Data Warehouse (ATDW), please create a user account by completing the registration form below. Contact information entered below will not be displayed on your listing; it is purely for Tourism Queensland's records if we need to contact you regarding your listing.

How much?

\$200: Annual subscription fee for 2012/2013.

A \$50 discount applies if you're a member of one or more of the following organisations.

There is no cost to list an event.

If you have any questions, please contact the Tourism Queensland ATDW team on 1800 629 749 or via atdw@tq.com.au

Business Details

Registered Business Name*	<input type="text"/>
ABN	<input type="text"/>
Affiliated Membership*	<input type="text"/>
Product Category*	<input type="text" value="v"/>
Unit/Level	<input type="text"/>
Address*	<input type="text"/>
Suburb/City*	<input type="text"/>
State*	<input type="text" value="v"/>
Postcode*	<input type="text"/>

Contact Details

Title*	<input type="text" value="v"/>
First Name*	<input type="text"/>
Last Name*	<input type="text"/>
Phone Number*	<input type="text"/> <input type="text"/>
Email Address*	<input type="text"/>
Verify Email Address*	<input type="text"/>
Website URL	<input type="text"/>

User Account Details

Username*	<input type="text"/>
Password*	<input type="text"/>
Verify Password*	<input type="text"/>

Figure 2 Registration page for new members

Existing Members

Head to www.tq.com.au/atdw to login in to myATDW with your username and password that were provided following registration. Once you login, you will be taken to a screen where you can view your product details (See Figure 1), pay for your listing, or create a new listing.

Please note you can only create listings under the one category. If you feel your business falls under another category or you are holding an event, please contact Tourism Queensland's ATDW Team to allow this access. You will then be able to manage all your listings under the one login.

In the top right hand corner you will see a button called 'My Business' and 'My Profile'. If you click on My Business you are able to edit your business name and address details (see Figure 3). Under 'My Profile' (see Figure 4) you will be able to edit the Sales and Marketing contact who should be the person responsible for your listing. You can also update your password and email address, however your username will always remain the same as you initially provided upon registration or as the username you were given. If you need to update your username please contact our team via email on atdw@tq.com.au

Figure 3 My Business

Figure 3 My Profile

3 The Brochure View

For new members, it is recommended to use the Wizard to guide you through the steps of creating a listing to ensure you don't miss any important details.

Please note: A new listing can take approximately 45 minutes to complete. Please consider this when scheduling time to create your listing, otherwise you have the option of clicking 'save' and returning to your listing at a later time to complete.

This section won't go through each Step as most are self explanatory and you will find help text to guide you through it, although some Steps are explained further below (these aren't in order of the Wizard steps).

- **Name and Description (Step 1)**

The description must be a minimum of 50 and maximum of 200 words. The first sentence of the description is the most important as this is the text displayed with the Search Results from any ATDW record search. In saying that, you need to entice consumers to want to find out more about your product so that they click on the 'More Details' link on the website to view the full product listing. This sentence should be emotive, descriptive, contain your business name and target keywords so that the consumer wants to read more.

The second paragraph should provide additional information although not a list of activities or experiences one can have by taking the tour. As this is the first Step in the Wizard and new operators may be unsure as to where to include other information, you can always save it and then click on the edit icon for the description at a later stage. There is a separate section for contact details and URL's so it is best not to state this in the description. If you have created your text in another document, or wish to use something off your website, you can simply copy and paste it into the text field.

Remember to keep the language simple and to the point!

- **Alternate Names (Step 2)**

Alternate names for the product can be entered here including Previous Name, Registered Business Name, Search Name, Parent Company, Previous Names and Trading Name. Using the Alternate Names is a good way to deal with businesses that have variations of spelling i.e. Bay View and Bayview. The second version of the name can be added as an additional Search Name, so that consumers will find the record via both spellings.

If your business has recently changed names, you should select Previous Name or if your business trades as another name but wish for it to be displayed differently you should use Trading Name (See Figure 6). For example, the Registered Business Name Country Comfort Toowoomba, Previous Name was Highfields Travel Centre Motel and the Product Name is Country Comfort Toowoomba.

▼ Alternate Names - Step 2 of 25 + X

Please provide details of any other names your company is known as. For example, your business name if different from your Product Name already provided. Select the relevant Name Type from the available options. If your product isn't known by any other name, please proceed to the next screen by clicking the 'Next' or 'Cancel'.

+ Add More

Name Type	Details	Market	Written In
<div style="border: 1px solid #ccc; padding: 2px;"> <div style="background-color: #f0f0f0; padding: 2px;">[Empty]</div> <ul style="list-style-type: none"> Display Name Registered Business Name Search Name Parent Company Previous Names Trading Name </div>	<input type="text"/>	English / Global	English

Figure 6 Alternate Names (Optional)

- Comment (Step 9)

The 'Comment' step is an opportunity to add other general information about your Tour listing. We recommend you provide further information for consumers on Cancellation Policy, How to Get There and Tariff Information to maximise your listing. You can list more Comment Types by selecting **Add More** and choosing from the drop down list (See Figure 7).

▼ Comment - Step 9 of 25 + X

This screen enables you to provide detailed information about your product using the 'Comment Type' selection as a guide for the information required. Eg How to get there, Hotel pick-up, cancellation policy etc.

+ Add More

(English / Global)

Comment Type

[Empty]

- Access Tour
- Access Car
- Children Extract
- Cancellation Policy
- Conference Extract
- Departure Point
- Disabled Comments
- Entity Facilities
- Entity Restrictions
- General Comments
- Hotel Pick-up
- How to get There
- Open Times
- Product Description Translat
- Access Public Transport
- Service Facilities
- Tariff Text
- Weather

Market English / Global

Written In English 🗑️

Figure 7 Additional Comments

- **Indicative Rate (Step 10)**

Indicative rates are the **lowest and highest cost for an adult** across all tour types. These prices must be bookable at any time throughout the year for a consumer (See Figure 8). You should therefore enter the cheapest tour price available for an adult and the most expensive for all tours available. It allows for a consistent comparison between listings (children and senior rates excluded).

From the drop down you can also specify if the price includes accommodation, entry to attractions along the way, meals etc. If the rate includes an extra it would be a good idea use the details field to explain further if necessary.

Please note: Indicative rates for specific tours will be entered in a later step when you add the types of tours your business offers.

For assistance with indicative rates please contact the Tourism Queensland ATDW team via atdw@tq.com.au or call 1800 629 749.

Figure 8 Overall Indicative Rates

- **Multimedia (Step 17)**

Images

The next few steps take you through the image gallery for your product. By clicking **Next** the Wizard will take you to the next step to upload an image, however if you click **Proceed to next item** this will take you to the next main section in the wizard which you should select once you have finished uploading your photos.

For a tour product, you can upload up to **4 images** and 1 logo against your myATDW listing. You can also list up to 4 images of each tour type which will be entered at a later step. It is recommended you upload only **landscape** images as www.queenslandholidays.com.au can't display portrait images (for existing members who have portrait images uploaded, please note these won't appear on Queensland Holidays). Only the first image will be displayed on www.queenslandholidays.com.au for each tour type, however other distributors of your content may have the ability to show all transport images supplied.

Images are resized automatically for you, however it is best for ease of uploading to ensure the image is less than a 1MB file. To ensure your image is compliant, please refer to Figure 9 below for guidelines:

Multimedia Type	Requirement	Accepted File Types	Preferred	Maximum File Restrictions
Image	1 (max 4)	.jpg	Landscape (280 x 210)	1MB each
Logo	Optional	.jpg or .gif	Landscape	1MB

Figure 9 Multimedia Guidelines

As part of myATDW, we are now collecting data from YouTube, Twitter and Facebook which will increase the richness of data and quality of the end users' experience.

YouTube

YouTube videos are optional. You can either copy and paste the individual YouTube URL (i.e. <http://www.youtube.com/watch?v=YpFKt8hvkKE>) or enter your YouTube user account (i.e. Queensland) and click '**Get Video**' which will take you to your YouTube channel where you can select a video to add to your listing. Select up to 4 videos to add to your listing.

Social Media

Please provide your social networking URLs for your **business**. NOTE: Tourism business focused social networking accounts only. For example

- Facebook: <http://www.facebook.com/visitqueensland>
- Twitter: <http://twitter.com/queensland>

• Tour Types/Services (Step 24 onwards)

Here you will submit the types of tours your business runs. You can enter as many tours as you like. You must enter the tour name and a description which must be a minimum of 10 and maximum 200 words.

This section will then ask you to select similar classifications as you did earlier e.g. whether it is a full day, half day or less, or night tour. It will prompt you to enter the indicative rate for **this specific tour only** (based only on adult rates), allow you to upload images, YouTube videos, Tour Departure Date/Time information, Starting From and Highlight location information, Mode of Transport, Facilities and Activities available to a consumer

4 Payment

For new listings, once you have completed all necessary steps in the Wizard you will be prompted to make payment. For existing operators that are renewing their listing for a new subscription year, you will need to update your listing and make payment to renew. When you log in, you will find the 'Pay for your listing' button on the overview page (See Figure 11). If you click on this prior to updating your listing, you will be prompted to view your details and ensure we have accurate and up to date information before you can make payment.



Figure 11 Home View

Payment can be made by either B-PAY or credit card. Accreditation Discount applies if you have chosen one of the affiliated memberships outlined in the registration form (See Figure 12).

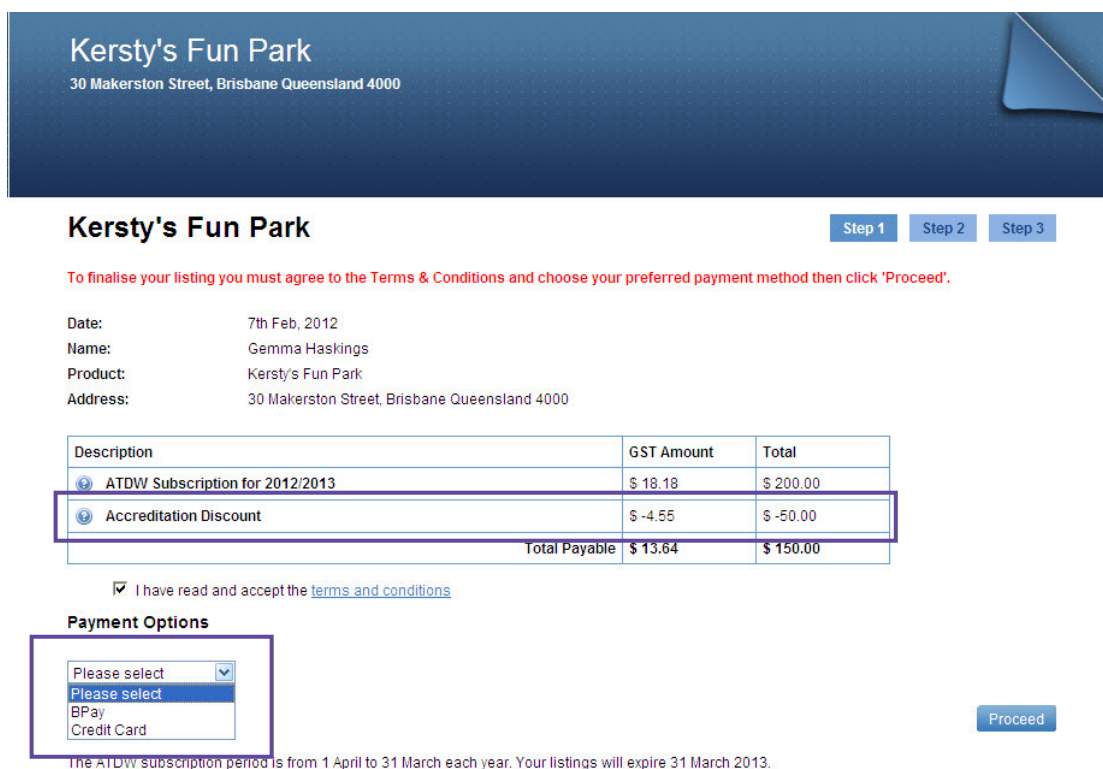


Figure 12 Payment Step 1

Credit Card

After selecting Credit Card, you will be taken to a screen with an invoice and the necessary fields to enter your credit card details. You will be emailed a copy of the invoice as well.

B-PAY

After selecting the B-PAY option, an invoice will appear on screen and also emailed to you. Visit your Internet Banking site and continue to transfer the amount on the invoice using the reference number and billing code provided. For your convenience, you can print the invoice by clicking the 'Print' button next to Step 1 (See Figure 13).

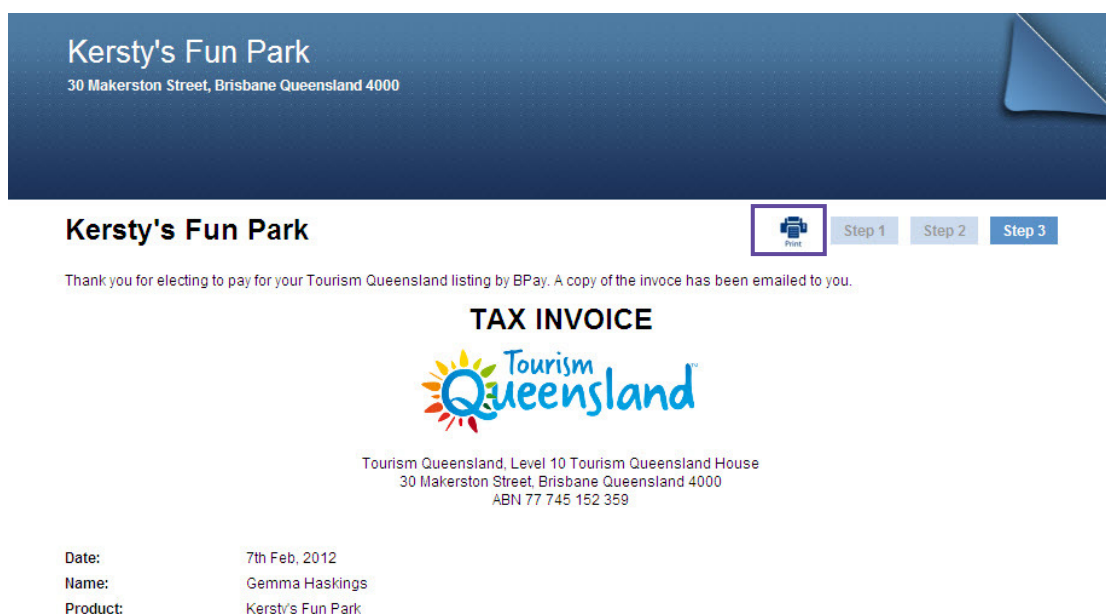


Figure 13 Payment Invoice