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Australian tourism operators surpass global and regional guest satisfaction benchmarks

Australian tourism businesses participating in the Quality Tourism Framework (QTF) have once again demonstrated their strength in guest satisfaction, outperforming both global (86.7%) and Oceania (83.6%) benchmarks in 2025, according to Shiji's [Guest Experience Benchmark Report 2026](#).

Businesses engaged in the QTF achieved a GRI score of 89.7% during the same period, reinforcing Australia's competitive edge in the global tourism market and highlighting the strength of structured quality standards and continuous improvement.

The Global Review Index (GRI) is a comprehensive industry standard online reputation score. It combines and averages guest ratings and reviews from more than 80 Online Travel Agencies and review platforms across more than 45 languages, providing an overall measure of a business' reputation and customer satisfaction. A higher GRI reflects stronger positive guest experiences and greater consistency in service quality.

"Australian tourism businesses are proving that quality and consistency matter," said Erin McLeod, CEO, Australian Tourism Industry Council.

"With the Quality Tourism Framework, operators gain access to accreditation and business development programs, alongside practical tools that strengthen performance and refine the guest experience. This sustained focus on capability building and continuous improvement drives stronger satisfaction outcomes and sustained international competitiveness."

Through participation in the QTF, businesses receive complimentary access to Shiji Reviewpro Reputation, a platform that brings online reviews together in one place and supports timely responses to guest feedback.

The QTF also supports operators through nationally recognised standards and structured development pathways designed to strengthen credibility and build consumer confidence. Engagement demonstrates a clear commitment to professionalism, service quality and ongoing improvement.

To learn more about the Quality Tourism Framework, visit <https://www.qualitytourismaustralia.com/>