

T-QUAL ACCREDITATION FOR SAVORTM AWARDS OF EXCELLENCE

The Australian Government's partnership with quality tourism accreditation rating and certification programs

T-QUAL Accreditation sets the national benchmark for quality across the tourism industry. It is a federally endorsed system that assesses and identifies Australia's quality tourism accreditation programs, and brings them together under one unifying frame work, TQUAL Accreditation was introduced to:

- To elevate and standardise quality in Australia's tourism industry
- To improve the visibility of Australia's quality tourism experiences
- To remove the fragmentation in Australia's tourism accreditation sector
- To assure consumers that they can have confidence in advertised tourism products
- To help support quality tourism businesses
- To help consumers make more informed choices when booking tourism products
- To provide consumers with peace of mind that their expectation
- To ensure the sustainability of Australia's tourism

The benefits for tourism businesses and operators are T-QUAL endorsed businesses and operators benefit from:

- Increased marketing exposure;
- Increased online distribution via a partnership with Trip Advisor;
- A competitive point of difference;
- An immediate and ongoing boost to business credibility; and
- Preferential listing on Australia.com for businesses that are part of the Australian Tourism Data Warehouse (ATDW).

An information pack will be sent to all restaurants, cafes and caterers that nominated for the SavorTM

Awards of Excellence in the next couple of weeks so these companies can display the T-QAUL Accreditation.