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MEDIA RELEASE

2025 Qantas Australian Tourism Awards finalists reflect strong engagement with the Quality Tourism Framework

Engagement with the Quality Tourism Framework has played an important role in the business development of many businesses recognised as finalists in the 2025 Qantas Australian Tourism Awards.

Of the 172 national finalists, 168 hold accreditation through Quality Tourism programs, highlighting how nationally recognised standards support the development of high-quality and trusted tourism businesses across Australia.

Developed and owned by the Australian Tourism Industry Council (ATIC), the Quality Tourism Framework (QTF) provides tourism operators with a clear pathway to excellence, designed to support continuous improvement while building consumer confidence. Through independent assessment and nationally consistent standards, the QTF helps businesses strengthen professionalism, sustainability, accessibility, and market readiness.

"When tourism businesses engage with the Quality Tourism Framework, they're not just meeting standards, they're building the capability and confidence needed to strive for excellence," said Erin McLeod, CEO, Australian Tourism Industry Council (ATIC).

"The Quality Tourism programs are designed to support businesses to strengthen their operations, improve the visitor experience and continually uplift their performance, and it's incredibly encouraging to see that journey reflected in national awards recognition."

Some of the programs available through the Quality Tourism Framework include:

- Sustainable Tourism Accreditation, recognising strong business practices, as well as environmental and social responsibility
- Star Ratings program, providing trusted, independent accommodation ratings
- Accessible Tourism program, supporting accessible and inclusive visitor experiences

- Tourism Emissions Reduction program, supporting businesses to measure and reduce emissions

Together, these Quality Tourism programs support tourism businesses to benchmark performance, respond to evolving visitor expectations and build resilience in a competitive market, while giving visitors confidence in the services and experiences they choose.

The 2025 Qantas Australian Tourism Awards will be presented on 6 March 2026 at Fremantle Prison in Western Australia, celebrating excellence across Australia's tourism industry and recognising the businesses setting the standard for quality and innovation.

A full list of finalists is available at:

<https://australiantourismawards.com.au/finalists-winners/>

To learn more about the Quality Tourism Framework, visit:

<https://qualitytourismaustralia.com/programs/>

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**Media Contact: Alexandra Reddoch, Communications and Marketing Officer,
Australian Tourism Industry Council, 03 9454 2823**