



**Sustainable
Tourism**
Accredited
Business

Sustainable Tourism



The Australian tourism industry's largest and longest-running Sustainability program

The Sustainable Tourism program is the Australian tourism industry's largest and longest-running sustainability program, with more than 3,000 participating businesses across the country. This program incorporates sustainability across environmental, cultural, social and commercial business practices.



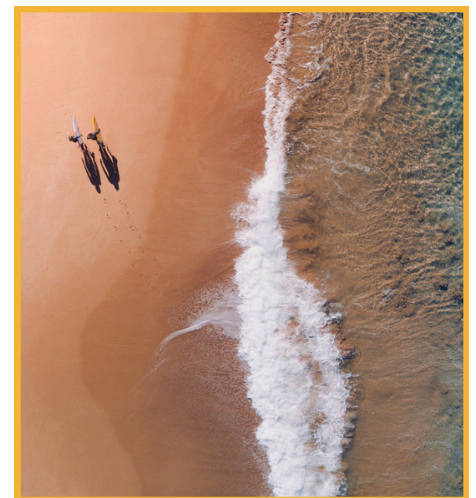
Businesses that complete the Sustainable Tourism program are able to create high-quality, engaging and memorable visitor experiences that align with industry business standards and also demonstrate sound sustainability practices.

This program reflects best practice standards across all aspects of sustainable tourism operations, including environmental management, social and cultural responsibility as well as sustainable tourism marketing and promotion.

Sustainable Tourism Accredited Businesses are easily identified by the distinctive landmark (pictured above).

PROGRAM BENEFITS

- Ensure your business meets industry best practices across all aspects of sustainable tourism operations
- Be promoted on your State or Territory's [Trust the Tick](#) website as a sustainable tourism business
- Gain recognition from visitors looking for businesses that can demonstrate sound sustainability practices
- Access the full suite of Quality Tourism programs and continue to enhance your tourism service, product or experience.



Ready to get started?

Contact your State or Territory Tourism Industry Council today, visit <https://bit.ly/ContactTICs>