



**Quality
Tourism**
Framework

Quality Tourism Achievements Digital Marketing Toolkit

A comprehensive, hands-on guide to sharing your Quality Tourism program achievement.

Version 1.0

Contents

1.0

[Everything you'll need to promote your Quality Tourism program achievement](#)

2.0

[Quality Tourism messaging guides](#)

- 2.1 [Messaging for Quality Tourism achievements](#)
- 2.2 [Messaging for Australian Tourism Awards](#)

3.0

[Using your Quality Tourism achievement in marketing](#)

- 3.1 [Guide to applying your Quality Tourism program badge to your own branding](#)
- 3.2 [Guide to using the Quality Tourism branded marketing templates](#)

4.0

[Guide to using the special campaign templates](#)

5.0

[Introduction to digital marketing channels](#)

[< Back to contents](#)



1.0 Everything you'll need to promote your Quality Tourism program achievement

The following few pages outline the key assets, templates and other guidance material you will need to have on hand to help you create your Quality Tourism marketing and promotions.

Promoting your Quality Tourism program achievement

Congratulations on your latest Quality Tourism program achievement! Now is your chance to spread the news to visitors, new and existing, and keep your business on the path to continued success.

Here you can see all the assets, templates and additional guidance you will need to have on hand – both from the Quality Tourism Marketing Suite and also your own files – to make the most of your program achievement.

Log into the QTF to access these templates and assets through the Quality Tourism Marketing Suite.

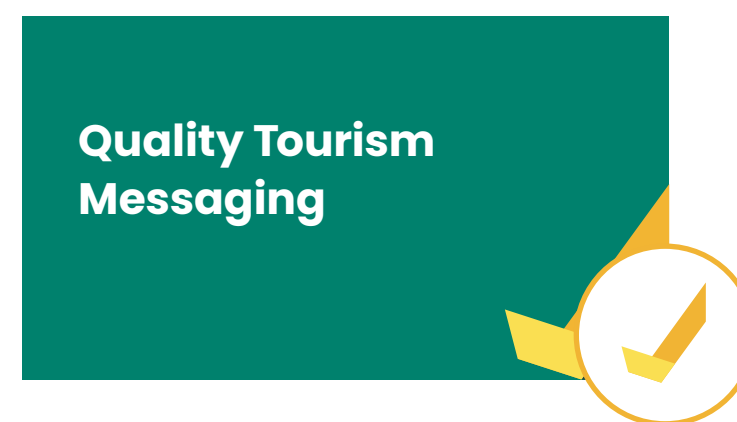
All the examples in this section of the guide have been developed using these items. Please note, all businesses featured are fictitious and have been created to demonstrate guidance only. Any similarity to real businesses is purely coincidental.

Before we get started, make sure you have the following available:

All businesses:



Official badge that signifies you have successfully completed your Quality Tourism program.



Quality Tourism Messaging

For further guidance on promotional copywriting, view Section 2.1 of this Toolkit, which includes visitor benefit messaging for each Quality Tourism program.

[Click here to access Section 2.1](#)

Businesses applying the badge to own branded templates and promotions:



Your business brand logo and brand guidelines

Your business' logo file (PNG or JPEG format) and your brand guidelines which should contain your official brand colour palette and choice of font types.

[Click here for guidance on how to apply your badge to your branded promotions.](#)

Businesses using the Quality Tourism-branded marketing templates:



The Quality Tourism-branded design templates relevant to your program of choice.

[Click here to access Section 3.2](#)

This is the font Poppins.

QTF brand font: Poppins

Free to download from this link: fonts.google.com/specimen/Poppins

Checklist for promoting your achievement

Here is a handy checklist to get started sharing your latest Quality Tourism program achievement with your audiences, which can include new and existing visitors, industry peers and partners.

Remember

- Not all of these actions may be possible or relevant for your business, however we recommend you aim to complete as many as possible that make sense for your business.
- Take the time to go through all sections of the toolkit as it will inform you on which tasks will require more time to complete.
- If your business does not have a defined logo or brand guidelines, use the Quality Tourism branded assets to ensure you can keep your marketing efforts going.

Action	Guides	Templates available (Log into the QTF to access templates)
<p>Add your badge to your:</p> <ul style="list-style-type: none"> • Email signature • Business cards • Website 	<p>Using your own business brand:</p> <ul style="list-style-type: none"> • 3.1 Guide to applying your Quality Tourism program badge to your own branding • 5.0 Introduction to digital marketing channels - Website <p>Using the Quality Tourism special campaign digital banners:</p> <ul style="list-style-type: none"> • 4.0 Guide to using the special campaign templates 	<p>4.0 Guide to using the special campaign templates:</p> <ul style="list-style-type: none"> • Digital banner templates
<p>Schedule a social media post</p>	<p>Using your own business brand:</p> <ul style="list-style-type: none"> • 3.1 Guide to applying your Quality Tourism program badge to your own branding <p>Using the Quality Tourism social media templates:</p> <ul style="list-style-type: none"> • 3.2 Guide to using the Quality Tourism branded marketing templates • 4.0 Guide to using the special campaign templates <p>General social media best practice:</p> <ul style="list-style-type: none"> • 5.0 Introduction to digital marketing channels - Social media 	<p>3.2 Guide to using the Quality Tourism branded marketing templates:</p> <ul style="list-style-type: none"> • Static social media template • Carousel social media templates <p>4.0 Guide to using the special campaign templates:</p> <ul style="list-style-type: none"> • Social media templates
<p>Update your printed materials</p>	<p>Using your own business brand:</p> <ul style="list-style-type: none"> • 3.1 Guide to applying your Quality Tourism program badge to your own branding <p>Using the Quality Tourism printed materials templates:</p> <ul style="list-style-type: none"> • 3.2 Guide to using the Quality Tourism branded marketing templates • 4.0 Guide to using the special campaign templates 	<p>3.2 Guide to using the Quality Tourism branded marketing templates:</p> <ul style="list-style-type: none"> • Poster/counter card template <p>4.0 Guide to using the special campaign templates:</p> <ul style="list-style-type: none"> • Poster/counter card templates
<p>Schedule an EDM to your existing customer base</p>	<p>Using the Quality Tourism email banner templates:</p> <ul style="list-style-type: none"> • 4.0 Guide to using the special campaign templates <p>General email marketing best practice:</p> <ul style="list-style-type: none"> • 5.0 Introduction to digital marketing channels - Email marketing 	<p>4.0 Guide to using the special campaign templates:</p> <ul style="list-style-type: none"> • Email banner template
<p>Integrate your achievement into SEO & paid advertising</p>	<p>5.0 Introduction to digital marketing channels:</p> <ul style="list-style-type: none"> • SEO optimisation • Paid advertising 	<p>No templates required</p>

[< Back to contents](#)



2.0

Quality Tourism messaging guides

This section includes the following guides that will help you craft messages and copy to promote your Quality Tourism achievements:

- 2.1 [Messaging for Quality Tourism achievements](#)
- 2.2 [Messaging for Australian Tourism Awards](#)

[< Back to start of section 2.0](#)

2.1 Messaging for Quality Tourism achievements



We've created this messaging tool to help you market your business' achievement to visitors.

For each program or accreditation, we've written examples of benefits that can be communicated directly to visitors.

Use them as a starting point to talk about your achievement on your website, social media, PR, in brochures and more.

Go beyond just using your accreditation or achievement as a badge, to help your visitors understand how your achievement benefits them and why they should book with you.

The messaging on the following 3 pages has been written around the most compelling visitor-focused benefits of the following:

- Quality Tourism Accreditation
- Sustainable Tourism Accreditation
- Tourism Emissions Reduction Program
- EcoStar Accreditation
- Star Ratings
- Camp & Adventure Accreditation
- Marine Tourism Accreditation
- Visitor Centre Accreditation
- Accessible Tourism Program

Visitor-focused program messaging



Program name and description	Summary of benefits for visitors	Key benefit 1	Key benefit 2	Key benefit 3
<p>The Quality Tourism Accreditation certifies tourism businesses that meet specific quality assurance criteria ensuring they are committed to exceeding visitor expectations with great customer service and the highest standards of business practice.</p>	<p>We're a proud Quality Tourism Accredited Business, giving you confidence when you book with us. This Accreditation independently assesses our practices across every aspect of business, from customer service to safety, to ensure we deliver you the best experience possible.</p>	<p>You deserve reliable and excellent service every time you travel. As a Quality Tourism Accredited Business, we've been independently assessed to make sure we offer all our visitors the highest level of customer service.</p>	<p>How do you make sure the accommodation/experience you book lives up to your expectations? Being Quality Tourism Accredited means our advertising has been independently reviewed to make sure it's truthful. So you can be sure what you see is what you'll get!</p>	<p>We know you want to support businesses that do the right thing. You can trust the tick of our Quality Tourism Accreditation to know we adhere to high ethical standards - from how we treat our team and visitors, to our impact on the environment.</p>
<p>The Sustainable Tourism Accreditation is the Australian tourism industry's largest and longest-running sustainability program, with more than 3,500 participating businesses. Accreditation incorporates sustainability across environmental, cultural, social and commercial business practices.</p>	<p>We know that you care about making ethical choices when you travel. That's why we're proud to have achieved our Sustainable Tourism Accreditation, as proof of our commitment to environmental, cultural, social and commercial sustainability standards. Together, we can make sure your <i>stay/experience</i> does great things for the environment and our community.</p>	<p>It can be hard to know which tourism businesses are really delivering on their promises to care for people and the environment. Our Sustainable Tourism Accreditation is independently assessed, so you can feel confident that we're living up to our commitments.</p>	<p>Like you, we want to protect (X AREA)'s natural environment, so that future generations can enjoy it too. That's why we're proud to have achieved the Sustainable Tourism Accreditation. This independent assessment looks at how we manage our impact on the environment - so you can feel confident you're supporting an eco-friendly business when you <i>travel/book</i> with us.</p>	<p>Real sustainability goes beyond recycling bins and reusing towels. It's also about helping communities thrive, protecting culture, and keeping our staff and customers safe. Our Sustainable Tourism Accreditation means we take our social responsibilities seriously. We work to contribute to our community through <i>(share key measures)</i>.</p>
<p>The Tourism Emissions Reduction program is a three-stage program that enables tourism businesses to develop an estimated carbon emissions report and an emissions reduction plan.</p>	<p>We're reducing our carbon footprint - and helping you travel in an eco-friendly way. As part of the Tourism Emissions Reduction Program, we are committed to minimising our emissions every day, and formal reporting to measure our progress. Our Emissions Reduction Plan is publicly available, so you can feel confident we're delivering on our commitment.</p>	<p>We know you want to lower your carbon emissions when you travel. That's why we've made a Tourism Emissions Reduction Commitment - helping you do your bit for the planet by doing ours.</p>	<p>Want to see how our carbon emissions measure up to other businesses? We've made a Tourism Emissions Reduction Commitment, so you can view our public Emissions Reduction Plan to see how we're reducing the carbon footprint of your <i>stay/experience</i> with us.</p>	<p>As part of our Emissions Reduction Plan, we're <i>(key measure e.g. using our own solar power)</i>. Just another way we're making your <i>visit/experience</i> with us cleaner and greener!</p>

Visitor-focused program messaging

Continued



The **EcoStar Accreditation** recognises tourism businesses that demonstrate the highest level of environmental management over and above Sustainable Tourism requirements.

When it comes to protecting our planet and communities, we're always striving to do more. That's why we're proud to have achieved our EcoStar Accreditation. It means we've been assessed by independent experts against the highest standards for environmental management and custodianship, sustainable practice and responsible tourism practices.

Key benefit 1

We care for the environment, so you can focus on *(relaxing/adventuring etc)*. Our EcoStar Accreditation means we meet the highest standards for managing our impact on the environment across all areas of business and operations.

Key benefit 2

We know that when you travel, you want to make a positive impact on the places you visit. And we can help! As an EcoStar Accredited business, we have programs such as *(X)** to care for our local environment. The best part? Your stay directly contributes to this program.

**share environmental stewardship/habitat protection practices*

Key benefit 3

Did you know that our buildings are specially designed to maximise our sustainability? As an EcoStar Accredited business, we've made sure our *accommodation/offices* are energy and waste efficient, so you can feel good knowing your *stay/experience* with us is supporting a cleaner, greener future!



Star Ratings are an internationally recognised symbol for quality accommodation standards. They are used in more than 70 countries worldwide and reflect the cleanliness, quality and condition of guest facilities.

Our rating of *X* stars helps you know what to expect when booking your stay with us. Independently assessed against set standards, it means we deliver a high/exceptional level of quality, cleanliness and service for our accommodation type.

How do you judge value for money when you book accommodation? Check out our rating of *X* stars, of course! We've been independently assessed to make sure our quality and services match your expectations.

**Tailor for your rating. For 1-3 star, talk more about being budget friendly. For 4-5 star, talk about deluxe/luxury quality.*

You deserve sparkling clean accommodation when you stay with us. Our rating of *(X)* stars has been assessed by independent experts to make sure all our facilities meet high hygiene standards.

Customer reviews are fantastic - but everyone values things differently so they might not always be right or relevant for you on their own. That's where our star rating can help. Independently assessed against set international standards, our rating of *X* stars can help you decide if we meet universal expectations of quality, service, safety and hygiene.



The **Camp and Adventure Accreditation** program, developed with the Australian Camps Association, guides businesses through advanced business practices for the safe participation in camps and outdoor adventure experiences.

You deserve exceptional service and safety, and the most memorable experiences from your *camp/adventure*. Our Camp and Adventure Accreditation gives you confidence in our professionalism. Assessed by independent experts, it means we meet the highest standards for safety, quality of experiences and facilities, and customer service.

We take our responsibility for your safety seriously. Our Camp and Adventure Accreditation means we meet the highest standards for risk management and safety for our visitors and our team. So you can feel confident your adventure with us will be safe, controlled and professional.

We think of everything, so you don't have to! Our Camp and Adventure Accreditation means an independent assessor has checked every element of your experience. From check in and equipment hire, to our buildings and team training, we make sure all the details are taken care of, so you can focus on making memories.

We've undergone Camp and Adventure Accreditation to assess our team training and management practices. You can feel confident knowing our expert team is ready to help you get the most out of your *stay/adventure*.

Visitor-focused program messaging

Continued



Marine Tourism Accreditation supports businesses to meet best practice standards in the operation of marine based tourism activities. With a focus on professionalism and ethical conduct, this program supports the sustainable use of Australia's marine environment.

Our Marine Tourism Accreditation is your tool for booking the best (X) adventure. Assessed by independent experts, across areas like safety, customer service, and marine sustainability, we're proud to meet best-practice standards across the board.

When you're out on the water, your safety is our highest priority. Our Marine Tourism Accreditation means you can feel confident we're equipped to offer you the safest experience possible without compromising on *fun/inspiration/thrills/learning*.

We know that, like us, you want to protect our incredible marine environment. That's why we're proudly Marine Tourism Accredited. It's your tool for choosing marine adventures with the best sustainable practices.

Our incredible customer service has its sea legs! We're Marine Tourism Accredited, which means independent experts have assessed our team against the highest standards of customer service.



Visitor Centre Accreditation is indicated by a blue italicised 'i' sign and is awarded where a visitor centre has achieved certain quality standards in their service provision and operational systems including staff training, information relating to local road and transport, information on local amenities and attractions, maps and visitor centre on-site visitor amenities.

We're here to help you get the most out of your visit to X. Our Visitor Centre Accreditation means we offer the highest quality, friendly guidance, expert local knowledge, and access to comprehensive information.

A friendly face can make all the difference in a new place. Our Visitor Centre Accreditation means our helpful guides and experts have been assessed by independent experts on their service. They're ready with all the tips and info to help you get the most out of your visit - drop in and see us today!

We've got our finger on the pulse. Find the most comprehensive info on local events, attractions and sights at our Visitor Centre Accredited info desk.

Not sure how to get around town? We've got you covered. We're an Accredited Visitor Centre, which means we've got all the info you need when it comes to getting around X safely and conveniently.

Visitor-focused program messaging

Continued



Program name and description		Summary of benefits for visitors		
<p>The Accessible Tourism program provides businesses with a comprehensive online accessibility assessment and an Accessibility Information guide for visitors. Businesses meeting essential criteria are recognised across support areas of cognitive/autism; limited mobility; low hearing; low vision; wheelchairs and scooters.</p>		<p>You deserve equal access and excellent service when you travel. We've completed the Accessible Tourism program, so you can feel confident that we're equipped with the accessibility infrastructure and information to help you get the most out of your visit. We also offer an Accessibility Guide, so you can find all our accessibility information easily.</p>		
Key benefit – Cognitive/Autism	Key benefit – Limited Mobility	Key benefit – Low Hearing	Key benefit – Low Vision	Key benefit – Wheelchairs & Scooters
<p>Everyone should feel safe and be served with care and respect when they visit us. That's why we have our Cognitive/Autism Accreditation. It means we have quiet spaces if things get too loud. We have pictures on our brochures to help you choose what you want to do and see, and our staff are trained to help you get the most from your <i>stay/experience</i>.</p>	<p>Our Limited Mobility Accreditation means that we have all the facilities, infrastructure and training needed to make sure you can get the most out of your <i>visit/stay</i>. From handrails fitted around the site, to seating at important places in case you need to take a rest, and accessible bathrooms, we are equipped to deliver you the best experience.</p>	<p>Our Low Vision Accreditation means we've got the training and facilities to ensure you get the most from your <i>visit/experience</i>. With easily accessible hearing loops, visual aids and specially trained staff, you can feel good knowing our business is equipped to deliver you exceptional service.</p>	<p>Every one of our visitors deserves an exceptional experience. Our Low Vision Accreditation means we have the skills and tools to help you get the most from your visit. From <i>braille/raised lettering</i> on all our signage, to accessible toilets and specially-marked stairs, we want all our visitors to <i>explore/relax/enjoy</i> their time with confidence.</p>	<p>We're dedicated to ensuring all our visitors can get around easily. Our Wheelchairs and Scooters Accreditation means our accessibility has been assessed by independent experts. From staff training to access ramps and self-opening doors, we're equipped to serve all our visitors' needs.</p>

The messaging on the following page has been written around the most compelling benefits for the visitor industry, for the following:

- Online Trade Distribution
- International Ready Accreditation

Industry-focused program messaging

Please note that Online Trade Distribution is a business tool only and does not result in an accreditation badge.



The International Ready badge is awarded once a business has completed both the Online Trade Distribution and International Trade Distribution assessments.

Outcome name and description	Summary of benefits for visitors	Key benefit 1	Key benefit 2
<p>Online Trade Distribution aims to improve the growth of tourism businesses by assisting them to sell their product online and distribute their product internationally and domestically.</p>	<p>We've taken key steps to strengthen our Online Trade Distribution, ensuring your experience booking with us is seamless from start to finish. This includes making it easier to find our <i>product/experience</i> online, providing clear and accurate information, and having a straightforward and secure online booking process. We also work with a range of partners to help you plan and book your experience.</p>	<p>We know you want to work with businesses that are prepared for any outcome. As part of strengthening our Online Trade Distribution, we've implemented best-practice approaches to managing inventory. Whether we face last-minute cancellations or a surge in bookings, we're ready to deliver consistently high-quality service.</p>	<p>We know outdated content can make online booking difficult for visitors. As part of enhancing our Online Trade Distribution, we've adopted best-practice content management to ensure our information is always accurate and up to date no matter where it appears online.</p>
<p>The International Ready Accreditation recognises business that have appropriate business practices to work within the international travel distribution system.</p>	<p>We're open for worldwide business! Our International Ready Accreditation means we meet best-practice business standards to serve visitors from across the globe.</p>	<p>We're an International Ready Accredited business – which means our valued global network of tourism operators and distributors can feel confident we are prepared to deliver the best service and accessibility to international travellers.</p>	<p>As an International Ready Accredited business, we make it easy for visitors worldwide to discover and book <i>experiences/products</i> that cater to their specific needs through our business.</p>

[< Back to start of section 2.0](#)

2.2 Messaging for Australian Tourism Awards



Promoting your Australian Tourism award

Whether you've received a Gold, Silver, Bronze or Highly Commended Award, your win is a huge accomplishment. Now it's time to make the most of your award, to help promote your business and convince visitors to book with you.

Here's a quick checklist for making sure your awards promotion matters to your visitors:

- ✓ Look at your awards entry to remind yourself of why you won/your points of difference
- Think about how your award impacts visitors (e.g. proof of excellent service)
- Put these benefits into words to create visitor messages
- Make sure anywhere you show your awards badge, you also feature visitor benefits
- Promote your win on every platform you use – from social media to real life brochures



Where to promote your award

The more places you talk about your award win, the more likely your visitors are to see it. You can put your awards badge and visitor benefits on a range of communications assets and platforms, including your:

- Website
- Social media (Facebook, Instagram, LinkedIn, X, Youtube)
- Emails
- Downloadable and printed brochures
- Posters and counter cards
- Ad placements
- Business cards

Section 5.0 of this Toolkit provides more information on the best practices for using social media and can help with sharing your award win. [**Click here to learn more.**](#)

Award promotion messaging

Use these messages to inspire your content, and apply your unique tone of voice and attributes to make the words your own.

Slot in Gold, Silver, Bronze, or Highly Commended where we've marked an X, followed by the award category. Remember to refer to your awards entry for help and ideas!

Award category	Example announcements, focused on what your visitors care about	Prompts to make your award promotion more specific to your business
<p>Attractions:</p> <ul style="list-style-type: none"> • Major Tourist Attractions • Tourist Attractions 	<p>An iconic achievement for an iconic destination! We're proud to announce we've won <i>X AWARD NAME</i> at the Australian Tourism Awards. With our passionate team helping visitors from across the world experience our important part of <i>X REGION/PERSON/GROUP'S (culture/history/innovations/natural wonder/ingenuity)</i>, this award recognises <i>X</i> years of exceptional service and responsible tourism practices.</p>	<ul style="list-style-type: none"> • What sets your tourist attraction apart from others? • What do visitors experience that create a sense of excellence? • What sort of visitor is drawn to your attraction? Nature lovers, families, thrill-seekers, history buffs?
<p>Festivals and Events:</p> <ul style="list-style-type: none"> • Major Festivals and Events • Festivals and Events 	<p>We're passionate about showing our visitors all that <i>X REGION</i> has to offer, with the very best (<i>art, music, food etc.</i>) That's why we're excited to have won <i>X AWARD NAME</i> at the Australian Tourism Awards for our excellence in visitor experience and contributions to the community we love.</p>	<ul style="list-style-type: none"> • How do you showcase the region? What events/activities are on offer? • What visitor services are offered to make their experience more seamless?
<p>Tour and Transport:</p> <ul style="list-style-type: none"> • Major Tour and Transport Operators • Tour and Transport Operators 	<p>Everyone knows travel isn't about the destination - it's about the journey. So make sure your journey starts with award-winning service! We're proud to say that our dedication to bringing you exceptional adventures and the best tour trails has been recognised with <i>X AWARD NAME</i> at the Australian Tourism Awards.</p>	<ul style="list-style-type: none"> • Are there any particular experiences, attributes or approaches to touring/transport that help your business stand out? • What makes the journey just as exciting as the destination when travelling with your business?
<p>Business Event Venues</p>	<p>You serve your <i>clients/customers</i> with the highest level of professionalism and attention to detail. You deserve to host your event at a unique venue that does the same. We're thrilled to share that we've won <i>X AWARD NAME</i> at the Australian Tourism Awards, a testament to the exceptional experience we offer all our guests - and yours.</p>	<ul style="list-style-type: none"> • What sets a business event venue apart from other venues? What features make your venue more suited for business visitors? • How does the customer service and venue preparation increase the professionalism of your visitor experience?

Award promotion messaging

Continued

Award category	Example announcements, focused on what your visitors care about	Prompts to make your award promotion more specific to your business
<p>Visitor Information Services</p>	<p>We're here to guide you through your visit to <i>X</i> from start to finish – and we're proud to announce that our dedication to exceptional service, information and support has been recognised with <i>X AWARD NAME</i> at the National Tourism Awards.</p>	<ul style="list-style-type: none"> • Share the ways in which your service goes above and beyond for visitors – be it personalised advice, innovative approaches to sharing information, or best-practice staff training
<p>Specific-Interest/Specialist Tourism:</p> <ol style="list-style-type: none"> 1. Ecotourism 2. Cultural Tourism 3. Adventure Tourism 4. Aboriginal and Torres Strait Island Tourism Experiences 5. Excellence in Accessible Tourism 	<ol style="list-style-type: none"> 1. We only get one planet – and we know you want to protect it while you travel. That's why we're proud to have won <i>X AWARD NAME</i> at the Australian Tourism Awards for our high standard of sustainable practice and responsibility. 2. We're excited to announce we've won <i>X AWARD NAME</i> at the Australian Tourism Awards, recognising our commitment to bringing you the most inspiring, immersive and authentic experience exploring <i>X cultural experience</i>. 3. We're honoured to have received <i>X AWARD NAME</i> at the Australian Tourism Awards, recognising our dedication to pushing our own boundaries to help you push yours. 4. We're proud to have won <i>X AWARD NAME</i> at the Australian Tourism Awards. The award reflects our dedication to bringing you authentic, inspiring experiences connecting with Country, culture and community. 5. Everyone deserves equal access to excellent facilities and service. That's why we're proud to announce that we've won <i>X AWARD NAME</i> at the Australian Tourism Awards, proving our dedication to ensuring the highest quality experience for all our visitors. 	<ul style="list-style-type: none"> • Consider why/if your visitor is searching for this category of tourism – what motivates them? E.g. desire to travel responsibly, accessibility needs, seeking thrills and excitement • Talk about how the award shows you servicing those motivations, why it's important those needs are met • What connects your business to this category? Why is it important this specific type of tourism exists?
<p>Food and Wine</p> <ul style="list-style-type: none"> • Tourism Restaurants & Catering Services • Tourism Wineries, Distilleries & Breweries • Excellence in Food Tourism 	<p>At <i>X</i>, we believe the best way to celebrate and explore our incredible region is through food/wine/produce – tasting the flavours and history that have shaped our home. That's why we're proud to announce that we've won <i>X AWARD NAME</i> at the Australian Tourism Awards, recognising our high-quality customer service, inspiring food experiences, and responsible tourism practices.</p>	<ul style="list-style-type: none"> • Talk about the unique elements of your business that make you a worthwhile tourism experience <ul style="list-style-type: none"> – What sets it apart from other businesses? – How does it cater to the needs of visitors? – What experiential elements can visitors expect? • Be specific about the best parts of your customer service and approach to responsible tourism

Award promotion messaging

Continued

Award category	Example announcements, focused on what your visitors care about	Prompts to make your award promotion more specific to your business
<p>Accommodation:</p> <ol style="list-style-type: none"> 1. Caravan & Holiday Parks 2. Hosted Accommodation 3. Unique Accommodation 4. Self-Contained Accommodation 5. 3-3.5 Star Accommodation 6. 4-4.5 Star Deluxe Accommodation 7. 5 Star Luxury Accommodation 	<ol style="list-style-type: none"> 1. There's nowhere better for family holidays and enjoying the great outdoors – and it looks like we're not the only ones who think so! We've won <i>X AWARD NAME</i> at the Australian Tourism Awards, recognising our dedication to bringing you the best facilities, friendly team and relaxed accommodation options to suit any budget. 2. We take pride in welcoming our guests with the highest quality personalised service, expert local advice and (<i>adjective that describes your style</i>) accommodation. That's why we're excited to announce that we've been recognised with <i>X AWARD NAME</i> at the Australian Tourism Awards – just another reason to book your hosted stay with us today! 3. For award-winning accommodation like no other, look no further. We're stoked to announce we have won <i>X AWARD NAME</i> at the Australian Tourism Awards, recognising the unmatched, memorable experience we offer all our guests at <i>X</i>. 4. We're excited to announce we've received <i>X AWARD NAME</i> at the Australian Tourism Awards – underscoring our dedication to delivering you a seamless visit from check-in to check-out. Combining peaceful privacy with every feature you could need to enjoy your visit, <i>X</i> is now an award-winning stay! 5. At <i>X</i>, we pride ourselves on going above and beyond to deliver truly memorable stays for our guests. That's why we're excited to have won <i>X AWARD NAME</i> at the Australian Tourism Awards, recognising our dedication to providing you with friendly service, a huge range of amenities, and comfort at every level. 6. For your next deluxe stay, look no further than our award-winning accommodation! Our commitment to excellence across customer service, facilities and amenities, and responsible tourism, has been recognised with <i>X AWARD NAME</i> at the Australian Tourism Awards. 7. You deserve to experience award-winning luxury across every aspect of your stay with us – from personalised service from our highly trained team to our (<i>luxury design feature</i>). Our dedication to excellence was recently recognised with <i>X AWARD NAME</i> at the Australian Tourism Awards – why not experience it for yourself? 	<ul style="list-style-type: none"> • Consider why your visitor is searching for your category of accommodation – is it about affordability, comfort, luxury, connection, novelty, independence? • What special features does your accommodation offer to serve visitor needs – e.g. luxury fittings, seclusion, gift packs of local produce, local expertise or unique experiences/amenities
<p>Tourism Retail, Hire & Services</p>	<p>We love supplying you with a range of high-quality products and friendly advice to make your experience visiting us a memorable one. Which is why we're excited to share that we've been recognised with <i>X AWARD NAME</i> at the Australian Tourism Awards, for our exceptional service and seamless customer experience.</p>	<ul style="list-style-type: none"> • Think about what other experiences/feelings your business enables. How do you help people get more out of their visit to your region? • Why should they select your business over others who provide the same service/product? Do you have better quality products, a smoother purchase experience, better customer service?
<p>New Tourism Business</p>	<p>We might be new to the block, but we're already making waves! We're thrilled to have won <i>X AWARD NAME</i> at the Australian Tourism Awards. For us, this award is proof of our passion for bringing you incredible experiences and exceptional service as we continue to grow.</p>	<ul style="list-style-type: none"> • As a new business, you'll be doing a lot of innovation and growing – talk about this when sharing your win. Share the journey and how you've made your service better through listening to your visitors.

[< Back to contents](#)



3.0

Using your Quality Tourism achievement in marketing

This section of the guide teaches you how to apply your program badge to your communications, or use our Quality Tourism branded templates if you prefer.

You can skip to the section below that is most relevant to you:

3.1 [Guide to applying your Quality Tourism program badge to your own branding](#)

3.2 [Guide to using the Quality Tourism branded marketing templates](#)

[< Back to start of section 3.0](#)

3.1 Guide to applying your Quality Tourism badge to your own branding



Applying your program badge

To make sure your program badge(s) are shown in a way that is legible and impactful, follow these simple design principles:

Clearspace

Clearspace is a defined space around the badges, in which no other design element should encroach. Leave a space the size of the 'T' in Tourism around all edges of the badge, as shown in the diagram.

For multi-badge lockups, as shown on the far right, maintain a space the size of the 'T' in tourism on the shield-shaped badge around the outside of your badges, and a space $\frac{2}{3}$ of the height of the 'T' along the inner margin between the two badges.

Minimum size

Minimum size rules ensure the badges are shown at a large enough size for your visitors to view properly. For shield badges, do not display smaller than 110px. For horizontal badges, do not display smaller than 60px, as shown in the diagram.

While we have shown these rules applied to the Quality Tourism Accredited Business badge here, the same rules apply to all program badges.

Clearspace and minimum size

Shield variation



Paired clearspace when used as a lockup



Horizontal variation



Social media guidance:

Static post

Here's an example of how to apply your program badge within your own branded social media tiles.

For the purposes of this example, we have featured the Quality Tourism Accreditation badge and benefits. However, the same guidance applies for all achievements/badges.

Post checklist

Does this post...

- ✓ Speak to visitor needs and how the achievement benefits them?
- ✓ Use a short and engaging caption? (under 80 words if possible)
- ✓ Break up text with emojis to make it visually appealing?
- ✓ Stand out by mentioning specific business features?
- ✓ Include a Call to Action (CTA) to drive engagement?
- ✓ Use hashtags on TikTok and Instagram to help visitors find your content?

Static post example

Badge applied adhering to clearspace and minimum size

Call out visitor's want/need: for example "the perfect cellar door visit" / a good experience

Connect the benefits of the program badge eg quality service, to your own business operations



Feature people's faces in imagery - social media is about people, that's what makes it social!

Use emojis to break up caption

Use Calls to Action (CTAs) to tell your visitor what they should do next

Use hashtags to help people find your content

Please note – templates shown are examples for the purpose of this guide. Fictitious businesses have been created and selected for visual intent purposes. Any similarity to real businesses is coincidental. Images shown are for representative purposes only and may not include actual accredited businesses.

Social media guidance:

Carousel post

Here's an example of how to apply your program badge within your own branded social media carousels.

For the purposes of this example, we have featured the Sustainable Tourism Accreditation badge and benefits. However, the same guidance applies for all achievements/badges.

Post checklist

Does this post...

- ✓ Speak to visitor needs and how the achievement benefits them?
- ✓ Use a short and engaging caption? (under 80 words if possible)
- ✓ Break up text with emojis to make it visually appealing?
- ✓ Stand out by mentioning specific business features?
- ✓ Include a Call to Action (CTA) to drive engagement?
- ✓ Use hashtags on TikTok and Instagram to help visitors find your content?

Carousel post example

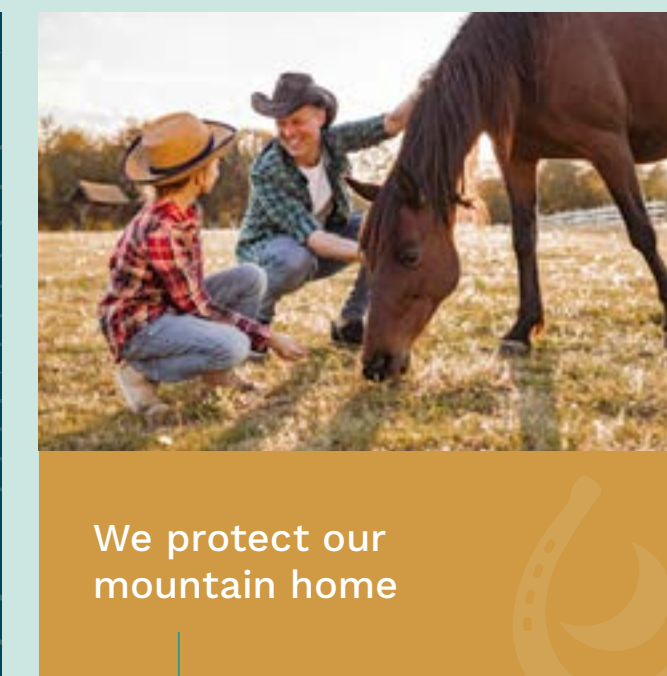
Grab attention with a question, calling out visitor's needs/wants



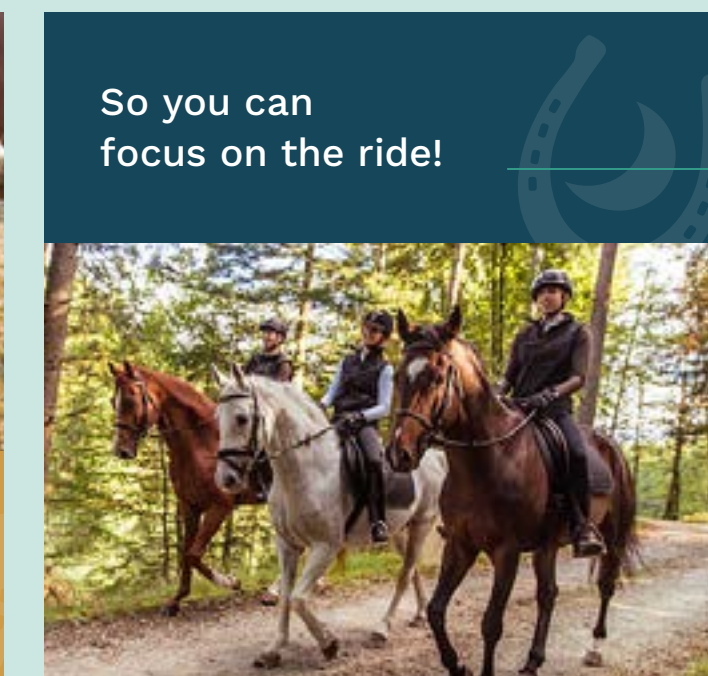
Connect the benefits of the program badge eg quality service, to your own business operations



Demonstrate that your program achievement is the answer to their needs



Show how your business is fulfilling their expectations related to the program outcome



Explain how this benefits your visitor

Please note – templates shown are examples for the purpose of this guide. Fictitious businesses have been created and selected for visual intent purposes. Any similarity to real businesses is coincidental. Images shown are for representative purposes only and may not include actual accredited businesses.

Social media guidance:

Stories post

Here's an example of how to apply your program badge within your own branded Facebook or Instagram stories.

For the purposes of this example, we have featured the Accessible Tourism program badge and benefits. However, the same guidance applies for all achievements/badges.

Stories checklist

Does this post...

- ✓ Use a short, punchy headline question to grab attention?
- ✓ Introduce a support, call to action headline that responds to that question with what you can offer the visitor?
- ✓ Have a link button to resources, website or other place they can find out more connected to the call to action?
- ✓ Is the imagery and text centred?

Stories post example

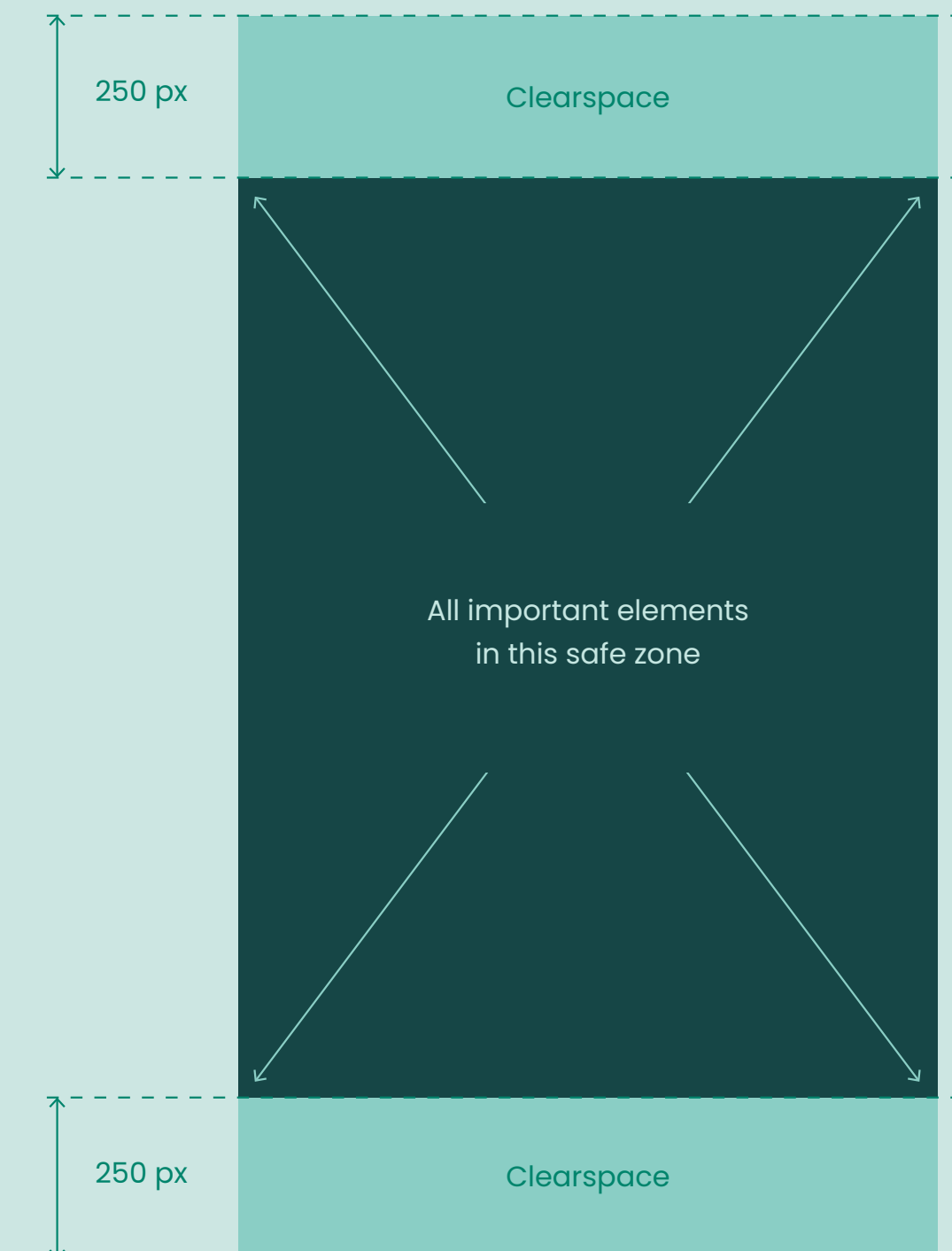


Punchy headline question

Call out what visitor wants

Link to resource/ website, change link label to a Call to Action

For stories and reels, make sure you keep the visual elements centred to avoid being cut off by some of the automatic functions of Instagram or Facebook, such as profile name or swipe-up area.



Please note – templates shown are examples for the purpose of this guide. Fictitious businesses have been created and selected for visual intent purposes. Any similarity to real businesses is coincidental. Images shown are for representative purposes only and may not include actual accredited businesses.

Email signature

Adding your Quality Tourism program achievement to your e-signature can help build credibility and recognition with your visitors and other contacts. While every business has a different e-signature layout, we have provided an example here of how to place your badge alongside your logo in your signature, adhering to the clearspace and minimum size rules.

Email signature layout guide

Name Surname
Position Title

P. +61 0 1234 5678
M. +61 401 234 567

website.com.au

Your logo



Learn more about our accreditation

Social icons and links

Include CTA with link to your Quality Tourism program achievements web page

Printed materials: Posters and counter cards

Here are examples of how you can apply your program badge to printed materials around your site, such as counter cards or posters. These help visitors understand the benefits of your achievement, during their stay.

For the purposes of this example, we have featured the Quality Tourism Accreditation badge and benefits. However, the same guidance applies for all achievements/badges.

Poster example using Quality Tourism

**CRYSTAL SANDS
CHÂTAEU**

**Quality
Tourism
Accredited
Business**

We're a Quality Tourism Accredited Business

What does that mean for your stay?

We've been independently assessed against national quality standards to make sure:

- You'll receive personalised, friendly service from our team, every time you stay
- Every aspect of our accommodation and facilities matches what we advertised when you booked
- We adhere to high ethical standards for responsible tourism, so you can feel good knowing your stay leaves a positive impact on our community and environment

In other words - our Quality Tourism Accreditation is just another way to show our commitment to giving you the best possible experience.

Learn more about our accreditation here. Or, if you feel any part of your stay could be improved, let us know!
feedback@examplebusiness.com.au

Crystal Sands Chateau, Brisbane Rd, Mooloolabah, QLD 4557 | 0488 692 009 | info@crystalsandsqld.com.au
crystalsandschateau.com.au | ABN 400 00 000

Make your achievement relevant to your visitor's context

Explain how your achievement benefits visitors during their experience

Feature Badge clearly, adhering to the clearspace and minimum size rules

Make it relevant to your visitor's context + wants/needs

Include an action that visitors can take, to learn more if they wish

Explain how the achievement benefits visitor

Counter card example using EcoStar Accreditation

**CRYSTAL SANDS
CHÂTAEU**

**Quality
Tourism
Accredited
Business**

**EcoStar
Accredited
Business**

Making your stay eco-friendly

We're an EcoStar Accredited business, which means we're committed to reducing our environmental impact in every way we can.

Your stay helps us run our eco-friendly initiatives - so thank you!

To learn more about our EcoStar Accreditation and how we protect the environment, scan the QR code.

If you have an idea to improve our performance, chat with one of our staff, or let us know at:
feedback@examplebusiness.com.au

Include an action that visitors can take, to learn more if they wish

Business cards

Feature your Quality Tourism program achievement on your business cards to build trust and credibility. While every business card is different, here are some ideas for how to include your achievement on your card.

Business card layout guide

Front of card



Reverse of card



Where possible, match the height of the badge to the logo it sits next to for a tidy layout and follow clearspace guidance

[< Back to start of section 3.0](#)

3.2 Guide to using the Quality Tourism branded marketing templates

To use these templates, log into the QTF to access the Quality Tourism Marketing Suite.



Social media templates:

Static post

Here's an example of how to use our static post template. For the purposes of this example, we have featured the Quality Tourism Accreditation visitor badge and visitor benefits. However, the same guidance applies for all achievements/badges.

Post checklist

Does this post...

- ✓ Speak to visitor needs and how the achievement benefits them?
- ✓ Use a short and engaging caption? (under 80 words if possible)
- ✓ Break up text with emojis to make it visually appealing?
- ✓ Stand out by mentioning specific business features?
- ✓ Include a Call to Action (CTA) to drive engagement?
- ✓ Use hashtags on TikTok and Instagram to help visitors find your content?

Template Links

Canva

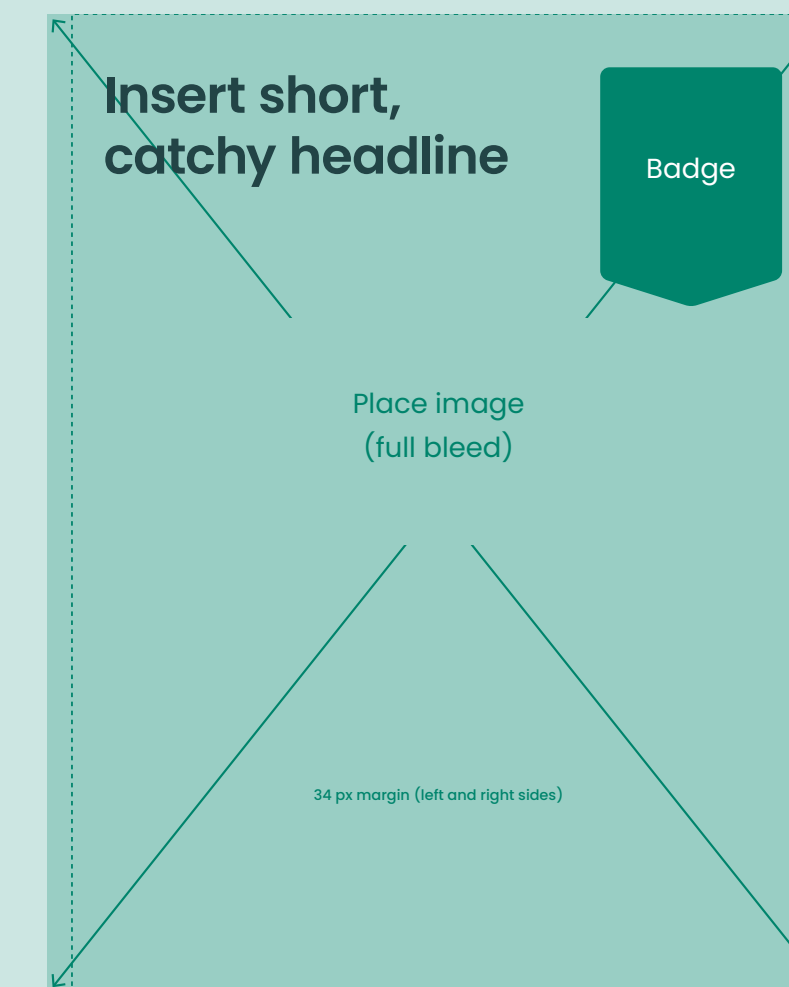
Adobe Illustrator

Static post template

Static post example

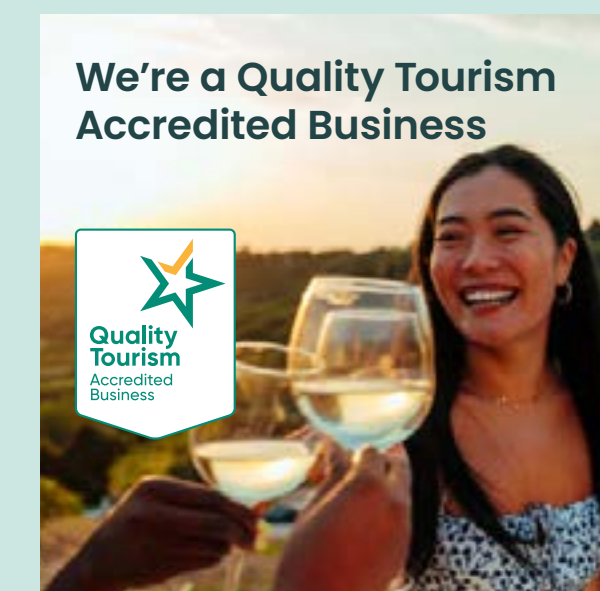


Template 1080 x 1350 px



Tips for using this template:

- Use imagery showing people's faces - it's called 'social' media for a reason!
- As much as possible, use imagery that takes up the whole tile
- The best place for text is over clear backgrounds e.g. over the skyline as shown
- Don't cover faces with text or your badge
- Keep text and badges inside the recommended margins so nothing gets cut off



Use white text on darker backgrounds so your visitors can read the message

Social media templates:

Carousel post 1

Here's an example of how to use our carousel post template. For the purposes of this example, we have featured the Sustainable Tourism Accreditation visitor badge and visitor benefits. However, the same guidance applies for all achievements/badges.

Post checklist

Does this post...

- ✓ Speak to visitor needs and how the achievement benefits them?
- ✓ Use a short and engaging caption? (under 80 words if possible)
- ✓ Break up text with emojis to make it visually appealing?
- ✓ Stand out by mentioning specific business features?
- ✓ Include a Call to Action (CTA) to drive engagement?
- ✓ Use hashtags on TikTok and Instagram to help visitors find your content?

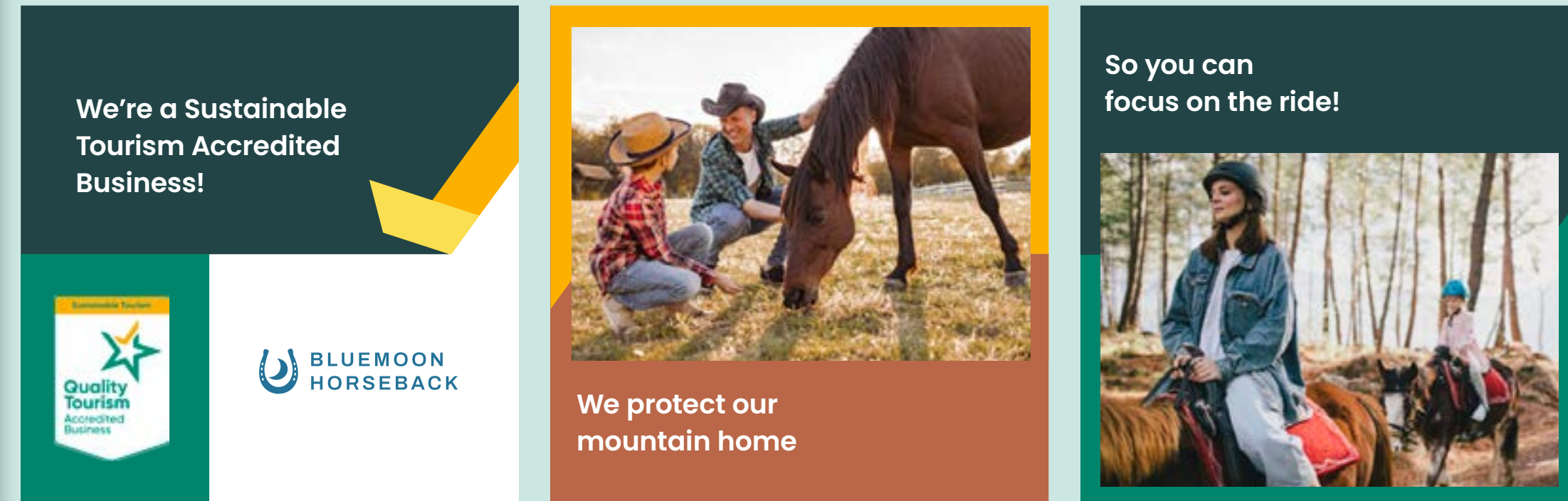
Template Links

Canva

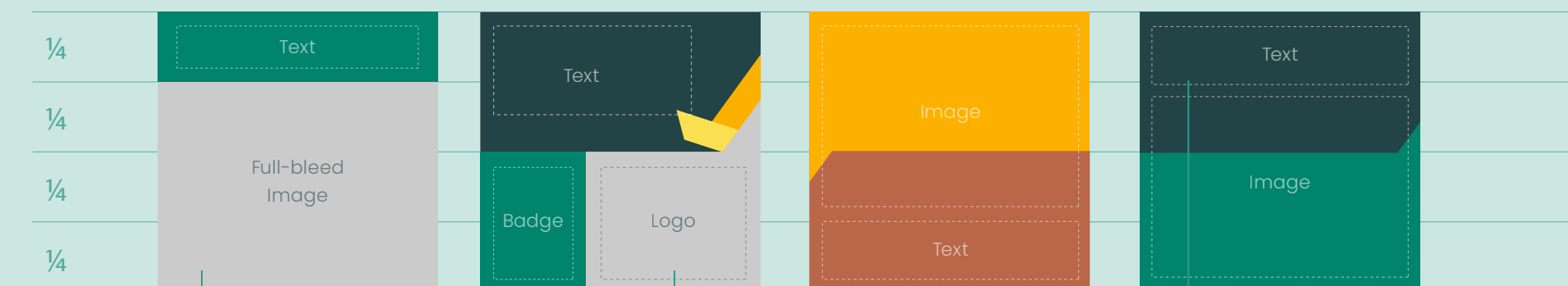
Adobe Illustrator

Carousel post 1 template

Carousel example



Template 1080 x 1080 px



Use imagery with people's faces in it, and avoid covering them with badges or text

Put your logo here - make sure to give it a bit of breathing space around or text

Keep text short and snappy

Social media templates:

Carousel post 2

Here's another carousel post template. All the same guidance applies as on the previous page.

Post checklist

Does this post...

- ✓ Speak to visitor needs and how the achievement benefits them?
- ✓ Use a short and engaging caption? (under 80 words if possible)
- ✓ Break up text with emojis to make it visually appealing?
- ✓ Stand out by mentioning specific business features?
- ✓ Include a Call to Action (CTA) to drive engagement?
- ✓ Use hashtags on TikTok and Instagram to help visitors find your content?

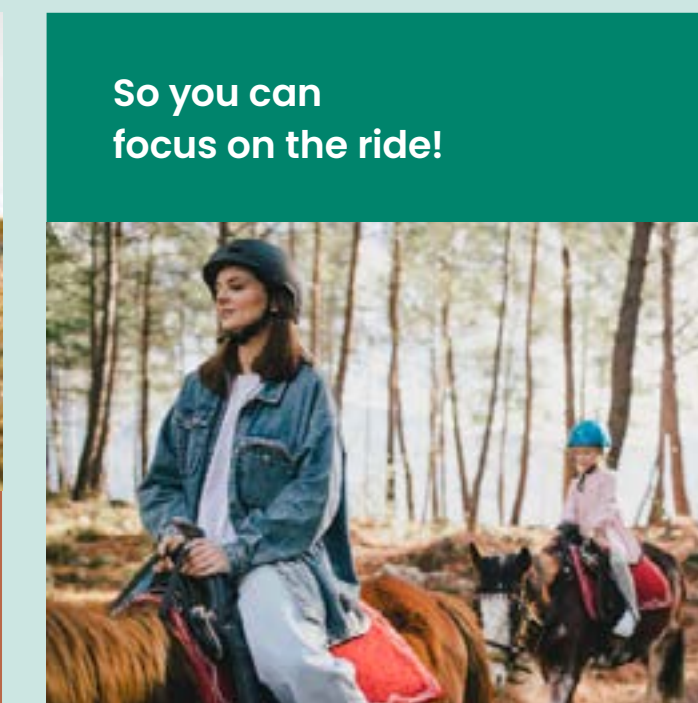
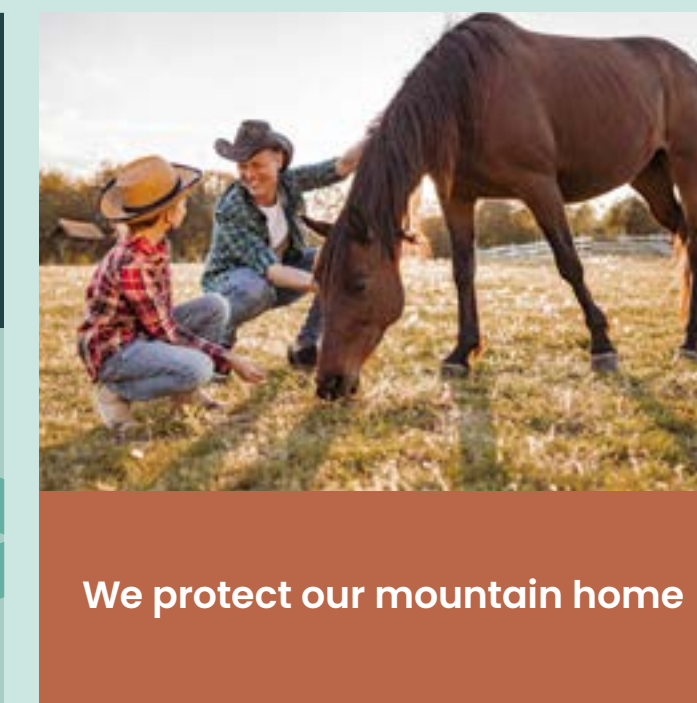
Template Links

Canva

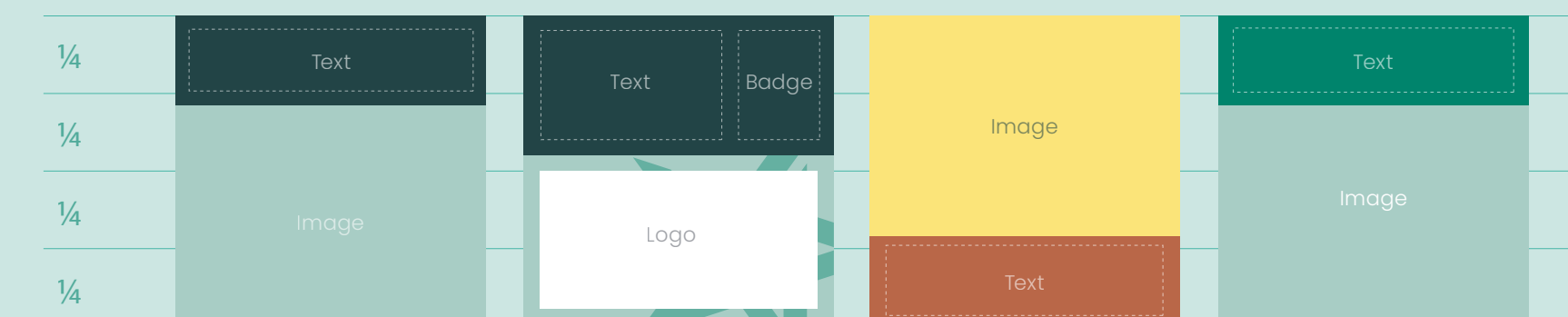
Adobe Illustrator

Carousel post 2 template

Carousel example



Template 1080 x 1080 px



Poster template

Poster/counter card template

Here's an example of how to use our printable poster/counter card template.

For the purposes of this example, we have featured the Quality Tourism Accreditation visitor badge and visitor benefits. However, the same guidance applies for all achievements/badges.

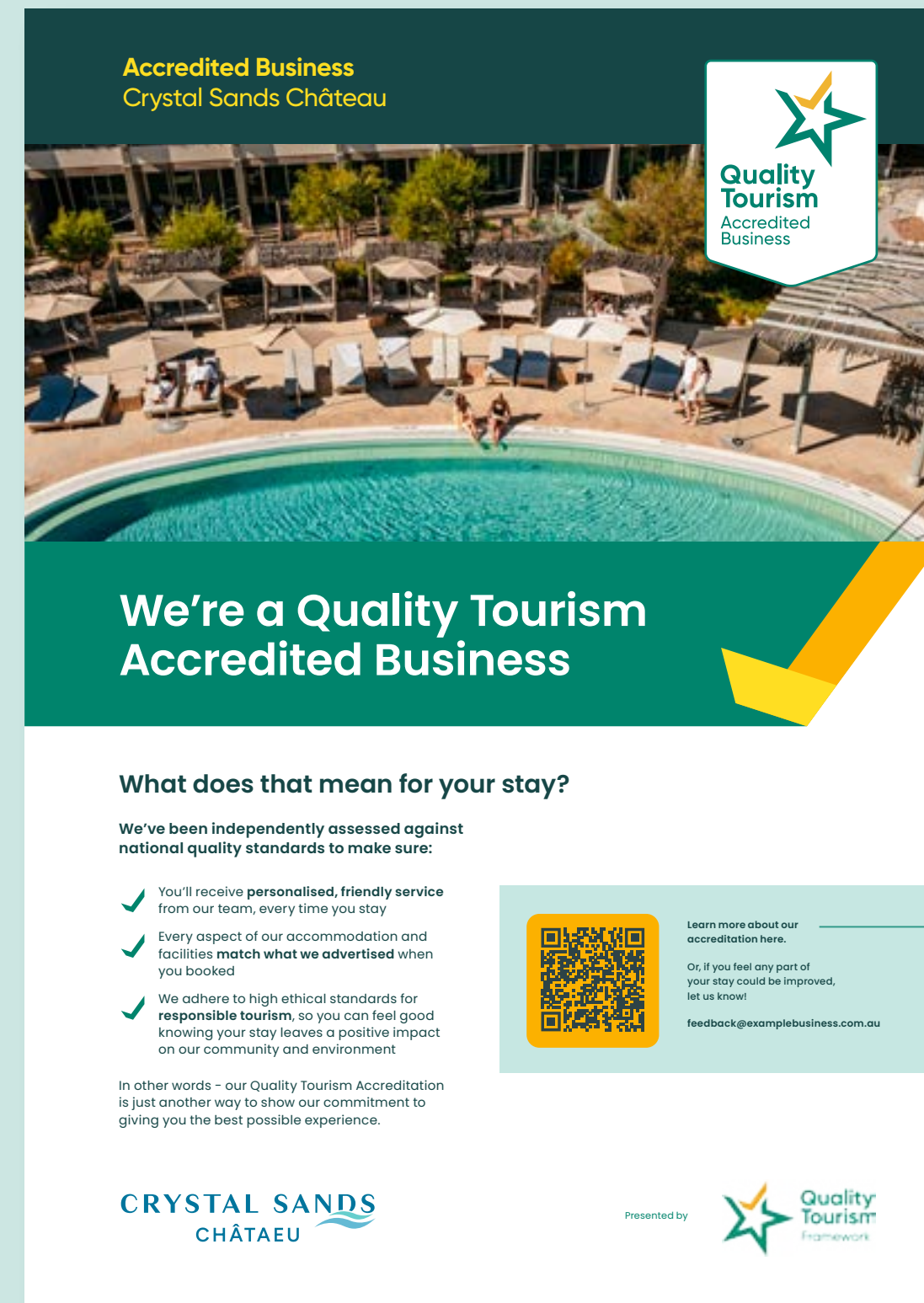
You can print this template at different sizes, and place it around your business to help visitors understand how your achievement will benefit them during their stay.

Template Links

Canva

Adobe InDesign

Poster example using Quality Tourism Accreditation



Template A4 210 x 297 mm



Call visitor to action

Put your main information/visitor benefits here

Put your logo here

Badge sits above image layer

[< Back to contents](#)



4.0

Using optimised campaigns templates

This section of the guide shows you how to promote your program achievements using our optimised campaign templates and assets.

It includes campaign templates for the following programs:

- Quality Tourism Accreditation
- Sustainable Tourism Accreditation
- Accessible Tourism Program
- Star Ratings
- Tourism Emissions Reduction Program



How to use this section of the Toolkit

For some of our most visitor-focused programs, we have created several optimised templates to help businesses promote their achievements. **These programs have very clear, promotable benefits in line with what we know visitors are regularly searching for.**

This section explains how to use these campaign templates and incorporate messaging from Section 2.1 of the Toolkit. These templates have been created for the following programs:

- Quality Tourism Accreditation
- Sustainable Tourism Accreditation
- Accessible Tourism Program
- Star Ratings
- Tourism Emissions Reduction Program

All the examples in this section of the guide have been developed using these items. Please note, all businesses featured are fictitious and have been created to demonstrate guidance only. Any similarity to real businesses is purely coincidental.

To make it easy to get started, use this checklist to make sure you have everything you need:



Optimised campaign assets and templates

For each of the visitor-centric programs, there are special celebratory assets and templates.

These are divided into Canva assets and Adobe Creative Cloud assets.

Start by finding your specific program, then download the assets and templates made for your design program of choice.

Download these templates in the Quality Tourism Marketing Suite.

This is the font Poppins.

Brand font: 'Poppins'

Free to download from this link: fonts.google.com/specimen/Poppins

Messaging for Quality Tourism Achievements

Messaging for Quality Tourism Achievements

For further guidance on promotional copywriting, refer to [Section 2.1](#) of this toolkit, which includes visitor benefit messaging for each Quality Tourism program.

The Quality Tourism brand colours

Use our brand colours for setting text in Canva or InDesign, to maintain maximum impact for your promotional designs.

You can see we've provided a quick guide on accessible pairings to make sure your text is legible for the majority of your visitors.

Green Opal

Pantone 569 C
CMYK 90 9 60 15
RGB 0 129 109
HEX# 00816D



Wattle Gold

Pantone 143 C
CMYK 0 32 87 0
RGB 241 180 52
HEX# F1B434

Steel Grey

Pantone Cool Grey 9 C
CMYK 10 7 0 70
RGB 97 100 108
HEX# 61646C



Light Opal

Pantone 569 C @40%
CMYK 40 0 19 0
RGB 153 205 197
HEX# 99CDC5

80% 60% 40% 20%

White Mist

Pantone White C
CMYK 0 0 0 0
RGB 0 0 0
HEX# FFFFFFFF

Wattle Yellow

Pantone 113 C
CMYK 0 1 74 0
RGB 250 224 83
HEX# FAE053

Light Grey

Pantone 143 C
CMYK 0 0 0 25
RGB 204 204 204
HEX# CCCC

Rainforest Green

Pantone 4168 C
CMYK 82 38 48 60
RGB 36 69 69
HEX# 244545



Red Ochre

Pantone 4014 C
CMYK 5 62 65 18
RGB 184 103 72
HEX# B86748

Slate Grey

Pantone Black 7 C
CMYK 0 0 0 90
RGB 60 60 60
HEX# 3C3C3C

Accessible colour pairings

White Mist
Wattle Yellow

White Mist
Light Opal
Wattle Yellow
Wattle Gold

Rainforest Green

Red Ochre
Steel Grey
Rainforest Green

Rainforest Green

White Mist
Wattle Yellow

White Mist

White Mist
Light Grey
Wattle Yellow
Wattle Gold

Assets for each campaign

Each program in this section of the toolkit has its own, unique assets to help your campaigns stand out.

These are:

1. Celebration tick

A standalone version of the Quality Tourism tick, with celebration elements around it, relevant to the program achievement.

2. Badge with celebratory elements

A badge with program-specific graphic decorations, only for use when it is the main focus in the promotional material. Note - it does not replace your achievement badge in other communications.

3. Banners

Each program also has a special banner design to hold copy. For ease of use, they are supplied with a preset text headline, which can be simply placed over imagery.

Alternatively, the asset is available without any text, if you choose to create your own message, or headline.

If doing so, headlines should be set within the banner in the brand font, Poppins, available here: fonts.google.com/specimen/Poppins

Banners are supplied in two colours, light and dark, for flexibility of use over different images.

	Celebration tick	Badge with celebratory elements	Banner 1	Banner 2
Quality Tourism Accreditation			 (Without text)	 (Without text)
Sustainable Tourism Accreditation			 (Without text)	 (Without text)
Accessible Tourism Program			 (Without text)	 (Without text)
Star Ratings*		 Accredited Accommodation	 Star Ratings and visitor reviews: What's the difference?	 Star Ratings and visitor reviews: What's the difference?
Tourism Emissions Reduction Program		 Sustainable Tourism Accredited Business	 Helping you travel cleaner and greener	 Helping you travel cleaner and greener

*Templates have been provided so you can insert your relevant Star Ratings badge.

Social media: Writing captions

Here we have provided example captions for the different optimised campaign programs, which have been developed using Section 2.1 of the Toolkit [available here](#).

When writing captions for posts, use this handy checklist:

Does this post...

- Speak to visitor needs and how the achievement(s) benefits them?
- Use a short and engaging caption celebrating the achievement? (under 80 words if possible)
- Break up text with emojis to make it visually appealing?
- Stand out by mentioning specific business features?
- Include a Call to Action (CTA) to drive engagement?
- Use hashtags on TikTok and Instagram to help visitors find your content?

Campaign program name	Example 1	Example 2
Quality Tourism Accreditation	<p>We're a Quality Tourism Accredited Business. Our business operations, facilities, service and sustainability practices have been assessed against quality standards. So you can feel confident that when you book with us, you'll receive an exceptional experience, every time. Learn more about our accreditations – link in bio!</p> <p>#QualityTourismAccredited #AustralianTourism #AdventureTourism #CrossCountryTours</p>	<p>As a Quality Tourism Accredited Business, we've been independently assessed to make sure we meet national quality standards. It's just one of the many ways we make sure you get an inspiring and memorable experience, every time you visit us! Learn more about our accreditations via the link in bio.</p> <p>#QualityTourismAccredited #ExploreNorthernTerritory #LuxuryTravel</p>
Sustainable Tourism Accreditation	<p>We know you want to make a positive impact on the communities you visit. That's why we're Sustainable Tourism Accredited – meaning we meet national standards of responsible practice across all areas of business. So you can feel good knowing your experience with us won't just give you memories for life – it'll also help our local area thrive.</p> <p>#SustainableTourism #SustainableTourismAccredited #EthicalTraveller #EcoTourism</p>	<p>We love ethical travellers – visitors like you, who leave a positive mark on the world with responsible choices. That's why we're a Sustainable Tourism Accredited Business. Our business practices and impact have been independently assessed against strong ethical standards, to make sure your experience with us matches your values.</p> <p>#EthicalTourism #EcoTourism #SustainableTourismAccredited #TravelGreener</p>
Accessible Tourism Accreditation	<p>Accessibility is a key part of ensuring our visitors have the relaxing stay they deserve. Our Accessibility Guide means you can be sure we have facilities, tools and trained staff to help you get the most out of your visit.</p> <p>#AccessibleTourismProgram #AccessibleTravel #WheelchairAccess #Neurodiversity</p>	<p>Do you use mobility equipment? Looking to plan your path around our park? We're Wheelchair & Scooter Accredited so all our visitors can get access to our exhibits with ease. Learn more about our accessibility aids in our Accessibility Guide. Inside, you'll find all the info you need to plan your visit. Link in bio!</p> <p>#AccessibleTourismProgram #EqualAccess #WheelchairFriendly</p>
Star Ratings	<p>We appreciate every visitor that takes the time to review us on sites like Tripadvisor and Google Reviews. But when you're a visitor booking an experience, it can be hard to know which reviews are relevant to you. Our Star Rating is independently assessed against internationally recognised standards. So when you see our Star Rating, you can be sure of the level of quality, service and facilities you'll receive. Just another way we're helping you get the most out of your stay!</p> <p>#StarRatings #VisitorReviews #3StarAccommodation</p>	<p>Star Ratings are an official set of accommodation standards used across the world. Our 5 Star Rating means you can be sure that your luxury experience will meet your expectations in every area. Learn more about our official rating with the link in our bio!</p> <p>#5StarHotel #LuxuryTravel #TreatYourSelf #DesignerStays</p>
Tourism Emissions Reduction Program	<p>Calling all ethical travellers! We know you want to lower your carbon emissions when you travel. That's why we're part of the Tourism Emissions Reduction program. Our plan and progress reports are publicly available – so you can feel confident we're delivering on our commitments.</p> <p>#CarbonEmissionsReduction #TourismEmissionsReductionProgram #SustainableTravel</p>	<p>As part of the Tourism Emissions Reduction Program, we're committed to reducing our carbon footprint. So when you book with us, you know you're doing your bit for the planet by supporting a responsible business</p> <p>#EcoTourism #CarbonFootprint #TravelGreener</p>

Template 1080 x 1350px

Social media templates:

Image + banner version

This is what the editable static social media template looks like for the Quality Tourism optimised campaign.

A similar template has been provided for all optimised campaigns, and these are shown on the next page.



Badge always sits above image layer. Don't move or alter the badge shown.

Place image (full bleed)

Insert short announcement here!

Poppins Semibold font, dark green text.

Dark green text
#244545

34 px margin (left and right sides)

Social media templates:

Image + banner version

An image + banner static post template for all optimised campaigns is available for download on the QTF within the Quality Tourism Marketing Suite. Links to templates appear below each image example.

Available templates



Canva

Adobe Illustrator

Quality Tourism Accreditation

Sustainable Tourism Accreditation



Canva

Adobe Illustrator

Remember to follow these guides when writing your supporting captions:

- ✓ Speak to visitor needs and how the achievement(s) benefits them?
- ✓ Use a short and engaging caption celebrating the achievement? (under 80 words if possible)
- ✓ Break up text with emojis to make it visually appealing?
- ✓ Stand out by mentioning specific business features?
- ✓ Include a Call to Action (CTA) to drive engagement?
- ✓ Use hashtags on TikTok and Instagram to help visitors find your content?

Accessible Tourism Program



Canva

Adobe Illustrator

Star Ratings



Canva

Adobe Illustrator

Tourism Emissions Reduction Program



Canva

Adobe Illustrator

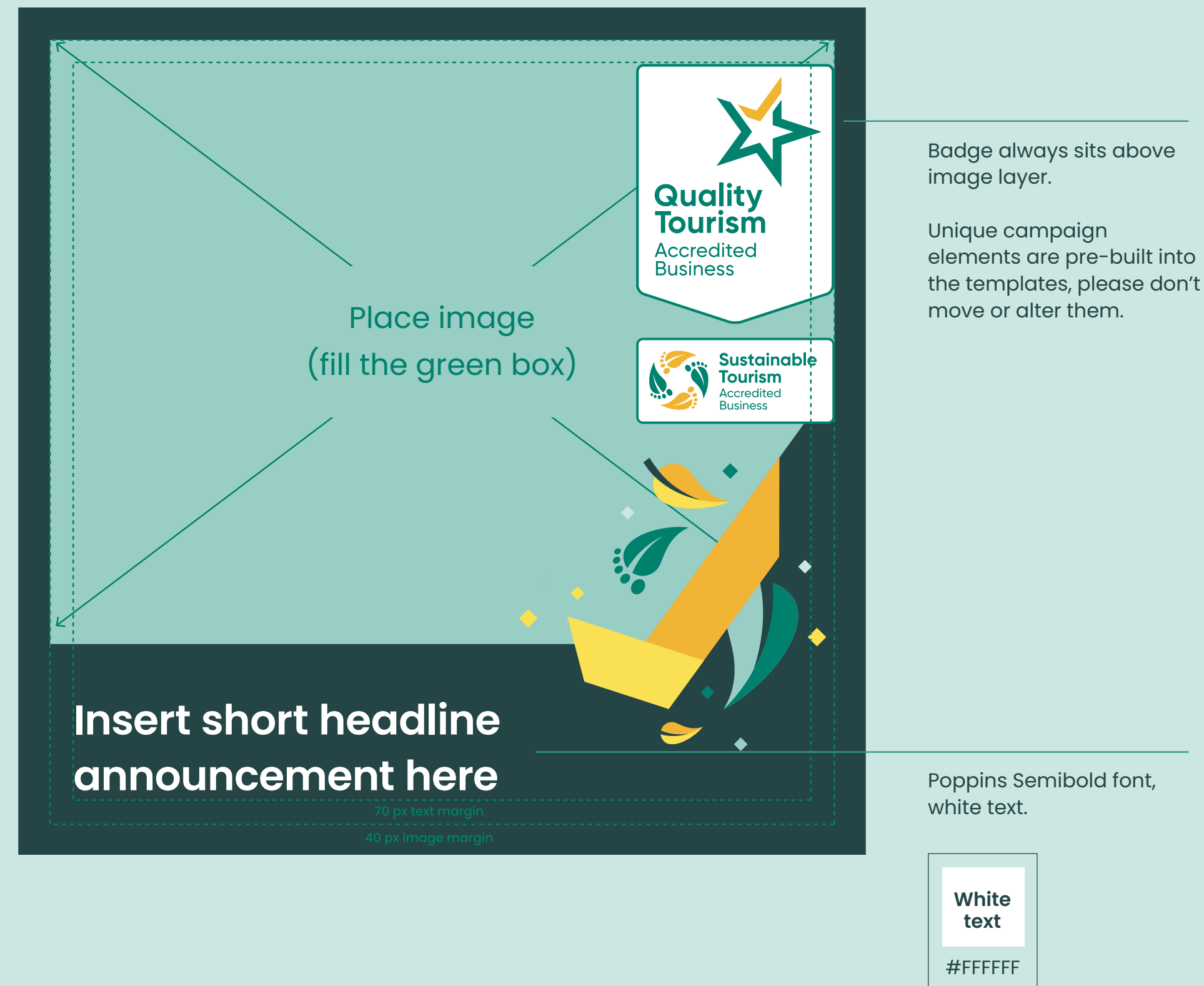
Template 1080 x 1080px

Social media templates:

Frame version

This is what the editable framed social media template looks like for the Sustainable Tourism optimised campaign.

A similar template has been provided for all optimised campaigns, and these are shown on the next page.



Social media templates:

Frame version

A frame post template for all optimised campaigns is available for download on the QTF within the Quality Tourism Marketing Suite. Links to templates appear below each image example.

Available templates

Quality Tourism Accreditation

Sustainable Tourism Accreditation



Canva

Adobe Illustrator



Canva

Adobe Illustrator

Remember to follow these guides when writing your supporting captions:

- ✔ Speak to visitor needs and how the achievement(s) benefits them?
- ✔ Use a short and engaging caption celebrating the achievement? (under 80 words if possible)
- ✔ Break up text with emojis to make it visually appealing?
- ✔ Stand out by mentioning specific business features?
- ✔ Include a Call to Action (CTA) to drive engagement?
- ✔ Use hashtags on TikTok and Instagram to help visitors find your content?

Accessible Tourism Program

Star Ratings

Tourism Emissions Reduction Program



Canva

Adobe Illustrator



Canva

Adobe Illustrator



Canva

Adobe Illustrator

Template 1080 x 1080px

Social media templates:

Badge only version

This is what the editable, badge only static social media template looks like for the Accessible Tourism optimised campaign.

A similar template has been provided for all optimised campaigns, and these are shown on the next page.



Badge with program-specific graphic decorations is pre-built into the templates, please don't move or alter them.

Poppins Semibold font, white text.

White text

#FFFFFF

Social media templates:

Badge only version

A badge only post template for all optimised campaigns is available for download on the QTF within the Quality Tourism Marketing Suite. Links to templates appear below each image example.

Available templates

Quality Tourism Accreditation

Sustainable Tourism Accreditation



Canva

Adobe Illustrator



Canva

Adobe Illustrator

Remember to follow these guides when writing your supporting captions:

- ✓ Speak to visitor needs and how the achievement(s) benefits them?
- ✓ Use a short and engaging caption celebrating the achievement? (under 80 words if possible)
- ✓ Break up text with emojis to make it visually appealing?
- ✓ Stand out by mentioning specific business features?
- ✓ Include a Call to Action (CTA) to drive engagement?
- ✓ Use hashtags on TikTok and Instagram to help visitors find your content?

Accessible Tourism Program

Star Ratings

Tourism Emissions Reduction Program



Canva

Adobe Illustrator



Canva

Adobe Illustrator



Canva

Adobe Illustrator

Template 1080 x 1080px

Social media templates:

Carousel post

This is what the editable carousel social media template looks like for the Star Ratings campaign.

A similar template has been provided for all optimised campaigns, and these are shown on the next page.

Badge always sits above image layer.

Insert your relevant Star Rating badge.

Insert your Star Rating badge here

Place image (full bleed)

Insert short announcement here!

70 px text margin
40 px image margin

Insert text here
example over two lines

Place image (fill the green box)

70 px text margin
40 px image margin

Place image (fill the green box)

Insert short headline announcement here

70 px text margin
40 px image margin

Place image (fill the green box)

Insert short headline announcement here

70 px text margin
40 px image margin

Learn more on our website!

Place logo here

70 px text margin
40 px image margin

Unique campaign elements are pre-built into the templates, please don't move or alter them.

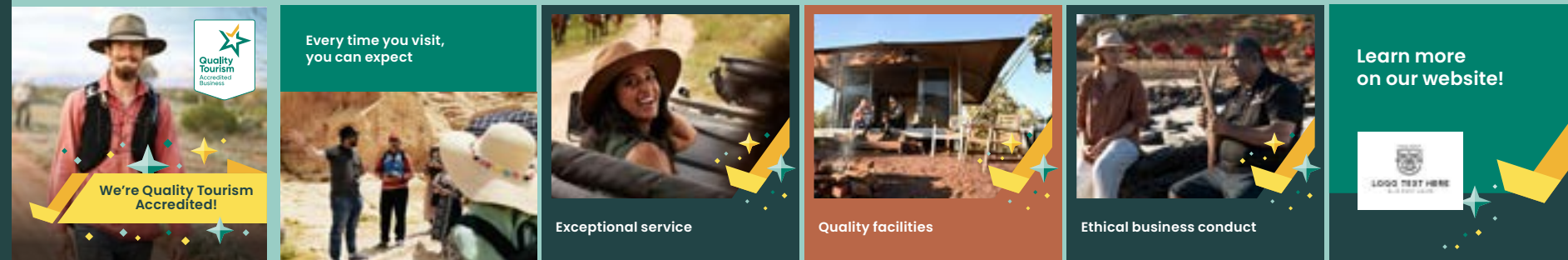
Poppins Semibold font, white text.



Social media templates: Carousel post

A carousel post template for all optimised campaigns is available for download on the QTF within the Quality Tourism Marketing Suite. Links to templates appear below each image example.

Available templates

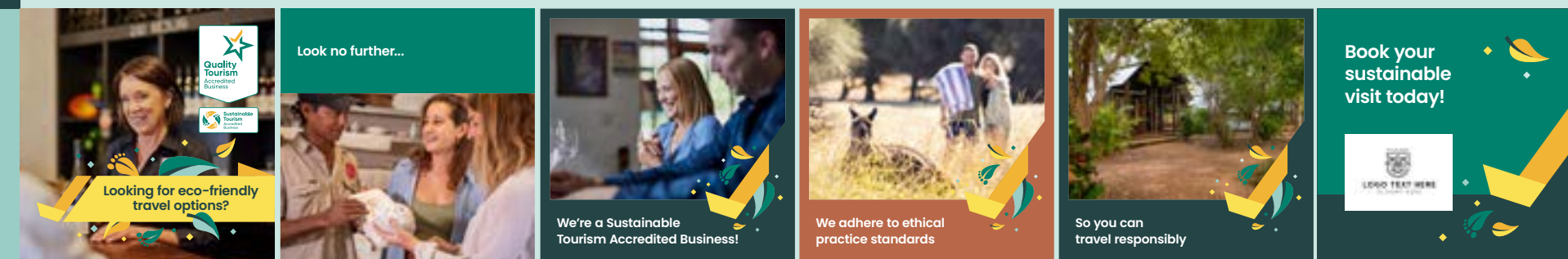


Canva

Adobe Illustrator

Quality Tourism Accreditation

Sustainable Tourism Accreditation



Canva

Adobe Illustrator

Carousel writing checklist:

- ✓ Call out the key services, features and facilities you offer, aligned to how they benefit your visitor
- ✓ Headlines on each slide title should be kept to a maximum of 7 words
- ✓ Ensure your imagery features people and they are clearly displayed within the frame - social media is social after all!
- ✓ Speak to visitor needs and how the achievement(s) benefits them?
- ✓ Use a short and engaging caption celebrating the achievement? (under 80 words if possible)
- ✓ Break up text with emojis to make it visually appealing?
- ✓ Stand out by mentioning specific business features?
- ✓ Include a Call to Action (CTA) to drive engagement?
- ✓ Use hashtags on TikTok and Instagram to help visitors find your content?

Accessible Tourism Program

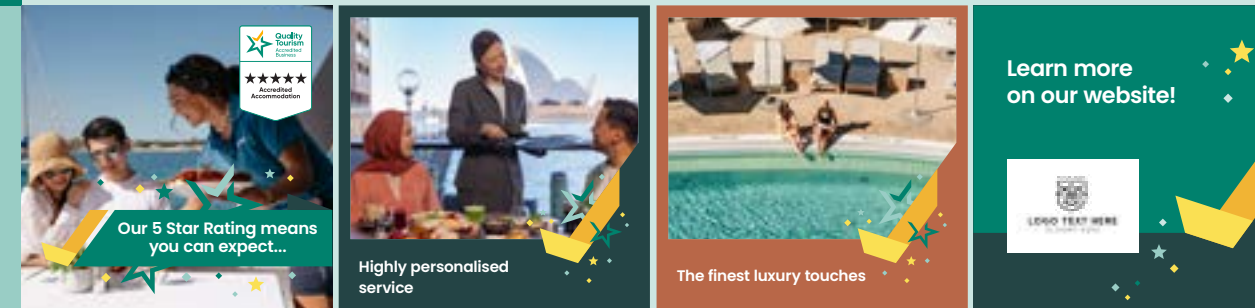
Star Ratings

Tourism Emissions Reduction Program



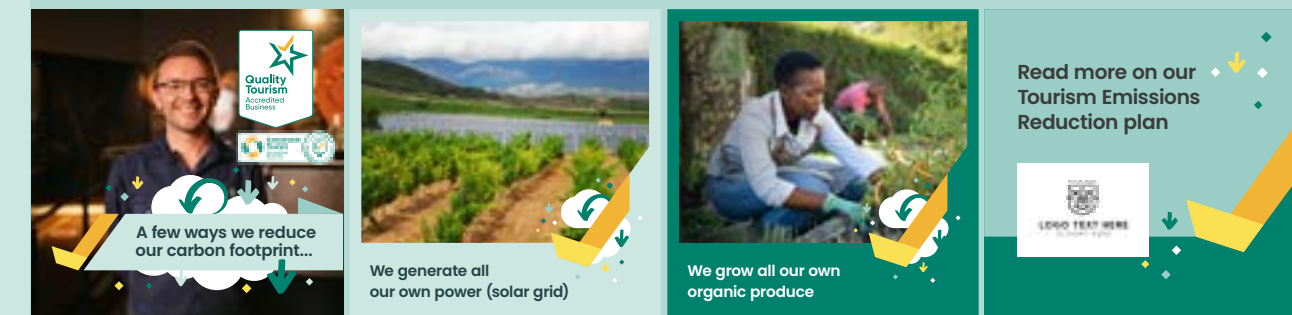
Canva

Adobe Illustrator



Canva

Adobe Illustrator



Canva

Adobe Illustrator

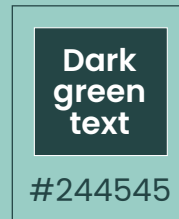
Templates

Leaderboard 728 x 90px

Insert your own headline,
CTA to find out more



Poppins Semibold font,
dark green text.



Unique campaign
elements are pre-built into
the templates, please don't
move or alter them.

MREC 300 x 250px

Insert your
own headline,
CTA to find
out more

Poppins Semibold font,
white text.



Digital banner templates

This is what the digital website banner/banner ad template looks like for the Tourism Emissions Reduction campaign.

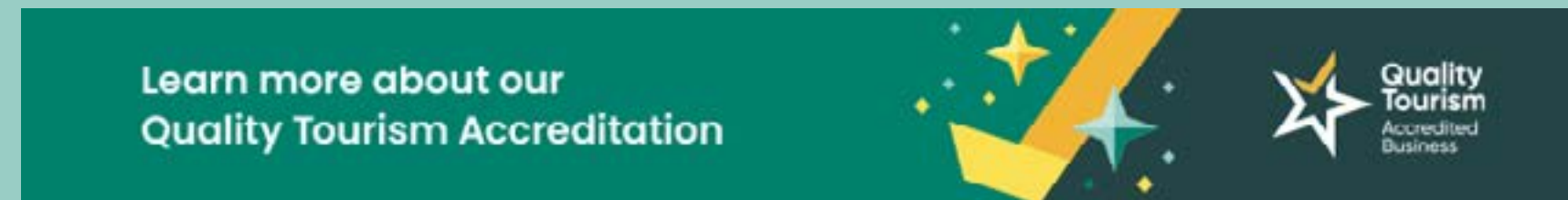
A similar template has been provided for all optimised campaigns, and these are shown on the next page.

Digital banner templates

A digital banner template for all optimised campaigns is available for download on the QTF within the Quality Tourism Marketing Suite. Links to templates appear below each image example.

Available templates

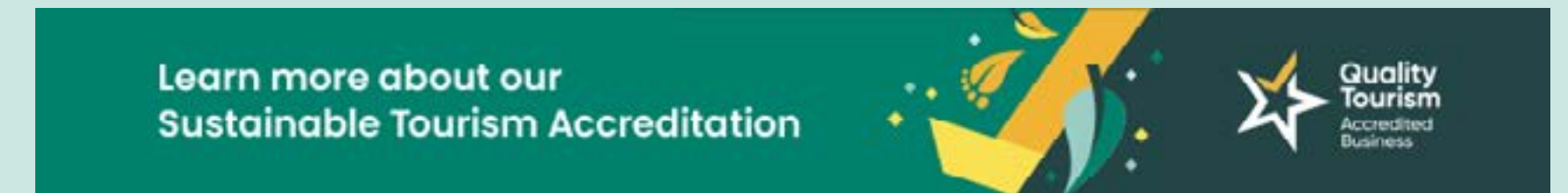
Quality Tourism Accreditation



Canva

Adobe Illustrator

Sustainable Tourism Accreditation



Canva

Adobe Illustrator

Accessible Tourism Program



Canva

Adobe Illustrator

Star Ratings



Canva

Adobe Illustrator

Tourism Emissions Reduction Program

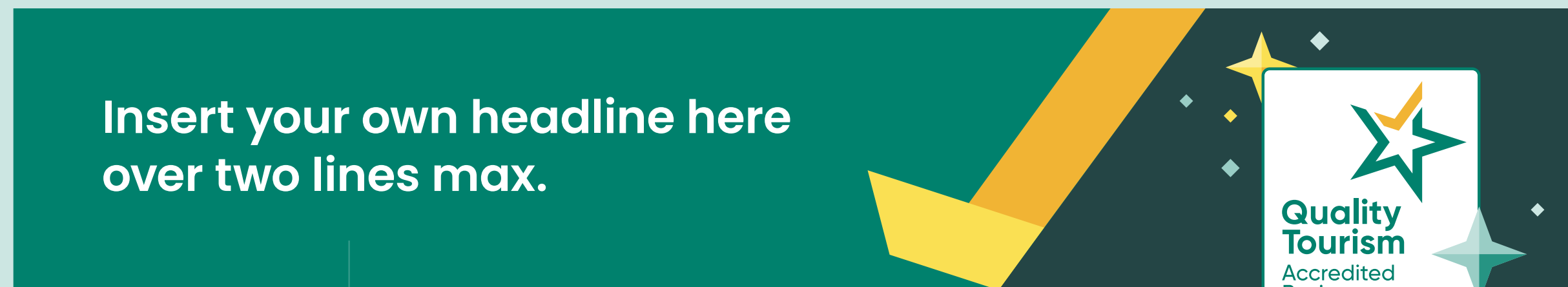


Canva

Adobe Illustrator

Templates

Header asset 625 x 151px

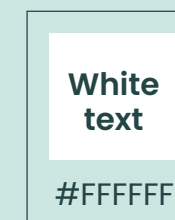


Insert your own headline here
over two lines max.

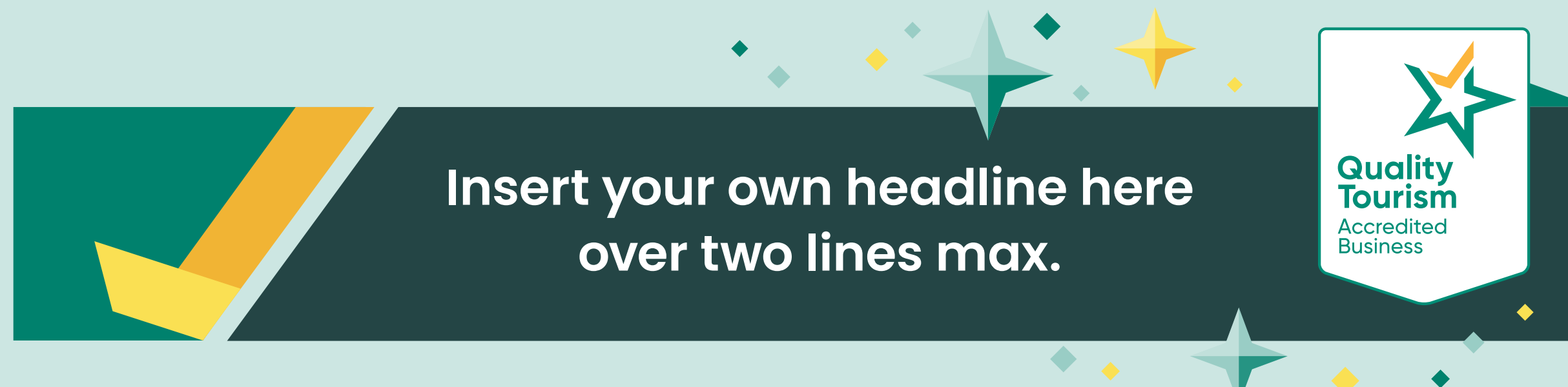


Unique campaign badge and elements are pre-built into the templates, please don't move or alter them.

Poppins Semibold font, white text.



Inner asset 625 x 157px



Insert your own headline here
over two lines max.



Email banner templates

This is what the email banner template looks like for the Quality Tourism campaign.

A similar template has been provided for all optimised campaigns, and these are shown on the next page.

Email banner templates

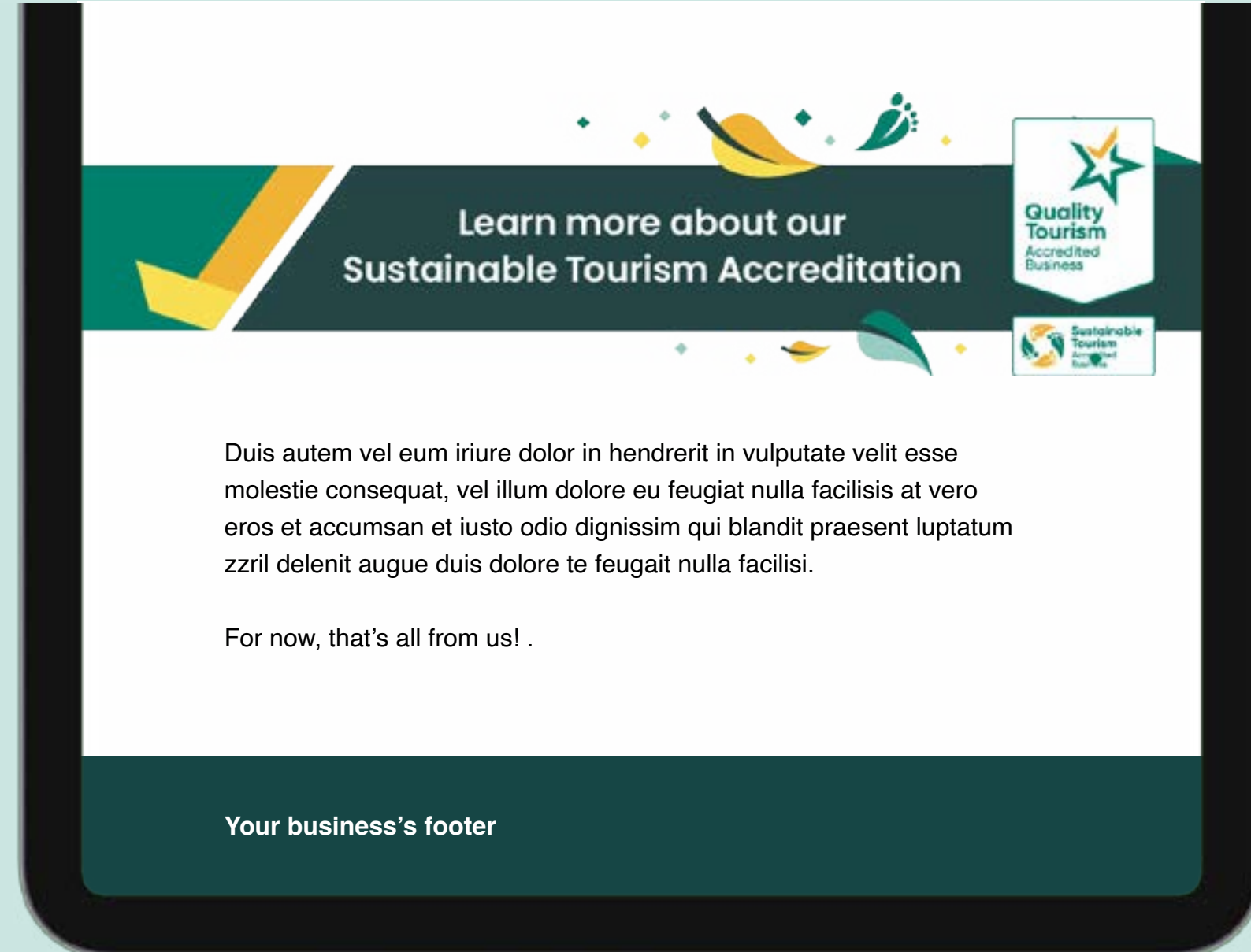
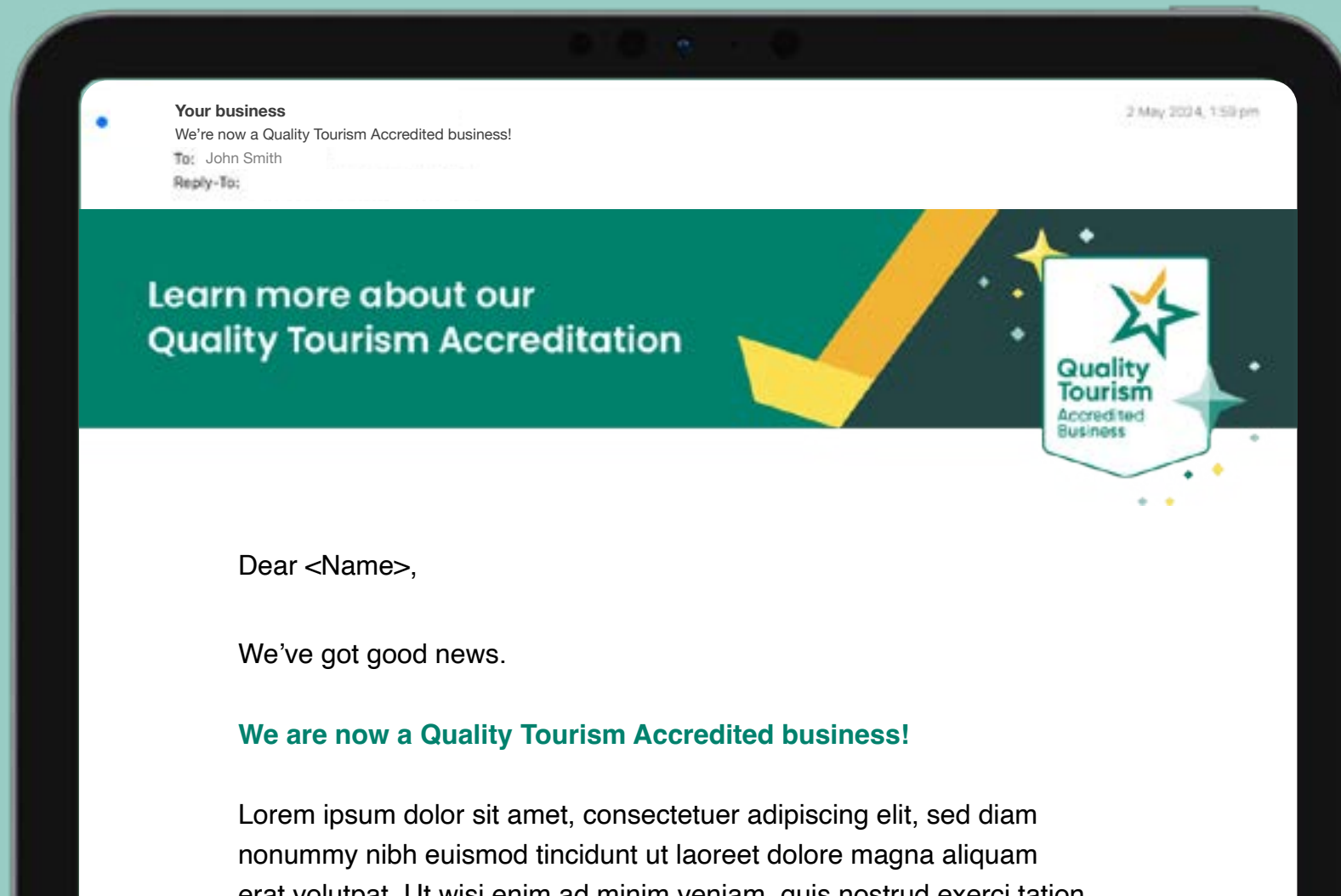
An email banner template for all optimised campaigns is available for download on the QTF within the Quality Tourism Marketing Suite. Links to templates appear alongside each image example.

Available templates

Quality Tourism Accreditation

Canva

Adobe Illustrator



Canva

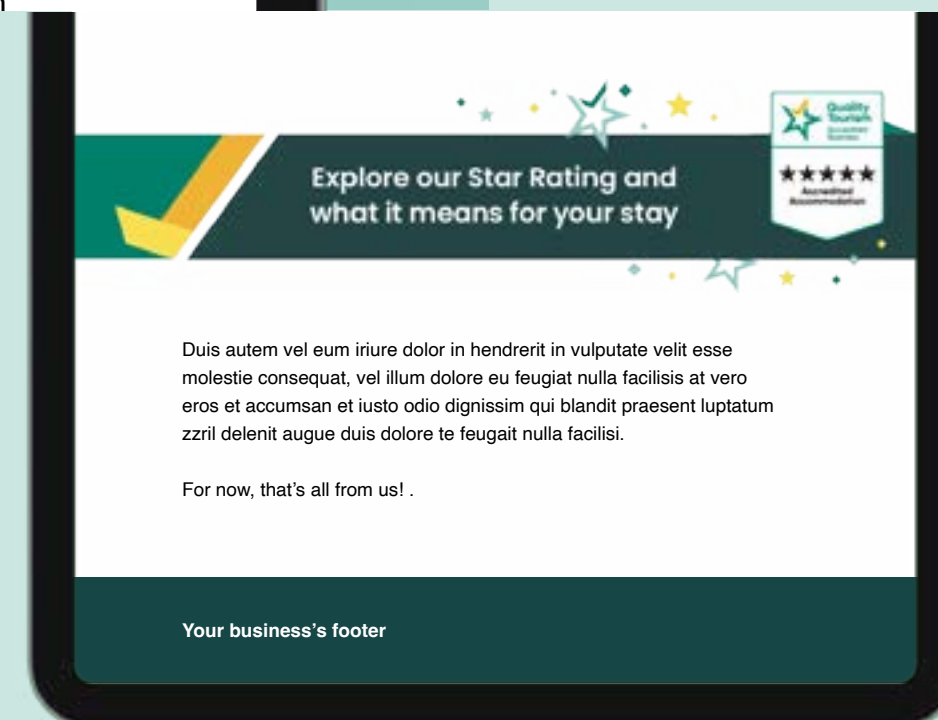
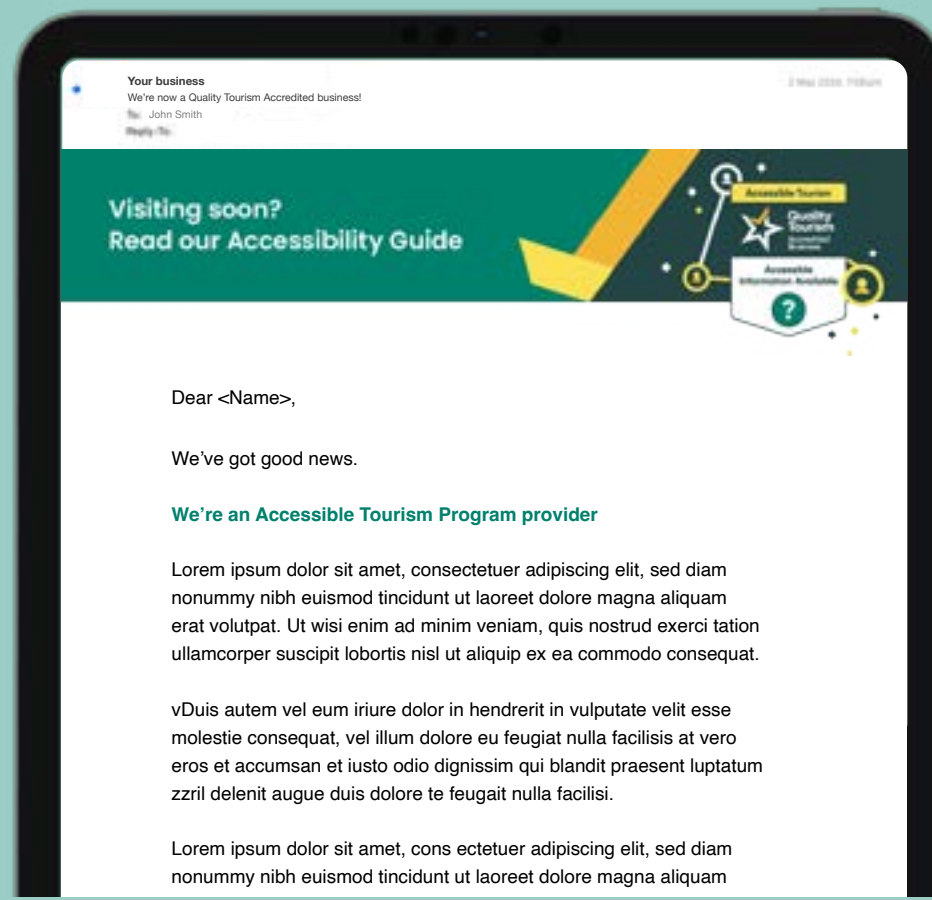
Adobe Illustrator

Sustainable Tourism Accreditation

Accessible Tourism Program

Canva

Adobe Illustrator



Canva

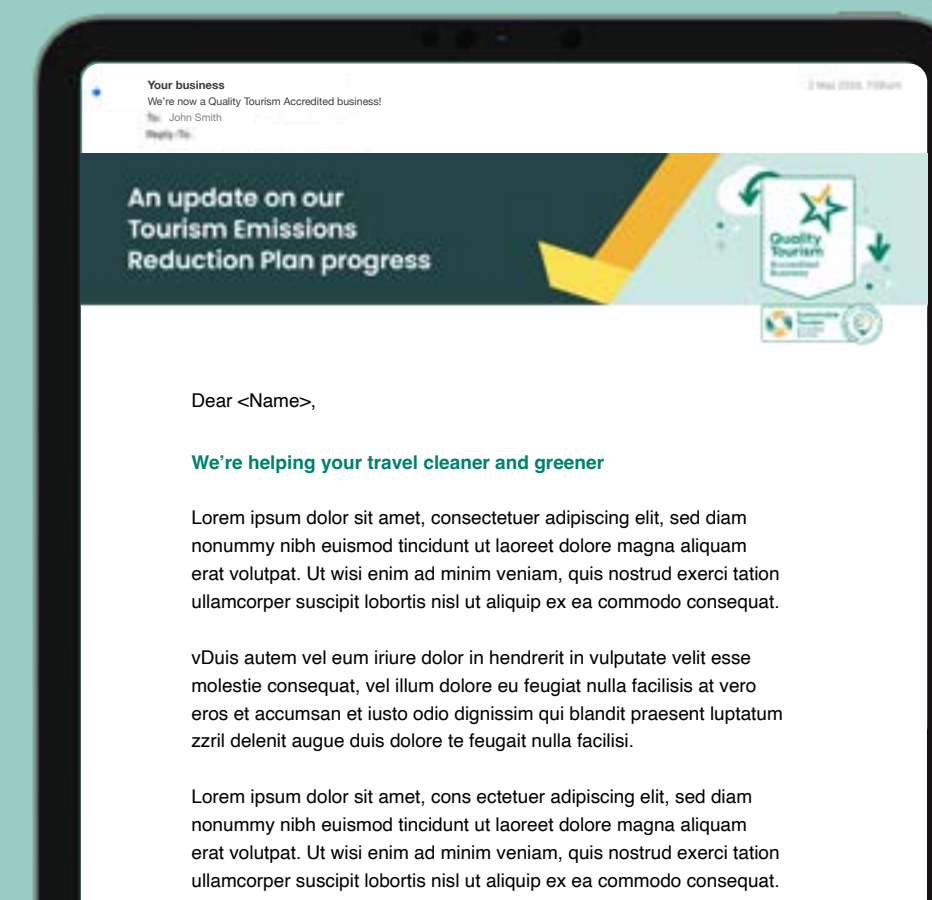
Adobe Illustrator

Star Ratings

Tourism Emissions Reduction Program

Canva

Adobe Illustrator



Template (A4) 210 x 297mm

Template 1



Badge always sits above
image layer.

Unique campaign
elements are pre-built into
the templates, please don't
move or alter them.

Poppins Semibold font,
dark green text.

Generate your own
QR code and link to
a page on your
business website.

Dark
green
text
#244545

Template 2



Poster/counter card templates

This is what the printable poster/
counter card template looks
like for the Sustainable Tourism
campaign.

Poster/counter card templates
are supplied in two colours, light
and dark, for flexibility of use with
different images.

Similar templates have been
provided for all optimised
campaigns, and these are shown
on the next page.

Poppins Semibold font,
white text.

White
text
#FFFFFF

Poppins Regular

Poster/counter card templates

These examples show how to use the poster/counter card templates for each program. Print these out and display around your place of business.

A poster/counter card template for all optimised campaigns is available for download on the QTF within the Quality Tourism Marketing Suite. Links to templates appear alongside each image example.

Available templates



Quality Tourism Accreditation

Canva

Adobe InDesign



Sustainable Tourism Accreditation

Canva

Adobe InDesign

Accessible Tourism Program



Canva

Adobe InDesign

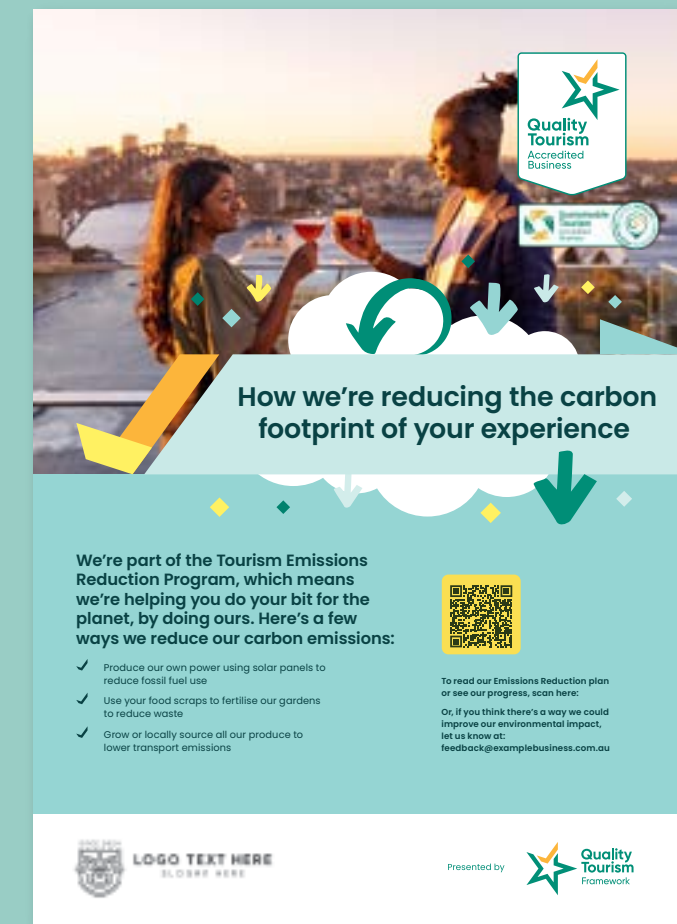
Star Ratings



Canva

Adobe InDesign

Tourism Emissions Reduction Program



Canva

Adobe InDesign

[< Back to contents](#)



5.0

Introduction to digital marketing channels

This section outlines how to use digital channels in the most effective way.

It covers comprehensive guidance on:

- [Social media](#)
- [Digital marketing](#)
- [Paid advertising](#)

Digital marketing channels and best practices

This section explains how to use digital marketing channels in the most effective way, so you can reach more visitors.

Before we get started, make sure you have the following available:



Your Quality Tourism program achievement badge

Official badge that signifies you have successfully completed your Quality Tourism program.



Your Business Social Media accounts and Website

Access to your business' social media accounts as well as your visitor-focused website.

[< Back to start of section 5.0](#)

Social media



Channel selection guide

Social media best practice guidelines

Social media is a great tool for boosting discoverability and sharing visually engaging content with audiences. Use it to share the visitor benefits of your Quality Tourism program achievements using short, snappy messaging.

Channel selection

It's important to post content where your visitors are scrolling. Not all social media channels have the same users. If your target visitors are young and visually driven, consider focusing on Instagram and TikTok. If you cater to a broader demographic, Facebook is a solid platform for engagement.

You don't need every social media channel. Choose 1-2 platforms where your audience is most active, using the channel roles outlined on this page.

Channel	Role	Content essentials	Formatting
Instagram	Connect with younger audiences, especially millennials and Gen Z. Instagram is ideal for showcasing visual storytelling, brand personality, and building a community around your business.	<ul style="list-style-type: none"> Use all features: Make use of Reels, Stories, Carousel Posts, and Live Videos to engage followers. Use interactive elements like polls and question stickers to boost engagement. Hashtags & keywords: Use 3-5 relevant hashtags to expand reach, focus on a mix of popular and niche. Include SEO keywords in captions for discoverability as Instagram now uses keyword searches too. 	<ul style="list-style-type: none"> Aspect Ratio: Stick to 4:5 (portrait) for Feed posts, and use 9:16 (vertical) for Reels and Stories to maximise screen use. Try shooting videos in portrait for this reason. Authenticity: Include user-generated content and genuine 'behind-the-scenes' posts as audiences prefer real, relatable content.
Facebook	Connect with a broad audience across all demographics and drive traffic to your website using engaging posts.	<ul style="list-style-type: none"> Hook in post copy: Start with an eye-catching hook to grab attention and encourage users to read more. Short, punchy captions: Keep captions brief and intriguing, tease the content instead of revealing the full story. Use quotes: Include quotes to add a human and relatable element that resonates with readers. Brand consistent images: Ensure images align with your brand moodboard and are visually engaging. Ask questions: End posts with questions to boost comments, engagement, and reach – this works well if you have time to respond. 	<ul style="list-style-type: none"> Aspect Ratio: Stick to 1:1 (square) or 4:5 (portrait) for Facebook feed posts, and use 9:16 (vertical) for Reels and Stories to maximise screen use. Try shooting videos in portrait for this reason. Authenticity: Include user-generated content and genuine 'behind-the-scenes' posts as audiences prefer real, relatable content.

Social media best practice guidelines

Continued

Channel selection guide

Channel	Role	Content essentials	Formatting
TikTok	Reach younger audiences, especially Gen Z, with short, entertaining, and relatable video content.	<ul style="list-style-type: none"> Hook quickly: Capture attention within the first 3 seconds, start with a question, surprising statement, or visually engaging action. Use trends & challenges: Join trending sounds, effects, and challenges to increase your content's chance of appearing on the For You Page (FYP). Authenticity over polish: Create relatable, unpolished content, users prefer authentic moments over heavily edited videos. Text overlays and voice-over captions: Add text overlays and captions for voice-overs – many users watch without sound 	<ul style="list-style-type: none"> Aspect ratio: Use 9:16 (vertical) to take full advantage of the screen space. Video length: Keep videos under 15–30 seconds for maximum engagement; focus on fast-paced editing. Calls to Action: Encourage engagement by ending videos with a CTA like “Follow for more travel tips!” or “Comment below if you’ve experienced this!”
YouTube	Popular amongst male viewers. Video hosting and content discovery platform. Ideal for long-form content that builds brand authority and educates viewers.	<ul style="list-style-type: none"> Metadata: Fill in all titles, descriptions, and tags for better search results. SEO headline: Use a search optimised headline that answers what people would Google to find your video. Thumbnails: Create custom, attention grabbing thumbnails that clearly represent your video. 	<ul style="list-style-type: none"> Playlists: Use playlists to organise videos into series and guide viewers through related content. Auto transcribe: Always use the auto transcribe tool to help Google understand your content, even if subtitles aren't publicly visible.
YouTube Shorts	Reach new audiences with short, engaging videos (60 seconds or less). Great for quick updates, behind-the-scenes, or trending content. Made for on-the-go viewing and boosting discoverability.	<ul style="list-style-type: none"> Keep it quick: Content should be under 60 seconds, focus on punchy, engaging storytelling. Trendy and relatable: Use trending sounds or fun challenges to boost visibility. CTA: Include a clear call to action, like “Subscribe for more quick travel tips!” to build your audience. 	<ul style="list-style-type: none"> Aspect ratio: Use 9:16 (vertical) to fill the screen. Video Length: Aim for 15–30 seconds for maximum engagement, focusing on fast-paced content. [Max 60 seconds]
X (Formerly Twitter)	Share quick updates and join trending conversations to increase brand visibility.	<ul style="list-style-type: none"> Short, sharp copy: Keep posts concise and straight to the point, ideally under 280 characters. Timely responses to increase engagement: Monitor comments and reply quickly to engage with your audience. SEO benefits: Posts on X are indexed by Google, so consistent posting can help boost overall brand visibility in search engine results. 	<ul style="list-style-type: none"> Use relevant hashtags: Use 1–2 trending or topic-specific hashtags to increase discoverability, but avoid overloading posts. Visuals: Include images, GIFs, or short videos to boost engagement rates; tweets with visuals get significantly more views.

Highlighting achievements on social media

Quality Tourism program achievements can be used to build trust and credibility with visitor audiences online.

Feature relevant Quality Tourism achievements across social media as proof of your commitment to delivering high-quality visitor experiences, or commitment to accessible/sustainable tourism practices.

Use different types of social content to engage visitors:

Informative posts

Share posts explaining your achievements and what they mean for your visitors e.g. the benefit to them. Keep it simple and visually appealing.

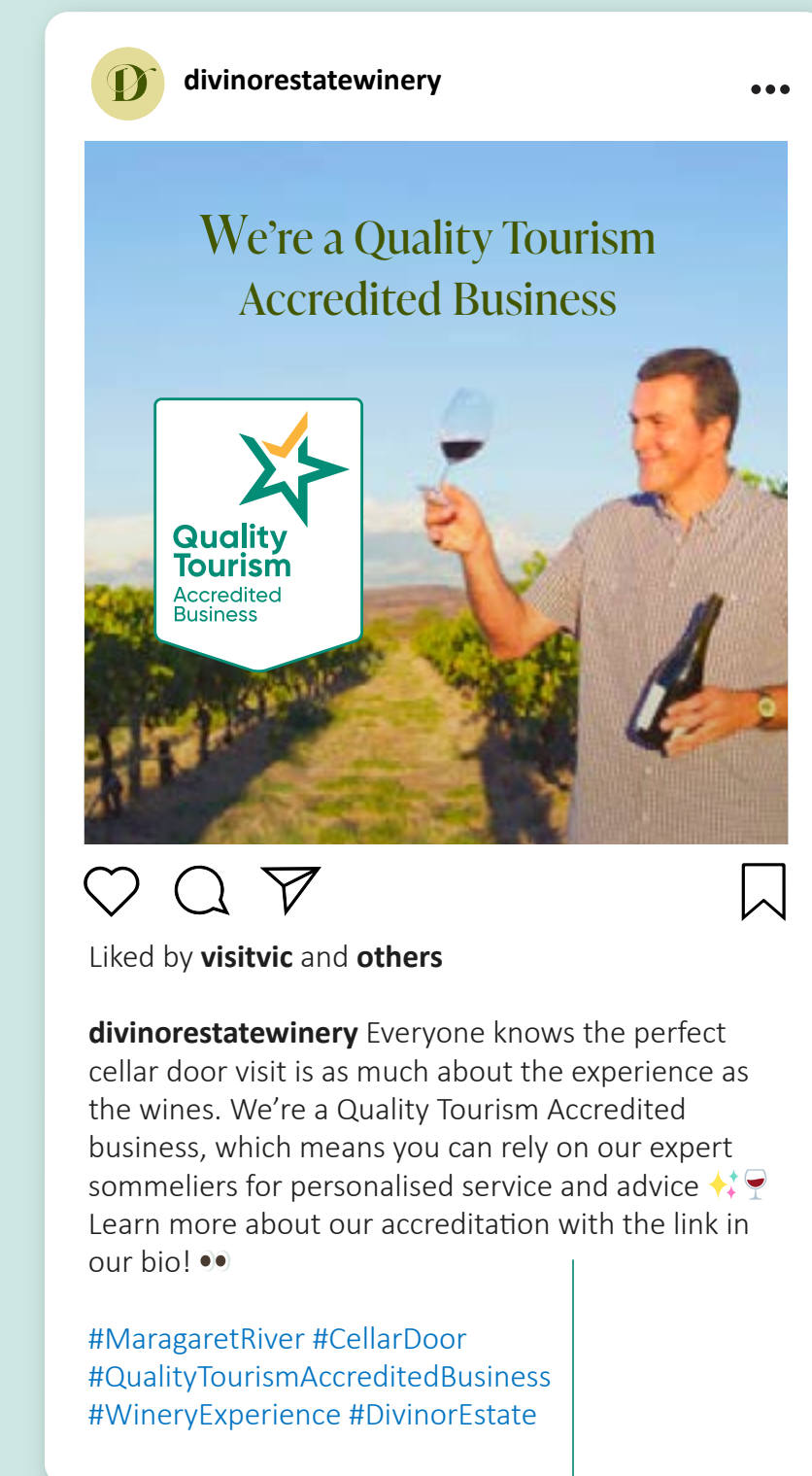
Visitor testimonials

Nothing builds trust like user-generated content from real visitors. Share reviews or testimonials, highlighting how visitors benefited from your commitment to quality, accessibility, sustainability, etc. Consider creating a unique branded hashtag to collect visitor reviews.

You can encourage people to share reviews by offering a discount or prize.

Behind-the-scenes content

People love a peek behind the curtain. Show how your business meets the standards for accreditation, such as implementing eco-friendly changes or staff accessibility training. Instagram/Facebook Stories and TikTok work especially well for this type of content.



Use Calls to Action (CTAs) to encourage visitors to engage with your content

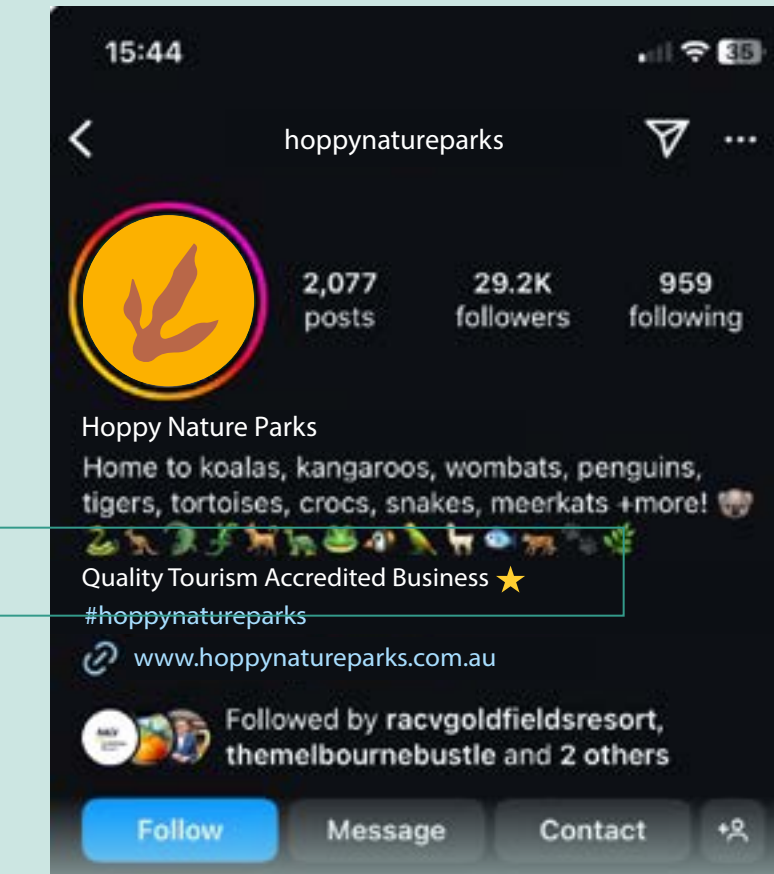
Practical implementation tips

Consistency

Make sure all your social media profiles reflect your Quality Tourism program achievement and the benefits associated with it. You can do this by adding your program badge to your Instagram bio or Facebook banner.

Tip 1

Tip 1
Consistent mention of accreditation



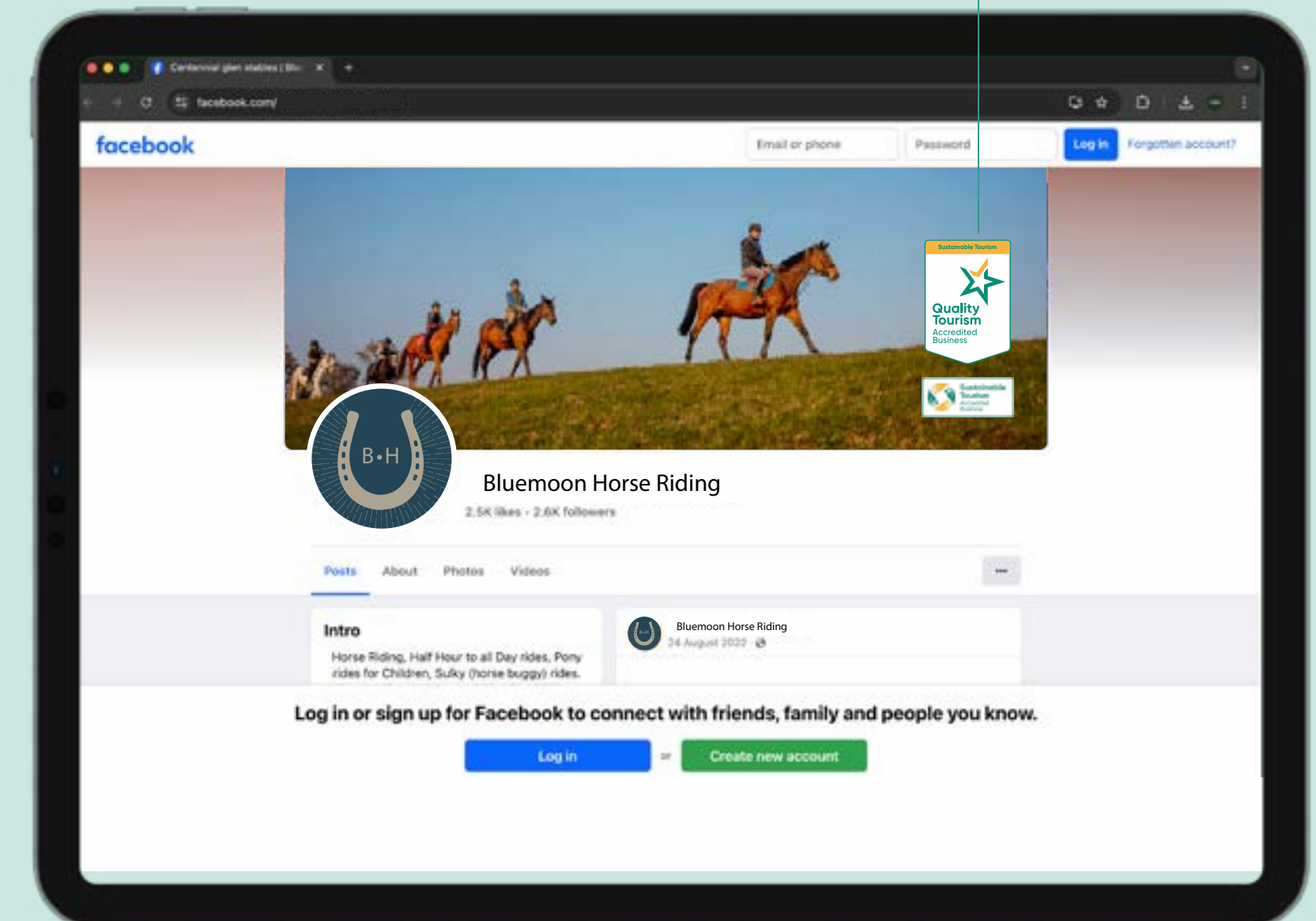
Use Available Tools

Schedule posts using social media tools like Buffer or Later to maintain consistency and frequency.

Working with a small budget? No problem! Plan out your social media posts and use Meta Business Suite to schedule posts ahead of time.

Tip 2

Tip 1
Consistent mention of accreditation



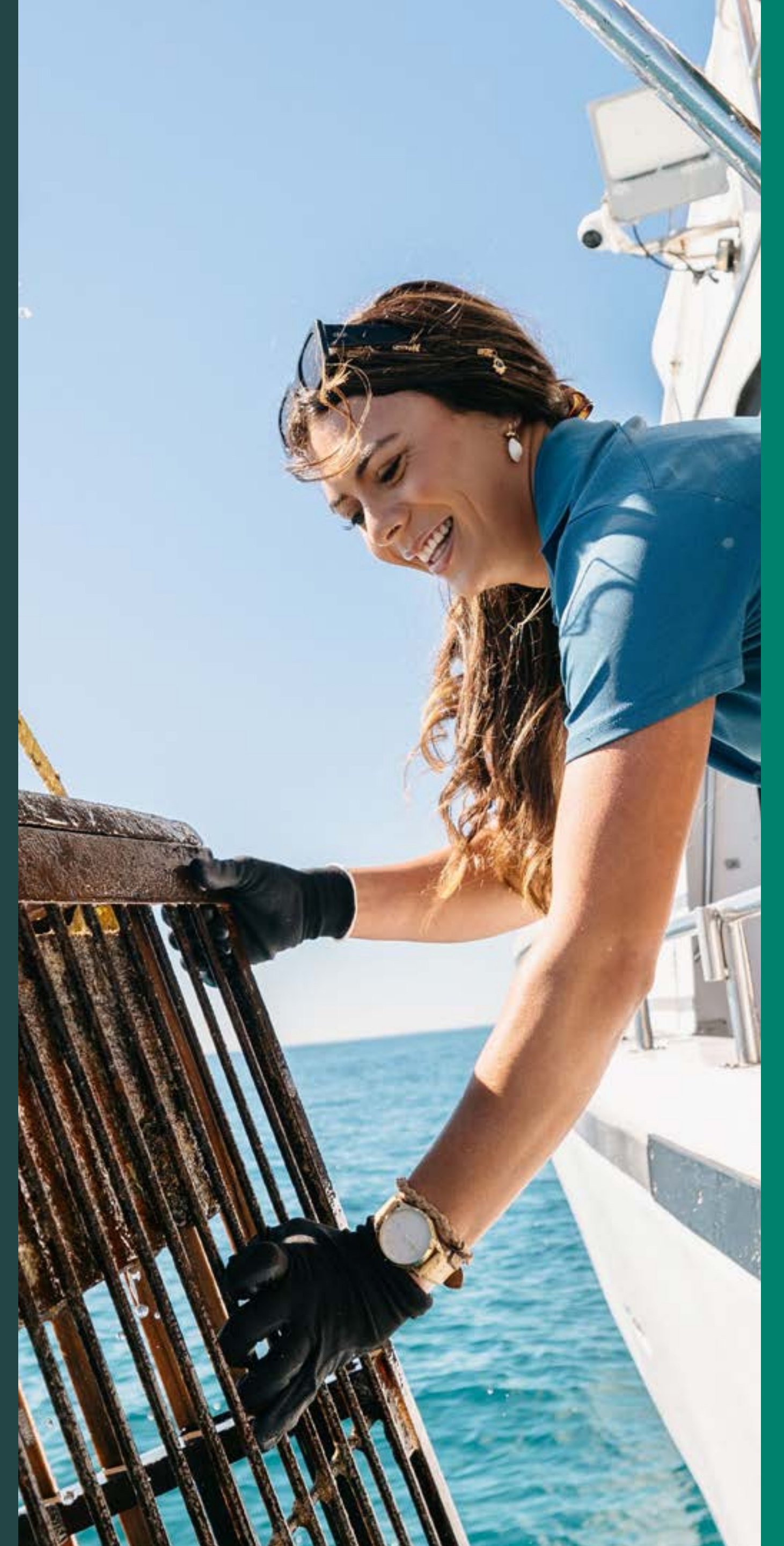
Understand Performance

Analyse your post performance with tools like Meta Insights or Instagram Business Tools to see what type of content gets the most views and clicks. If something is working - do more of it!

Tip 3

[< Back to start of section 5.0](#)

Digital marketing



Channel selection guide

Channel	Role	Content essentials	Formatting
Website	Acts as your central hub for information, bookings, and building trust. It's where potential visitors go to learn about your business in detail and decide whether to engage with your services.	<ul style="list-style-type: none"> Homepage trust signals: Display achievements, awards, and testimonials prominently to build credibility immediately. SEO optimisation: Include keywords that align with what your target audience is searching for to improve search engine rankings and attract more visitors. Clear Calls to Action (CTAs): Add CTAs like "Book Now," "Learn More," or "Get in Touch" to guide users towards taking the next step. 	<ul style="list-style-type: none"> Navigation: Keep site navigation simple and intuitive, with easy access to key sections like About, Services, and Contact pages. Mobile optimisation: Ensure your website is fully mobile-responsive, most users browse on mobile, and a bad experience can cost you potential visitors.

Website

Digital marketing can get your business noticed and attract more visitors.

These easy steps can help you make the most of your website, SEO and email marketing to promote your Quality Tourism program achievements.

Your website is often the first point of contact for potential visitors. It should clearly convey how your achievement benefits visitors to boost credibility and engagement.

Showcasing your Quality Tourism program achievement

Build trust and credibility with visitors by displaying your achievement on key pages such as:

- Homepage
- About page
- Booking pages
- Awards and Accreditation page
- Accessibility Information page

You can use your program badge on your homepage etc., but make sure visitors can find more information easily.

Calls to action

A Call to Action (CTA) is a prompt that encourages your website visitors to take a specific action, like clicking a button or booking a service. CTAs help guide your customers exactly where you want them to go.

Where to Use CTAs

Include CTAs on key pages of your website to help visitors find important information or take action. Make sure they are easy to see and relevant to the page they're on.

Examples of CTAs

"Learn more about our accreditations"

This CTA can lead customers to a page that explains your Quality Tourism program achievement and how it benefits them.

"Book an accredited experience today"

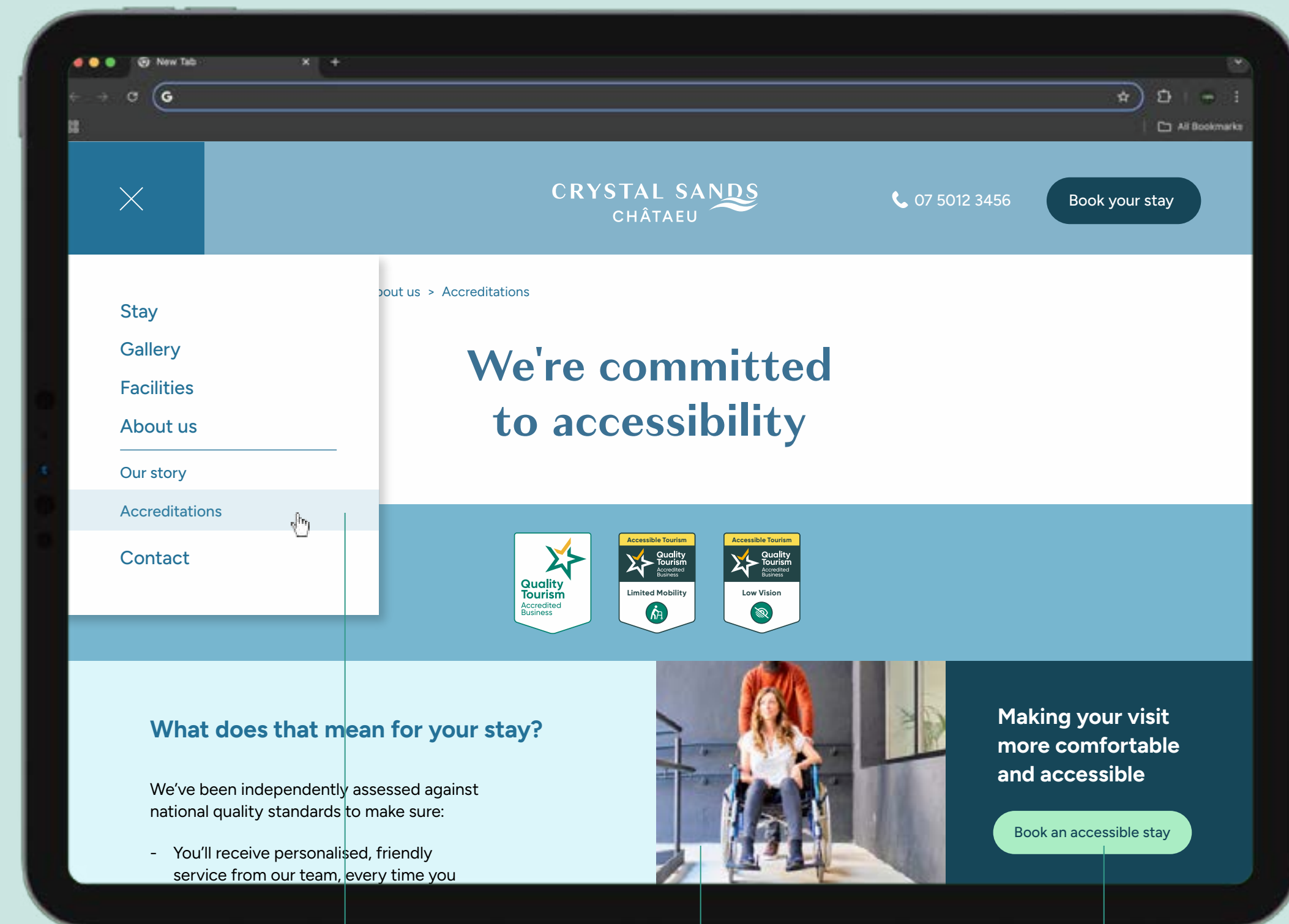
This encourages customers to book directly with you, showcasing the value of your Quality Tourism Accredited services.

Tips for effective CTAs

- ✓ **Keep It Simple**
 Use easy language that makes it clear what action you want the customer to take.
- ✓ **Be Visible**
 Place CTAs in key areas of your website, such as at the top of the page, in the middle, or near the end, so they are hard to miss.
- ✓ **Match Visitor Needs**
 Make sure the CTA matches what your visitors need on that page. For example, if they're reading about your services, use a CTA like:

"Book your accessible stay now"

Web page example



Feature web pages dedicated to your Quality Tourism program achievement so visitors can learn more

Use Imagery that matches your Quality Tourism program achievement and business

Use your accreditation in the CTAs

SEO optimisation

What is SEO?

SEO stands for Search Engine Optimisation. It's the process of improving your website so that it appears higher in search results on platforms like Google. When people search for something related to your business like "best eco-friendly hotels", good SEO helps your website show up more often, which means more visitors can find you easily.

What is a Keyword?

A keyword is a word or phrase that people type into search engines to find information. For example, if someone is looking for accommodation, they might search for "sustainable hotel Melbourne". In digital marketing, using these keywords in your website content helps match what people are searching for with what you offer, making it more likely that they will find your site.

How does SEO work?

SEO works by making your website appealing to search engines like Google. Think of Google as a librarian finding the best book for a reader. Google looks for clues on your website - like keywords, how easy it is to use, and whether other sites link to you. If your website ticks these boxes, Google sees it as relevant and trustworthy, and shows it to more people searching for related topics.

How to optimise SEO

To get more visibility on your site, think of what your visitors might Google when searching for your service, or trying to learn more about your type of service. Then add the relevant keywords/phrases to your home page, about us page, booking pages or blog pages as content, with your accreditation/outcome badge and information as proof.

For example



Quality Tourism Accreditation

- Top-rated tourism experience
- Best [service] in [suburb]
- Award-winning [service]



Sustainable Tourism Accreditation

- Eco-friendly tourism
- Sustainable travel destination
- Environmentally responsible tours
- Eco-conscious activities in [suburb]



Marine Tourism Accreditation

- Marine conservation tours
- Eco-friendly marine activities
- Accredited marine tourism
- Sustainable ocean tours

Where to apply SEO improvements on your website

To improve your SEO, it's important to use your keywords in specific parts of your website so that search engines understand what your site is about.

Here are some of the best places to include your keywords:

Page titles

This is what shows up as the title in search results, so make sure it includes your main keyword e.g. "Best Eco-Friendly Accommodation in Melbourne"

Headings (H1, H2)

Use your keywords in the headings of your content to show search engines what each section is about.

Body text

Naturally include keywords in the text on your pages, especially in the first paragraph. Just make sure it doesn't sound forced.

Image alt text

Add keywords in the descriptions of your images (the "alt text") to help search engines understand what the images are showing

For example: Use an image of your hotel with a wheelchair access ramp and name 'Accessible Hotel [Suburb]'

Meta descriptions

These are the short descriptions under your page title in search results. Adding keywords here helps search engines and visitors understand your page.

URLs

Include keywords in your page URLs.

For example: 'yourwebsite.com/
sustainable-hotel-melbourne'

Google Search Console

Google Search Console is a free tool that helps you see how your website performs in Google search results.

Set up an account and upload your website's sitemap to help Google understand your site better and make it easier for visitors to find you online.

Follow these steps to set up your Search Console and upload your sitemap:

1. Go to **Google Search Console** and create a free account.
2. Add your website by **following these instructions**.
3. Upload your sitemap (usually found at **yourwebsite.com/sitemap.xml**) to help Google find all your pages.

Channel selection guide

Channel	Role	Content essentials	Formatting
Email (EDM)	Keep in touch with past visitors and nurture relationships/leads to drive bookings.	<ul style="list-style-type: none"> Personalisation: Use names and segment audiences to make emails more relevant. Achievements: Highlight Quality Tourism program achievements to build trust. Engaging subject lines: Grab attention with catchy subject lines. For example 'The secret's out! Discover our award-winning getaway!' Frequency: Send 1-2 emails per month to stay relevant. CTA: Always include a clear call to action e.g. 'Book Now' 	<ul style="list-style-type: none"> Simple Layout: Keep emails clean and mobile-friendly with clear CTAs.

Email marketing

What is email marketing?

Email marketing is a great way to stay in touch with your customers, encourage them to visit again, and share exciting news about your services.

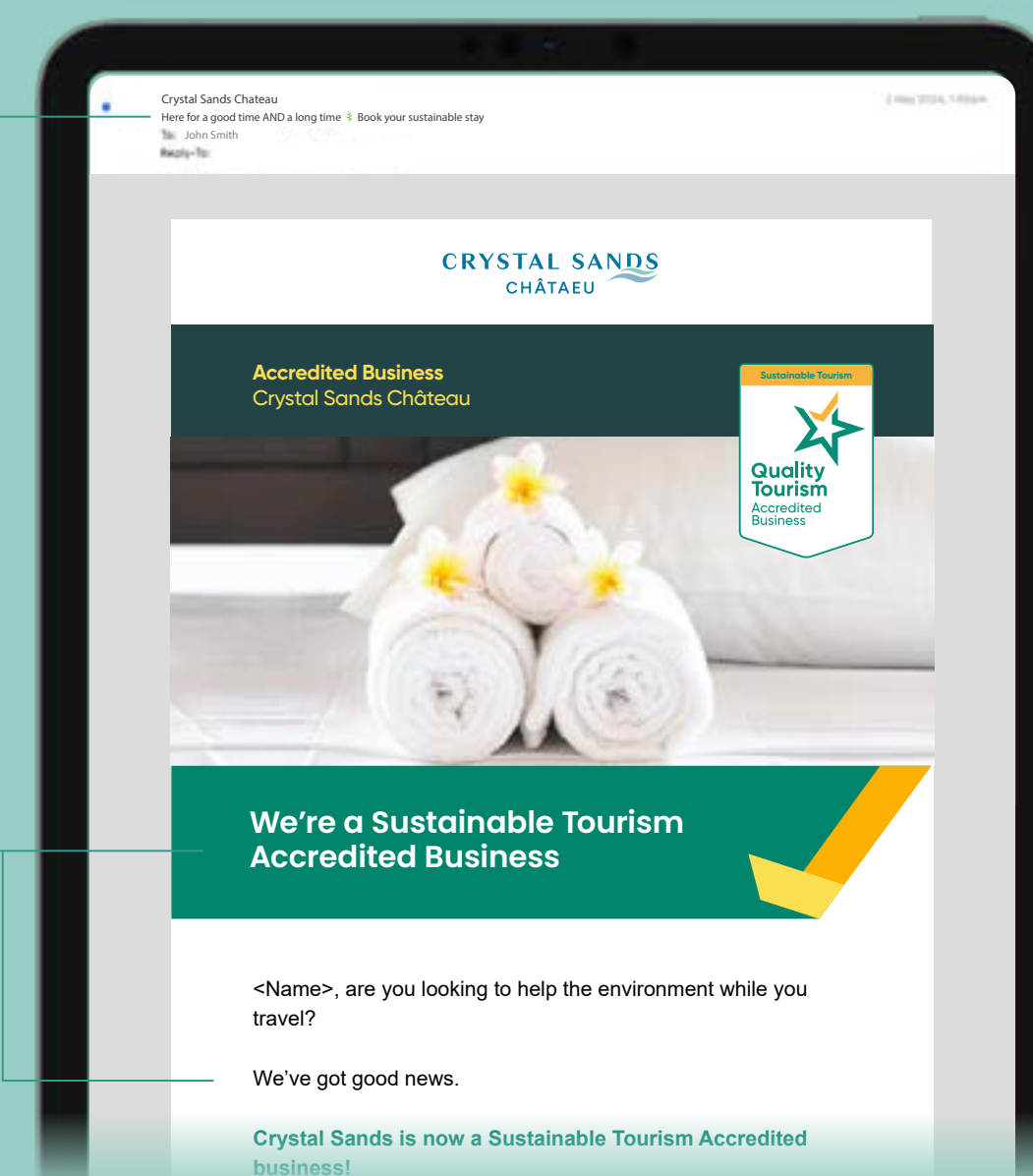
You can use email marketing platforms like **Mailchimp**, **Constant Contact**, or **Klaviyo** to easily create, send, and track your email communications. These tools often have simple templates and help you manage your list of subscribers, making it easy to jump into email marketing.

Using your Quality Tourism program achievement in email campaigns

Use your achievement as a highlight in your emails to show why your business stands out and why it benefits your customers. Always make sure to explain why this achievement matters for your customers, this keeps them reading and engaged.

Hook visitors with an interesting subject line

Announce your achievement, give updates, or include it in sales promotions in your email marketing



[< Back to start of section 5.0](#)

Paid advertising



Channel selection guide

Paid advertising

What is paid advertising?

Paid advertising means paying to promote your business online. You create ads and choose a target audience, then pay to have these ads shown to people on platforms like Google, TikTok, Facebook, or Instagram. This can help you reach new people who might not know about your business yet, or bring in more bookings by targeting people who have previously viewed your website/ other channels.

This guide covers the most common advertising channels - however, there are others available.

Tip...

TikTok and Meta are all about keeping it light and fun. Focus on showing authentic experiences and making your business relatable. Consider using trending sounds or challenges to help your content get noticed.

Channel	Role	Example use	Account set up instructions
Google	Best for people who are actively searching for services like yours.	An accommodation business with EcoStar and Sustainable Tourism accreditations might target keywords like "best eco-friendly hotels in Sydney" to reach eco-tourists actively looking to book a stay.	Link to guide for Google
Facebook & Instagram Ads (Meta)	Best for reaching people who are interested in travel and may discover you while scrolling through social media.	An adventure tour business might create a visually appealing ad highlighting the benefits of its Quality Tourism Accreditation to engage people planning their next trip, looking for travel inspiration, or interested in adventure experiences.	Link to guide for Meta
TikTok	Best for reaching younger audiences (typically 18-34) who enjoy fun, short, and engaging videos. TikTok works well for storytelling and showcasing experiences in a creative way.	A food tourism business might create a "POV: you book an accessible food tour" video, showing video snippets of the tour experience that highlight the benefits of this Quality Tourism program achievement.	Link to guide for TikTok

Common paid advertising objectives include:

Recommended for smaller businesses

Traffic

Getting more people to visit your website.

Example:

“Click to learn more about our Quality Tourism Accredited experiences”

Conversions

Getting people to take a specific action like making a booking.

Example:

“Book now and get 10% off your stay, experience a Quality Tourism Accredited holiday today!”

Lead Generation

Collecting contact information from potential customers who are interested in your business, allowing you to follow up with them later.

Example:

Use a form in your ad to gather emails from people interested in accessible travel, offering them a guide or discount in return.

Not as highly recommended for smaller businesses

Engagement

Encouraging people to interact with your ads e.g. likes, comments, shares.

Example:

“Share your favourite holiday memory with us in the comments and tag a friend you’d love to travel with!”

This objective is not recommended for smaller businesses just starting out with paid advertising, as it can take longer to yield a return on investment. Instead, you can achieve engagement through organic posts using the instructions provided in the Social Media Best Practice section of these guidelines.

Set your objectives

To make the most out of your paid advertising, you need to be clear about what you want to achieve. Align your objective with your Quality Tourism program achievement for further impact – for example, if you are a Sustainable Tourism Accredited business, your objective might be to convert eco-tourists using your sustainable features.

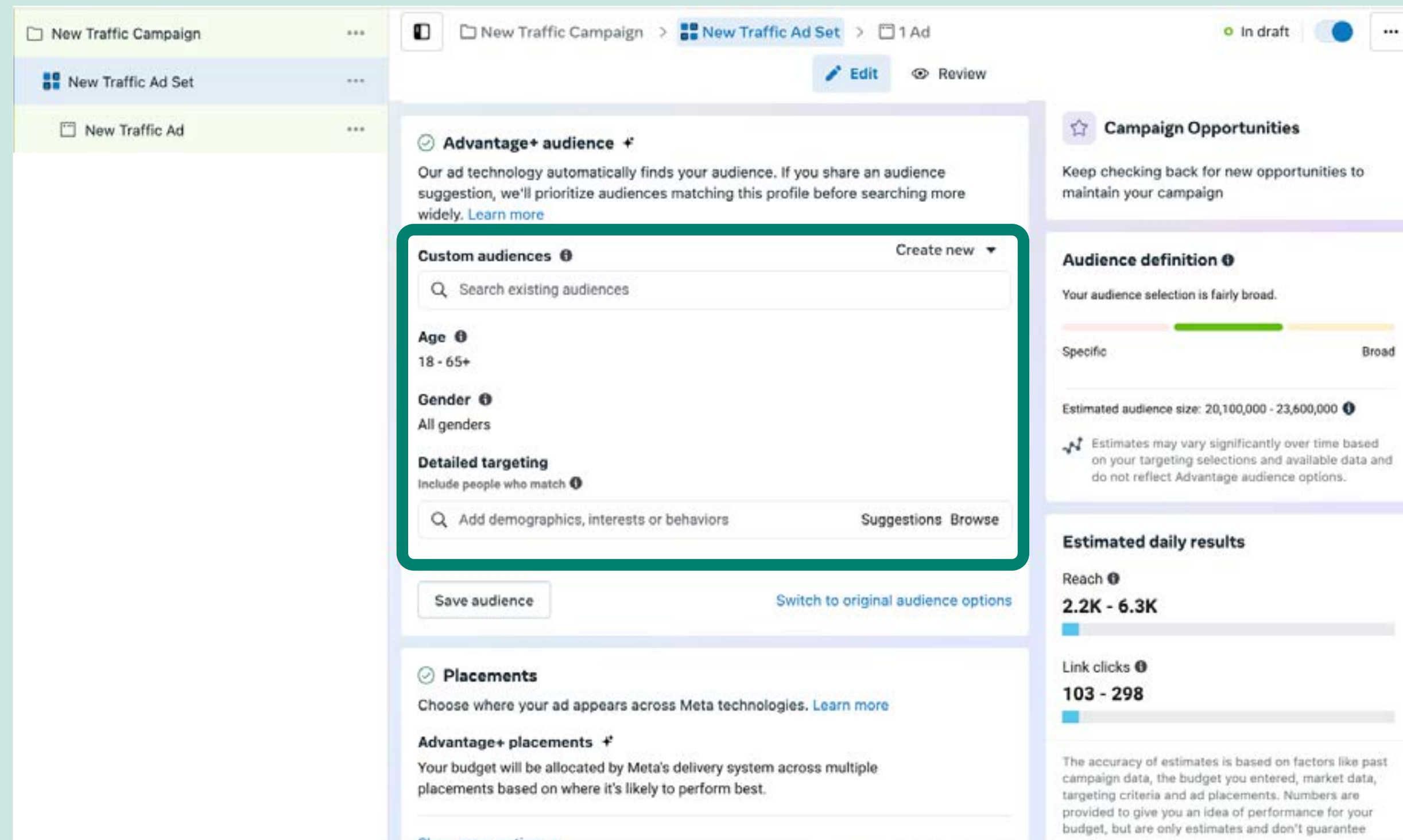
Audience targeting examples

Program	Target audience	Demographics	Detailed targeting ideas	Location	Google Search Keywords
Quality Tourism Accreditation and Star Rated properties	Target individuals or families looking for high-quality and reliable tourism experiences.	General tourists, all age groups.	<ul style="list-style-type: none"> • Luxury Travel • Travel (Travel & Tourism) • TripAdvisor • Booking.com • Airbnb 	Domestic and international travellers.	<ul style="list-style-type: none"> • Top-rated accommodation • Quality-certified hotels • Quality Accredited hotels • Best family-friendly stays • Reliable tourism services • 4-star accommodation near me
Sustainable Tourism Accreditation, Tourism Emissions Reduction Program and EcoStar Accreditation	Environmentally-conscious individuals.	Aged 25-45, higher-income families or couples.	<ul style="list-style-type: none"> • Sustainable Tourism • EcoTourism • Ethical Travel • Travel & Outdoor 	Urban centres, domestic and international markets.	<ul style="list-style-type: none"> • Eco-friendly hotels • Sustainable travel destinations • Green-certified accommodations • Carbon-neutral tourism • Best eco-conscious stays
Accessible Tourism Program	Families, individuals with disabilities, older adults.	Caregivers, all age groups.	<i>Meta doesn't allow targeting relevant to this target audience. We suggest focusing on Google Search.</i>	Domestic and international travellers seeking accessible options.	<ul style="list-style-type: none"> • Wheelchair accessible hotels • Disability-friendly travel • Autism-friendly activities • Accessible tourism • Mobility-friendly accommodation
Camp and Adventure Accreditation & Marine Tourism Accreditation	Adventure enthusiasts, nature lovers, families, school groups.	Families, school groups, adventure travellers.	<ul style="list-style-type: none"> • Adventure Travel • Outdoor Travel • Camping (Outdoor Activities) • EcoTourism • Sustainable Tourism 	Coastal areas, nature-focused regions, domestic travellers.	<ul style="list-style-type: none"> • Best family adventure tours • Certified safe camping sites • Accredited camping sites • Marine tourism experiences • Nature-friendly activities • Adventure travel for families
Visitor Centre Accreditation	First-time visitors, families, international tourists.	Tourists new to the area.	<i>All of the above may be relevant as Visitor Centre can speak to all types of travel</i>	Domestic and international visitors.	<ul style="list-style-type: none"> • Visitor information centre near me • Local sightseeing tips • Best tourist information • Expert travel guides • Tourism help centres

Audience targeting ideas based on Quality Tourism program achievements

Use the table as a thought-starting guide to how you could maximise your paid advertising reach using your Quality Tourism program achievement.

Here's where to input the targeting information from the previous page into Meta Ad Manager:



How to plan your Meta Campaign:





**Quality
Tourism**
Framework



Contact

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