

**20 August 2025**

**Australian tourism operators outshine global competitors with 89.5% guest satisfaction scores**

Quality Tourism Businesses are delivering world-class guest experiences, recording satisfaction scores in Q2 that significantly outperform both global (86.9%) and regional benchmarks (83.8%), according to new data from Shiji's Reviewpro Reputation. The results highlight Australia's competitive edge in the global tourism market, with businesses who are a part of the Quality Tourism Framework (QTF) consistently exceeding international standards for service quality and guest satisfaction.

The [Global Review Index \(GRI\)](#) is a comprehensive score that combines and averages guest ratings and reviews from multiple online platforms, providing an overall measure of a business's reputation and customer satisfaction. A higher GRI indicates stronger positive guest experiences and greater consistency in service quality.

As part of their participation in the QTF, businesses receive complimentary access to Shiji Reviewpro Reputation, enabling them to easily monitor online reviews across multiple platforms and respond promptly to guest feedback.

The QTF provides tourism operators with the support to consistently deliver exceptional experiences, evolve their business, and maintain the competitiveness of Australia's visitor economy. It offers access to a suite of business development and accreditation programs, distinguished awards programs, and practical tools designed to elevate operations and customer experience.

With tailored pathways focusing on quality assurance, sustainability, accessibility, and other industry-relevant topics, the QTF supports businesses in boosting revenue, building customer loyalty, and standing out in a competitive market. By engaging with the QTF, operators are empowered to drive measurable improvements in customer satisfaction, trust, and repeat business.

In association with



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These results demonstrate how the QTF can support measurable improvements in Australia's visitor economy competitiveness to position ourselves as a leader in customer satisfaction metrics.

For more information on the Quality Tourism Framework, visit  
[www.qualitytourismaustralia.com](http://www.qualitytourismaustralia.com)

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