

# ATDW LISTING GUIDELINES – ATTRACTION

July 2017

## Definition:

Attractions must be places/areas of interest that offer a distinct visitor experience to the leisure tourist. Eligible attractions must fall into one of following categories:

### Agricultural, Mining and Industry

Agricultural, Mining or Industry related attractions primarily offer an "experience" to visitors. This can include working farms, open cut mines or agricultural centres.

### Amusement and Theme Parks

A theme park, amusement park, water park or maze attraction is an enclosed area or site that provides a variety of experiences, amusements and services often relating to a particular theme. Admission fee usually applies.

### Entertainment Venues

These venues include cinemas, clubs, casinos, theatres, performance centres, licensed clubs and nightclubs.

### Galleries, Museums and Collections

Galleries, museum, collections, interpretative and/or science centre listed here must be open with some regularity. They may house arts, crafts or any collection of interest.

### Historical Sites and Heritage Locations

A historic or heritage site is a location where pieces of political, military, cultural or social history have been preserved due to their heritage value.

### Landmarks and Buildings

Landmarks and buildings listed here will be objects or features that are of interest to visitors. This type can include bridges, buildings and places of worship.

### National Parks and Reserves

National Parks and reserves are an area, piece of land, or body of water that is protected by the state for the enjoyment of the general public and/or the preservation of flora and fauna.

### Natural Attractions

A natural attraction is one that has been created by nature and can be enjoyed by visitors to your destination. E.g. Lookouts, Nature Walks, Waterfalls, State Forests, Rivers, Lakes and Dams.

### Observatories and Planetariums

Observatories and planetarium facilities are designed and equipped to observe astronomical phenomena or they house an instrument/s for projecting the positions of the planets onto a domed ceiling.

### Parks and Gardens

Parks and gardens must be open to visitors. They can vary in size and include botanic gardens, arboretums, display gardens and local parks.

### Shopping & Markets

Retail shopping outlets may feature if leisure-tourism forms a significant part of the business. These businesses need to sell local/regional designer/handcrafted wares or goods specific to the area.

Markets include food markets or farmers markets that have a permanent venue and regular opening days. One off pop-up markets are considered Events, not Attractions.

### Spas and Retreats

Spas and retreats will provide a variety of services for the purpose of improving health, beauty and relaxation through various treatments and activities. E.g. Day spas, wellness spas, health and wellness retreats.

### Sports and Recreation Facilities

These listings must specifically relate to sport and recreation. These can include indoor and outdoor facilities that would add to a visitors experience within the destination .e.g. climbing walls, go karts, gymnasiums, public swimming pools and playgrounds.

### Zoos, Sanctuaries, Aquariums and Wildlife Parks

These attractions maintain a collection of wild animals usually in a park or gardens (or tank), for the study, conservation and display for the general public.

Please refer to the Operator Listing Guidelines for specific product inclusion and exclusion criteria.

## Attraction Overview: Required fields

- Name & Description
- Attraction type
- Photos
- Location
- Prices
- Phone/Email or Website

## Helpful hints

Once you have logged in, work your way through the entire wizard step-by-step or choose fields to complete from the orange menu. This menu appears on the left hand side of the page on a desktop computer, or is available in the top left hand corner on a portable device.

Use the Guidance icon  located on the right hand side of each page to guide you through the required fields. The guidance copy will provide you with useful language tips and detail many of the editorial standards your listing will need to adhere to in order to be published.

Keep an eye on your email as the VisitCanberra team may need further information from you. If you haven't already done so, please add [atdw@act.gov.au](mailto:atdw@act.gov.au) to your email contact list so our emails don't end up in your spam or junk folders.

## Logging In

Login/Register at [atdw-online.com.au](http://atdw-online.com.au)

Click on **Add New Listing** from your **Listing Dashboard**.

Choose **Attraction** as your **Listing Type**.

## Name and description

Name & description Required

**What's the name of the attraction?**

Provide the name of your attraction.

**How would you describe this attraction?**

Provide a maximum 200 word description of your attraction. Avoid the following:

- Abbreviations, BBQ, KM's, TV, ETC
- Contact details
- Indicative prices
- Bullet points (must be in full sentence format)
- HTML markups
- 1st person language (I, we, us, our)

Do not use capitalised text unless it is trademarked.

## Attraction type

Select the attraction type(s) that best describes your business *according to the definitions on the page.*

Attraction Type

Please select the attraction type that best describes your attraction

<p><b>Agri, Mining and Industry</b></p> <p>Agricultural, Mining or Industry related attractions primarily offer an "experience" to visitors. This can include working farms, open cut mines or agricultural centres.</p>	<p><b>Amusement and Theme Parks</b></p> <p>A theme or amusement park is an enclosed area or site that provides a variety of experiences, amusements and services often relating to a particular theme. Admission fee usually applies. This can include water parks and mazes.</p>	<p><b>Entertainment Venues</b></p> <p>Entertainment Venues include cinemas, clubs, casinos, licensed clubs, theatres and performance centres.</p>
<p><b>Historical Sites and Heritage Locations</b></p> <p>A historic or heritage site is a location where pieces of political, military, cultural, or social history have been preserved due to their heritage value.</p>	<p><b>Landmarks and Buildings</b></p> <p>Landmarks and Buildings listed here will be objects or features that are of interest to visitors. This type can include bridges, buildings, places of worship and lighthouses.</p>	<p><b>National Parks and Reserves</b></p> <p>National Parks and Reserves are an area, piece of land or body of water that is protected by the state for the enjoyment of the general public and/or for the preservation of flora and fauna.</p>

## Photos (max 10)

- Minimum photo dimensions are 2048 x 1536 pixels.
- Maximum photo size is 10mb.
- Minimum 1 photo, maximum 10 photos.
- Portrait sized photos, posters, brochures, logos or photos with written text are not accepted.
- Alternative Text (Alt text) is mandatory. Write a brief description of what's in the photo to benefit the visually impaired and help with search engine optimisation (SEO).
- Captions can add more detail to your photo.
- If necessary, add copyright details and credit the photographer.
- Once uploaded, you can drag photos into your preferred order. The star will indicate your hero photo.

Photos ✓



SQUARE  LANDSCAPE

Organise your photos by dragging them into ordered position with your hero photo being first.



## Location

Select **Organisation address** to use the address entered when you registered. If that address is incorrect or inappropriate, select **Define Another Address**. The database auto-fills your organisation address.

If needed, start typing a different address in the **Street Address**. Select the correct choice from the drop down box. Manually click and drag the red pin on the map to the right location as needed.

The Playhouse  18 optional steps to optim listing

Listing #: AU0124930

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 Physical address ✔

- Organisation address  
Theatre Lane  
Canberra  
ACT, 2601
- Define another address

**Street address**

**Unit / Apartment / Suite / Building**

**Suburb**

**State**  **Post code**



The map shows a red pin on Theatre Lane in Canberra. A tooltip above the pin reads "Theatre Lane Canberra". The map includes labels for various locations such as Bruce, Macquarie, Aranda, Lyneham, Downer, Mount Majura Nature Reserve, Goolooyarro, Mount Ainslie Nature Reserve, Canberra National Pistol Club, Canberra Airport, Pialliga, Kowen Escarpment Nature Reserve, National Museum of Australia, and Yarralumla.

## Prices

Prices Optional

- Do not specify
- What's the entry cost to this attraction?
- Customers can experience this attraction for free

As soon as you select **What's the entry cost to this attraction?** this step becomes mandatory. Enter a minimum and maximum price. Minimum may be the Child rate, while the maximum could be the Adult rate.

Prices ✓

- Do not specify
- What's the entry cost to this attraction?

From To

\$	<input type="text"/>	\$	<input type="text"/>
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Comments on these prices

- Customers can experience this attraction for free

If your rates vary according to the seasons or there are certain conditions that visitors should be made aware of, please write that information in the comment section (25 word maximum).

Only select **Customers can experience this attraction for free** if your attraction is free to *all* visitors.

## Phone/Email/Website fields

*Only one of these three contact fields is required but the more options you can provide, the more helpful it is for visitors.*

Phone Required

What number should your customers contact you on?

0212341234

Secondary phone number

Write your phone number *without* spaces or international area codes

## Email

Email Required

What email should customers contact you on?

example@info.com.au

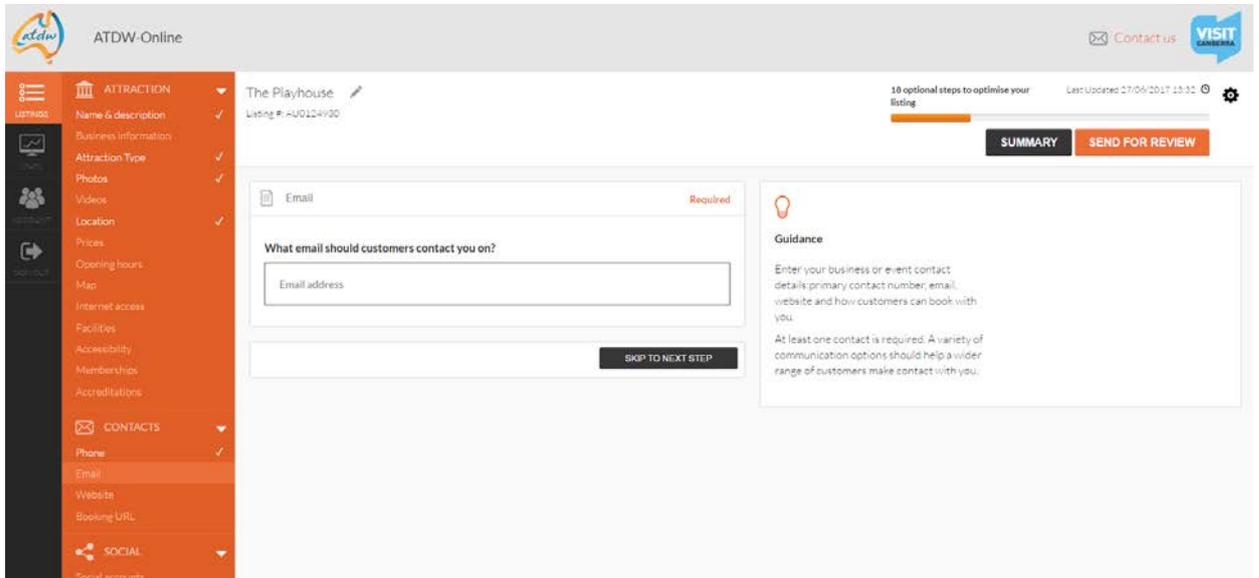
## Website

Website URL Required

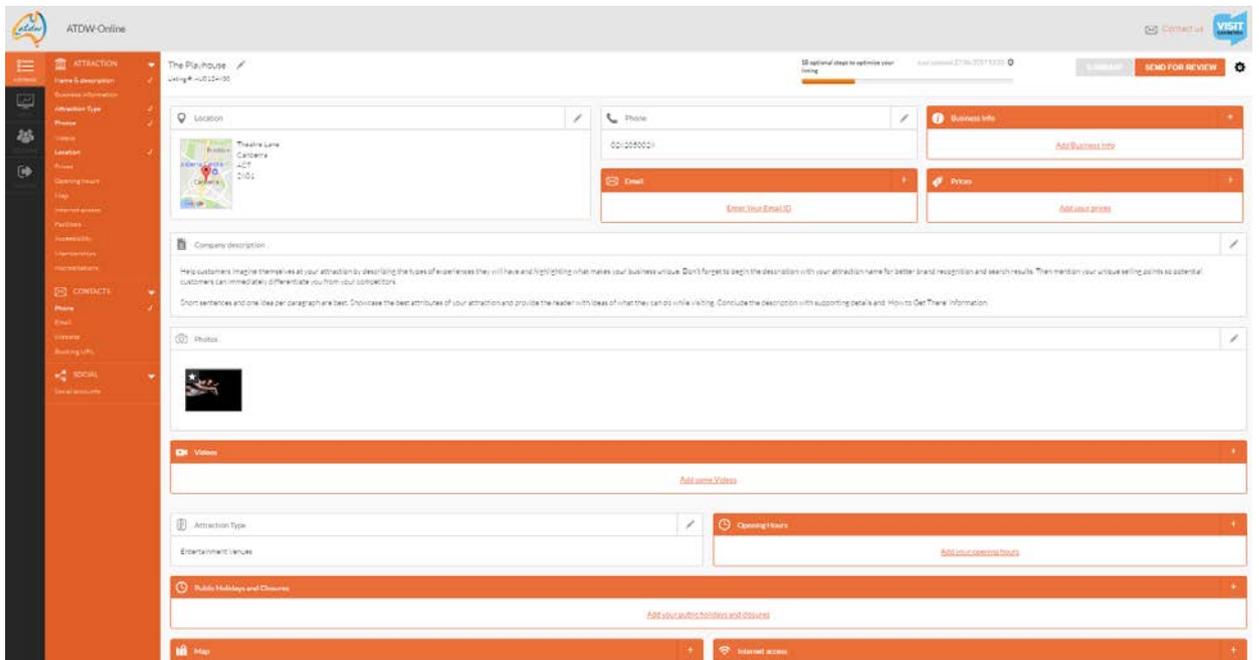
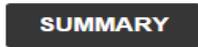
Provide your accommodation specific website address

www.example.com.au

Once the mandatory steps are complete, the **Send for Review** button in the top right hand corner of the page will become enabled.



View a summary of your listing at any stage by clicking on the **SUMMARY** button in the top right hand corner of your page/window.



## Before you Send for Review...

Please take the time to read over your listing to ensure there are no errors.

Fields in orange indicate there is no information contained within. You can add information into these fields by clicking on the hyperlinked text.

The Optional Steps outlined on the next few pages will give potential visitors more information.

Once you are happy with your listing, simply click **Send for Review** located in the top right hand corner of the page.

## Listing approval

Once you have submitted your listing or updates, VisitCanberra's team will review your listing. This can take 1 - 5 business days.

You will get an automated email when your listing has been approved.

Please allow up to 24 hours for your listing to be published on [visitcanberra.com.au](http://visitcanberra.com.au) from the time you receive your approval email.

## Listing rejection

*\*VisitCanberra reserve the right to reject any listing if it is technically unsuitable, offensive, defamatory, contains sexually explicit content, or depicts illegal practices. Listings that do not meet ATDW national standards and guidelines will also be rejected.*

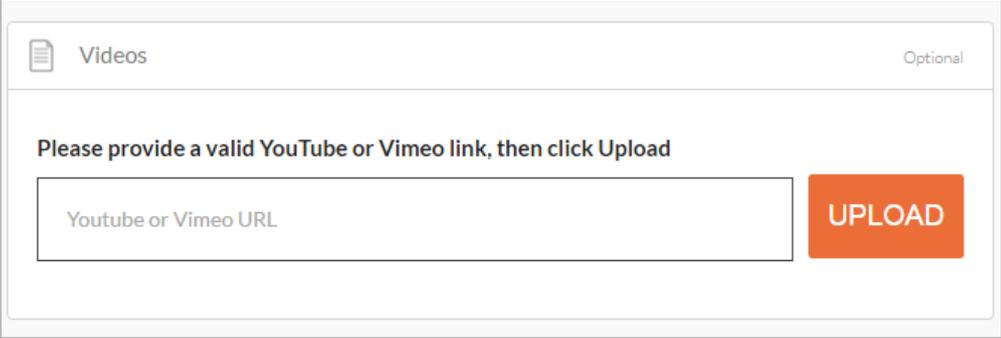
You may receive a rejection email with instructions for you to amend your listing and resubmit it. Return to your listing dashboard, make the changes then click **Send for Review**.

Alternately a rejection email may advise that your listing is unsuitable for a tourism database.

## Optional steps – Enhancing your listing

Visible on [VISITCANBERRA.COM.AU](https://www.visitcanberra.com.au)

### Videos



#### Videos...

- Upload a maximum of 10 different good quality videos.
- Once uploaded, you can drag your videos into your preferred order. The star will indicate your hero video.
- Keep videos 30 - 90 seconds in length.
- Do not upload videos containing advertisements.
- Videos must be uploaded from a YouTube or Vimeo business account.

#### Video making tips

- The camera shows viewers what it looks like, so let the commentary add to the imagery by telling viewers about the advantages of your offering.
- Plan and practice what you're going to say ahead of time to ensure your commentary sounds professional.
- Use a tripod to avoid 'shaky cam'.
- Ensure there is plenty of good natural or artificial light.
- Make sure you use landscape orientation and *not* portrait orientation while recording.

This [video](#) has some good tips on video production from the 19.46 minute mark.

### Opening hours

- Is your attraction accessible at all times or does it have specific opening hours?
- If you can see your opening hours on [www.visitcanberra.com.au](http://www.visitcanberra.com.au) and they are wrong but you cannot see them on the database listing, please contact VisitCanberra on 0262050029 or email [atdw@act.gov.au](mailto:atdw@act.gov.au) with the correct information. This is a temporary solution.

### Map

- Upload a PDF map of your attraction so customers can locate you more easily.

### Internet access

- Is Broadband, Paid or Free WIFI available to your guests?

### Facilities

- Does your attraction have its own car park, toilets, lockers etc?

### Accessibility

- Select the relevant accessibility options for your attraction to assist people with movement, sight and hearing impairments.

### Booking URL

- This field is only for the URL of a transactional booking engine where people can make a booking and receive confirmations.

### Social Accounts

- Where can customers find you on social media? Facebook, Twitter etc? Enter your TripAdvisor link if you would like those reviews to appear with your listing.

### **Not Visible on VISITCANBERRA.COM.AU**

This data may appear on other ATDW distribution channels:

### Business information

- Is your business known by an alternative name?
- Enter your Business ABN and click the 'Check' button to verify

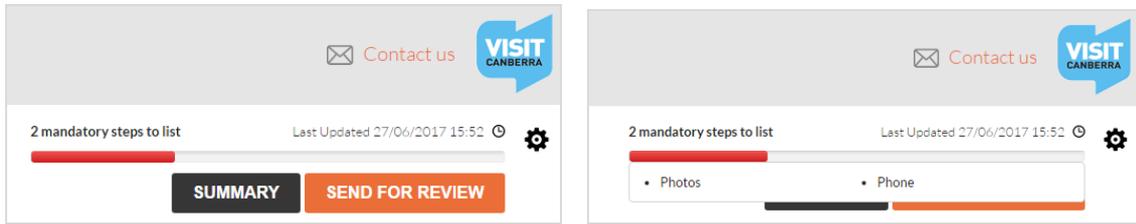
### Memberships

- Does your business have a current membership?

### Accreditations

- Is your business accredited?

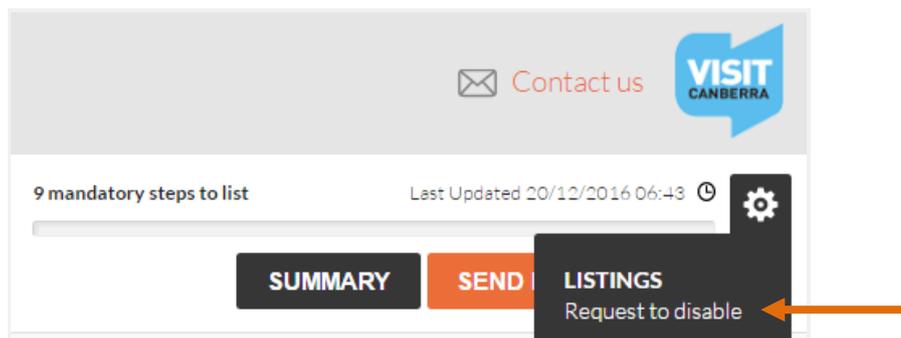
## Trouble shooting



You will not be able to **Send for review** if the progress bar in the top right hand corner of the page is still red. Click on the progress bar to see which mandatory steps need to be completed.

## Removing an attraction

If you need to remove your listing, please click on the  icon located at the top right of your window (under the blue VisitCanberra Logo ) and click Request to disable.



## Assistance

For further assistance with your ATDW listing or if you have any questions relating to the database, please do not hesitate to contact the team:

E: [atdw@act.gov.au](mailto:atdw@act.gov.au)

P: 02 6205 0029 (Monday to Thursday)