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.

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Fields that will display on 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 with icons.

Icon	Meaning
👁	Visible on visitcanberra.com.au
➕	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.

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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 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

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

Choose **Tour** as your **Listing Type.**

Wizard Steps

Tour Company Name ➕ 👁

Tour Company Description ➕

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.

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 and drop 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.
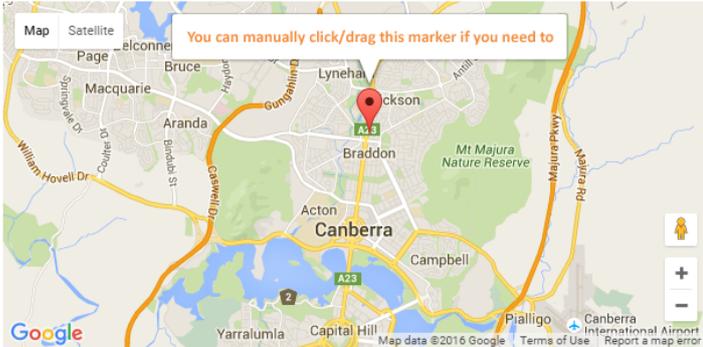
CONTACTS

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?

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

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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.
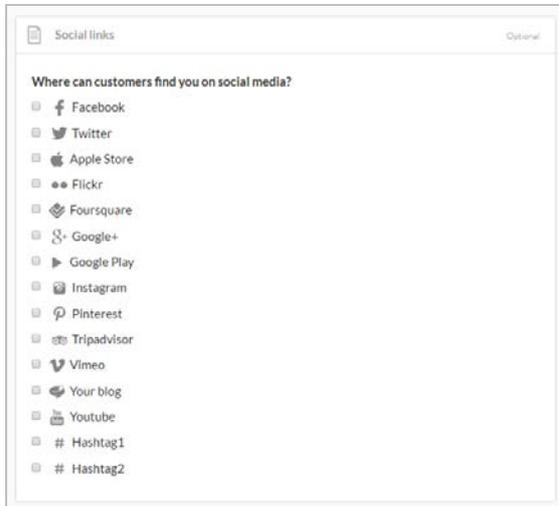
Summary Page

After Social links you will automatically be taken to your Summary Page. This indicates that you have now finished all the *Tour Company* information.
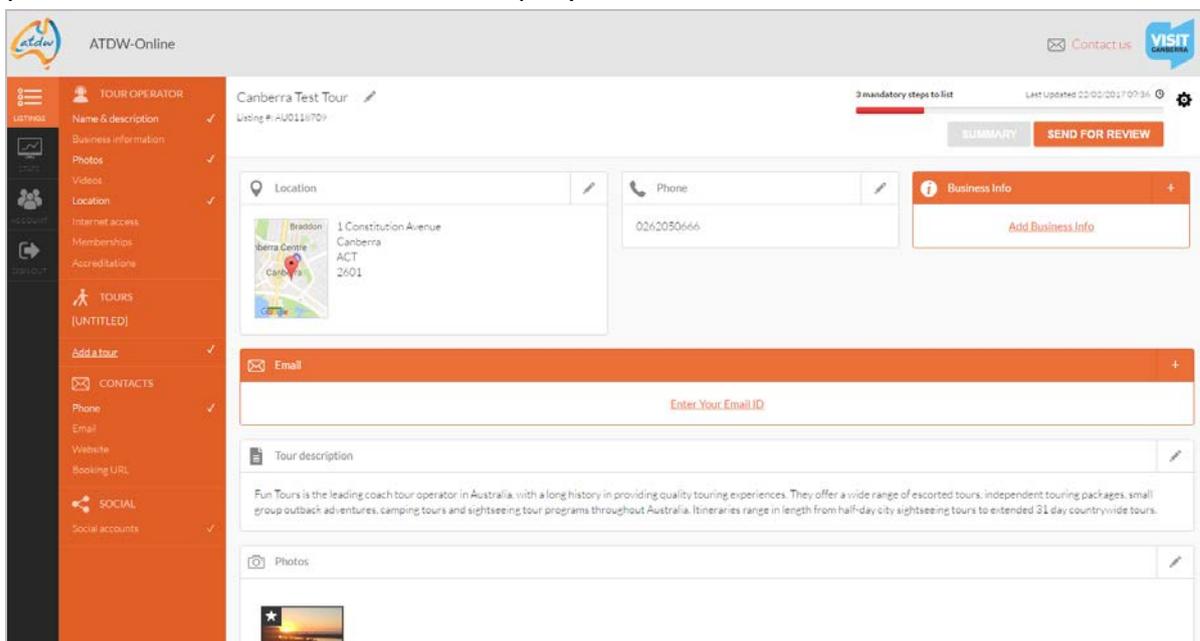
Note: You can view a summary of your listing at any stage by clicking **Summary** in the top right hand corner. Fields in orange indicate there is no information contained within. You can add information into these fields by clicking on the hyperlinked text.
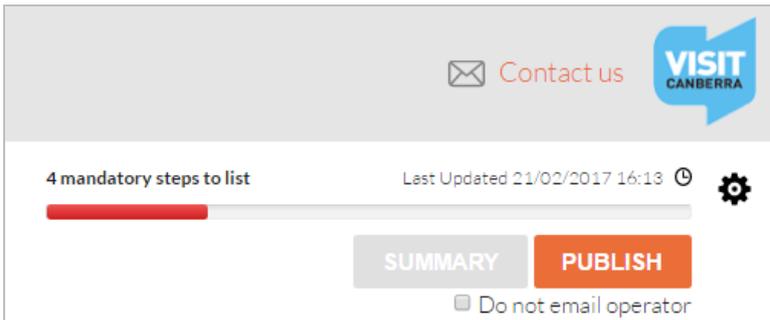
As per the progress bar in the top right hand corner of the page, there will still be mandatory steps outstanding at this stage.

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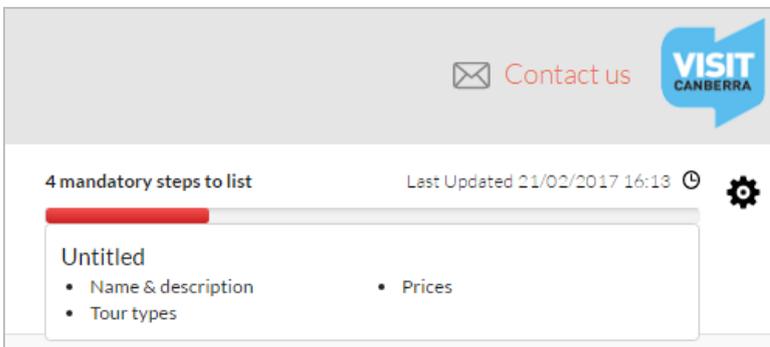
Note: Untitled refers to an incomplete Tour. You have to add at least one Tour for your company and complete those details.

Adding a Tour

Click **Add a tour**
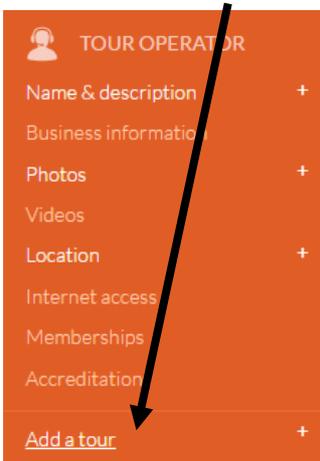
You will now be taken through the wizard steps for an individual tour.

Tour 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.

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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.

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.

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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

- 🔘 No set starting location
- ⚪ Tour starts at the organisation location
- ⚪ Define another start location

📄 End location	Required

- 🔘 No set end location
- ⚪ same as start location
- ⚪ 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

Provide location details if necessary

> For example, meet up at the east entrance of the park, by the fountain

Tour Prices ➕ 👁

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.

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.**

Schedule 👁

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, 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.

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.

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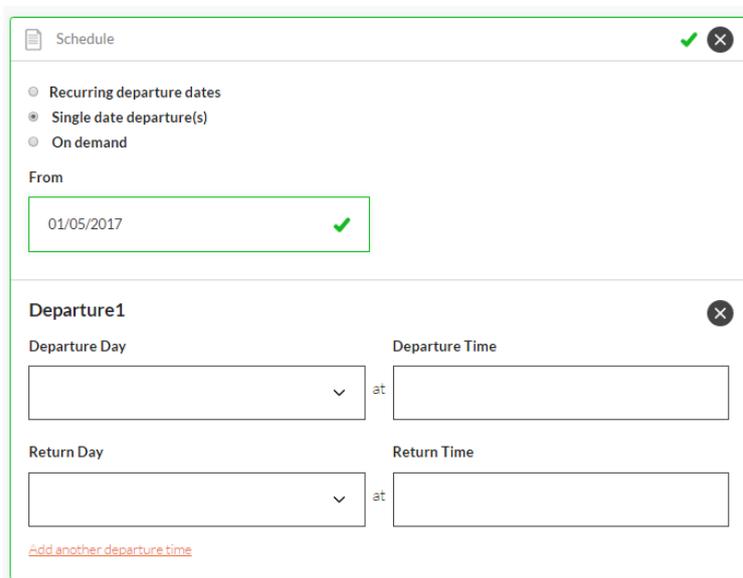
Schedule - Recurring departure dates

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.

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 .

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Fitness 👁

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

📄 Fitness	Optional

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

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

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 so they must be relevant.

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.
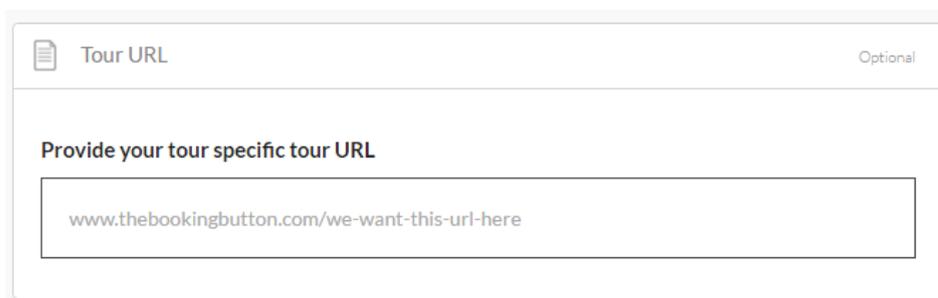
Tour Booking URL 👁

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.

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.

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If you have more Tours to list, click **Add a tour**, and repeat the process until you have finished.
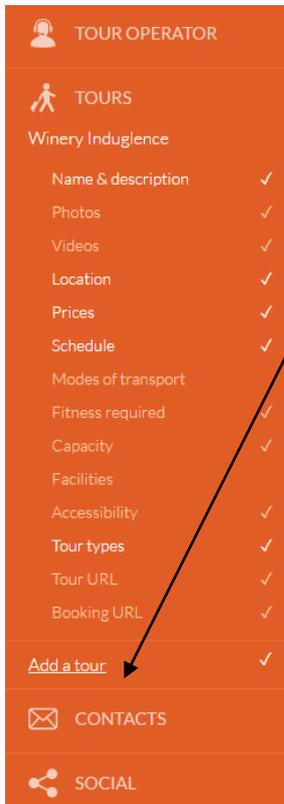
Once all your Tours are added, Send for review will become enabled.

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.

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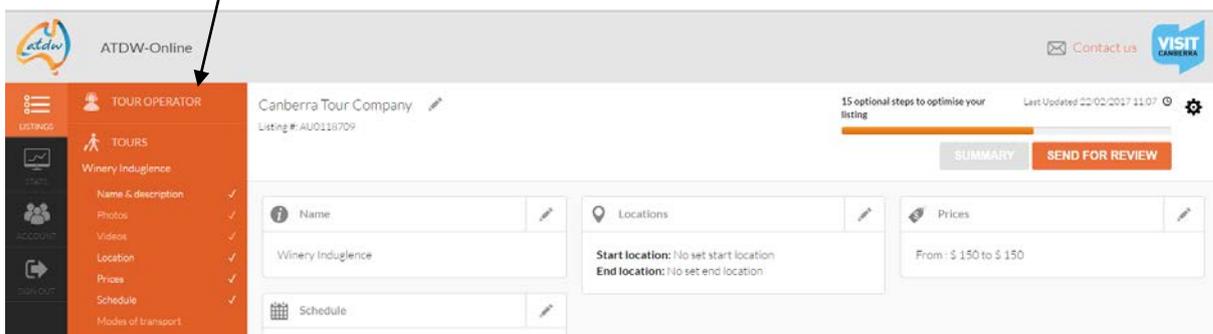
You will now see your full ATDW listing, complete with Tour Company and individual Tours.
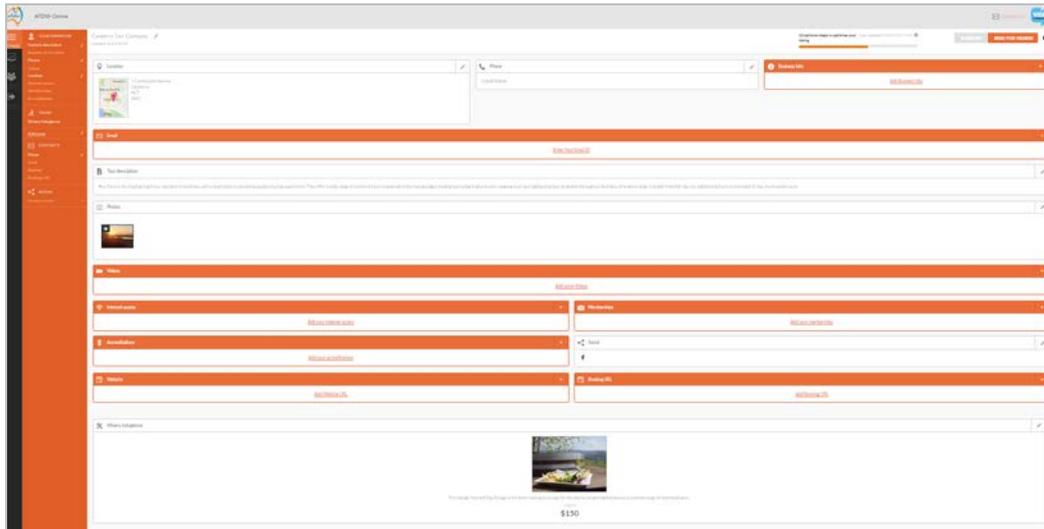
Before you Send for Review...

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 *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 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

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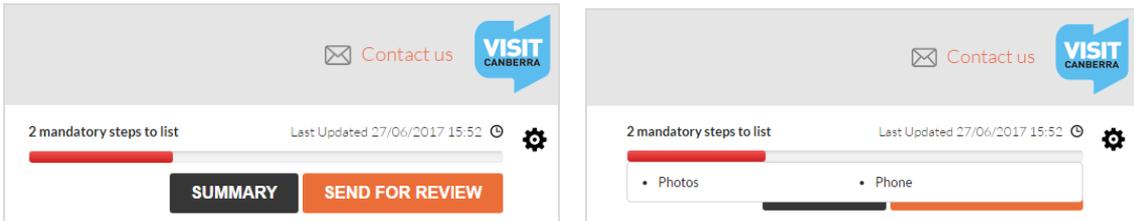
You will not be able to **Send for review** if the progress bar in the top right hand corner of the page is still red. Click on the progress bar to see which mandatory steps need to be completed.

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.
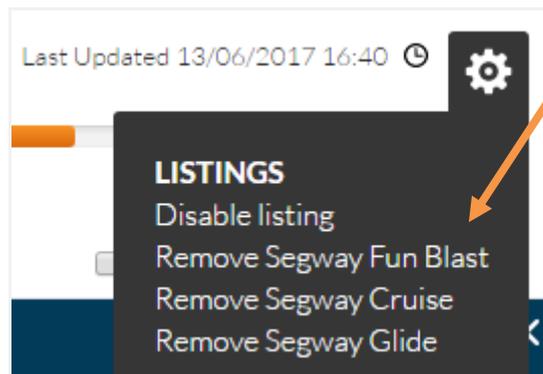
Assistance

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

P: 02 6205 0029 (Monday to Thursday)

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