



STAR PERFORMERS

It's the staying power you've always wanted. Thanks to a new national tourism quality scheme, you can rest assured that the holiday accommodation you've chosen lives up to your expectations.

With the reassuring combination of the new T-QUAL Tick and the recently-updated STAR Rating Scheme, you can relax in the knowledge that an establishment delivers what it promises, meaning you can sleep a whole lot better every night of your holiday.

Here's how it works: Australia's official STAR Rating Scheme – managed by AAA Tourism on behalf of Australia's Auto Clubs – awards STAR Ratings to an amazing 7,000 properties Australia-wide - and many also carry the T-QUAL Tick, the Australian Government's symbol of tourism quality.

"The new STAR Rating Scheme helps properties to deliver the quality that travellers expect," says AAA Tourism Group GM Sales & Marketing, Chris Pattas.

This scheme has been assessed and endorsed by T-QUAL Accreditation to ensure it meets the Government's national quality standard. This means that STAR rated

properties that have been assessed under this new scheme also qualify to display the T-QUAL Tick. This helps travellers make an informed choice when planning their holidays by identifying quality tourism operators.

"Cleanliness is the number one factor for 94% of Australian travellers, and 90% also want the STAR Ratings to measure quality, so our new scheme reflects these expectations.

"By focusing on quality, rather than just facilities, STAR Ratings enable travellers from anywhere in the world to choose accommodation that meets their expectations."

Nowhere has STAR Ratings been embraced more enthusiastically than in the Pacific paradise of Norfolk Island, where tourism is the dominant local industry.

Located just two hours from Sydney or Brisbane, 95% of the island's 60 properties have STAR Ratings, ranging from budget-friendly 2 ½ STAR up to luxurious 4 and 5 STAR.

Norfolk Island Minister for Tourism, Andre Nobbs, says T-QUAL and STAR Ratings helped ensure properties met visitors' expectations.

"The T-QUAL Tick is an assurance that

the business has achieved the Australian Government's national quality standard" he said. "STAR Ratings provide consumers with confidence that they are choosing accommodation with good cleanliness standards and qualities appropriate to their travel requirements."

Ponderosa Apartments owner-operator Gordi Douran says her 3½ STAR Rating was important because of the security it offered. "An important benefit is interacting with the assessors, because they help me keep up with changing industry trends and demands," she says.

Rocky Point Lodge owner-operator Thelma Partridge confirmed the importance of STARS to her business. "I am confident guests will get the quality and luxury they are expecting from our 4 STAR Rating," she says.

In every part of Australia, that's the ultimate objective of the T-QUAL Tick and STAR Rating schemes. It ensures that Australian properties live up to the expectations of every traveller. Now that's what we call staying power.

Holiday planning made easy

STARS & T-QUAL WORKING TOGETHER TO HIGHLIGHT SOME OF AUSTRALIA'S QUALITY ACCOMMODATION



Ultimate self-contained Darwin luxury

MANDALAY LUXURY STAY DARWIN, NT

Darwin's most exclusive accommodation offers guests the ultimate in self-contained luxury and location. King bedrooms with luxurious beds and linens, antique and modern tropical furnishings and quality art, lavish lounge, separate dining and fully equipped kitchen. Harbour and Esplanade views, just a short stroll from all Darwin has to offer. (08) 8942 3012



Beautiful rooms surprise and delight

COCONUT PALMS ON THE BAY HERVEY BAY, QLD

Overlook the Coral Sea from spacious air conditioned rooms with generous living space, private balconies and fully equipped kitchens. Right in the heart of Hervey Bay, apartments are beautifully decorated with Balinese furniture, flat-screen TV, DVD player and free WiFi. Relax and enjoy the saltwater swimming pool, jacuzzi and barbecue. (07) 4124 0200



Relax in private country-style comfort

JACARANDA PARK HOLIDAY COTTAGES NORFOLK ISLAND, NSW

Surrounded by glorious gardens of flowers and native plants, our country-style timber cottages offer all you could want for a relaxing, comfortable stay on Norfolk Island. They are spacious, open and light, with large private verandas and all modern conveniences, facing north to catch the warming sun by day and cooling breezes by night. (0011) 67 2323 883



Gold rush history with all mod cons

QUALITY INN HERITAGE ON LYDIARD BALLARAT, VIC

In this boutique hotel nestled in Ballarat's historic city centre, relive the gold rush in a converted historic bank building, with LCD cable TV and wireless internet. Some rooms even have spas, gas log fires and chandeliers. Enjoy the gymnasium, heated pool, sun deck, function facilities and relax in the elegant wine bar. (03) 5327 2777



Just the place in thoroughbred country

SCONE MOTOR INN SCONE, NSW

Just a short stroll from the tourist information centre and famous Mare and Foal statue, we offer comprehensive business facilities including large air conditioned conference room, fax, photocopying and free WiFi. Visit famous horse studs and scenic attractions including Barrington Tops World Heritage National Park, Lake Glenbawn and Burning Mountain. (02) 6545 3079



Top-end luxury in the heart of Perth

PAN PACIFIC PERTH PERTH, WA

Centrally located a short walk from city shopping, dining and entertainment, the 486 guest rooms and suites are the perfect place to relax. Experience the Pacific Club, enjoy delicious dining options at Montereys and culinary works of art at Origins restaurant, and relax in The Lobby Lounge. Luxuriate in the pool or enjoy the fitness centre, steam rooms and day spa. (08) 9224 7777



Peace and tranquility on Norfolk Island

ENDEAVOUR LODGE NORFOLK ISLAND, NSW

Escape to a world of peace and tranquility in luxurious self catering apartments on Norfolk Island with ocean views from all apartments. Sit back on your spacious private veranda, relax and enjoy the spectacular sunsets and watch the birds in the giant Norfolk Island Pines. Beautiful native Norfolk pine timber furnishings throughout. (0011) 67 2322 100



Rejuvenate yourself with serene beauty

FAIRMONT RESORT BLUE MOUNTAINS LEURA, NSW

Enter a world of towering escarpments, lush rainforests and dramatic canyons, a place of serenity, purity and rejuvenation. This is the pinnacle of upscale accommodation in beautiful Leura. With unparalleled leisure and conference facilities, this is a supreme setting for romantic getaways, weekend escapes, stunning weddings, and cutting-edge business retreats. (02) 4785 0000



Perfect for seaside family holidays

STANSBURY CARAVAN PARK STANSBURY, SA

The place to be beside the sea! Mark and Jenni invite you to the ideal location for memorable family holidays. With absolute beach frontage sites and comfortable villas with sandy swimming beaches, you can fish, crab, swim, cycle, walk or just sit back and relax. Stansbury enjoys a year round Mediterranean climate. (08) 8852 4171



Romantic in every possible way

WOODBIDGE HILL HIDEAWAY HOBART, TAS

Romantic luxury accommodation with a spectacular view, just south of Hobart. Cook great Tasmanian produce in the fully-equipped kitchen or barbecue on the deck. Soak in the double spa or the double shower, relax with the wood fire, and wake to amazing sunrises. Indulge in Tasmanian timbers, artwork and glass. 0457 714 325



A QUALITY HOLIDAY IS JUST A T-QUAL TICK AWAY

Planning the perfect Australian holiday is now even easier, thanks to the T-QUAL Tick. Whether you're looking for places to stay, something to eat, or things to do, simply look for businesses that carry the T-QUAL Tick and rest assured you'll get the quality you deserve.

The T-QUAL Tick is the Australian Government's national symbol of tourism quality. Tourism businesses that carry the T-QUAL Tick have undergone rigorous assessment to ensure they deliver a quality experience. These businesses are members of quality assurance schemes that have met the requirements of T-QUAL Accreditation.

HOW CAN THE T-QUAL TICK HELP YOU?

The T-QUAL Tick helps you to make more informed choices by identifying Australia's quality tourism products and services. Whether it's accommodation or an attraction, tour or restaurant look for the T-QUAL Tick as it means that business is a member of an approved quality assurance scheme. And the endorsement is not limited to five-star establishments - whatever your budget, you can find a T-QUAL endorsed product to give you peace of mind.

WHEN BOOKING PRODUCTS AND SERVICES ENDORSED BY THE T-QUAL TICK YOU CAN:

- ✓ Be confident that your expectations will be met,
- ✓ Trust consistently high standards will deliver quality experiences,
- ✓ Gain value for money in your chosen price range,
- ✓ Enjoy quicker and easier holiday planning; and
- ✓ Relax, knowing that you will be taken care of.

FOR FURTHER INFORMATION ABOUT THE RANGE OF T-QUAL EXPERIENCES VISIT

tripadvisor.com.au/TQUAL



FROM 1 STAR TO 5 STAR, EVERY PROPERTY WE RATE HAS ONE THING IN COMMON. CLEANLINESS.



BECAUSE THE ACCOMMODATION YOU EXPECT, SHOULD BE THE ACCOMMODATION YOU GET.

Research has shown us that 94% of Australian travellers rate cleanliness as the most important aspect of a STAR Rating, so we've made cleanliness an immediate 'pass' or 'fail' for any assessment.

Now any property licensed to display an official STAR Rating must achieve and maintain an overall standard of 'Good' or 75% for cleanliness, from 1 STAR properties through to 5 STAR properties.

To us, cleanliness simply means an absence of dirt, including dust and stains, and a 'pass' requires that the property is effectively maintained and clean for all guests at all times, with formalised Housekeeping procedures. So no matter what type of accommodation you're booking for the night, with a STAR Rating you can always rest easy.

For more information visit starratings.com.au

Rest assured with the T-QUAL Tick



Planning the perfect Australian holiday just got easier thanks to the T-QUAL Tick, Australia's symbol of tourism quality. Whether you are looking for places to stay or things to do, the T-QUAL Tick helps you make more informed choices by identifying Australia's quality tourism products. Look for the T-QUAL Tick and rest assured you'll experience the quality you desire.



For more information, visit www.tripadvisor.com.au/tqual

Businesses that display the T-QUAL Tick are members of at least one of the following organisations which have met the requirements of T-QUAL Accreditation.

