

The Australian Tourism Industry Council (ATIC) acquired the Star Ratings program in July 2017. ATIC is comprised of and owned by the state tourism councils, including QTIC. In Queensland, QTIC manages and administers the Star Ratings program. QTIC also manages the current Australian Tourism Accreditation Program (ATAP) for QLD tourism operators.

In regards to the Star Ratings trademarks, it is a breach of the law if a non star-rated/self-rated property is referred to as being 'star-rated' or use the star symbols in any way by the property itself or any agency. You can find more information regarding the trademarks here: <https://www.starratings.com.au/info/about-us>

If a member is interested in joining Star Ratings, they can now do so by registering online via:

<https://online.qualitytourismaustralia.com/> (click on new user)

From here, they will be prompted to complete an online pre-assessment based off the relevant criteria for their property, then our assessors will conduct a site assessment to verify the information provided and confirm their rating.

Assessments are conducted every 3 years and they pay an annual renewal fee to maintain and promote their rating.

Other benefits of the program are outlined below:

- **Recognition** - It's a trusted and well-known program that visitors recognise and feel comfortable knowing that a property has been officially assessed by a third party, against set criteria.
- **ReviewPro** – As part of their membership they receive access to their own ReviewPro dashboard and reports. ReviewPro is an online reputation management tool exclusively available to Star Rated Licensees, giving them the power to discover what their guests are saying about them across the web all in the one spot.
- **Three Year Assessment Cycle** – to reflect 'best practice' for soft and hard refurbishments.
- **Entry into the annual Gold List of Australian Accommodation** – Achievers get published on website.
- **Online Listing** - A complimentary listing on [Starratings.com.au](https://www.starratings.com.au).
- **National Advertising campaigns** – ATIC conduct national advertising campaigns to promote the Star Ratings Australia program and Star Rated properties.

The suite of current programs will be relaunched under the Quality Tourism Framework to provide a more comprehensive approach to quality improvements and promotion. This framework includes established and well-respected programs such as the Australian Tourism Accreditation Program, Star Ratings, and the Australian Tourism Awards.

Governed by ATIC, the new 'Quality Tourism' landmark is a symbol of excellence for businesses participating in the framework of quality tourism programs. Variations of the landmark will be available for businesses which will reflect the specific program they are engaged in.

