

2 JULY 2024

MEDIA RELEASE

QUALITY TOURISM BUSINESSES PAVING THE WAY FOR A STRONG VISITOR ECONOMY

In the first year of the Albanese Government’s Quality Tourism Framework Grant Program more than 1400 Quality Tourism programs have been completed across 350 tourism businesses.

The Quality Tourism programs are part of a suite of Australian Tourism Industry Council (ATIC) programs which have been upgraded thanks to \$8 million in funding from the Government to assist small, medium, and regional tourism businesses to enhance their quality, accessibility, and sustainability.

To date, more than 4,500 high quality tourism businesses across Australia have adopted ATICs program, making the commitment to exceed customer expectations through best practice in service, safety, insurance, advertising practices, risk management and business operations.

ATIC is a staunch advocate for the sector, with a strong history of supporting the provision of quality tourism experiences.

These results demonstrate the industry’s commitment to providing quality tourism experiences, developing their product to reach new markets, and grasping new opportunities.

ATIC’s suite of Quality Tourism programs have been developed to enhance the quality, accessibility, and sustainability of Australia’s tourism industry.

For more information, [click here](#).

Quotes attributable to the Federal Tourism Minister, Don Farrell:

“The Albanese Government is committed to supporting small and medium tourism businesses improve their world-class experiences for domestic and international visitors.”

In association with



Australian Tourism Industry Council Ltd
Suite 207-208, 530 Little Collins St
Melbourne VIC 3000
ACN: 095 626 976
P: 03 9978 6801
WWW.QUALITYTOURISMAUSTRALIA.COM

“We are proud to partner with ATIC to deliver their suite of programs which provide a clear pathway for tourism businesses who want to enhance their capabilities to better meet customer needs.”

“Having tourism businesses that are consistent in delivering high-quality visitor experiences boosts the competitiveness of Australia’s tourism industry globally, and safeguards our reputation as an amazing holiday destination.”

Quotes attributable to ATIC Deputy Chair, Shaun de Bruyn:

“The support from the Labor Government regarding the development of small and medium business via the Quality Tourism Framework is crucial to the competitiveness, sustainability, and reputability of the nation’s visitor economy.”

“The Quality Tourism Framework provides a range of mentoring, assistance, and programs supporting the development of new tourism products and enhancement of existing products to access new markets, as well as micro-credentialling to upskill staff and business owners.”

In association with



Australian Tourism Industry Council Ltd
Suite 207-208, 530 Little Collins St
Melbourne VIC 3000
ACN: 095 626 976
P: 03 9978 6801
WWW.QUALITYTOURISMAUSTRALIA.COM