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Celebrating Quality, Sustainability and Global Recognition

Australia's tourism industry continues to lift the bar on quality and sustainability, with Australian tourism standards now recognised globally through the Quality Tourism Framework's (QTF) inclusion in Travalyst's Certifications initiative.

The QTF brings together a nationally consistent suite of programs for tourism operators. These programs are aligned with recognised international frameworks and reflect global best practice.

With 4,000 Sustainable Tourism accredited businesses, the QTF is the largest program of its kind in Australia, reflecting a strong and growing industry-wide commitment to continuous improvement and high standards.

Owned by the Australian Tourism Industry Council (ATIC), the QTF supports businesses to develop and demonstrate their sustainability, accessibility and emissions reduction achievements. This recognition through Travalyst enables businesses to showcase their commitment to sustainability on a global scale.

Travalyst is a global coalition that provides trusted sustainability information to travel platforms such as Booking.com, Skyscanner and TripAdvisor, helping to drive more informed choices by travellers.

The QTF is delivered through a robust, independently administered verification model. Businesses are assessed against nationally recognised criteria, and all accreditation is verified by an independent third party. The program operates transparently, with clear requirements, consistent national processes and defined compliance pathways. These include annual renewal, ongoing monitoring and the ability to suspend accreditation where standards are not maintained.

The Framework has been independently benchmarked against recognised international and national frameworks confirming that the QTF aligns with key pillars of global and national best practice which is further reinforced by its inclusion in Travalyst's Certifications initiative.

In association with



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The QTF is supported and recognised by Tourism Australia, Austrade and State Tourism Organisations, reinforcing the QTF's role in strengthening quality, sustainability and global competitiveness across Australia.

As the industry continues to evolve, the QTF will continue to support Australian tourism businesses to meet rising expectations, ensuring standards are recognised not only at home, but on the global stage.

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