

# ATDW LISTING GUIDELINES – ACCOMMODATION

July 2017

## Definition:

Eligible accommodation establishments must have an ABN and offer accommodation for leisure tourists that is bookable for short term stays. Only one accommodation listing is allowed within each physical property.

Eligible accommodation properties must fall into one of the following categories:

### **Apartment**

Apartments have self-catering facilities (sink, refrigerator, microwave etc). Most have separate bedrooms, fully equipped kitchens, one or more bathrooms, usually a washer and dryer, and sometimes a balcony or patio. Towels and linens are provided. Daily or weekly service and other hotel conveniences are usually available.

### **Backpacker and Hostels**

Backpackers or Hostels provide short-term accommodation to guests, usually dormitory style. These are typically larger communal buildings offering room types ranging from individual rooms to dormitory style. They typically have a shared bathroom, social areas and self-catering facilities. Residential Colleges and University Halls of Residence can be included here.

### **Bed and Breakfasts**

Bed and Breakfasts range from a family residence to a guesthouse, homestead or inn. Guests will have private bedrooms, with or without private bathroom facilities. Rooms may be either in the main house or in a separate building. Breakfast is a component of the tariff and is provided either in the form of daily provisions or is prepared by a host.

### **Caravan, Camping and Holiday Parks**

Caravan, Camping and Holiday Parks are defined areas with shared amenities providing any of the following forms of accommodation or the space for: cabins, tents, touring caravans, motor homes, caravans, holiday homes, chalets and bungalows. They may be with or without central entertainment and sports facilities, shops and restaurants.

### **Cottages**

Cottages are stand-alone dwellings which includes private bathroom facilities and kitchen with cooking facilities. The dwelling may be located within the boundary of an accommodation complex.

### **Farm Stays**

Farm Stays offer guests the opportunity to observe or become involved in farm life on a rural property. The accommodation ranges from self-contained or dormitory style to staying in the homestead with the family.

### **Holiday Houses**

Holiday Houses are stand-alone residences for holiday letting which may have several bedrooms allowing a group of guests to stay there together. Typically the house will include full kitchen facilities, private bathroom facilities and laundry facilities.

### **Hotels**

Hotels provides short-term accommodation to guests and will have a licensed bar onsite. Rooms may include private bathroom facilities and full or limited cooking facilities. All or some meals will be available either in a restaurant located onsite, or through room service. A number of additional guest services may be available, including a swimming pool, games room and/or child care.

### **Motels**

Motels are typically designed to attract motorists and usually offer units or suites for guests and on-site parking. Individual bathroom facilities are available. Breakfast is usually available and units are serviced daily. These rooms may contain limited cooking facilities.

### **Resorts**

Resorts provide short-term accommodation to guests in a location that encourages an extended on site holiday. Offerings may include swimming pools, day spa, child care, restaurants, licensed bars, tour desk, nightlife and day time activities. Rooms include private bathroom facilities and may offer some cooking facilities. Meals are available in an onsite restaurant or through room service.

### **Retreat and Lodge**


Lodges are situated in secluded areas ideal for quiet relaxation and immersion into a unique environment setting. Style of accommodation can be from basic to luxury and offer a specific or niche range of activities such as skiing, diving or uniquely Australian nature experiences.

## Accommodation Overview: Required fields

- **Name & Description**
- **Accommodation 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 **Accommodation** as your **Listing Type**.

## Name and description

Name & description Required

**What's the name of your property?**

Do not use street names or AAA etc. Use a unique or registered business name only.

**How would you describe your property?**

Provide a maximum 200 word description of your property. 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.

## Accommodation type

Select the accommodation type(s) that best describes your business according to the definitions on the page. Max 2.

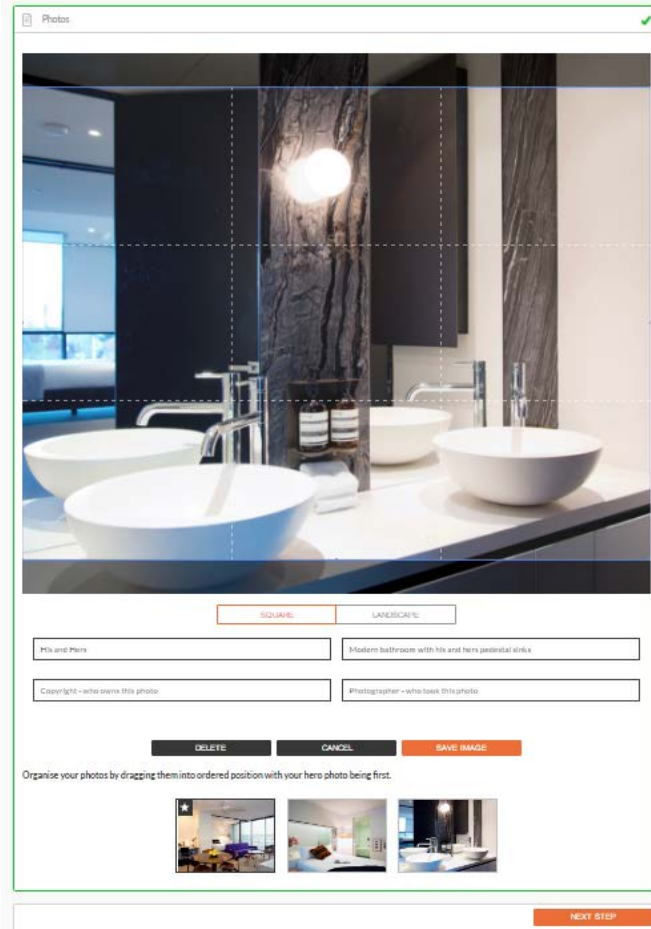
Accommodation Type

Please select the accommodation type(s) that best describes your business

<p><b>Apartments</b></p> <p>Apartments have self-catering facilities (sink, refrigerator, microwave etc.). Most have separate bedrooms, fully equipped kitchens, one or more bathrooms, usually a washer and dryer, and sometimes a balcony or patio. Towels and linens are provided. Daily or weekly service and other hotel conveniences are usually available.</p>	<p><b>Backpackers and Hotels</b></p> <p>Backpackers and Hotels provide short-term accommodation to guests, usually dormitory style. These are typically larger communal buildings offering room types ranging from individual rooms to dormitory style. They typically have a shared bathroom, social areas and self-catering facilities. Residential Colleges and University Halls of Residence can be included here.</p>	<p><b>Bed and Breakfast</b></p> <p>Bed and Breakfasts range from a family residence to a guesthouse, homestead or inn. Guests will have private bedrooms, with or without private bathroom facilities. Rooms may be either in the main house or in a separate building. Breakfast is a component of the tariff and is provided either in the form of daily provisions or is prepared by a host.</p>
<p><b>Cottages</b></p> <p>Cottages are stand-alone dwellings which includes private bathroom facilities and kitchen with cooking facilities. The dwelling may be located within the boundary of an accommodation complex.</p>	<p><b>Farmstays</b></p> <p>Farm Stays offer guests the opportunity to observe or become involved in farm life on a rural property. The accommodation ranges from self contained or dormitory style to staying in the homestead with the family.</p>	<p><b>Holiday Houses</b></p> <p>Holiday Houses are stand-alone residences for holiday letting which may have several bedrooms allowing a group of guests to stay there together. Typically the house will include full kitchen facilities, private bathroom facilities and laundry facilities.</p>

## Photos

- Minimum photo dimensions are 2048 x 1536 pixels.
- Maximum photo size is 10mb.
- Minimum 1 photo, maximum 10 photos that show different aspects of your property
- 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.



The screenshot shows a photo upload interface. At the top, there's a title bar with a close button and a checkmark. The main area displays a photo of a modern bathroom with a white countertop, three white pedestal sinks, and a large mirror. A blue grid is overlaid on the photo. Below the photo, there are two tabs: "SQUARE" (selected) and "LANDSCAPE". Underneath, there are four text input fields: "Title and Place" (containing "Pis and Pins"), "Alternative text" (containing "Modern bathroom with tile and three pedestal sinks"), "Copyright - who owns this photo" (containing "Copyright - who owns this photo"), and "Photographer - who took this photo" (containing "#Photographer - who took this photo"). Below these fields are three buttons: "DELETE", "CANCEL", and "SAVE IMAGE". At the bottom, there's a section titled "Organise your photos by dragging them into ordered position with your hero photo being first." followed by three small thumbnail images of different property photos. A "NEXT STEP" button is located at the bottom right of the interface.

## 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.

Physical address Required

Organisation address

Abbotsham  
ACT

Define another address

**Street address**

242 Northbourne Avenue

- 242 Northbourne Avenue, Dickson, Australian Capital Territory, Australia
- 242 Northbourne Drive Marsden Park, New South Wales, Australia
- 242 Northbourne Avenue Scottsdale, Tasmania, Australia
- 242 Northbourne Road Campbellfield, Victoria, Australia
- 242 Northbourne Road Beverley, Western Australia, Australia

powered by Google

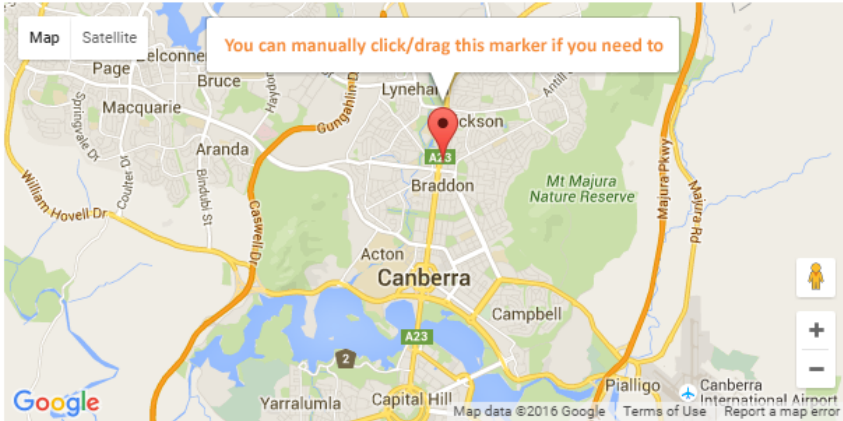
Dickson

**State** **Post code**

ACT ▼

2602

Map Satellite You can manually click/drag this marker if you need to




Google  
Map data ©2016 Google Terms of Use Report a map error

## Prices

Enter the minimum and maximum price for your accommodation. Minimum price is typically for two people for one night.

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

 Indicative prices Required

Please provide the price range for this accommodation

From	To
<input type="text" value="\$ 125.00"/>	<input type="text" value="\$ 350.00"/>

Comments on these prices

**Seasonal rates apply. Please phone reception for further details.**

Customers can stay at this accommodation for free

## 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.

ATDW-Online

Oasis Luxury Lodge Canberra  
Listing # AU0124939

12 optional steps to optimise your listing  
Last updated: 27/04/2017 11:02

**SUMMARY** **PUBLISH**  
Do not email operator

Booking URL:

Does your website accept online bookings? If so, enter your direct booking URL here

Guidance: Only use this field if you can accept bookings online via a direct URL. Bookings must be instantly confirmed upon payment. This field is not for booking enquiry web pages. Valid booking URLs begin with either www, http or https.

View a summary of your listing at any stage by clicking on the **SUMMARY** button located at the top right of your window.

ATDW-Online

Oasis Luxury Lodge Canberra  
Listing # AU0124939

12 optional steps to optimise your listing  
Last updated: 29/06/2017 11:02

**SUMMARY** **PUBLISH**  
Do not email operator

Location: 1 Constitution Avenue, Canberra, ACT 2601

Phone: 0262090666

Email: Enter Your Email ID

Business Info: Add Business Info

Check in & check out: Check in at: 14:00, Check out at: 10:00

Company description: Oasis Luxury Lodge offers cottage and lodge style accommodation set amidst 20 acres, only metres from the sheltered waters of Fathom Cove. The cottages accommodate two to five guests and each has a patio overlooking the ocean. Queen size beds are featured throughout. You will find modern cooking facilities, colour televisions and an ensuite. The lodge accommodates two to four guests with two double beds in each room. All rooms have decks with outdoor settings and barbecues to help you enjoy the peaceful setting.

Photos: [Image gallery]

Videos: Add some Videos

Accommodation Type: Apartments

Prices: From: \$ 175 To: \$ 300

Internet Access: Free Wifi

Property Facilities: Day Spa

Accessibility: Suitable for guests with sufficient mobility to climb two or three steps, but would benefit from handrails and fittings to aid balance. Disabled access available, contact operator for details.

Memberships: Add your memberships

Accreditations: Add your accreditations

Social: Add your social media

Website: Add Website URL

Booking URL: www.oasiscanberra.com.au

## 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 [WWW.VISITCANBERRA.COM.AU](http://WWW.VISITCANBERRA.COM.AU)

### Videos



Videos Optional

Please provide a valid YouTube or Vimeo link, then click Upload

Youtube or Vimeo URL

UPLOAD

#### 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.

#### Check in & check out

- What time can your customers check in and check out? Use 24 hour time.

#### Internet access

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

### Star rating

- Only list an *official* star rating for your property if you have one. Add information about Self Rating in the Property Description.

### Property facilities

- Select facilities available on the property for any of your guests. These are not room specific facilities.

### Accessibility

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

### 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 [WWW.VISITCANBERRA.COM.AU](http://WWW.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?

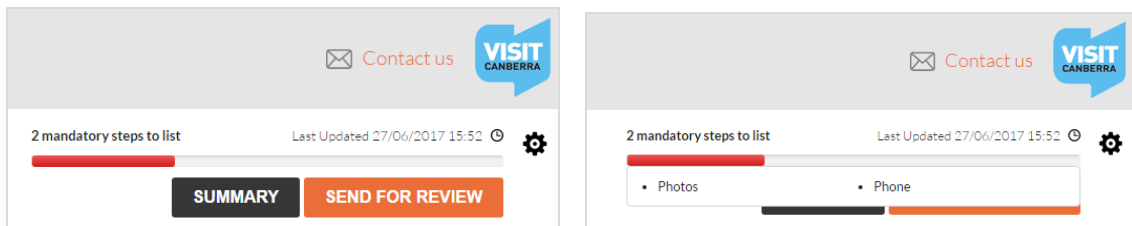
### Add an Accommodation Type

- Add all of your Accommodation types (Standard, Queen, Twin rooms, Cabins, Powered Sites etc) in this section

### Booking URL


- Enter a valid website booking URL that takes the user to a direct booking engine.

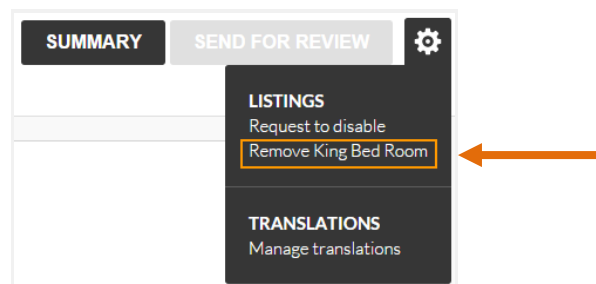
## Trouble shooting



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 Accommodation Property or Type

If you make an error, need to remove an accommodation type i.e. a room, or the full listing, please click on the  icon located at the top right of your window (under the blue VisitCanberra Logo ) and select the appropriate action.



## 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)