



Australian Government



T-QUAL Accreditation

Marketing Activity

What is T-QUAL Accreditation?

T-QUAL Accreditation is the Australian Government's national tourism accreditation framework. Setting the national benchmark for quality across the tourism industry, it assesses and identifies quality accreditation, rating and certification programs. Businesses that are members of T-QUAL endorsed programs display its logo, the T-QUAL Tick, in their marketing. The T-QUAL Tick helps consumers make more informed choices when selecting tourism products and services.

On behalf of the Tourism Quality Council of Australia (TQCA), Tourism Australia will market T-QUAL to the tourism industry and consumers.

Marketing Objectives

- To drive awareness of T-QUAL Accreditation
- To encourage the tourism industry to engage in T-QUAL Accreditation
- To market T-QUAL endorsed products and services as credible, high quality and reputable
- To educate consumers on the benefits of choosing T-QUAL endorsed products and services
- To encourage consumers to look for the T-QUAL Tick when holiday planning and book accredited products and services

In July and August 2011, Tourism Australia undertook research across a number of age demographics to determine the direction of the marketing strategy.

Planned Marketing Activities

Industry: July 2011 – June 2012

- Direct mail
- Stakeholder engagement and supporting promotion
- Creation and distribution of T-QUAL collateral
- Provide content for distribution across partner communication platforms e.g. eDMs and websites
- PR and advocacy
- Trade event sponsorship



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Domestic Consumer: December 2011 – June 2012

- Strategic, world-first partnership with TripAdvisor - the largest universal travel site used by 32 million consumers globally and 1.8 million consumers domestically, each month
- Creation of a custom, dynamic micro site that will house T-QUAL accredited accommodation, attractions, tours and restaurants
 - Balance TripAdvisor reviews with T-QUAL endorsement to help consumers identify quality products
 - Advertorial content, videos, image galleries, promotional offerings and links to relevant sites
 - Search functionality so users can research multiple locations and their related T-QUAL products/services
 - Social media integration through 'like' and 'tweet' functions
- Online advertising
- PR and advocacy via traditional media channels
- Leverage partner consumer-facing communication channels e.g. websites
- Preferential listing on Australia.com
- Ministerial engagement

International: June 2012

- Provide content for distribution across Tourism Australia and partner communication channels
- Tools distributed via Tourism Australia and State and Territory Organisations (STOs) Global Distribution teams
- Aussie Specialist Program
- PR and advocacy
- Preferential listing on Australia.com

More Information

For more information, please contact:

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