



Australian Tourism Accreditation Program Ltd

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New South Wales and Queensland Tourism Industry join forces behind the Australian Tourism Accreditation Program (ATAP)

The announcement today that both the peak industry bodies of the NSW Business Chamber (Tourism Industry division) and Queensland Tourism Industry Council have committed to joining ATAP marks a historical juncture for tourism in Australia.

For the first time, all the States across Australia will now provide a standardised online, quality business accreditation program to help a wide range of businesses grow across the nation's visitor economy.

Accreditation provides customers with an assurance that participating businesses are committed to professionalism both in business operations and delivery of service. The Standard defines the core business activities and good business practices required by a tourism enterprise to successfully gain Accreditation.

ATAP Ltd Chairman Evan Hall said "ATAP is the only program available to all types of businesses operating in the visitor economy ranging from boutique accommodation to 4WD tours, cafés, zoos and retail shops." said Mr Hall.

This is an important opportunity for operators in NSW and Queensland to add to the growing list of more than 4,000 accredited tourism businesses across Australia, many of which are located in regional and remote areas.

"ATAP is a practical business development process that complements our role at the NSW Business Chamber in providing SME's with the tools to achieve market competitiveness and forge customer loyalty and repeat business." remarked Dean Gorddard the Executive Manager, Tourism.

"In an age of peer to peer reviews which arguably provide consumers with a subjective commentary, we believe it is important to provide a balanced approach in Queensland to inform our visitors and support our tourism operators in making qualified choices." said Daniel Gschwind, CEO at Queensland Tourism Industry Council.

The success of the equivalent scheme called Qualmark in New Zealand, further demonstrates the benefits for customers and tourism business alike. Qualmark rated or endorsed businesses in New Zealand receive on average four times more direct leads from the national tourism organisation. Furthermore, independent research shows there is more than 92% satisfaction rate for people who use Qualmark accommodation providers.

The Board of ATAP is looking forward to working with Federal and State Governments to advance tourism quality across the country and strengthen Australia's competitiveness.

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Media Comment

Evan Hall – 0407 284 090

Daniel Gschwind – 0419 219 795 Dean Gorddard – 0428 194 870