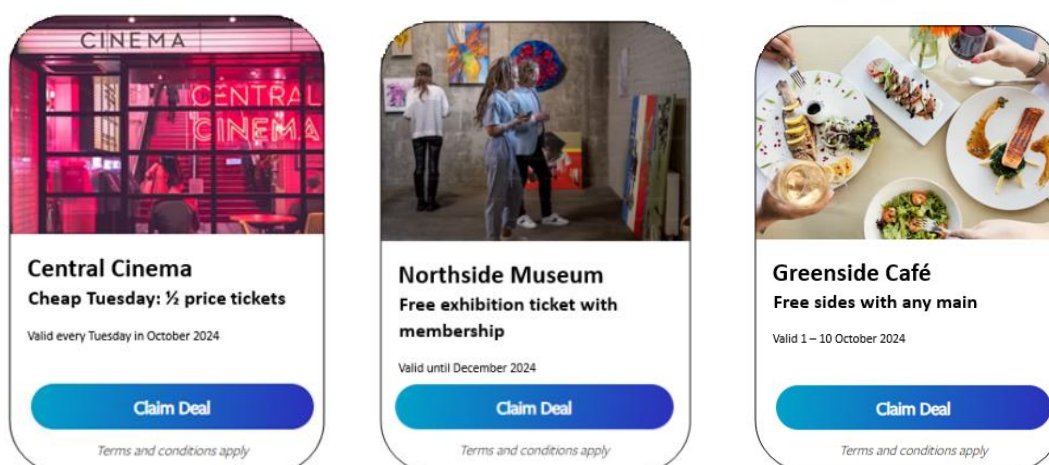


How to load a deal into ATDW

Tourism businesses can now feature deals on your visitcanberra.com.au attraction, food and drink, event, tour, hire, and transport listings through the Australian Tourism Data Warehouse (ATDW). When your deal is loaded, it will appear on your ATDW profile as well as on a special deals page.

What makes a good deal? Easily understood added value for the consumer. This may include value-add experiences (such as a complimentary meal, transfers, or hire), a discount on standard rates, or a package with another experience.



To upload up to three deals per ATDW profile, follow our simple instructions below – the whole process only takes about ten minutes and is free.

1. Log into your profile at atdw-online.com.au
2. From your Profile Dashboard, click the 'Update' button next to the profile you would like to update.
3. Navigate to the 'Add a Deal/Offer' section on the left-hand side menu and add the details of your deal.
4. In 'Deal Type' select the option that best matches the type of deal you are offering.
5. Add a Deal Offer Name – note this is what will be displayed as your Deal Name on visitcanberra.com.au. Keep deal names short and descriptive. Please do not include your venue name in your deal name.
Example: \$50 off bike tour
6. Enter a 'Deal Description' with information about the deal on offer, including featured products or size of discount. Maximum 500 characters. Please refrain from stating 'T&C's apply' in the description or terms section – this is covered in the 'deal terms and conditions' section which is our next step.

7. Enter the 'Deal Terms and Conditions'. Please include information specific to your business. Maximum 400 characters. We recommend including (if applicable) your cancellation policy, minimum age, safety requirements, and if the deal is subject to availability.

8. Enter the Deal 'In-Market Dates'.

Note: If your deal runs for longer than three months, please review your deal prior to the three month mark to ensure it remains valid in ATDW.

9. Enter the 'Validity Dates'. 'Validity Dates' are when consumers can use your offer.

10. If applicable, enter the deal price at the already discounted price. If you are offering \$70.00 off a garden tour usually valued at \$200.00, please enter \$130.00 in the Deal Price field. Leave the 'Price Comment' field blank. If you have entered a more generic offer like, get \$50 off any tour, you can enter that into the Price Comment instead of the Deal Price field.

11. Please upload a deal image that is bright, high quality and represents your experience. This must be 1600 pixels wide by 1200 pixels high in landscape orientation. The image cannot be a poster or feature text overlay. Please also utilise the Alt Text functionality so visually impaired website users can understand your offering.

12. Please enter all inclusions applicable to your deal.

Example: Includes lunch, champagne, and a complimentary photo.

13. In the 'Deal URL' field, add a page on your website where you will provide information about the deal. If you're unable to build a page with the deal information, please provide a link to your contact page on your website.

14. Submit your deal for review. Once reviewed and approved by the Quality Assurance team, your deal will be published within 48 hours.

If you have any questions, please email support@atdw.com.au