

List Your Event for FREE!

Australian Tourism Data Warehouse (ATDW)

Using the Australian Tourism Data Warehouse (ATDW) website you can list your event on Council's website and potentially hundreds of others for free. Follow the steps below to create your own event listing.

What is the Australian Tourism Data Warehouse (ATDW)?

The Australian Tourism Data Warehouse (referred to as ATDW) is Australia's national platform for digital tourism information on Australia.

Incorporated in 2001, it is jointly owned and managed by all Australian state/territory government tourism bodies (such as Visit Victoria).

The ATDW collects product and destination information in a nationally agreed format and then makes the content electronically accessible to tourism business owners (operators), wholesalers, retailers, and distributors for use in their websites and booking systems.

There is currently over 40,000 events, attractions, accommodation providers and other tourism products listed in the database.

Why should I list my event on the ATDW?

There are many benefits to listing your event on the ATDW. These include:

- It's **free!**
- It puts your event in front of **multiple audiences**. There are hundreds of ATDW distributors (i.e. tourism websites) that feature events on ATDW. These include Council's website – www.murrindindi.vic.gov.au, our regional consumer website www.heartofvictoria.com.au, Victorian tourism website visitvictoria.com, australia.com and many more. For a full list please visit the [ATDW Distributors page](#).
- **Updates to your event** are made in **one** location. After you have created your event you can log back into the ATDW and update as often as you like. The changes will ensure everyone has the most up to date information.
- The template is **responsive** so your event should display great on desktop, tablet and mobile devices.
- ATDW provide **comprehensive statistics** so you can see exactly how many people are viewing your event, where, when and how. This will help you make better informed marketing decisions going forward.
- It's great for Search Engine Optimisation (SEO) as it provides an easy way to gain authoritative 'backlinks' from big websites, such as australia.com.
- Another emerging benefit is that visitors will judge the "legit factor" of an event by seeing if it's listed on an 'official website' (such as visitvictoria.com). So being listed on the ATDW can also help build brand perception in the early phases of the visitor journey.

What do I need before I start?

1. **Date, location and contact details** for your event.
2. A **short description** of your event.
3. A minimum of **one photo** (up to 10 photos can be uploaded).
Photos must be in JPG format and landscape orientation and must not contain text.
The minimum image size is 2048 x 1536 pixels - this size image can easily be captured on your smart phone or an inexpensive digital camera.
4. You will be asked to provide additional information relevant to your event, such as disabled access, booking website, etc. If you don't have all the answers now you can always edit your event in the future.

When will my event start appearing on the ATDW website?

Once submitted, your listing will be sent for QA (quality assurance) which is managed by the VisitVictoria team. They check your event image meets their quality checklist (if not, they'll be in touch with you). Within 2-3 business days your event should be published live on ATDW.

Some helpful tips:

- Event Description should be a minimum of 25 words and a maximum of 200 words.
- The description should focus on the event and use the event name in the first paragraph.
- One idea per paragraph – space out your text and no abbreviations or acronyms.
- Use capitals for names only, such as Victoria or Bath Street, not for entire words like “FREE”
- No special characters: @ # % * () _ + >< ... or any copyright, trademark or registered character.
- Write in the Third Person. Do not use: *I, me, my, we, our* or *us*.
- If available, include information about the event time(s) or entry cost.
- Do not include venue address, dates, phone, website or email details in the description. These are entered in their own fields.
- A minimum of one photo is required with a maximum of 10 photos per listing.
- Photos must be in JPG format and Landscape orientation. Portrait sized photos are not accepted, nor are posters, brochures, logos or photos containing text.
- For the best results, upload photos in their biggest size and quality. Photos are automatically resized by the system, so don't worry about adjusting them yourself.
- The minimum photo size is 2048 x 1536 pixels. This size image can easily be captured on many smart phones and inexpensive digital cameras.
- No text/writing over the photo or collages (more than one photo merged into the one file).
- No banners, logos, posters or flyers.
- Images must have no copyright restrictions.
- Annual events are required to be updated at least every 12 months to retain the listing in the database. You will receive an email advising you to update.
- Tourism Victoria's industry site has great information on digital marketing – visit www.tourism.vic.gov.au and search *digital marketing*.

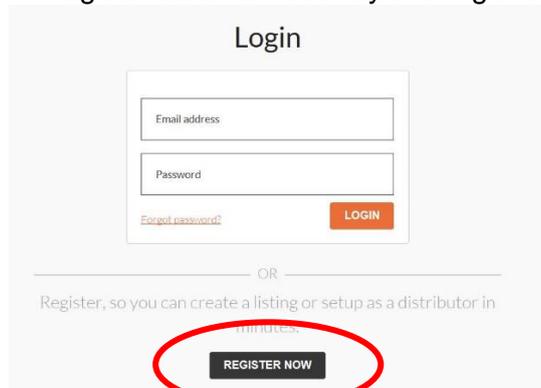
How to create your FREE ATDW event listing

Register and create your new listing:

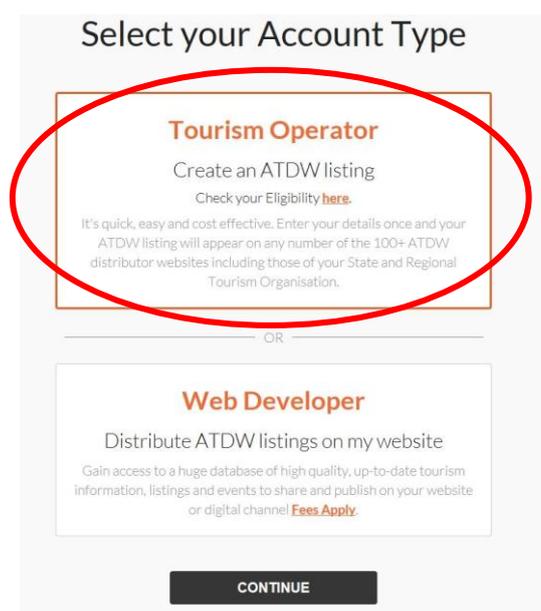
1. Go to www.atdw-online.com.au

(To maximise efficiency, it is recommended to use Mozilla Firefox or Chrome browsers, however Internet Explorer will also work).

2. Register as a new user by clicking the **REGISTER NOW** box on the lower half of the screen.



3. Select the box **Tourism Operator (Create an ATDW listing)** and click on the **CONTINUE** black box at the bottom half of the page.



4. Fill in the template with your details and click **REGISTER NOW** black box at the bottom of the page.

5. You will receive an email to verify your account. Click on the link on the email to verify your account.

6. Go to www.atdw-online.com.au/login and login with your username and password.

7. Click the **ADD A NEW LISTING** orange box option (top, right hand side of the page).

8. Select the **EVENT** box (top, right box across the page).

9. A new page will appear - work your way through each step, saving the details as you go.

10. Once you have entered all details, then click on the **Submit for review** orange box (top right hand side). Once submitted, your listing will be sent for QA (Quality Assurance) and your information will be published within 2-3 business days.

If you require assistance, please contact the ATDW Support Desk on 1300 306 366
onlinecomments@visitvictoria.com.au Monday to Friday, 9am-5pm.