

ATDW: Getting Started

For Tourism Businesses and Events in the ACT



What is the Australian Tourism Data Warehouse?

The Australian Tourism Data Warehouse (ATDW) is a central online database which enables Australian tourism operators to promote their business or events across numerous digital platforms via one easy listing.

How does the ATDW work?



Top Tip



VisitCanberra uses ATDW listings in digital marketing activities! Not only are ATDW listings used to populate visitcanberra.com.au, but VisitCanberra may also link to certain listings as part of an online content feature, when planning itineraries for trade or journalists, monthly consumer newsletters or campaign landing pages.

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Why all tourism businesses and events should have an ATDW listing

An ATDW listing has many benefits for tourism operators and events. These include:



Exposure

An ATDW listing can increase digital exposure for your business as it can appear across key travel and event related websites where potential visitors are planning and booking trips including visitcanberra.com.au and australia.com. A full list of potential distributor websites for tourism businesses from the ACT are available on the [ATDW site](#).



Free

Listing on ATDW is completely free for ACT operators who meet the eligibility criteria.



Quick updates

ATDW gives you the ability to update your information easily in one place.



Trusted referral source

Your ATDW listing links your website with other trusted websites (like visitcanberra.com.au and australia.com) which can help with your Search Engine Optimisation. This is because these sites hold a great deal of 'Authority' in the eyes of Search Engines, and therefore, any association your website has with them will help build your Website Domain's authority too. 'Authority' is a key ranking factor for Search Engines when it comes to ranking webpages in their Search Engine Result Pages.



National

No need to duplicate your information for NSW and ACT if you are located near the border.

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Who is eligible to have a listing?

ATDW is open to tourism businesses or events operating in Australia that provide a direct service or experience to the leisure tourist (some exclusions apply).

You can list in one of eight listing categories, including:



Accommodation



Attraction



Event



Food & Drink



Hire



General Service



Tour



Transport

How do I create a listing?

Businesses that meet the eligibility criteria can visit the [ATDW website](#) and click **Register Now** in the top right corner. You only need to register your business once to manage all your listings.

Choose Account Type 'Tourism Operator'. Follow the prompts to add your business's contact details and users to your account, then add the listing information.

In preparation of setting up your ATDW listing, take time to collate the following information and content for your business:

- Your business ABN (for account registration only)
- Key business contact information (website URL, phone numbers, social media links)
- Key details such as opening hours, prices, facilities, accessibility services or event date and time
- A brief description of your business or event (see optimisation tips below)
- 10 high resolution quality images of your experience – professional or smartphone photos are suitable (see [ATDW: optimising your listing guide](#)).

Once you have submitted your listing, it will be reviewed. If your listing is approved it will be published in up to five business days.

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Choosing the right category

The ATDW arranges business listings in the database by several different categories.

Selecting the most relevant category will ensure your tourism offering is filtered into the correct section of a distributor's website, which will enable potential visitors to find your business more easily.

If you are unsure of what category to list your business, you can [download the ATDW guidelines here](#).

Please note: each ATDW listing must only contain one product. Businesses operating multiple products must list each one independently within the relevant product category.

Any business listing which has not been updated for 12 months or longer will automatically expire. Login to your ATDW account to reactivate an expired listing.

Top Tip



If your tourism offering is relevant to more than one category (you may have two different products at the same location), create a listing for your primary experience first, and then create a second listing for the other applicable category.

For example, if you have accommodation with a restaurant, create your accommodation listing first and then create a second listing under the food and drink category for your restaurant.

Top Tip



Review and update your listing regularly to ensure it is providing up-to-date information to visitors.

Make a regular diary date in your calendar to adjust information that may change throughout the year. For example, opening hours for public holidays, pricing to match demand, seasonal changes to your experience.

Further information

Each STO has specific ATDW eligibility criteria. Refer to the below resources for more information on VisitCanberra's requirements.

[Australian Tourism Data Warehouse \(ATDW\) – VisitCanberra Corporate](#)

[Listing with ATDW - Australian Tourism Data Warehouse](#)

[Webinar: Australian Tourism Data Warehouse \(ATDW\) on Vimeo](#)

If you require any assistance in setting up your ATDW listing, please contact support@atdw.com.au or phone 1300 137 225