



The Quality Way to Travel

06 August 2018

We are excited to share with you the new symbol of quality in the Australian tourism industry.

Governed by the Australian Tourism Industry Council (ATIC), the new 'Quality Tourism' brandmark is a symbol of excellence for businesses participating in their framework of quality tourism programs. This framework includes established and well-respected programs such as the Australian Tourism Accreditation Program, Star Ratings, and the Australian Tourism Awards.

Variations of the brandmark will be available for businesses which will reflect the specific program they are engaged in. The attached document provides an overview of the various brandmark variations and their intended use.

The creation of the new symbol reflects an evolution of the programs and framework, and integrates the already trusted and recognisable symbols of the 'tick' and the 'star' together as one. This results in a simple, modern, positive, and aspirational symbol for our members to proudly display. It is practical in application and our hero colours are the distinguishable Australian green and gold.

Proudly displaying the new symbol shows that businesses have been independently validated as a quality tourism provider. For tourists, the new brandmark represents organisations that exceed customer service expectations, and deliver an incredible and memorable experience.

To support recognition of the brandmark watch this space over the coming months as we commence the brand roll-out across consumer digital and social media channels.

<insert any state/territory specific details on how to obtain the new brandmark>

For more information, please contact [**insert contact details**].





