

A GUIDE TO...

Listing your event on visitALBURYWODONGA.com

Are you running an event within Albury-Wodonga? Apply for a free listing on our What's On page of visitALBURYWODONGA.com and gain exposure to thousands of visitors a day.

Event submission criteria

Events must be:

- located within Albury-Wodonga
- open to general public
- of broad appeal to the cities community and visitors
- focused on leisure or tourism (promotional, business or educational events not accepted)
- suited to one or more of the website's categories
- confirmed (events with TBC dates of venues cannot be listed)
- submitted by the event organiser or authorised agent

We reserve the right to decline events that don't meet the above criteria. Please note that event approval can take up to 5 business working days.

How to create your event listing

To have your event listed on visitALBURYWODONGA.com you need to create an Australian Tourism Data Warehouse (ATDW) listing.

The ATDW is a joint initiative of Tourism Australia and all Australian state and territory tourism organisations, and is a central content and distribution platform for the Australian tourism industry.

ATDW listings are an essential marketing tool for events that:

- Increase your online exposure;

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- Boost search engine optimisation (SEO) of your website; and,
- Drive traffic to your website.

ATDW listings are managed by you and can be updated as often as you like.

A big benefit of ATDW listings is they appear on many travel sites around Australia including Tourism Victoria's official consumer site visitvictoria.com, Destination NSW's site visitnsw.com and many regional tourism organisation websites including visithemurray.com.au. This means you only have to enter your business details once and your listing is displayed on many websites including visitALBURYWODONGA.com

COST

- Events can list for free.

How to create an ATDW listing

Things to have ready:

- A description of your business (200 words maximum).
- Photos of your business or event. At least one photo is required, with a maximum of 10 photos.

All event listings must have an image and the image will only be accepted with the following specifications:

- Load images in their original format - the bigger the better. **Images must be at least 2048 pixels wide x 1536 pixels high.**
- Landscape only (portrait images no longer accepted).
- No text/writing over the photo.
- No collages (more than one photo merged into the one file).
- No banners, logos, posters or flyers.
- No white background.
- Images must be in focus.
- Images must have good lighting.
- Images must have no copyright restrictions.
- Image file size must be under 10MB.
- File type .jpg or .png.

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1. Go to atdw-online.com.au
2. Register as a new user by clicking the 'Create an account' button.
3. Click 'I want to create an ATDW listing for my business or event'.
4. Fill in the template with your business details and click 'Register now' at the bottom of the page.
5. Check your email inbox for an email from ATDW-Online.
 - a. Click on the link on the email to verify your account.
6. Go to atdw-online.com.au and login with your username and password.
7. Accept the terms and conditions.
8. On the 'Create your first listing' page, click 'Let's go!'.
9. Work your way through the steps and click on 'Send for review' when finished.

Once submitted, your listing will be sent for quality assurance (QA) and will be published within three to five working days.

ATDW Support at Tourism Victoria operates Monday to Friday, 9am to 5pm
P: 1300 306 366 | E: onlinecomments@tourism.vic.gov.au
W: atdw-online.com.au | visitvictoria.com | corporate.visitvictoria.com