MAXIMISING YOUR ATDW PROFILE

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SPARROWLY GROUP

LET'S BREAK IT DOWN

Today we will discuss:

1. What is the Australian Tourism Data Warehouse?

2. How to set up your Profile?

3. How to maximise your Profile?

Now is the time to update your profile!

WHAT IS THE AUSTRALIAN TOURISM DATA WAREHOUSE?

WHAT IS THE ATDW?

- National database of Australian tourism products, experiences and services.

- Also referred to as Get Connected in NSW.

- Over 50,000 tourism products and destinations.

- Extensive network of over 260 distribution partners.

- Ongoing technological improvements underway giving you the best experience and access to information - data dashboard.

ATDW's ultimate function is to support tourism operators with digital marketing reach - it increases your exposure.

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AUSTRALIAN TOURISM DATA WAREHOUSE (ATDW)

PROGRAMS

PARTNERSHIPS

TOURISM AUSTRALIA

Inspiring visitors to come to Australia.

DESTINATION NSW (STO)

Driving visitation (international and domestic) to their state with the goal to grow the state's visitor economy.

DESTINATION NORTH COAST (DN/RTO)

Ensure that industry and partners are *enabled* and supported to maximise opportunities.

LOCAL TOURISM ORGANISATION

Promoting individual products and experiences to visitors and providing visitor servicing.

PRODUCTS AND EXPERIENCES

Provide amazing experiences for visitors to create advocates and drive repeat/referral visitation.

HOW IT WORKS

TOURISM SUPPLIERS

APPROVAL

DISTRIBUTORS

CONSUMERS

Tourism Suppliers enter their profile through the ATDW-Online platform.

STOs review and quality assure the profile, ensuring it meets National content Standards.
ATDW stores the profile in the national database.

Distributors pull the profile that they wish to publish on their digital channels through ATDW's web service.

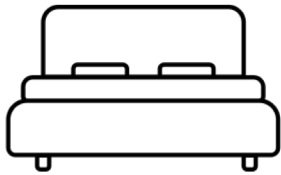**Consumers** can now view ATDW profiles on licensed distributor digital channels.

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WHO CAN LIST?

Profiles must fall into one of the following categories.
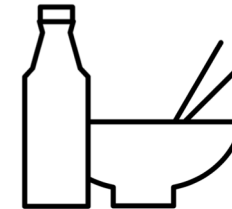
Accommodation	Attractions	Events	Food & Drink
Tours	Hire	Transport	General Services

If you are unsure - check the eligibility guidelines.

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SET UP YOUR PROFILE

WHAT WILL YOU NEED?

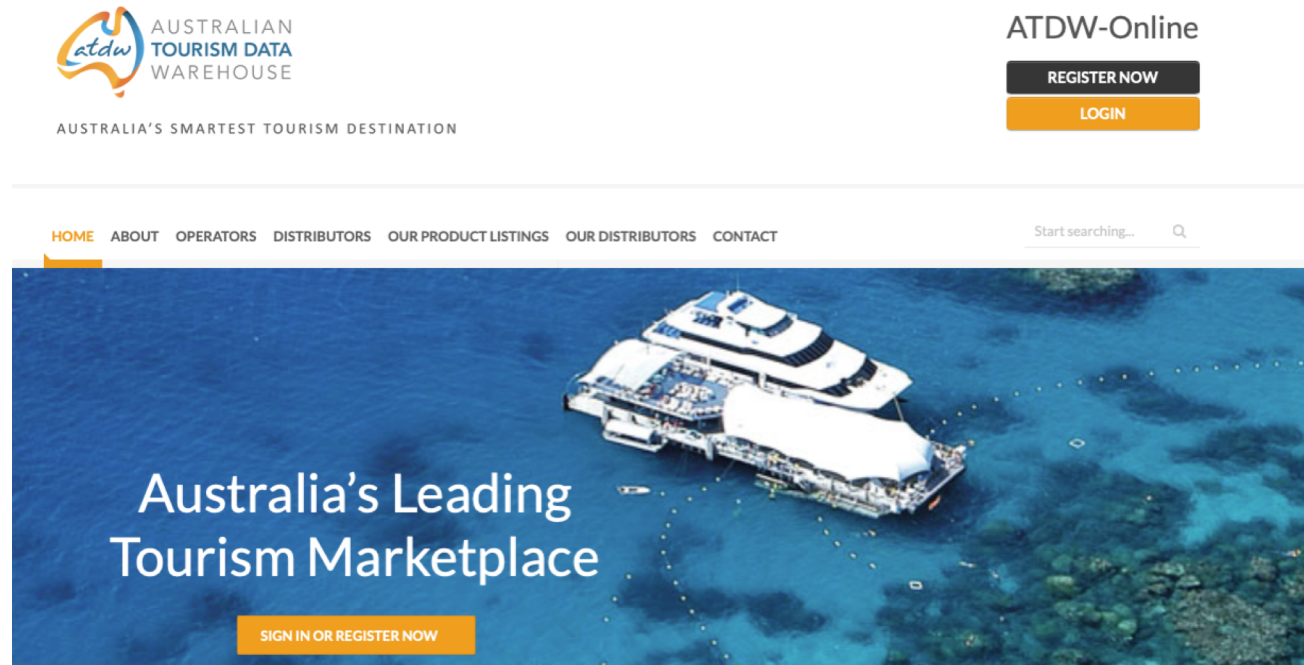To complete the details for your profile there are these **Mandatory Steps:**

- Business Name and Description (50 - 200 words)
- Product type
- Physical address
- Phone number (for customers)
- Email address (for customers)
- Website URL (and booking link)
- Accessibility details
- Images (at least 1, up to 10)

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OPTIONAL INFORMATION

To really maximise your profile, you can also include:

- Videos – up to 10
- Prices
- Opening Hours
- Internet access
- Facilities
- Memberships
- Accreditations
- Social Accounts
- Deals and Offers

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REGISTERING OR SETTING UP

Check if you are already listed: **https://atdw.com.au/our-listings/** and **Login** to make changes to your profile: https://oauth.atdw-online.com.au/login.

If not, **Register Now** and select your category to create a profile.

MAXIMISE YOUR PROFILE

MAXIMISING YOUR PROFILE

BUSINESS NAME AND DESCRIPTION

- Name of your business - *100 characters max*
- Describe your business - *50 - 200 words*
  - Use your business name and keywords for good SEO.
  - Articulate your your unique selling points and the benefits of your business.
  - Include details about your destination and sell it.
- Write with your customer in mind.
- Use short sentences and don't use jargon.
- Refer to your product in the third person and the consumer in the second person.

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IMAGES

- First impressions count - people want to see themselves at your business, so you need to sell it!
- Use high-quality professional image and video footage where you can to showcase the experience.
- Use up to 10 images that accurately represent your business and highlight the key features.

  Top tip - include people in your images.

- Image size is 1600 x 1200 (pixels) and can be **landscape** only in **.JPG** or **.PNG** format.
- Posters, collages or images with text will not be accepted. Your logo cannot be included.
- Add Alt text, a caption and credit the photographer.

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VIDEOS

- Upload via Youtube or Vimeo URL Business Account and ensure the video is publicly available.
- Do not upload videos containing advertisements.
- Use up to 10 videos that accurately represent your business - we would recommend only a few.
- Keep your videos 30 - 90 seconds in length - short is best.
- Use video to tell the story of your business and be creative.
- Get help from a professional if you need it.

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COVID SAFETY

- Inform your customers of changes to your business operations.
- Update if you have the required **COVID Safe Documentation** in place and have completed optional **COVID Ready** and/or **COVID Clean Programs.**
- Include in your description an update on your business status.

ACCESSIBILITY

- Select the accessibility of your business from the options.
- Completing with as much context as possible helps ensure your business is as inclusive as it can be to anyone with access needs.

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GOOGLE MY BUSINESS INTEGRATION

- Connect your ATDW profile with your Google My Business (GMB) Account.
- Applicable updates with sync from ATDW to GMB.
- View key Google statistics on your business's search performance within ATDW.

DEALS AND OFFERS

- Use them to create a sense of urgency or excitement about your product.
- Increase the exposure of your profile and the chance of your business being viewed.
- Keeps content fresh and current.

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LET'S RECAP

- One profile gets you access and reach through distribution networks.

- It's <u>FREE</u>.

- It's best to include as much information as possible on your profile to give potential visitors the most complete view of your business.

- Write a great description with your customer in mind.

- Use 10 quality images with people in them.

- Start using video to tell the story of your business.

- You need to review every 12 months - **at a minimum.** We recommend checking at least *every quarter* to check rates, add images or update your description, align to seasons or special events in your area.

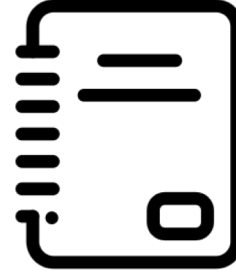- Keep up to date with ATDW improvements.
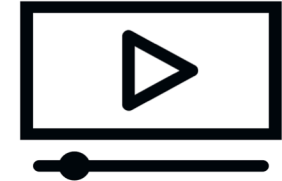
RESOURCES AND TOOLS

PRESENTATION SLIDES
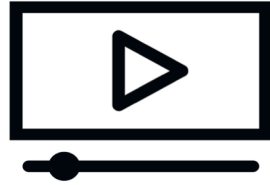
VIDEO RECORDING

SETTING UP YOUR ATDW PROFILE GUIDE
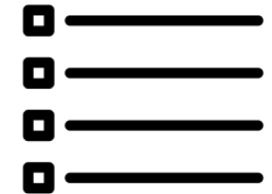
NORTH COAST FLAVOUR TRAIL WEBINAR

ATDW 15-MINUTE SESSION

ASK ATDW VIDEO SERIES

ATDW FAQ

GOOGLE INTEGRATION INSTRUCTIONS

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THANK YOU!

If you have any questions regarding this webinar or the mentoring program, please email the Sparrowly Group mentoring team - mentoring@sparrowly.com