



## Media Release

### Industry Welcomes Investment in Tourism Businesses

The tourism industry's peak national body has welcomed the investment in tourism businesses announced by Federal Labor at tonight's national tourism awards.

Speaking at the Qantas Australian Tourism Awards in Launceston tonight, Shadow Minister for Tourism Hon Anthony Albanese MP announced \$6 million would be invested in the Quality Tourism Framework, in front of more than 800 industry representatives.

The Quality Tourism Framework has been developed by the Australian Tourism Industry Council (ATIC) to improve and diversify Australian tourism product.

Australian Tourism Industry Council Chair Evan Hall said the investment would allow tourism businesses to create new experiences, improve service quality and promote their own businesses directly on the worldwide market.

"With the right technology, skills and product, tourism businesses of all sizes from all across Australia can get their product on the world stage," Mr Hall said.

"The Quality Tourism Framework will help tourism operators improve their businesses, and this additional funding will mean more businesses can reap the benefits."

More than 6,500 businesses across Australia already participate in a number of Accreditation programs which will be rolled into the single Quality Tourism Framework.

**Ends.**