



QUEENSLAND  
TOURISM INDUSTRY  
COUNCIL



# ACCREDITATION PROSPECTUS





# ELEVATE YOUR BUSINESS

Becoming accredited through the national Quality Tourism Framework helps your business stand out as a Quality Tourism Accredited Business. Accreditation is a stamp of recognition that shows your commitment to high-quality standards, essential business practices, safety, and customer satisfaction. Making accreditation a powerful sales and marketing asset for tourism brands.

Through the accreditation process, your business can identify areas of improvement, implement necessary changes, and streamline operations to exceed industry quality and performance standards.

Once your business achieves initial level *Sustainable Tourism program* accreditation, you can expand your knowledge and reputation by completing additional specialised accreditation programs. Allowing your business to demonstrate a high level of expertise in specialty markets.

# STARTING YOUR ACCREDITATION PATHWAY

## Sustainable Tourism program accreditation

Your Quality Tourism Accreditation program pathway starts with the Sustainable Tourism program accreditation level. Attaining this accreditation is a prerequisite for all other accreditation programs.

The program guides businesses in achieving high industry standards by implementing sustainable business practices. Achieving accreditation demonstrates that your brand not only creates high quality and memorable visitor experiences, but that your business also adopts best business standards and demonstrates sustainable business operations.



## Expand your expertise

Once your business has completed Sustainable Tourism program accreditation, you can choose to continue your accreditation journey and increase your expertise by completing the Tourism Emissions Reduction program free of charge.



## Tourism Emissions Reduction program

The Tourism Emissions Reduction program supports your business in developing a carbon emissions report and an emissions reduction plan.

# CHOOSE YOUR ACCREDITATION PATHWAY

Once your business completes Sustainable Tourism program accreditation, you can choose to continue the accreditation journey and expand your knowledge and reputation by completing niche accreditation programs.



## Accessible Tourism program

The Accessible Tourism program is an online tool that identifies accessible features currently available to guests, suggests improvement initiatives, and generates a personalised report for businesses to showcase their accessibility features to customers.



## Star Ratings program

An internationally recognised program, Star Ratings accreditation signifies properties that hold themselves up to the independent standards of the Australian Star Ratings program.



## Camp and Adventure Accreditation program

The Camp and Adventure Accreditation program is designed to ensure that camping and all adventure activities, such as snorkeling and abseiling, are conducted at the highest industry standards and that safety is assured.



## Risk Management program

The Risk Management program evaluates risks unique to your business and outlines preventative measures, providing businesses with a personalised risk assessment and risk management plan.

# ACCREDITATION MATTERS

## Benefits to your business

- ✓ Improve your business high-quality standards, essential business practices, safety, and customer satisfaction
- ✓ Free access to a personalised reputation management ReviewPro online dashboard
- ✓ Recognition for points in Tourism and Events Queensland's Best of Queensland Experiences Program
- ✓ Recognition of your business's accreditation through the Australian Tourism Data Warehouse
- ✓ Automatic eligibility for entry in the Queensland Tourism Awards
- ✓ Free listing on the national Trust the Tick website, generating commission-free bookings
- ✓ License to use the trademarked accreditation logos
- ✓ Receive industry and consumer recognition as a quality tourism business

### Sustainable Tourism program accreditation

1-3 staff	\$319	26-50 staff	\$1,089
4-8 staff	\$594	51-100 staff	\$1,705
9-15 staff	\$682	100+ staff	\$2,189
16-25 staff	\$869		

### Star Ratings program

1-3 staff	\$593	26-50 staff	\$1,309
4-8 staff	\$814	51-100 staff	\$1,925
9-15 staff	\$902	100+ staff	\$2,409
16-25 staff	\$1,089		

### Accreditation program add-ons

Risk Management program	\$110
Accessible Tourism program	\$110
Camp and Adventure Accreditation program	\$220
Tourism Emissions Reduction program	Free

\*All costs inc. GST



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Image credit: Tourism and Events Queensland

Awarded by the Queensland Tourism Industry Council on  
behalf of the Australian Tourism Industry Council Ltd

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