

Product Description Writing Tips

Did You Know?

- Online content is read about 25% slower than printed material
- Web pages are often scanned, text is rarely read word-for-word
- Consumer research indicates that the inclusion of images assist in enticing consumers to your business
- Search engine optimisation (SEO) is the use of the product name and keywords in descriptions to help ensure products will appear in search engine results

Don't forget!

- The description for your tourism product must now be between 50 and 150 words for events, hire and transport and up to 200 words for accommodation, tour and attraction products.
- Include the name of your tourism product in the paragraph of the description

Some helpful tips when writing your product description:

Accommodation: Begin your description with words that summarise what the accommodation is (hotel, bed and breakfast, caravan park). Describe the accommodation's wider setting (coastal, vineyard, close to shopping) and what this offers to the visitor. Provide the visitor with some ideas of what to do in that region (walk to nearby beach). Do not provide a detailed list all of the facilities available in each room.

Generic example:

The Island Coastal Cottages are five fully self-contained units set amid shady trees and only metres from the sheltered waters of Eastern Cove. The cottages accommodate two to five guests and each has a patio that overlooks the ocean. All cabins have decks with outdoor settings and barbecues to help you enjoy the peaceful setting. It's just a two minute walk to the wharf and boat ramp, making it an ideal location for those who enjoy fishing.

Attraction: A detailed, promotional description is required for inclusion in an attraction record. The first sentence should tell what sort of attraction it is (museum, theme park, monument, dive site, natural spectacle) and what it offers. Do not start out by detailing the attraction's history (for example: "The Maritime Museum was opened in 1978 to commemorate "). Focus on providing the reader with a contemporary, motivating description.

Generic example:

The Powerhouse Museum is one of Australia's most diverse museums. The vast collection includes an extraordinary array of treasures, oddities and innovations from Australia and around the world. Quirky and colourful exhibitions complement an eclectic range of permanent displays. Discover contemporary fashion, popular culture and decorative arts, see the latest innovation in design, and learn about Australian social history and Indigenous creativity.

Tours: A detailed, promotional description is required which outlines what the tour company has to offer, or what it specialises in (within the company description of the tour overview). Begin by outlining where the tour operates and what sort of tours are offered. Why should they take the tour? Describe the region it operates within and what that region offers.

Generic example:

Follow in the footsteps of Matthew Flinders with Getaway Tours. Explore the calm waters of the upper Spence Gulf aboard the new luxury pontoon boat. Discover Port Augusta's rich history and ecology of this little known waterway. This two hour tour encompasses the very best of the area including Redbank Cliffs, historic wharf, Old Salt works, the tip of Spencer Gulf to the Trans Australian railway line, and old barges used before bridges were built. Groups are welcome.