

How to create your Australian Tourism Data Warehouse (ATDW) events online listing

As the ATDW database is tourism data focused, some of the headings may not be what you would expect, however follow the easy guide below to register your account and creating your event listing.

Register for your ATDW account

1. Go to www.atdw-online.com.au
2. Register to create a listing by clicking the Register Now button.
3. Select your account type as Tourism Operator and click Continue.
4. Enter your business's information, including the ABN. Enter all the details as prompted, read the terms and conditions and click Register Now.
5. Once you have registered and created your account, you will receive an email with your chosen username and password and a link to activate your account.

Create your listing

It's easy to create your listing. Work through the step-by-step wizard, completing each field.

1. Enter your event name.
2. Enter your event description.
3. Select your event type:
 - a. Business event
 - b. Classes, lessons and workshops and talks
 - c. Community event
 - d. Concert or performance
 - e. Exhibition and shows
 - f. Festivals and celebrations
 - g. Food and wine
 - h. Markets
 - i. Sporting events.
4. Add your venue details.
5. Add in a phone number and email for people who may have any questions.
6. Frequency of the event.
7. Set the date and time for the event.
8. Accessibility.
9. Add your event images and videos.
10. Add your ticket prices.

There is some handy Help text on the right-hand side of each field.

Hint! It's best to complete your listing on a desktop PC or laptop because it's easier to see the program than on a tablet or phone.

Event Descriptions

To create the best event description, start with your event name and location, then outline its unique features and qualities. Follow this with additional information. Help customers imagine themselves at your event by describing the types of experiences they will have and highlighting what makes your event unique. Don't forget to begin the description with your event name for better brand recognition and search results.

Mention your unique selling points so potential customers can immediately differentiate you from your competitors. Short sentences and one idea per paragraph are best. Showcase the best attributes of your event and provide the reader with ideas of what they can do while attending. Conclude the description with supporting details and 'How to Get There' information.

Images

To get the full benefits of ATDW-Online, it's essential your listing has good quality images and footage.

Images must meet these specs:

- a minimum of 1600 x 1200 pixels
- .jpg or .png file format
- landscape (horizontal) orientation (portrait images are not accepted)
- videos should be shareable through YouTube.

Each listing must have at least one image that meets these standards, to a maximum of 10 images. No logos or images with any text on them.

Existing users - Need help logging in?

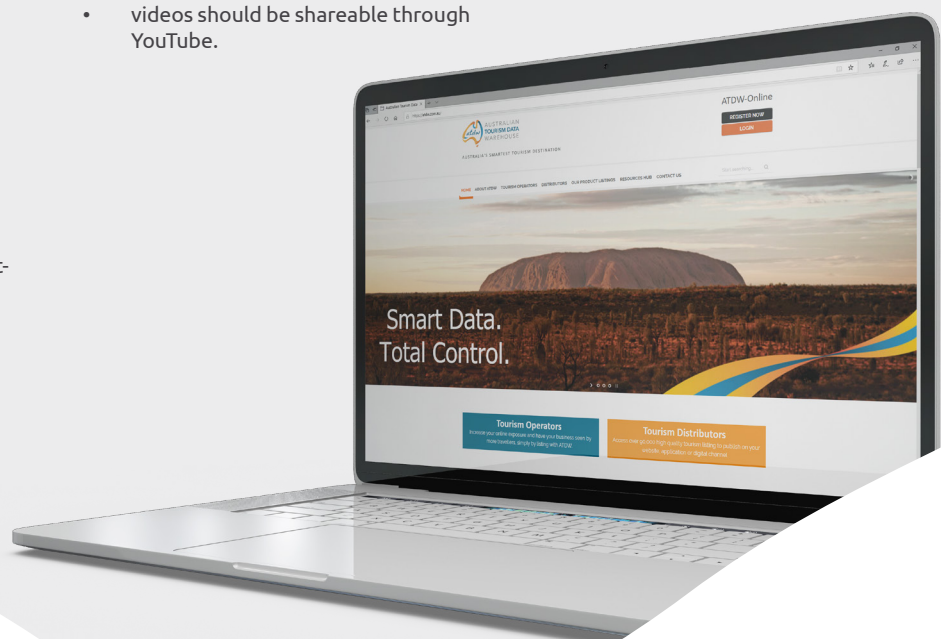
Log into ATDW-Online using your email address, not your username.

To log in:

1. Go to www.atdw-online.com.au
2. Click on 'Forgot password?'
3. That takes you to the 'Having trouble signing in' screen. Enter your email address and click Continue. You'll get an email with a temporary password.
4. Click the link in that email, which will take you to the 'Reset your password' screen.
5. Enter the temporary password, then set your new password. You will then be logged into ATDW-Online.
6. Use your new password the next time you log in to ATDW-Online (along with your email address).
7. If you don't receive the temporary password email, contact Tourism NT for assistance.

Need more help?

Email: ATDW.TourismNT@nt.gov.au
Phone: 08 8999 3906



For more information contact the Department of Industry, Tourism and Trade on 08 8999 3900 or visit tourismnt.com.au

