



2025 Qantas Australian Tourism Awards

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MEDIA RELEASE

Quality Tourism Framework Drives Success at 2025 Qantas Australian Tourism Awards

Businesses participating in the Quality Tourism Framework (QTF) were strongly represented among the winners and medallists at the 2025 Qantas Australian Tourism Awards, highlighting the impact of accreditation in strengthening Australia's tourism industry.

The Awards recognise operators that deliver exceptional visitor experiences supported by strong business foundations and a commitment to continuous development. Accredited businesses were acknowledged across a broad range of categories, demonstrating the reach of the QTF across accommodation, experiences, attractions and tourism services nationwide.

Owned by the Australian Tourism Industry Council (ATIC), the Quality Tourism Framework offers tailored pathways through a range of accreditation programs that enhance business performance and support sustainable growth across the industry.

"The Quality Tourism Framework supports business excellence by providing operators with a clear pathway to strengthen performance, enhance professionalism and build lasting consumer trust," said Erin McLeod, CEO, Australian Tourism Industry Council.

"Tourism businesses across Australia are continually looking at ways to improve the visitor experience all year round, including refining service delivery, embedding sustainable practices, improving accessibility and reducing emissions. The Quality Tourism Framework ensures that commitment is supported by recognised standards and measurable outcomes."

Engagement with key Quality Tourism programs was strongly reflected by this year's medallists. Of the 2025 Gold, Silver and Bronze winners across 26 award categories, 72 hold Sustainable Tourism Accreditation, 47 participate in the Accessible Tourism program, and 33 are involved in the Tourism Emissions

Reduction program, demonstrating an industry-wide focus on responsible operations, inclusive visitor experiences and practical climate action.

As visitor expectations continue to evolve, participation in the Quality Tourism Framework is playing an increasingly important role in strengthening business capability and maintaining Australia's reputation as a trusted global tourism destination. The 2025 Qantas Australian Tourism Awards showcase the calibre of operators setting the benchmark for outstanding tourism experiences and services nationwide.

For more information on the Quality Tourism Framework, visit

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

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Media Contact: Erin McLeod, CEO, Australian Tourism Industry Council, 0408 072 668