

ATDW Requirements and Guidelines

Requirements

Before you start entering details into ATDW-Online, please ensure that you have:

- A main description of your business or event between 50 and 200 words that follows the listing guidelines
- Between one and ten photos, at least **2048 pixels wide x 1536 pixels high** to appear against your listing
- Information such as tariffs, facilities, activities and contact details
- Read the listing guidelines below

Restaurants will also need service times, cuisine types, opening hours and a price range for main courses.

Listing guidelines

Please ensure that your business or event description follows these guidelines:

Avoid

- Adding dates, times, addresses, costs, URLs, or contact details to your description. These details appear elsewhere
- Photos with text, logos or writing on them. Brochures, posters and flyers are also unacceptable as photos
- Italics, bold, ampersands (&), URLs or hypertext. The database can't reproduce these
- Titles, words or sentences in capital letters unless copyrighted. Capitals are the online equivalent of shouting
- Referring to I, we or our. Those phrases are only relevant on your website
- A broad statement that can't be proven e.g. this is the best hotel in Canberra/Australia

Include/use

- Main point in the first 25 - 30 words, including your business or event name
- Short sentences. These are quicker to read online. Aim for 10 words or less with one main idea per sentence
- 50 to 200 words, i.e. 5-20 main points
- Benefits and points of difference of staying at or visiting your offering. How are you enriching a visitor's stay in the capital?
- References to authentic Australian experiences to encourage international visitation
- 'Personalised' text e.g. 'You'll enjoy the vibrancy and colour of this exhibition', rather than 'This exhibition is colourful and vibrant'
- A few key search terms e.g. if your event is a rugby game, ensure you use the word rugby
- Doing words e.g. Experience... Laugh... Watch the ... Discover ...
- Full names. Most visitors won't understand abbreviations or acronyms
- Correct spelling and accuracy. Please double check all information before submitting
- Information about multicultural catering options if available
- Information about facilities which cater for specific cultural or religious practices

Please contact the [Digital Database Coordinator](#) if you have any questions