



Monday, 4 April 2011

SA'S ACCREDITED TOURISM BUSINESSES RECOGNISED NATIONALLY

The South Australian Tourism Industry Council's Australian Tourism Accreditation Program received the highest accolade as the first accreditation program to be endorsed under the Federal Government's **National Tourism Accreditation Framework**.

The Federal Minister for Tourism, Martin Ferguson AM MP, launched the new accreditation framework and associated trademark at the Australian Tourism Exchange in Sydney.

"The TQUAL mark will be backed by the Australian Government and Tourism Australia's global marketing power, helping accredited businesses stand out in an increasingly crowded market place," Minister Ferguson says.

"The national *TQUAL* mark will help visitors choose businesses they can rely on; businesses which have signed up to standards including customer service, environmental practices and accuracy in advertising."

South Australian Tourism Industry Council Chief Executive Ward Tilbrook says this is a positive step nationally, as South Australia has had its own successful accreditation program in place for **more than ten years**.

"South Australian tourism businesses who are currently accredited through the Australian Tourism Accreditation Program will be able to use the new TQUAL mark in conjunction with the already well-recognised "tick" logo," Mr Tilbrook says.

"This announcement also means that more than **600 tourism accredited products** in South Australia will be able to leverage off the new national marketing campaigns and reap the benefits."

The South Australian Tourism Industry Council administers the Australian Tourism Accreditation Program in South Australia and is the peak body for the State's tourism industry playing a leading role in creating a positive business environment to support and recognise the quality tourism operators in this State.

For more information on the Australian Tourism Accreditation Program visit www.satic.com.au