

ATIC To Provide Accreditation For Star Rated Accommodation

In the wake of the Star Ratings Australia announcement that they will wind down their scheme, the Australian Tourism Industry Council (ATIC) is determined to provide quality accreditation for the accommodation sector. ATIC will work with the accommodation sector to ensure appropriate ratings/assessment for the benefit of industry and consumers.

ATIC owns the Australian Tourism Accreditation Program (ATAP), the largest accreditation program in the Australian Tourism Industry.

“Good quality accommodation providers deserve to have accreditation that makes sure the customer and industry are aware of the value of their product” said Evan Hall, ATIC Chair. “We will work with the accommodation providers to ensure the good operators can stand out in the crowd with an independently assured quality mark.” Mr Hall said.

“We will work with the accommodation sector and Star Ratings Australia to discuss the best way forward and to assist accommodation providers”

ATAP is a business development program that is based on Quality Assurance principles and certifies tourism businesses that meet specific quality assurance criteria. It is the only accreditation program in Australia that is open to any business that engages in visitor services and operates Australia wide.

Accredited businesses continue to stand out as quality tourism providers with over 54% of finalists at the recent Australian Tourism Awards accredited through ATAP, and ATAP businesses won the top honours in 18 out of 25 categories.

Media Comments:

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