09 July 2008

NT Participates In National Tourism Conference

Northern Territory Tourism Minister, Kon Vatskalis, will be supporting moves to establish a National Tourism Accreditation Framework, which will ensure high industry standards and quality customer service throughout the industry.

Mr Vatskalis is joining his State and Territory colleagues in Melbourne today for the annual Tourism Ministers’ Council and national accreditation will be high on the agenda.

“Tourism is a key economic driver for the Territory, worth an estimated $1.8 billion every year,” said Mr Vatskalis.

“The establishment of a National Tourism Accreditation Framework will ensure a quality customer experience through a program that recognises sustainable and capable businesses.

“The National Framework will provide existing accreditation programs with recognition and incentives to participate.

“This is also in line with the 5 year Tourism Strategic Plan for the Northern Territory that identifies improving skills and standards as one of the most important objectives for the future of our industry.

“By offering tourism experiences and quality products that meet global standards, our visitors are more likely to spend more, stay longer, return for another visit and become ambassadors for the Territory.”

Other issues to be discussed at today’s meeting include a tourism action plan on climate change, establishing an independent tourism and hospitality industry skills council and the Australian Tourism Awards.

Contact for media queries: Nikola Lekias 0438 323660