



Destination  
Central West NSW

# ATDW Quick Links & Support

Register with ATDW



Register with ATDW and create your free listing for the opportunity to be featured throughout our distribution network of Australian tourism partner websites.

## ATDW Operator Listing Guidelines

This document will provide you with a comprehensive understanding of the inclusion and exclusion criteria for ATDW profiles. It will also give you a clear definition of the different ATDW product categories and types. **View the Listing Guidelines [here](#).**

## Operator Guidelines

When creating your listing, follow these tailored guides to ensure your business or event is approved in a more timely and efficient manner. Click on the icon that relates to your business. Get Connected

Accommodation



Attraction



Events



Food & Drink



Hire



Tour



Transport



## How to add a Deal / Offer

*Looking to attract more customers?* Adding a deal or special offer to your Tourism Business Profile is a powerful way to boost your online visibility and your bookings. Whether it's a discount, a special package, or a money-can't-buy offer, your deals will help you get the attention of customers seeking extra value. **Learn how to add a Deal [here](#).**

## Optimise your ATDW Profile

*Are you wondering if your Tourism Business Profile could work harder for you, but not sure where to start?* Standing out online is a challenge for all businesses. That's why ATDW offers free one-on-one profile optimisation sessions to help you succeed. The friendly team of experts will guide you in enhancing your profile to attract more customers. **Book a free Optimisation Session [here](#).**

## ATDW Uplift Program

Destination Central West (DNCW), in partnership with Australian Tourism Data Warehouse (ATDW), invites you to learn and master the ATDW Platform.

### ATDW Introductory Webinar

Learn about ATDW and how it can benefit your business.



### ATDW Uplift Webinar for Tourism Operators

This webinar ensures tourism operators have the knowledge and skills to create and manage their profiles, plus tips to enhance their online visibility.



### ATDW Uplift Webinar for RTO & VIC Staff

This webinar is for staff of Regional Tourism Organisations (RTO) and Visitor Information Centres (VIC) to learn the skills required to manage their profiles and assist tourism operators with the ATDW platform.



## Connect with ATDW

With over 300 articles, the Support Hub is a one-stop-shop for all your questions and support needs.

**[VISIT ATDW SUPPORT HUB](#)**

## Connect with DNCW

E: [info@dncw.com.au](mailto:info@dncw.com.au)  
PO Box 1740, Orange NSW  
[www.dncw.com.au](http://www.dncw.com.au)

## Top Tips for ATDW

### Update Your Profile

Remember to update your profile regularly, preferably every three months. This will help with SEO and enhance your digital footprint. This will also mean the profile will expire for a further 12months.

### Refresh Your Imagery

Upload a variety of photos that showcase the best of your business or event. Ensure images are landscape. Refer to the ATDW content guidelines for the size requirements.

### Incorporate Video

Add video where available as different distributors will use this content in a variety of ways and increases the appearance of your profile.

### List Your Proposed Event

For annual events, you can create an event listing even if the date is not yet confirmed. However, the longer lead time you provide, the more visibility you will gain for your event. *Do not* add the event to ATDW the day prior as the moderation times will not enable this to gain any traction and will expire.

### Develop a Deal or Offer

Consider the use of deals and offers to increase exposure on distribution sites. Sites like Visit.nsw and Australia.com have standalone deals pages and only ATDW profiles with deals will appear in this space. Consider collaborating with other businesses in your region to elevate your offering and extend your reach. Remember, deals and special offers have to be different to your standard offerings.

### Create Multiple Profiles

If your tourism business offers more than one product or service, you can create more than one profile in each of these categories to elevate your listings e.g. Winery with Cellar Door and separate tours, Brewery with separate Food and Beverage offering, Museum or Gallery with Event, Seasonal agritourism/Farm Gate offering plus Farm Tours.

### Learn More

You're invited to learn more at our ATDW In-Region Masterclasses in May 2025.

[Subscribe](#) to DNSW's newsletter or reach out to our Industry Development Managers for more information.