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MEDIA RELEASE

Every 2024 Qantas Australian Tourism Award Winner Proudly Quality Tourism Accredited

The 2024 Qantas Australian Tourism Awards have recognised 76 Quality Tourism Accredited Businesses, highlighting the fundamentally important role of accreditation in supporting excellence in tourism.

With 78 awards across 26 categories, every Gold, Silver, and Bronze winner is proudly Quality Tourism accredited. Of the 175 finalists at the awards, 173 also hold Sustainable Tourism accreditation in addition to their Quality Tourism accreditation. The large number of businesses with dual accreditation reflects the powerful impact that the suite of Quality Tourism business development programs has on driving success and excellence.

“We are incredibly proud of all the 2024 award winners and finalists. They represent the very best of Australian tourism and we are thrilled to see Quality Tourism accredited businesses strongly represented within such an elite group,” said Erin McLeod, CEO, Australian Tourism Industry Council (ATIC).

“With the suite of Quality Tourism programs, tourism operators receive the support they need to enhance and excel, while visitors gain peace of mind knowing that they are choosing accredited, high-quality tourism experiences.”

The Quality Tourism and Sustainable Tourism accreditation programs are available online through the Quality Tourism Framework (QTF), developed and owned by the Australian Tourism Industry Council.

The Australian Government supports the QTF, providing \$8 million towards the enhancement of QTF including the Quality Tourism programs which assist small, medium, and regional tourism businesses to enhance their quality, accessibility, and sustainability. This year’s award winners make up some of the 4,000 business achievements seen since the establishment of the funding 18 months ago.

For more information about the Quality Tourism programs, visit <https://www.qualitytourismaustralia.com/home/accreditation/>

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