

Media Release

Tourism industry to operate Star Ratings program from 1 July

The tourism industry has reached an historic agreement to maintain and enhance the Star Ratings scheme for the benefit of both consumers and accommodation operators.

The Star Ratings scheme, which is currently owned via Star Ratings Australia by the Australian Motoring Clubs, including NRMA, RACV, RACQ, RAA, RAC, RACT and AANT, will be transferred at no cost to the Australian Tourism Industry Council (ATIC) from 1 July 2017.

The Star Ratings scheme is Australia's only independent rating scheme that ensures that consumers always know what to expect from the accommodation they book. The scheme uses 'star' symbols which are an internationally recognised symbol for quality accommodation standards.

ATIC is the non-profit organisation representing the State tourism industry associations. ATIC also operates the Australian Tourism Awards and Accreditation Programs.

ATIC Chair Evan Hall said "the tourism industry is committed to continuing the Star Ratings scheme as a valuable asset for accommodation businesses and an important resource for consumers seeking quality accommodation

"ATIC and the Australian Motoring Clubs are committed to a seamless transition of Star Ratings for accommodation operators" he added.

CEO, Star Ratings Australia, Michael Reed said "the Automobile Clubs have been committed to providing travellers with an independent accommodation rating scheme for all these years and are delighted to pass the baton to ATIC who we know will continue it to the same high standard."

Federal Minister for Trade, Tourism and Investment Steven Ciobo said the Star Ratings scheme was of great value to tourism businesses and consumers.

"For more than 50 years, the Star Ratings Scheme has been recognised as a standard of excellence across Australia," he said.

"I commend ATIC for continuing Star Ratings in the best interests of the tourism industry. Under ATIC, the program will continue to provide consumers and businesses with this mark of quality thus contributing to a reputable, quality tourism industry".

Ends.