



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 the accreditation journey and increase your expertise by completing Digital Distribution and/or Trade Marketing Boost programs.



Digital Distribution

The Digital Distribution program guides your business in meeting customer best practice standards throughout the online visitor journey. The program allows businesses to reach a high level of understanding of digital marketing distribution and technology.



Trade Marketing Boost

The Trade Marketing Boost program helps your business to identify appropriate markets, develop product to meet your target market's needs and expectations, and supports you in implementing business practices needed to work within the travel distribution system.

CHOOSE YOUR ACCREDITATION PATHWAY

Once your business completes Sustainable Tourism program accreditation, you can 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 for businesses working within the camps and/or adventure sectors. Accreditation ensures that outdoor experiences are conducted at industry standards.



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.



International Ready Accreditation

The International Ready Accreditation program helps your business develop products for packages, new trade channels, and international markets.

“Being a QTIC accredited business, particularly being a First Nations operator, provides leverage for our small business. People are looking for quality and authenticity and this is what QTIC accreditation provides.” | Dreamtime Kullilla-Art

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		

*All costs inc. GST

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		

*All costs inc. GST

Accreditation program add-ons

Risk Management program	\$110
Accessible Tourism program	\$110
Camps and Adventure Accreditation program	\$902

*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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