

Enhancing your ATDW listing

Captivate new online audiences
with these simple tips



If you need help to boost your online exposure and attract more business, you've come to the right place.

By creating an Australian Tourism Data Warehouse (ATDW) profile, your business information will be shared with people visiting popular platforms like [Visit Victoria](#), [Tourism Australia](#) and our own [Visit Ballarat](#) and [Ballarat In The Know](#).

This is an opportunity to expose your business to a significant established audience so people will know who you are and what you do. That's a whopping 1,000,000+ people who visit the Visit Ballarat and Ballarat In The Know websites every year that you're missing out on reaching if you don't have an active listing.

A well-crafted ATDW profile, with a professional, well written description and great photos can allow you to stand out from the crowd. To help you craft the perfect ATDW listing, we've created some simply steps to follow to improve your chances of attracting new visitors to your business.

Authenticity First

TMV is committed to showcasing the Midwest through authentic and accurate content. We prioritise the use of original photography, videography and storytelling that genuinely represent the region and visitor experience.

AI-generated imagery that creates, alters or exaggerates destinations, attractions or experiences will not be prioritised for publication or promotion across TMV channels.

Where AI tools are used to assist with content development, all final published material must remain truthful, representative and aligned with the real visitor experience.



It's all about your images

Images are the key to grabbing the attention of potential new customers. Large, beautiful images will ensure that your ATDW profile creates a great first impression and breaks through the clutter.

So, what makes a great image? Keep on reading to find out how to capture the perfect shot and make sure your photos meet ATDW guidelines.

ATDW image guidelines

- Upload images in their largest size and resolution. The minimum required size is 1600 x 1200 pixels. Most smartphones and digital cameras will take images large enough for ATDW
- Only use landscape orientated images
- Do not use text or logos on images
- Show off as many aspects of your offering as you can. You can upload up to 10 images to your profile, so take advantage of this and upload as many as you have (we recommend at least 5-6)
- Put your best image first. Stand out with clear, bright, crisp images of your product and keep them current.

Photography tips

- Allow visitors to visualise themselves in your business by including people in your photos
- Highlight your point of difference by showing off what makes your product unique
- Make sure you have great lighting (nothing beats natural lighting, so open up any blinds)
- Be mindful of what's being photographed and remove any items that your customers don't need to see (ie. clothes, crumbs)
- A quality phone will take great shots, but investing in a photographer will elevate your marketing efforts.

Over the page, we've created a photography checklist to help you prepare for your next photo shoot.



Need supporting images of the region and its attraction? Tourism Midwest Victoria's image library may have just what you need.

Start downloading free images at ballarat.filecamp.com



Photography checklist – preparing for a photo shoot

Tidy the space or venue

- ☐ Surfaces dusted and cobweb free, including window ledges. In some instances, the debris may be reflective of your trade and can add texture to the imagery (ie. wood shavings in a workshop or spices in a kitchen).
- ☐ Check windows and glass barriers are clean and free from clouding, streaking and dirt.
- ☐ Interim or temporary signage removed from doors and windows, and potentially from kitchen/behind the scenes spaces that may be visible in the back of the shot.
- ☐ Weed and sweep immediate areas, including shop/studio fronts and doorways.

Gather your props

- ☐ If you are a maker or creator, have some tools or work samples ready to serve as props. They don't have to be completed pieces – the story is often in the creative process.
- ☐ For food propping, it is best to use low plates or boards that can be clearly shot from a variety of angles. Food that is seasonally-appropriate, has colour and texture will work best.
- ☐ Remove mobile phones from pockets or from tables; remember to put these away out of shot.
- ☐ Aim to include local suppliers and producers where appropriate as this creates additional story angles (ie. small batch gins, local wines). Think about bottles or products on the shelves or benchtops in the back of your shots and how these might be localised. Make sure branded items are removed from counter-tops or tables.

Staging your shot

- ☐ When holding cutlery or sharp tools, try to angle this down rather than upwards. For stemmed glassware, try holding the glass at the base of the stem rather than cupping it with your hand.
- ☐ If sitting, avoid resting feet on table legs or cross members unless this is part of the furniture design. Also avoid holding on to edge of chair or resting your hands between your legs as this may be visible in wider shots.
- ☐ Consider branded coasters, glassware and uniforms that may allow for subtle inclusions of your logo or business name.
- ☐ Small floral/green centrepieces, salt and pepper shakers may add some interest but we recommend removing napkin holders, table numbers and other items that may clutter the shot.



Photography checklist – selecting and styling talent

What to wear

- ☐ Light apparel with relaxed, stylish appeal; casual jackets, tees, shirts and dresses with light jackets.
- ☐ No prominent logos, labels or slogans showing. This extends to bracelets, fitness trackers and watches which may be visible in close up shots of hands.
- ☐ Avoid overly complex patterns, neon, shiny fabrics or solid black. Think block colour or denim jackets with neutral tones underneath so your outfit can adapt and change for different locations and shots.
- ☐ For talent serving as background 'extras' or 'customers': when choosing attire, consider more neutral tones or cool-toned colours. This avoids pulling attention from the shoot subject matter. If a bartender is the hero of the story, a warm bright shirt or accent accessory (such as a headscarf or apron) will help focus the viewer's attention.
- ☐ Consider the season in which the imagery will be used and dress accordingly – are you capturing imagery for a summer event? Is the content going to be used year-round? If the imagery is evergreen or year-round, avoid very specific seasonal attire (such as beanies or scarves) which may limit the use of the imagery. If in doubt, dress in layers to ensure flexibility on the day.
- ☐ Avoid heavily distressed, worn out or stained clothing. Please make sure clothing is clean and ironed. Work aprons are the exception in the studio (not on the restaurant floor).
- ☐ If hands are visible in close up shots; ensure fingernails are clean. Of course, if you are a ceramicist, a bit of grit adds to the scene! If you wear nail polish, opt for neutral or a colour that compliments the wardrobe palette. Avoid neon and sparkly polishes or longer-style fake nails.

Diversity

- ☐ If you are gathering friends, family or colleagues to serve as extras or participants in the shoot, try to match the 'talent' with the target audience for your product.
- ☐ Try to avoid gendering your audience by omission: for example, only having female models for a botanical art class or male models for a metalworking experience.
- ☐ We strongly encourage diversity – where possible, aim to include people from multicultural backgrounds, varied body types and sizes, people with disability, LGBTIQA+ and non-nuclear groups (such as a grandparent with a grandchild, or same-sex parented family).

Write a captivating description

A well-crafted ATDW profile, with a professional, well written description, great photos and video, can allow you to stand out from the crowd and attract many more customers for your business.

Your description should engage the consumer, captivate them and make them want to experience your product and ultimately book. You need to give them a reason to stop their search at you.

Our top five tips

- Focus on your unique selling propositions. Tell your readers why they should pick you over a similar option
- Write in short sentences. Try to explain what the product or event is in just one or two sentences
- Put the customer at the centre of what you write. For example, 'You'll enjoy the best service.' rather than 'We offer the best, most professional service.'
- Make sure you check your spelling
- The most important information needs to sit at the top of your written piece. It should be the first thing your reader sees in the description.

What not to include in your description:

- First person language (we or our)
- Abbreviations or slang (BYO, TV, BBQ)
- Dot points
- Symbols (& !! @)
- Contact details
- Pricing
- Website links
- Unnecessary capitalisation – only use for names, regions or specific places

Writing isn't quite your thing? Why not consider using AI writing tools to find creative inspiration.

Make sure your profile is up to date

Changed your opening hours? Launched a new offering? Make sure you let everyone know by updating your listing. Visitors expect the most up-to-date information, so it's important to give it to them.

Let people know your venue is accessible

One in five people has a disability and billions is spent every year on Australian tourism by travellers with a disability. But the market for accessible tourism is much broader. Older people and parents with prams can all benefit from improved information.

Providing reliable, useful and detailed information on the accessibility of your business, including step-free entrances, automatic doors, wheelchair friendly spaces and accessible toilets, will lead to an increase in visitors with a disability.

Add direct online booking links

The less clicks a consumer has to make to book your product the better, so make sure you add direct links to your booking platform to make this process as easy as possible for your next guests.

Be consistent

Always use the same business name, address and phone number for your business or event across all marketing material, including your website, ATDW profile, booking system and social media channels – this helps to improve your ranking in search engine results.

Get in touch with the Marketing Team
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