

**QUALITY TOURISM ACCREDITED BUSINESSES STAR AT THE 2018
QANTAS AUSTRALIAN TOURISM AWARDS
MEDIA RELEASE
1 March 2019**

Quality Tourism Accredited Businesses took home the top honours from 20 of the 25 categories at tonight's 2018 Qantas Australian Tourism Awards demonstrating the role the accreditation process has in delivering quality tourism experiences.

The Qantas Australian Tourism Awards, which recognise and celebrate businesses that have demonstrated a commitment to quality tourism products and experiences, is the pinnacle event for the industry, with 800 representatives from across Australia coming together to celebrate.

The Australian Tourism Awards showcases those businesses that are committed to exceptional customer service, innovation and hard work, said Australian Tourism Awards Chair Daniel Gschwind.

"These businesses are continuously reviewing, planning, developing and fine-tuning their products and services to improve the overall customer experience. Their efforts are supported and validated through the Quality Tourism Framework and position them well to take out the top honours"

Quality Tourism Accredited Businesses are those that have been independently validated as a quality tourism provider through the Quality Tourism Framework, which is owned by the Australian Tourism Industry Council Ltd.

The framework also incorporates other Quality Assurance modules including Star Ratings and Sustainable Tourism Accredited Business. 20 of the Gold medal winners had also achieved the Sustainable Tourism Accredited Business standard, which meets the higher standards of environmental management and sustainable tourism operations.

"The tourism industry plays a crucial role in the economic development and infrastructure of Australia, and as such requires a level of excellence in partnering businesses to ensure future growth and preference," explains ATIC CEO Evan Hall.

"The Quality Tourism Framework both supports a business in their efforts for success, but also ensures the wider community can be confident when making their travel choices by showcasing reliable, quality tourism products' and services through the Quality Tourism Accredited Business landmark. "

"For tourists, the landmark represents organisations that exceed customer service expectations, and deliver an incredible and memorable experience," said Mr Hall.

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