

## The Quality Way to Travel

04 October 2018

### **Quality Tourism sets its sites on a new look of excellence.**

Tourism is one of Australia's most significant industries. With over 9 million tourists, spending \$55 billion last year in Australia, it contributes more to the economy than agriculture, forestry, and fishing. The industry also employs 924,000 people, equating to 1 in 13 Australians being directly employed in tourism.

The tourism industry plays a crucial role in the economic development and infrastructure of Australia, and as such requires a level of excellence in partnering businesses to ensure future growth and preference.

With this in mind, the Australian Tourism Industry Council (ATIC) undertook a process to develop a single brandmark that represented businesses that are recognised by a range of tourism programs, namely the Australian Tourism Accreditation Program, Star Ratings and the Tourism Awards. From this the new Quality Tourism Brandmark was born.

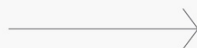
The Quality Tourism brand is now in the early phases of rollout with the development of guidelines and marketing collateral to be utilised across all advertising and promotional material. As part of our digital launch a refreshed 'Star Ratings Australia' website went live last week. The simplified, fresh-look website incorporates the Quality Tourism Accredited Business brandmark, fonts, and colours, linked with the recognisable Star Ratings symbol.

The new website heralds a number of exciting features, with a strong focus on simplifying the user experience. Clear navigation and a responsive design enables greater usability on both desktop and mobile devices. This is aided by a lightweight back-end system that will speed up overall performance, and an improved search function that will help potential customers find Star Rated properties faster.

This month will also see our rebranded Facebook channel go live, and a relaunch of the 'Trust the Tick' website.

The new Quality Tourism brandmark is designed to increase awareness of the framework, and the organisations accredited to it, and strengthen tourist perception of the brandmark as one of trust and excellence in the tourism industry.

Evolved Accreditation Symbol



Previous symbol/device.

Evolved symbol. The tick becomes an integral part of the star. A simple, modern, positive and aspirational symbol. It's practical in application and can be printed in 2 colours or mono.



