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Localis and ATIC Partner to Deliver Enhanced Data Insights for Tourism Operators

The Australian Tourism Industry Council (ATIC) and Localis have announced a partnership that will provide tourism businesses with complimentary access to a customised data platform.

Through the partnership, tourism businesses registered with the Quality Tourism Framework (QTF) will gain access to a tailored version of the Localis data platform, developed specifically for the QTF. This specialised platform provides key tourism performance insights at State, Tourism Region and Local Government Area levels, including monthly occupancy rates, historical performance comparisons, and four-month forward occupancy forecasts. Operators will gain visibility into average daily rates and year-on-year trends.

Access to timely, relevant and localised data empowers tourism operators to better understand their market, anticipate demand and make more informed business decisions. With clearer visibility of trends and future performance, operators can confidently adjust their strategies and remain competitive in a dynamic environment.

Erin McLeod, CEO of ATIC, said the partnership reinforces ATIC’s commitment to supporting tourism businesses with practical tools and resources. “Tourism operators having access to this critical data puts them in a stronger position to navigate an increasingly competitive and changing environment,” said Ms McLeod. “By making these insights readily available through the QTF, we’re helping businesses plan ahead, respond to market conditions and ultimately drive better outcomes for their operations.”

“Good decisions start with good data,” said Robbie Dalton, Founder of Localis. “This partnership brings powerful, easy-to-use insights into everyday decision-making, helping tourism operators clearly see what’s happening in their market and where

In association with



Australian Tourism Industry Council Ltd
Suite 207-208, 530 Little Collins St
Melbourne VIC 3000
ACN: 095 626 976
P: 03 9978 6801
WWW.QUALITYTOURISMAUSTRALIA.COM

opportunities are emerging. It's about giving businesses the clarity they need to act with confidence and make every decision count."

This partnership highlights the value of accessible data in supporting stronger, more informed tourism businesses across Australia.

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