



## Welcome to Star Ratings Australia

*Because the accommodation you expect should be the accommodation you get.*

### What are Star Ratings?

Star Ratings are about standards – your standards, our standards and the standards expected by your guests. They are an internationally recognised symbol used in more than 70 countries!

Star Ratings are your safeguard against 'self-ratings' - properties who have assessed their own quality standards. Rating categories include: Hotels, Motels, Serviced Apartments, Hosted Accommodation, Caravan-Holiday Parks and Self Catering properties.

### How the Ratings Work

Star Ratings is basically a process of application, assessment and ongoing review.

- Submit your application.
- One of our team visits your property & uses a set of criteria to 'measure' every aspect of your property. *This assessment determines whether or not you will be licensed to be Star Rated and the level of your Rating.*
- If you gain a Rating, your property will then be reviewed for a Star Rating once every three years. Following each property review we can identify areas for improvement, areas to maintain or even increase your Star Rating.

### Why you should be Star Rated?

- ★ It makes you more visible to travellers
- ★ It makes you one of Australia's most reputable accommodation
- ★ It helps realise the full potential of your asset
- ★ Access to industry news and connections through the Queensland Tourism Industry Council
- ★ It lets you see what your guests are saying about you online through our exclusive partnership with ReviewPro.
- ★ New members receive first year of QTIC membership for free!

**ReviewPro** is an online dashboard of guest reviews available complimentary to all Star Ratings licensees. The ReviewPro dashboard allows you to track, measure and respond to guest reviews as they appear across multiple websites. Your ReviewPro access provides actionable insight to increase guest satisfaction, rankings on review sites/OTAs and ultimately revenue. Read more at: [reviewpro.com](http://reviewpro.com)

Queensland Star Ratings licenses are managed by the Queensland Tourism Industry Council (QTIC) and assessed by The Tourism Group.

**For further information contact:**  
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**QTIC is the “voice for tourism” in Queensland.**

The Queensland Tourism Industry Council is the peak body for Queensland's tourism industry. We are a not-for-profit organisation providing leadership for the industry and a strong voice for Queensland's tourism operators. We do this by working with tourism operators, industry bodies government and the community to build a sustainable world-class tourism industry in Queensland.

What we do:

- ✓ Provide professional development for trainers and teachers
- ✓ Provide industry advice in relation to Vocational Education & Training
- ✓ Develop workforce skills
- ✓ Support tourism jobs, careers and businesses
- ✓ Leadership and Advocacy
- ✓ Tourism Accreditation
- ✓ Events and Training
- ✓ Support Indigenous Tourism
- ✓ Grants Gateway
- ✓ Manage industry award programs including Salute to Excellence,
- ✓ QTIC Prize for Innovation and the Queensland Tourism Awards



**Why is accreditation important for the tourism industry and the Queensland Tourism Awards?**

Accreditation provides both consumers and industry with an assurance that the accredited tourism business is committed to quality business practice and professionalism.

All Queensland Tourism Awards (QTA) entrants are required to be certified or accredited through a recognised program (refer to logos below) with the exception of a handful of categories detailed on the QTA website: [queenslandtourismawards.com.au](http://queenslandtourismawards.com.au).



**The Australian Tourism Accreditation Program (ATAP)** is a nationwide program, which aims to give tourism operators across Australia the ability to apply online and become an 'Accredited Tourism Business'. ATAP is applicable to all sectors of the tourism industry including, tour operators, accommodation, visitor centres, attractions and events. **Fees start from \$290 per annum** dependant on the size of your business. Read more at: [accreditation.atap.net.au](http://accreditation.atap.net.au).

