

# Quality Tourism: changes are afoot, beginning with a new look

For nearly twenty years, tourism accreditation has been supporting best practice in Victoria, from the Better Business tourism programs to the Australian Tourism Accreditation Program. Thousands of operators today nationally distinguish themselves as meeting the standard by displaying the recognised green and gold logo.



As with all brands, the time has come to refresh the look. With recent and ongoing work at the Australian Tourism Industry Council (ATIC) and VTIC to further integrate our national programs - the Australian Tourism Awards, Australian Tourism Accreditation Program and now Star Ratings Australia, a set of new brand-marks have been designed to replace the well-known symbol.

This suite of new logos will represent all programs under the one banner, named the Quality Tourism Framework (QTF). Any currently accredited or new businesses will be eligible for our new quality tourism trademark, plus any sector-specific branding.

Over the coming months there will be announcements around exciting amendments and enhancements under the QTF for all stages of the business lifecycle, from start-up through to growing your domestic to international distribution.

To raise awareness of the new branding, later this year ATIC and VTIC will be running national and state campaigns on the new Quality Tourism brand marks to industry and then targeted campaigns to consumers.

If you're interested in learning more about the Quality Tourism Framework, contact VTIC's Quality Tourism team today - [accreditation@vtic.com.au](mailto:accreditation@vtic.com.au) or 03 8662 5387.



## Quality Tourism Framework

