



Destination
Riverina Murray NSW

Farmstays

A quick guide to
boosting the online visibility
of your Agritourism experience

Your Farmstay and ATDW

I don't have an ATDW listing for my Farmstay yet

Create a free ATDW listing

ATDW reaches over 1.5 million potential customers every month, helping you connect with a larger audience and increase visibility for your agritourism experience.

To learn out more about ATDW and how to create your listing, visit:

Don't forget to **add Farmstay** to the **Accommodation Type** section (see next column for how to do this)

[Create an ATDW Listing](#)



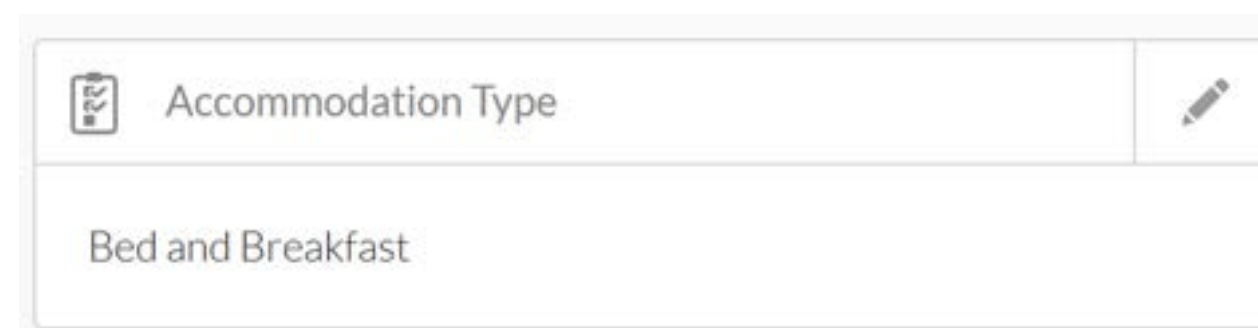
My Farmstay is already listed on ATDW



Update your listing's Accommodation type

VisitNSW.com has a dedicated consumer webpage for Farmstays. To be included [on this page](#), simply:

Update your ATDW listing by **adding Farmstay** to the **Accommodation Type** section.

This won't affect your existing listing (as multiple types are allowed). Below example image shows where you can update this on your listing:



 Accommodation Type 
Bed and Breakfast

I want to make sure my Farmstay is reaching visitors

Book a free ATDW Health Check

Receive one-on-one support from ATDW during this free 30-minute consultation.

With recommendations tailored to your business, get help gaining maximum visibility and ensure your listing is performing to its best potential within the ATDW distribution network.

[Book a free ATDW Health Check](#)



Your Farmstay and Social Media

When posting your Farmstay on social media, always:

Use these hashtags:

#FeelNSW

#NewSouthWales

Tag:

@visitnsw

@riverinamurray

Why? Destination NSW monitors these hashtags to find content they can repost. Content is always credited and has the potential to drive leads back to your business.

Quick tips and inspiration for your socials:

- Read [Destination NSW's Social Media Guide](#)
Your content is more likely to be shared on Destination NSW's channels if you adhere to these guidelines!
- Follow [@riverinamurray](#), [@visitnsw](#) and [@destination_nsw](#) on Instagram and LinkedIn
- Visit our [Agritourism Webpage](#)
- Subscribe to our monthly newsletter [here](#)



Destination Riverina Murray NSW

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Image: Shear Outback, Hay (Credit: Destination NSW)