

# ATDW LISTING GUIDELINES – TOUR

July 2017

## Requirements:

As per national ATDW requirements, Tour Operators must be able to provide proof of current ABN and third party liability insurance on demand. Failure to do so will render them ineligible for listing.

## Definition:

Eligible tour operators must offer regularly organised tours with a leisure-tourism focus, run by experienced guides. These may include a personal host and/or commentary.

## Eligible Tour Categories:

- Adventure and Outdoor
- Air (planes, helicopters and hot air balloons)
- Water (cruises, sailing, paddleboards etc)
- Food and Wine
- Nature and Wildlife
- General Sightseeing
- or Walking and Biking.

Please contact [VisitCanberra](#) directly if your business offers Sports, Shopping or Nightlife tours.

## Tours on [visitcanberra.com.au](#)

Listings will be displayed according to the *names of all individual Tours*, rather than by Tour Company names. This gives Tour Operators the chance to provide visitors with more information about each of their individual offerings.

Individual Tour listings will reference the Tour Company contact details and provide direct booking links where applicable.

Whether you have an existing Tour Company listing in ATDW, or you are creating a new listing, please follow the following guidelines to ensure you are providing visitors with enough details to make informed booking decisions.

## Fields that will display on [visitcanberra.com.au](http://visitcanberra.com.au)

From each individual *Tour* section:

- Tour Name
- Tour Description
- Tour Photos
- Tour Videos
- Tour Location
  - Start location and End location
  - Location details
- Tour Prices
- Tour Schedule
  - Recurring dates
  - Single departure date
  - On demand
- Fitness required on the Tour
- Tour Capacity
- Tour Accessibility
- Tour type/s
- Tour URL
- Tour Booking URL,

And the Associated *Tour Company* name, email and phone number & social media links, including TripAdvisor reviews.

Regardless of the fields that VisitCanberra is showing on your behalf, there are still other mandatory/required fields that you need to complete in order for you to be able to submit your listing. This manual will distinguish between mandatory fields and those that will display on [visitcanberra.com.au](http://visitcanberra.com.au) with icons.

Icon	Meaning
	Visible on <a href="http://visitcanberra.com.au">visitcanberra.com.au</a>
	Mandatory in ATDW. This information may be visible on a range of websites so you still need to complete this section appropriately.

ATDW distributes this data across a [number of platforms](#). Please complete as many fields as possible. This ensures you are providing visitors with enough details to make informed booking decisions, regardless of where they see your tour information.

## 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 **Tour** as your **Listing Type**.

## Wizard Steps

**Tour Company Name**  

**Tour Company Description** 

 Name & description Required

**What's the name of your tour company?**

Example Tour Company

**How would you describe your tour company?**

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

- Abbreviations, BBQ, KM's
- Contact details
- Pricing information
- 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.

## Tour Company Photos

- 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.

## Tour Company Location

Select **Organisation address** to choose the address from your registration as your physical location. If that information is incorrect or inappropriate then select **Define another address**.

Either way the database will put your organisation address into the fields as a default. Change the address and manually click and drag the red pin on the map to the right location as needed.

**NOTE:** If your Tour Company doesn't use a public office/shop front, please type 'By Arrangement' in the Street address field and type Canberra 2600 for State and Postcode.

Physical address Required

Organisation address

Abbortsham  
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

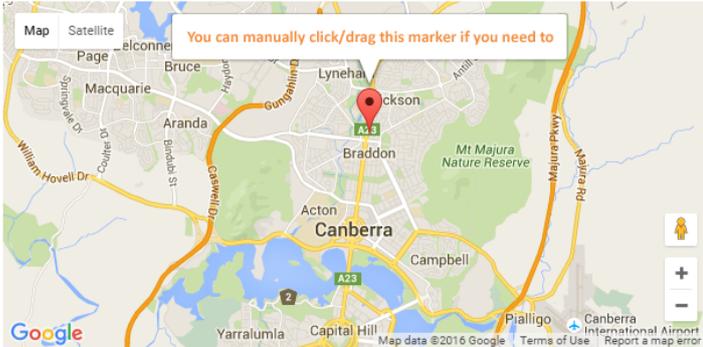
242 Northbourne Road Beverley, Western Australia, Australia

Dickson powered by Google

State Post code

ACT 2602

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



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

## CONTACTS

### Tour Company Phone/Email/Website

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?

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

### Email

 Email Required

What email should customers contact you on?

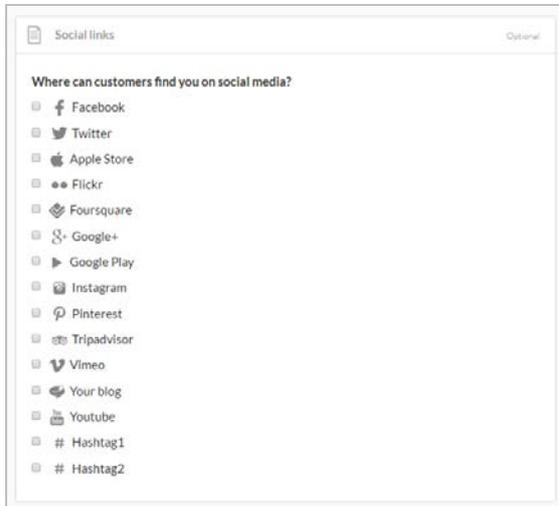
### Website

 Website URL Required

Provide your accommodation specific website address

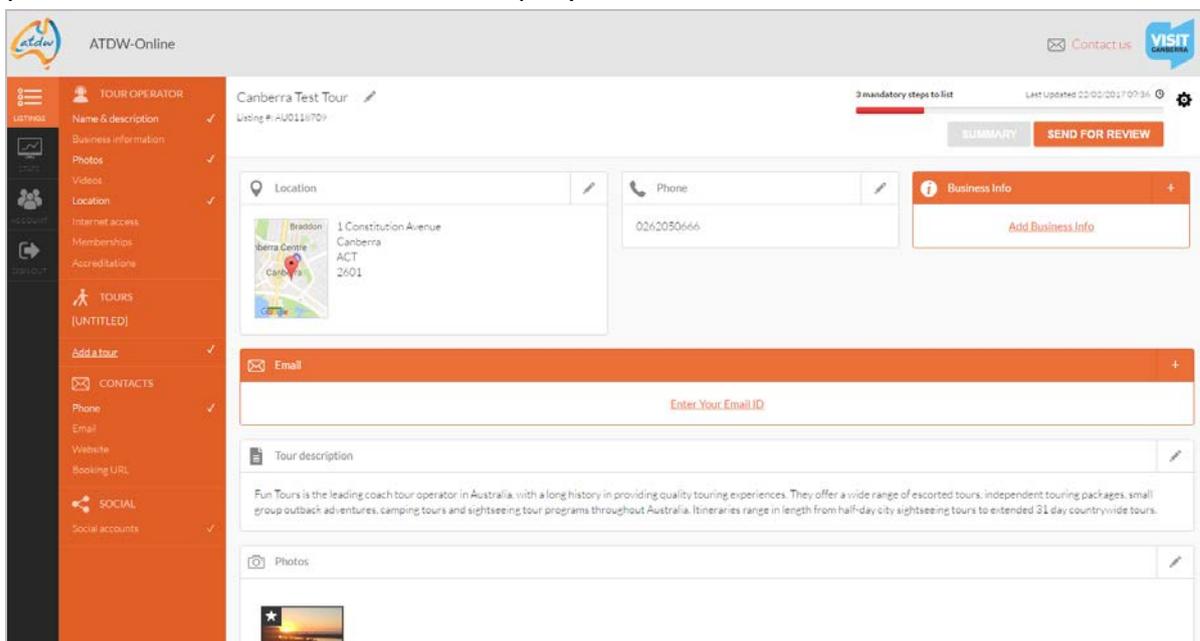
## Social Links

Add any social media links for your Tour Company. Enter your TripAdvisor link if you would like those reviews to appear with your listing.

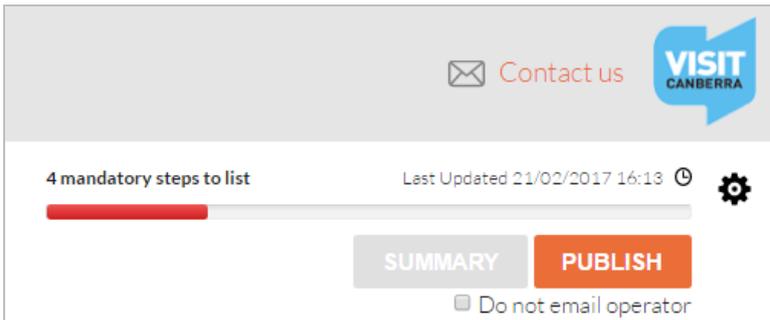


## Summary Page

After Social links you will automatically be taken to your Summary Page. This indicates that you have now finished all the *Tour Company* information.

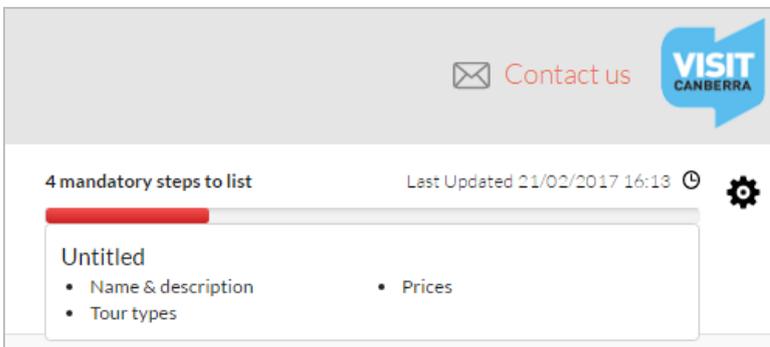


Note: You can view a summary of your listing at any stage by clicking **Summary** in the top right hand corner. Fields in orange indicate there is no information contained within. You can add information into these fields by clicking on the hyperlinked text.



As per the progress bar in the top right hand corner of the page, there will still be mandatory steps outstanding at this stage.

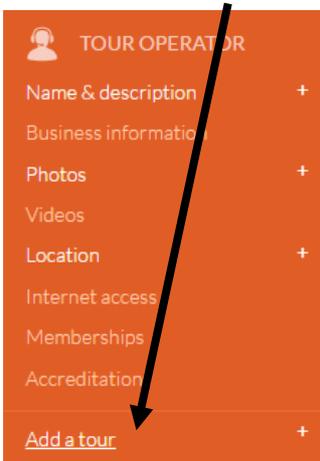
Click on the progress bar at any time to see which mandatory steps need to be completed before you can submit the listing for review.



**Note:** Untitled refers to an incomplete Tour. You have to add at least one Tour for your company and complete those details.

## Adding a Tour

Click **Add a tour**



You will now be taken through the wizard steps for an individual tour.

TOUR OPERATOR

TOURS

[UNTITLED]

- Name & description +
- Photos
- Videos
- Location ✓
- Prices
- Schedule
- Modes of transport
- Fitness required
- Capacity
- Facilities
- Accessibility
- Tour types +
- Tour URL
- Booking URL

Add a tour ✓

CONTACTS

SOCIAL

Untitled

Listing #: AU0118718

Name & description Required

**What's the name of this tour?**

100 characters max

**How would you describe this tour?**

Write a summary in 10 to 200 words

**SKIP TO NEXT STEP**

## Tour Name and Description

Name & description Required

**What's the name of this tour?**

Example Sightseeing Tour

**How would you describe this tour?**

Provide a maximum 200 word summary of your tour. Avoid the following:

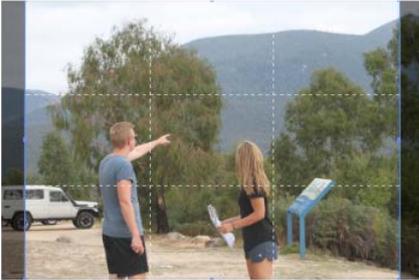
- Abbreviations, BBQ, KM's, ETC.
- Contact details
- Pricing information
- Bullet points (must be in full sentence format)
- HTML markups
- 1st person language (I, we, us, our)

**NOTE:** Tour descriptions *cannot* contain dates, times, pricing, fitness levels or capacity details as this information will be captured elsewhere.

## Tour Photos

- 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 Required



SQUARE  LANDSCAPE

Tidbinbilla Nature Reserve

Copyright - who owns this photo

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



## Tour 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 accounts.

### 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.

## Tour Location

Enter the start and end location of this tour. You can enter a physical address by selecting **Define another start location**. Use **No set starting location** if you collect guests en route.

 Start location	Required
<input checked="" type="radio"/> No set starting location	
<input type="radio"/> Tour starts at the organisation location	
<input type="radio"/> Define another start location	
 End location	Required
<input checked="" type="radio"/> No set end location	
<input type="radio"/> same as start location	
<input type="radio"/> Define another end location	

If there is no set starting location, or if your meeting point is hard to find, you can provide more information in **Location details**.

For example: Contact Tour Operator to arrange hotel pick-up.

 Location details	Optional
<b>Provide location details if necessary</b>	
<p>For example, meet up at the east entrance of the park, by the fountain</p>	

## Tour Prices

Prices Optional

- Do not specify
- What's the cost of this tour?
- Customers can experience this tour for free

While you can opt to **not specify**, your chances of turning a contact into a booking is higher if visitors have some idea of the costs involved.

If you select **What's the cost of this tour?** enter a price range from the lowest to the highest. Comments are limited to 25 words.

Prices Optional 

- Do not specify
- What's the cost of this tour?
- Customers can experience this tour for free

From To

\$  \$

Comments on these prices

Write a summary of what's included in 25 words or less

- Customers can experience this tour for free

Only select **Customers can experience this tour** for free if it's free for *all* customers. If, for example, children are free, add that information in **Comments**.

If your Tour Description didn't outline price inclusions, then you can do so in **Inclusions**.

Inclusions Optional

What's included?

Write a summary of what's included in 25 words or less



Schedule Optional

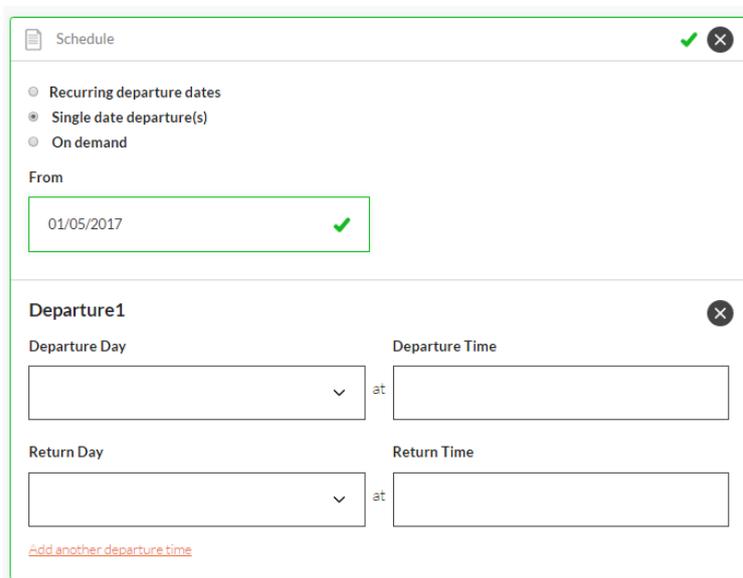
Recurring departure dates  
 Single date departure(s)  
 On demand

Please provide details

Many Tours run on demand as they depend on minimum numbers.

If you select **On demand**, the phrase “Contact the tour operator to organise a tour” **automatically** appears on [visitcanberra.com.au](http://visitcanberra.com.au), so do not enter that phrase yourself. If you need to add additional information, enter up to 25 words of extra information in the **Details**.

Please also ensure you complete the minimum and maximum Tour Capacity fields later in the process.



Schedule ✔

Recurring departure dates  
 Single date departure(s)  
 On demand

From

01/05/2017 ✔

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**Departure1**

Departure Day Departure Time

▼

at

Return Day Return Time

▼

at

[Add another departure time](#)

**Single date Departures** offer the options of entering one or a range of single, non-consecutive dates with your tour happening, at one or multiple times each day.

## Schedule - Recurring departure dates

Click **Add another departure time** to add different days or times.

If your Tour runs every Friday and Saturday throughout the year, then the **From** and **To** date range would be a full year.

In the example below, a single day tour runs at the same times daily throughout autumn, and on winter weekends.

Schedule

- Recurring departure dates
- Single date departure(s)
- On demand

From: 01/03/2017 To: 31/05/2017

Departure1

Departure Day: Everyday at Departure Time: 10:00

Return Day: Same day at Return Time: 17:00

[Add another departure time](#)

Schedule

- Recurring departure dates
- Single date departure(s)
- On demand

From: 01/06/2017 To: 31/08/2017

Departure1

Departure Day: Saturday at Departure Time: 10:00

Return Day: Same day at Return Time: 17:00

Departure2

Departure Day: Sunday at Departure Time: 10:00

Return Day: Same day at Return Time: 17:00

[Add another departure time](#)

If you need further assistance entering your tour dates and times, please contact VisitCanberra's Digital Database Coordinator during business hours on 02 6205 0029 or via [atdw@act.gov.au](mailto:atdw@act.gov.au).

## Fitness

Help visitors in their decision making process by letting them know how active they'll need to be on your tour.

 Fitness Optional

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What level of fitness is required for this tour?

Do not specify  Basic

High  Moderate

## Tour capacity

What are the minimum numbers you need before this tour will run? If the numbers affect the pricing, then ensure you have reflected that in the **Price Comments** section.

 Capacity Optional

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How many participants does this tour allow?

Min Max

## Tour accessibility

Please ensure that your selections accurately reflect the level of ability your Tour is equipped to support.

 Accessibility Optional

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Please select the accessibility of your tour

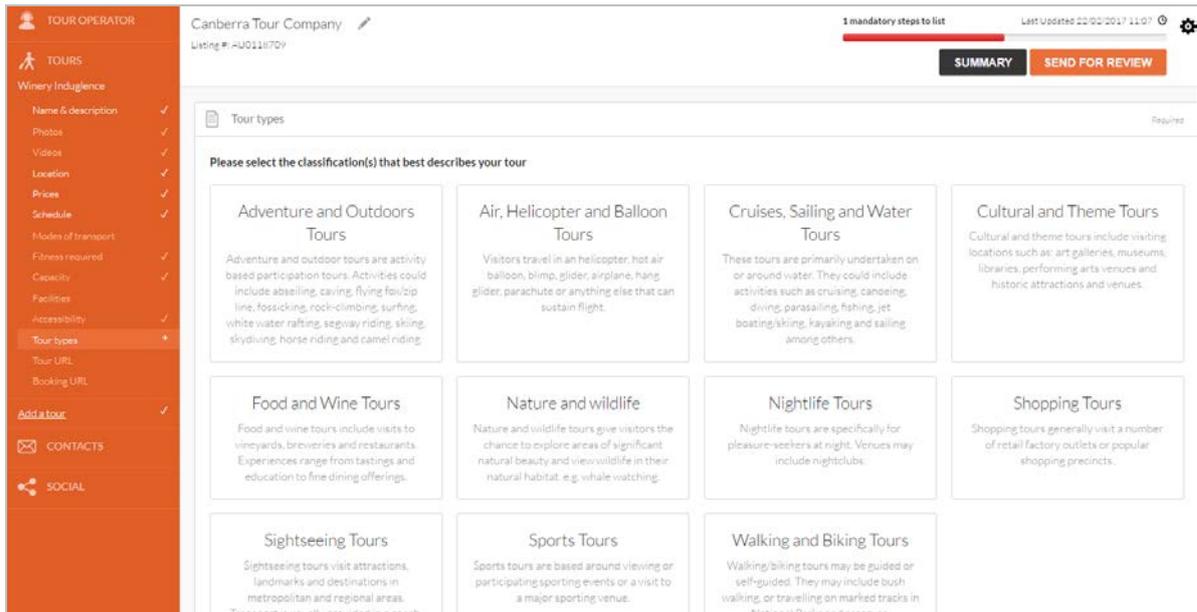
- Suitable for guests with sufficient mobility to climb two or three steps, but would benefit from fixtures and fittings to aid balance.
- Suitable for guests who depend on the use of a wheelchair in a seated position at all times.
- Suitable for guests with high support needs who uses a hoist and always travel with a carer.
- Suitable for guests with a hearing impairment, from mild hearing loss to profoundly deaf.
- Suitable for guests with a vision impairment. Attained by providing for guests with partial vision impairment or total loss of useable vision.
- Disabled access available, contact operator for details

## Tour Types

Choose the Tour Types that most accurately describes your individual tour.

VisitCanberra recommends you select no more than two types per Tour. Let your choice reflect your *core* tour experience?

NOTE: The type/s you choose here determines which Tour category/categories your business appears under on [visitcanberra.com.au](http://visitcanberra.com.au) so they must be relevant.

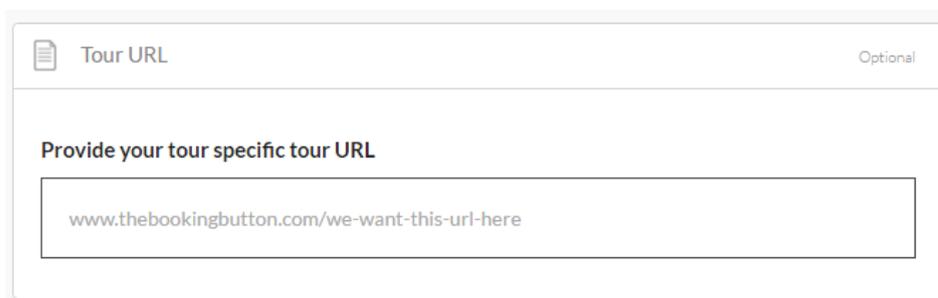


The screenshot shows the 'TOUR OPERATOR' interface for 'Canberra Tour Company'. The left sidebar lists various tour details to be completed, with 'Tour types' highlighted. The main content area is titled 'Tour types' and contains a grid of 12 tour categories, each with a brief description:

- Adventure and Outdoors Tours:** Adventure and outdoor tours are activity based participation tours. Activities could include abseiling, canyoning, flying fox/zip line, fossicking, rock-climbing, surfing, white water rafting, segway riding, skiing, skydiving, horse riding and camel riding.
- Air, Helicopter and Balloon Tours:** Visitors travel in an helicopter, hot air balloon, blimp, glider, airplane, hang glider, parachute or anything else that can sustain flight.
- Cruises, Sailing and Water Tours:** These tours are primarily undertaken on or around water. They could include activities such as cruising, canoeing, diving, parasailing, fishing, jet boating, skiing, kayaking and sailing among others.
- Cultural and Theme Tours:** Cultural and theme tours include visiting locations such as art galleries, museums, libraries, performing arts venues and historic attractions and venues.
- Food and Wine Tours:** Food and wine tours include visits to vineyards, breweries and restaurants. Experiences range from tastings and education to fine dining offerings.
- Nature and wildlife:** Nature and wildlife tours give visitors the chance to explore areas of significant natural beauty and view wildlife in their natural habitat, e.g. whale watching.
- Nightlife Tours:** Nightlife tours are specifically for pleasure-seekers at night. Venues may include nightclubs.
- Shopping Tours:** Shopping tours generally visit a number of retail factory outlets or popular shopping precincts.
- Sightseeing Tours:** Sightseeing tours visit attractions, landmarks and destinations in metropolitan and regional areas. Transport a vehicle, provided in a coach.
- Sports Tours:** Sports tours are based around viewing or participating sporting events or a visit to a major sporting venue.
- Walking and Biking Tours:** Walking/biking tours may be guided or self-guided. They may include bush walking, or travelling on marked tracks in National Parks and reserves.

## Tour URL

VisitCanberra will NOT be displaying your Tour Company URL, so make sure the URL you add here takes visitors to the page on your website that specifically relates to this Tour.



The screenshot shows a form field labeled 'Tour URL' with the text 'Optional' to its right. Below the label is a text input box containing the URL: `www.thebookingbutton.com/we-want-this-url-here`.

## Tour Booking URL

If your website offers direct online bookings, for example, a booking widget, a channel manager or via Eventbrite, then enter your *booking URL* here. Bookings must be instantly confirmed upon payment. This field is not for booking enquiry web pages.

Do not enter your homepage URL.

 **Booking URL** Optional

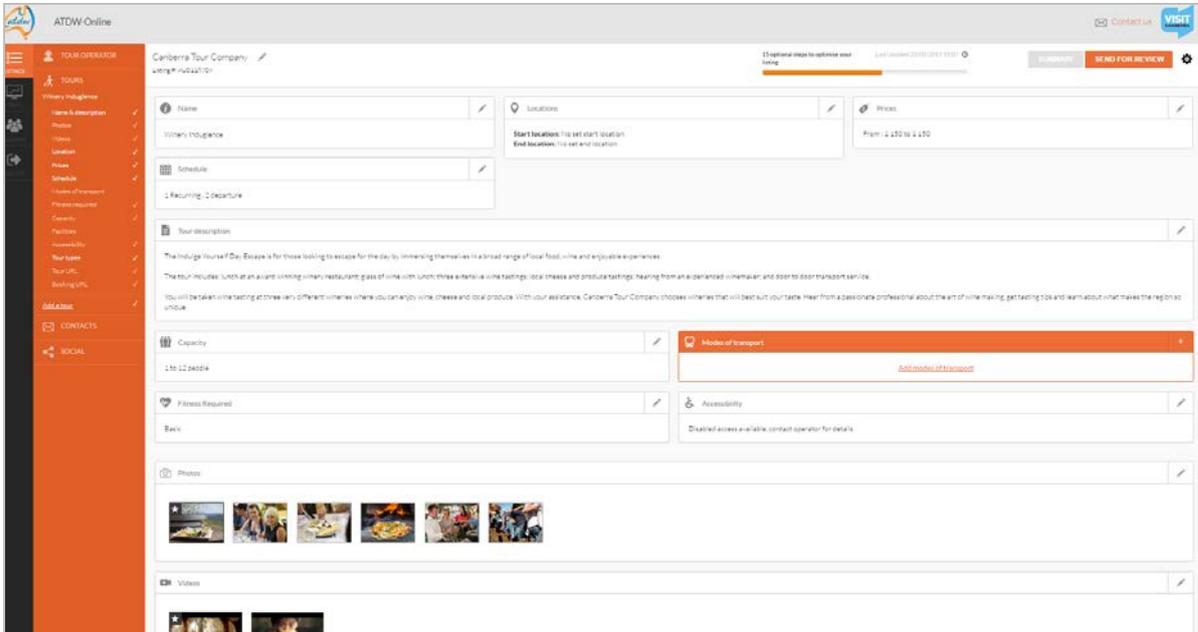
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**Does your website accept online bookings? If so, enter your direct booking URL here**

www.a-booking-url-goes-here.com

## Tour Summary Page

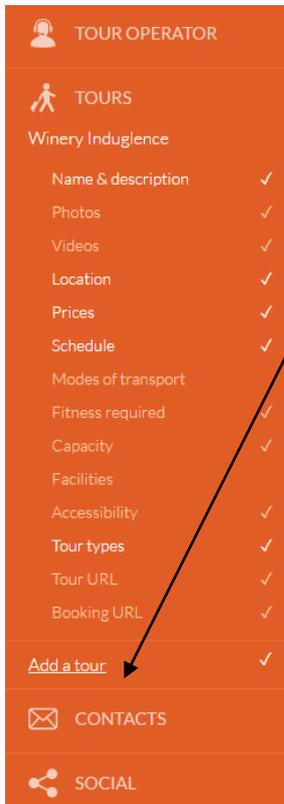
After Tour Booking URL you will automatically be taken to your Tour Summary Page. This indicates that you have now finished a Tour and all the mandatory steps for listing.



The screenshot shows the ATDW-Online interface for editing a tour. The left sidebar contains navigation options: TOURS, TOUR OPERATOR, CONTACTS, and SOCIAL. The main content area is for 'Carberra Tour Company' and includes the following fields:

- Name:** Women's Indulgence
- Locations:** Start location: THE ARTS CENTRE, End location: THE ARTS CENTRE
- Prices:** From: 12.950 to 1.150
- Schedule:** 2 recurring, 2 departure
- Tour description:** The Indulge Yourself Day. Escape it for those looking to escape for the day by immersing themselves in a broad range of local food, wine and art & culture experiences. The tour includes: lunch at an award winning winery restaurant, glass of wine with lunch, three extensive wine tastings, local cheese and produce tastings, hearing from an experienced winemaker and door to door transport service. You will be taken wine tasting at three very different wineries where you can enjoy wine, cheese and local produce. With your assistance, Canberra Tour Company chooses wineries that will best suit your taste. Hear from a passionate professional about the art of wine making, get tasting tips and learn about what makes the region so unique.
- Capacity:** 150 (2 24004)
- Mode of transport:** [Edit mode of transport](#)
- Fitness Required:** Basic
- Accessibility:** Disabled access available, contact operator for details.
- Photos:** A row of six small thumbnail images showing wine-related scenes.
- Videos:** A row of two small thumbnail images showing wine-related scenes.

If you have more Tours to list, click **Add a tour**, and repeat the process until you have finished.

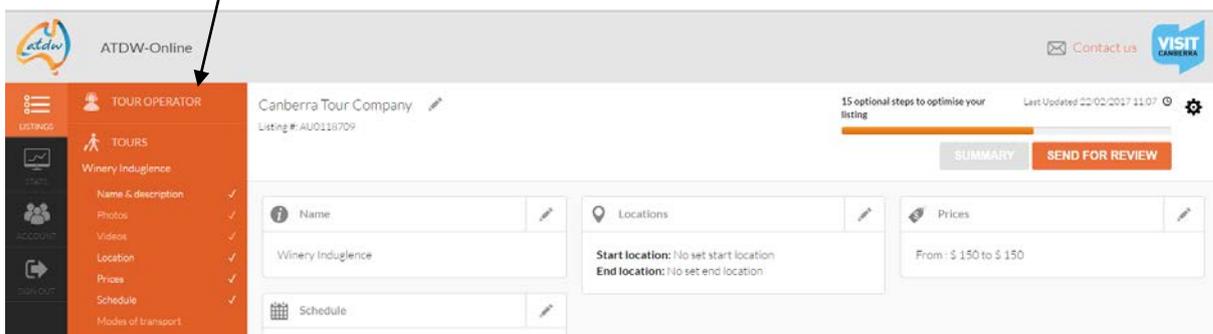


Once all your Tours are added, **Send for review** will become enabled.

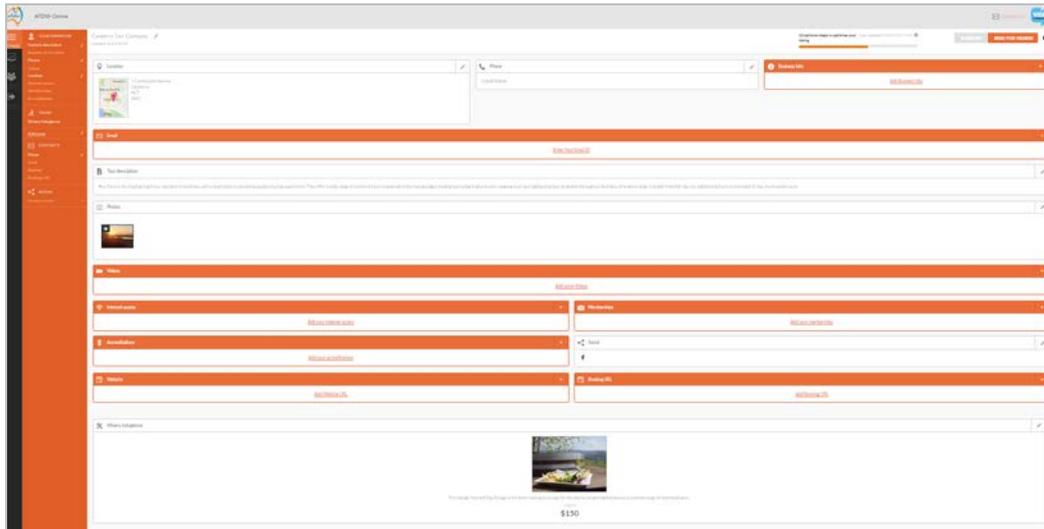
*Before submitting your listing for review, please take the time to read over your listing to ensure there are no errors.*

To return to your main Tour Company Summary page from any of the Tour pages, click **TOUR OPERATOR** in the orange menu to expose those fields.

Then click Tour Company **Name and Description** and then the **Summary** button.



You will now see your full ATDW listing, complete with Tour Company and individual Tours.



## 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

This data will not appear on [www.visitcanberra.com.au](http://www.visitcanberra.com.au) but may appear on other ATDW distribution channels:

### Tour Company

#### 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 currently accredited with any of the listed industry bodies?

### Individual Tours

#### Duration

- Customised, Evening, Extended, Full Day, or Half Day or less?

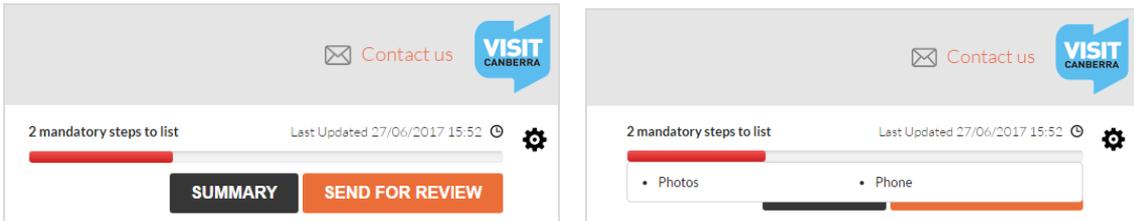
#### Modes of Transport

- Air. e.g. plane, hot air balloon
- Land – motorised. e.g. coach, limousine, train
- Water – motorised. e.g. yacht, catamaran
- Animal led. e.g. horse
- Land – self propelled. e.g. walking or cycling
- Water – self propelled. e.g. kayaks or canoes

#### Facilities

- Car park, Family Friendly, Non-Smoking, Pet Friendly or Public Toilet

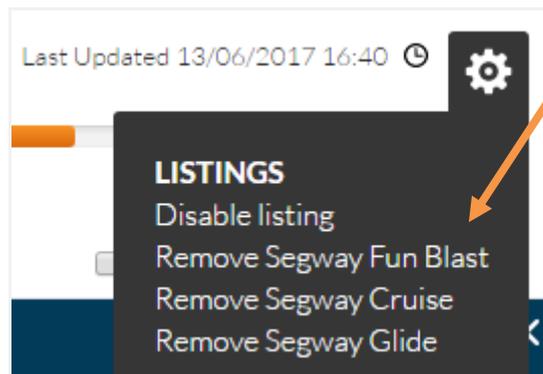
## Trouble shooting



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 a tour or your listing

If you make an error, need to remove a tour or your listing, please click on the  icon under the blue VisitCanberra Logo and select the appropriate action.



## Assistance

For further assistance with your ATDW-Online 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)