



Media Release

Enhanced online platform relaunched benefitting Australian tourism businesses

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The Australian Tourism Industry Council (ATIC), of which the Queensland Tourism Industry Council is a member, has today relaunched its online business development platform, the Quality Tourism Framework (QTF), providing an enhanced user-friendly experience designed to support and foster the ongoing development of the visitor economy.

The Australian Government has provided \$8M in funding to support ATICs suite of programs which assist small and regional tourism businesses to provide quality, sustainable tourism experiences. This support is part of THRIVE 2030, Australia's national strategy for the long-term sustainable growth of the visitor economy, led by Austrade.

Minister for Trade and Tourism Don Farrell said the new and improved platform was one important step in a broader upgrade of the Quality Tourism Framework.

“Australian tourism operators provide world-class experiences to domestic and international visitors, and the Australian Government is committed to helping them do that.

“That is why we are delivering in our commitment of \$8 million over 4 years to supporting the Australian Tourism Industry Council (ATIC) to enhance and improve the QTF.

“Small and medium tourism businesses and their staff, including those in regional areas, work incredibly hard to deliver great visitor experiences and an enhanced QTF will help them boost their capability and respond to consumer needs.”

The QTF now features a fresh, new look interface with a thoughtfully designed user dashboard. New streamlined processes enable users to enrol in programs that align with business interests and needs and enables them to easily monitor and track their progress, along with access to a range of resources to support their application and their ongoing achievements.

With a suite of Quality Tourism programs that focus on a range of business and customer interests including sustainability, accessibility, risk management, and many more, the refreshed online program makes it even easier for businesses to develop their products and tap into new markets.

In partnership with the Tourism Industry Councils across Australia, ATIC is proud to advocate and provide ongoing support to Australian tourism businesses, making a meaningful contribution to the continual development of the visitor economy through the QTF.

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**QUEENSLAND
TOURISM INDUSTRY
COUNCIL**

Queensland Tourism Industry Council (QTIC) is the peak industry body for tourism in Queensland representing more than 3,000 members. QTIC is a private sector, membership-based organisation which, since 2001, has worked to influence and shape the state's tourism business environment that directly contributes \$27.2 billion to the Queensland's economy and employs more than 237,000 Queenslanders.

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