



Thursday, 31 May 2012

## QUALITY TOURISM GETS THE “TICK” ON NEW TRAVEL WEBSITE

A new travel website – [Quality Tourism South Australia](http://www.qualitytourismsouthaustralia.com.au) – will give peace of mind to travellers by providing a comprehensive listing of quality assured tourism businesses in South Australia.

Launched at the SA e-Tourism Convention last night, [www.qualitytourismsouthaustralia.com.au](http://www.qualitytourismsouthaustralia.com.au), features [T-QUAL endorsed](#) tourism products and experiences that participate in the quality assurance programs administered by the [South Australian Tourism Industry Council](#).

South Australian Tourism Industry Council Chief Executive Ward Tilbrook says T-QUAL allows travellers to make more informed choices when choosing their holidays.

“The T-QUAL tick is the national symbol recognising those tourism accreditation, rating and certification programs which meet the national quality assurance standards - this includes the [Australian Tourism Accreditation Program](#); [EcoTourism Certification](#) and [Respecting Our Culture Certification](#),” Mr Tilbrook says.

“When booking a holiday, travellers are buying an expectation of a great experience, and the T-QUAL tick and these individual quality assurance programs are the assurance that their expectations will be met.

“T-QUAL highlights those tourism operators that make a verified commitment to meeting quality standards including independent onsite inspections.

“Recognising there is a plethora of travel websites, the main aim of this website was to create a simple, effective tool that travellers can use to search and book quality assured tourism experiences online with confidence.

“The [South Australian Tourism Awards](#) winners are recognised as the most outstanding tourism experiences in South Australia with a passion and commitment to excellence and innovation and are also featured on the website.”

More than 520 South Australian tourism businesses are represented on the website with more being encouraged to have a listing by becoming [tourism accredited](#).

Visit: [www.qualitytourismsouthaustralia.com.au](http://www.qualitytourismsouthaustralia.com.au)