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**MEDIA RELEASE**

**TOURISM EMISSIONS REDUCTION PROGRAM ENGAGES 150+ AUSTRALIAN BUSINESSES**

Over 150 Australian businesses have begun their journey to reducing their carbon emissions through participation in ATIC's Tourism Emissions Reduction program.

Launched nationally in March 2024, the Tourism Emissions Reduction program is part of the suite of ATIC's Quality Tourism programs supported by the Australian Government through Austrade's *Quality Tourism Framework Grant Program*, to assist small, medium, and regional tourism businesses to enhance their quality, accessibility, and sustainability.

The Tourism Emissions Reduction program provides businesses with an emissions estimate and a tailored emissions reduction plan. Businesses can demonstrate their commitment to improving their sustainability via waste and emission reduction measures to visitors via a unique link and QR code.

To date, over 1100 planned actions have been made by Australian tourism businesses to adjust their operations to reduce their carbon emissions. Additionally, more than half of the businesses who have made their Tourism Emission Reduction Commitment have either already adopted renewable products or programs for their energy needs or planned to complete the transition to renewable products or programs by 2030.

The Australian Government, through Austrade is providing \$8M in funding to enhance ATIC's suite of programs.

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

In association with



Tourism Industry Council Tasmania

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](http://WWW.QUALITYTOURISMAUSTRALIA.COM)