

ATDW Checklist

MICHELIN Readiness Guide



SOUTH AUSTRALIA™

Preparing your business for global attention

The arrival of the MICHELIN Guide presents a unique opportunity for South Australian restaurants and producers to showcase their offering to a global audience of passionate food and wine travellers. Whether you are updating an existing Australian Tourism Data Warehouse (ATDW) listing or creating a new one, use this checklist to ensure your digital presence reflects the quality of the experience you deliver.

1. Showcase your experience

- ☐ Feature professional-quality photography that highlights signature dishes, plating, produce and presentation.
- ☐ Include images that capture the atmosphere, service and personality of your venue, not just the food.
- ☐ Consider short-form video (<60 seconds) that brings the preparation, presentation and guest experience to life.
- ☐ Ensure imagery is current and accurately reflects the experience guests can expect today.

ASK YOURSELF:

If a visitor discovers us because of the MICHELIN Guide, do our visuals match the quality of the experience they will receive?

2. Tell a compelling story

- ☐ Clearly describe what makes your restaurant, produce or experience unique.
- ☐ Highlight local produce, provenance and connections to South Australian regions.
- ☐ Share the passion, philosophy and people behind the experience.
- ☐ Avoid generic descriptions and focus on the details guests will remember.

ASK YOURSELF:

Why would someone travel here specifically to experience what we offer?

3. Keep information up to date

- ☐ Verify opening hours and seasonal trading information.
- ☐ Check phone numbers, email addresses, website links and location details.
- ☐ Review pricing, menus and booking information where relevant.
- ☐ Remove or replace any information that is no longer current.

ASK YOURSELF:

Could a visitor confidently plan their visit to my business without needing further research?



4. Make booking easy

- ☐ Ensure booking links are visible and working correctly.
- ☐ Link directly to your preferred booking platform where possible.
- ☐ Review the booking experience on a mobile phone to check functionality.
- ☐ Test the customer journey from discovery through to reservation.

ASK YOURSELF:

Can a potential guest move from inspiration to reservation in just a few clicks?

5. Present a premium experience

- ☐ Review written content for spelling, grammar, clarity and consistency.
- ☐ Ensure imagery and descriptions reflect the standard of experience you provide.
- ☐ Remove outdated content and lower-quality imagery.
- ☐ Highlight relevant awards, recognition or notable experiences accurately.

ASK YOURSELF:

Does every element of our online presence reflect the care, precision and attention to detail we put into our food and service?

6. Ensure your listing is ready

- ☐ Create or activate your Australian Tourism Data Warehouse (ATDW) listing if you do not already have one.
- ☐ Review descriptions, categories and experience information.
- ☐ Upload a strong selection of high-quality images.
- ☐ Confirm contact details, links and location information are correct.
- ☐ Plan to review and refresh the listing as your offering evolves.

ASK YOURSELF:

If visitor interest increases overnight, are we ready to be discovered?

Final check list

- ☐ My business has an active and up-to-date ATDW listing.
- ☐ Our imagery reflects the quality of our food, venue and hospitality.
- ☐ Our story clearly communicates what makes us special.
- ☐ Our business information, menus and booking links are accurate.
- ☐ Visitors can easily discover, understand and book our experience.

Remember

Travellers inspired by the MICHELIN Guide will be looking for exceptional experiences, memorable stories and reasons to visit South Australia. Your digital presence should reflect the same care and attention to detail that guests experience at your table. Head to: tourism.sa.gov.au/support/campaigns/MICHELIN-Guide for the full terms and conditions, FAQs, tips and example videos.

Disclaimer: The information in this checklist is provided as general guidance to assist businesses participating in the 2026 Industry Amplification campaign. SATC may update, vary or withdraw the campaign, this checklist or any campaign activity at any time. Following this checklist does not guarantee inclusion in any campaign activity. Businesses remain responsible for ensuring that their content is accurate, lawful and suitable for publication, and for obtaining all permissions, consents and approvals required for their content. To the extent permitted by law, SATC is not responsible for any loss, cost or liability arising from participation in the campaign or use of or reliance on this checklist.

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