

Ticking off the Bucket List January 2019

The latest phase of the new Quality Tourism brandmark roll-out, undertaken by the Australian Tourism Industry Council (ATIC), sees the launch of the refreshed **Trust The Tick Australia** website (www.trustthetick.com.au). Featuring tourism businesses that are involved with the 'Quality Tourism Framework', the new site is an essential directory for customers travelling within Australia.

Following from the launch of the **Star Ratings Australia** website (www.starratings.com.au) in September 2018, the new **Trust the Tick** website uses a similar simplified and fresh aesthetic that incorporates the latest 'Quality Tourism' brandmark, fonts, and colours, with an evolved and modern accreditation symbol.

With a strong focus on simplifying the user experience, the new site integrates a clear navigation feature that aids customers in finding the right experience for their next trip. A responsive design also enables greater usability on both desktop and mobile devices.

Appealing social media activity continues to build brand awareness and engagement for Quality Tourism Australia with new audiences. As part of the 2018-19 communications strategy, social media is crucial in driving new traffic to the relaunched websites, increasing the exposure of the Quality Tourism businesses.



