



QUEENSLAND
TOURISM INDUSTRY
COUNCIL

The Voice of Tourism

★★★★★[®]
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Star Ratings Australia

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Queensland Tourism Industry Council (QTIC)



QTIC is the peak industry body for tourism in Queensland, acting as “The Voice of Tourism”.

We’re a not-for-profit, private sector, membership-based organisation representing the interests of Queensland’s tourism and hospitality industry.



What is Accreditation?

- Internal business development tool
- It is assurance that a business has been externally audited by a reputable third party
- Quality assurance for both your business and for consumers
- Businesses endorsed by tourism accreditation programs benefit from increased credibility, visibility and competitiveness



Accreditation Programs



EARTH CHECK





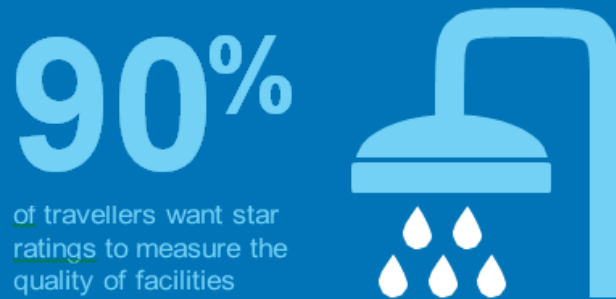
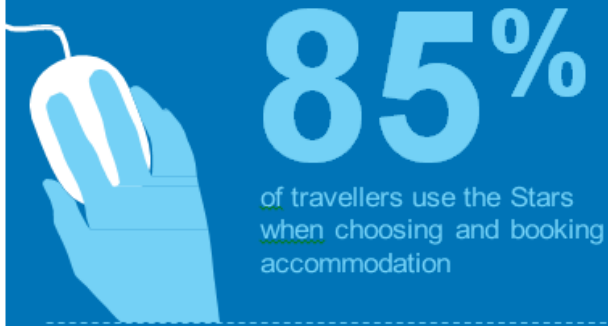
- Since July 2017, the Australian Tourism Industry Council (ATIC) commenced management of the Star Ratings Australia scheme
- QTIC manages the Queensland properties within the program
- Now industry-owned
- A better proposition for businesses





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What Australian travellers want:



*2011 Sweeny Research & 2014 Auto Club member survey

- It is an internationally recognised symbol for quality accommodation standards.
- Initial onsite assessment based off the relevant criteria for your business. Eg Hotel, Motel, serviced apartment etc.
- Onsite assessments are conducted every 3 years
- 'Out of Cycle' reviews can be requested when you have completed refurbishment work.
- Annual renewal of membership
- To register visit www.starratings.com.au





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- *Three key areas of assessment:*
 - 1. Quality and Condition
 - 2. Cleanliness
 - 3. Facilities and Services
- *Uses a Consumer Importance Weighting Index*

Star Rating	Quality & Condition	Cleanliness	Facilities & Services
★★★★★	Excellent (90-100%)	Excellent (95-100%)	Excellent (85-100%)
★★★★☆	Superior (75-89%)		Superior (70-84%)
★★★★	Very Good (65-74%)	Very Good (85-94%)	Very Good (60-69%)
★★★☆☆	Good (55-64%)		Good (50-59%)
★★★	Reasonable (45-54%)		
★★☆	Moderate (35-44%)		Moderate (30-49%)
★★	Adequate (30-34%)	Good (75-84%)	
★☆	Satisfactory (25-29%)		Acceptable (20-29%)
★	Acceptable (20-24%)		



Benefits of Star Ratings Australia

- Free promotion and marketing support
 - Free property listing on www.starratings.com.au including promotion through additional media channels
 - Collateral – Star Ratings certificate and decal



- Access to and training in ReviewPro – a leading online reputation management tool which helps improve your guests' satisfaction and increase revenue
- A personalised dashboard through ReviewPro, which allows you to see your reviews across multiple booking platforms



Benefits of Star Ratings Australia cont.

- Greater visibility to the traveller
- Drive focus towards quality management
- Internationally recognised
- Integrated into quality agenda and industry structure
- Leverage off national marketing campaigns
 - ATIC recently ran a 8 week digital campaign to build awareness and website traffic for Star Ratings Australia.
 - 541.9K+ Paid **reach** over 8 week campaign period
 - 756.8K+ Paid **impressions**
 - 1.5K Paid **link clicks** to Star Ratings website
 - 3.4K+ people **took action** over the campaign



Continuous Improvement

- Working on bringing the application process online
- Looking at how we can incorporate consumer ratings into the accreditation process to cover all basis of assessment – independent and customer
- Committed to continuous business development and are developing systems in which we can better support businesses in this
- We have already reduced the fees for those businesses that are engaged in both ATAP and the Star Ratings program
- Further marketing in the 18/19 year to build brand awareness





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More Information

www.starratings.com.au

www.qtic.com.au/membership

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