

# BENEFITS OF ACCREDITATION

## As of January 2022

**Visitor Information Centres** play an important role in Queensland's tourism industry. They make a significant economic contribution to tourism, particularly in regional areas, by providing information to visitors that encourage them to revisit, stay longer, spend more and experience more attractions. Accredited centres also create significant social benefits, as many are represented by the volunteer workforce and operate as an important community facility. They also provide extensive opportunities for a community to engage with their customers; notably visitors, residents, local tourism product, local merchandisers, local businesses, Government and the wider tourism industry.



**Accreditation** demonstrates a Visitor Information Centre's commitment to best business practice in customer service, product knowledge and awareness of their region to all visitors. The trademark registered symbol of Australian accredited visitor information centres is the yellow italicised 'i' on a blue background. The symbol represents assurance and quality of information provided at centres which are open a minimum of 42 hours across 7 days a week, 360 days year. Whilst the trademark symbol is retained by Tourism Victoria, Tourism & Events Queensland (TEQ) oversees its use in Queensland, assisted by the Secretariat – The Tourism Group / Visit Queensland Pty. Ltd.

### *Some benefits of accreditation include, but are not limited to:*

- **Advance 'warning' road signage** on Council and State controlled roads.
- **TEQ Promotional Campaign activity and collateral references** on all TEQ Maps, website, National Parks and any other TEQ authorised printed material such as the events publication.
- Recognition as an Accredited Visitor Information Centre in the **Australian Tourism Data Warehouse (ATDW)** database along with its network of national & global distributor sites. Listings are free of charge.
- Enhanced recognition and interest from visitors. A study conducted by the Queensland Information Centres Association (QICA) confirmed 54.48% of visitors surveyed recognised the **trademarked symbol**  and would more likely visit this site as opposed to a location displaying the general white on blue information logo .
- Access to **State Government funding opportunities**. Notable projects include the Free Wi-Fi program, Driver Reviver and the in-store [VR Experience](#).



- Access to **bi-monthly Zoom meetings** which include conversations between the QLD Secretariat, centre managers and staff. Meetings cover a diverse range of topics relating to accreditation, campaigns, tourism trends and upcoming opportunities.
- Advice, mentoring and **workshop opportunities** from the expertise of the Secretariat. Workshops help advance a variety of skills including customer service, visitor experience, digital knowledge and booking solutions.
- Access to **TEQ funded campaigns** such as – VIC Review, Shareable Moments Wall, the international student tourism passport and Memory Makers.
- Inclusion in the Link Logic **brochure distribution** list. This provides access to exclusive tourism brochures, guides and maps that are not permissible to non-accredited locations. Examples of publications include the Travel Safely in Australia Map, Good to Go Brochures and the Great Queensland Drives Maps. Delivery of the brochures is free via the Link Logic service.
- A [listing and reference](#) on the **Tourism Australia's consumer facing website** which is visited by an extensive number of domestic and international users.
- A listing on the [Explore Queensland Network](#) website which includes uniquely written content for greater SEO outcomes. The website also supports online booking opportunities directly to the Explore Centre or via WOTIF for those who don't have their own booking platform.
- Assistance with optimising and updating a centre **Google Business Profile Listing**; a platform that represents over 75% of the search engine market.
- **'Story telling' opportunities** by the communities (staff and volunteers) who provide greater unbiased insight and personality to a specific town and region.
- Inclusion on the **'Explore Australia Visitors Centres'** app which includes map location, opening hours and contact details to enhance a centres visibility and promotional activity. The app is available on [Android](#) and [iOS](#) devices.
- **Retail opportunities** – the centres act as a retail outlet and touch point for booking local tourism products and merchandise.
- Ability to display **branding** on printed materials, collateral, uniforms and digital/online content. Accredited centres are also invited to use the trademark on 'mobile' and or temporary centres such as marquees, vans and trailers.



***For any questions about accreditation, please contact:***

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