

26 February 2024

MEDIA RELEASE

ENHANCED ONLINE PLATFORM RELAUNCHED BENEFITTING AUSTRALIAN TOURISM BUSINESSES

The Australian Tourism Industry Council (ATIC) 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 ATIC's 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 association with



Australian Tourism Industry Council Ltd
Suite 207-208, 530 Little Collins St
Melbourne VIC 3000
ACN: 095 626 976
P: 03 9978 6801
WWW.QUALITYTOURISMAUSTRALIA.COM

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.

-ENDS-

Media Contact - Erin McLeod, 0408 072 668

In association with



Australian Tourism Industry Council Ltd
Suite 207-208, 530 Little Collins St
Melbourne VIC 3000
ACN: 095 626 976
P: 03 9978 6801
WWW.QUALITYTOURISMAUSTRALIA.COM