



## MEDIA RELEASE

Wednesday, 12 May 2010

### **SOUTH AUSTRALIA LEADS THE WAY IN TOURISM ACCREDITATION**

The South Australian Tourism Industry Council (SATIC) has welcomed the Federal Government's announcement of \$5.5million commitment over four years to implement and operate the **National Tourism Accreditation Framework**.

SATIC Chief Executive Ward Tilbrook says this is a positive step nationally, as South Australia has had its own successful accreditation program in place for **over ten years**.

"There are over **600 tourism accredited tourism products** in South Australia, all of which follow rigorous criteria to meet the standards of the Australian Tourism Accreditation Program," Mr Tilbrook says.

"The Program is designed as a holistic quality management tool for tourism businesses covering all areas of the business' operation from customer service, legal compliance, sustainability, environmental practices and risk management.

"Accredited tourism businesses must adhere to a code of ethics and are regularly audited onsite, assuring travellers that an accredited tourism business will meet their expectations.

"Consumers are encouraged to "Trust the Tick" and should look for the yellow tick logo on tourism businesses when travelling in South Australia so they can then be confident of high **quality, reliable** and **professional** tourism experiences."

For more information and to search for accredited tourism businesses, visit [www.tourismaccreditation.com.au](http://www.tourismaccreditation.com.au)

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

