

QUALITY TOURISM BUSINESSES = QUALITY DESTINATIONS

Despina Karatzias
Victoria Tourism Industry Council
20 May 2025



VICTORIA TOURISM INDUSTRY COUNCIL



VTIC acknowledges the Traditional Owners of Country throughout Victoria and their continuing connection to land, waters, and community. We pay our respects to their Elders past and present.



- WHO WE ARE
- WHAT WE DO
- HOW YOU BENEFIT



WHO WE ARE

VTIC



THE dedicated peak body
and leading advocate for Victoria's
tourism and events industry.



About VTIC

Our Purpose:

- Serve 1,000+ members across the state influencing and shaping
- Victoria's visitor economy

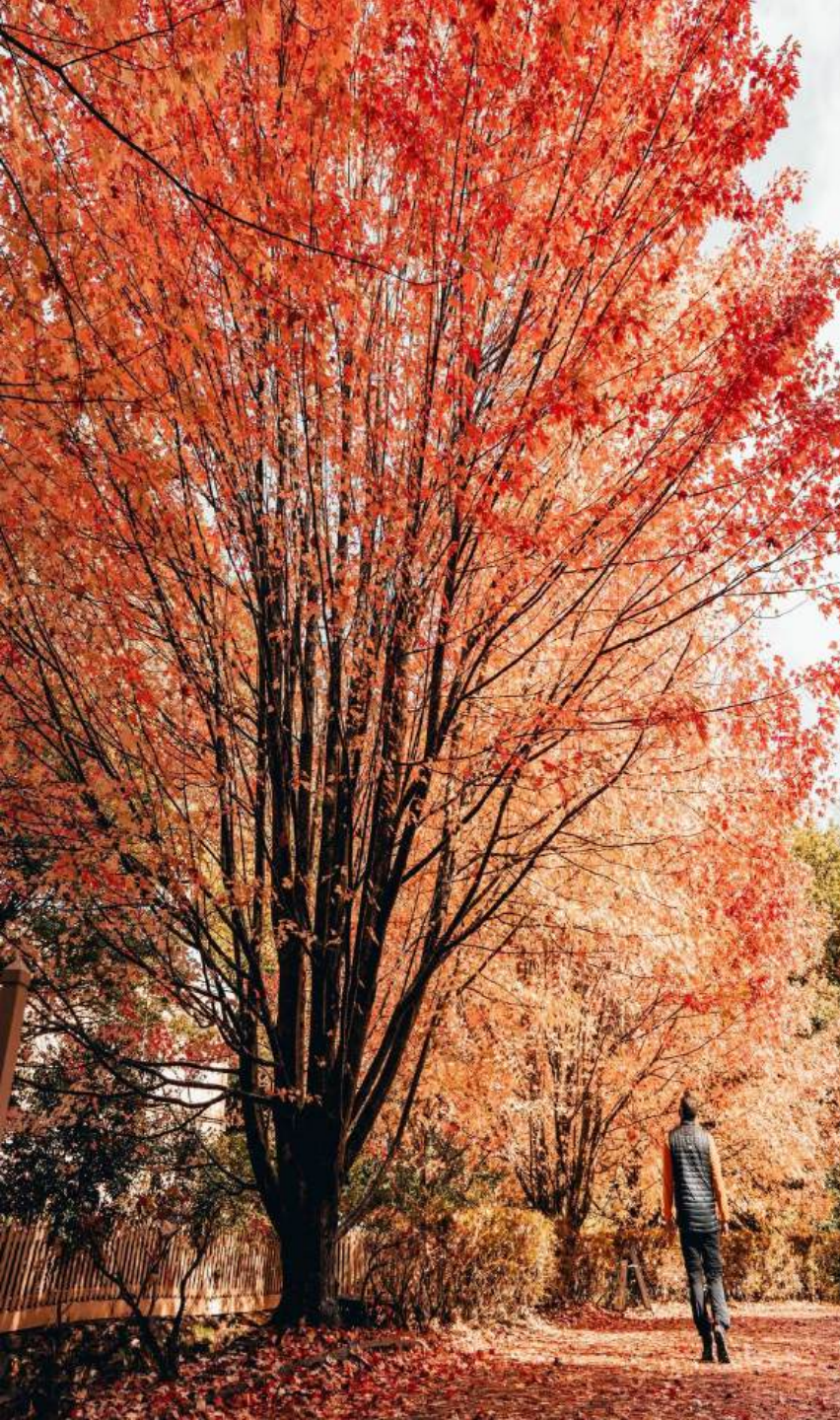
Our Focus:

- Advocacy, business support, training, and development

Our Funding:

- **Not government-funded** — fully supported by members, activities,
- and partnerships





WHAT WE DO

VTIC



ADVOCACY

**FRAMEWORK
TO DRIVE THE
FUTURE OF
VICTORIA'S VISITOR
ECONOMY**



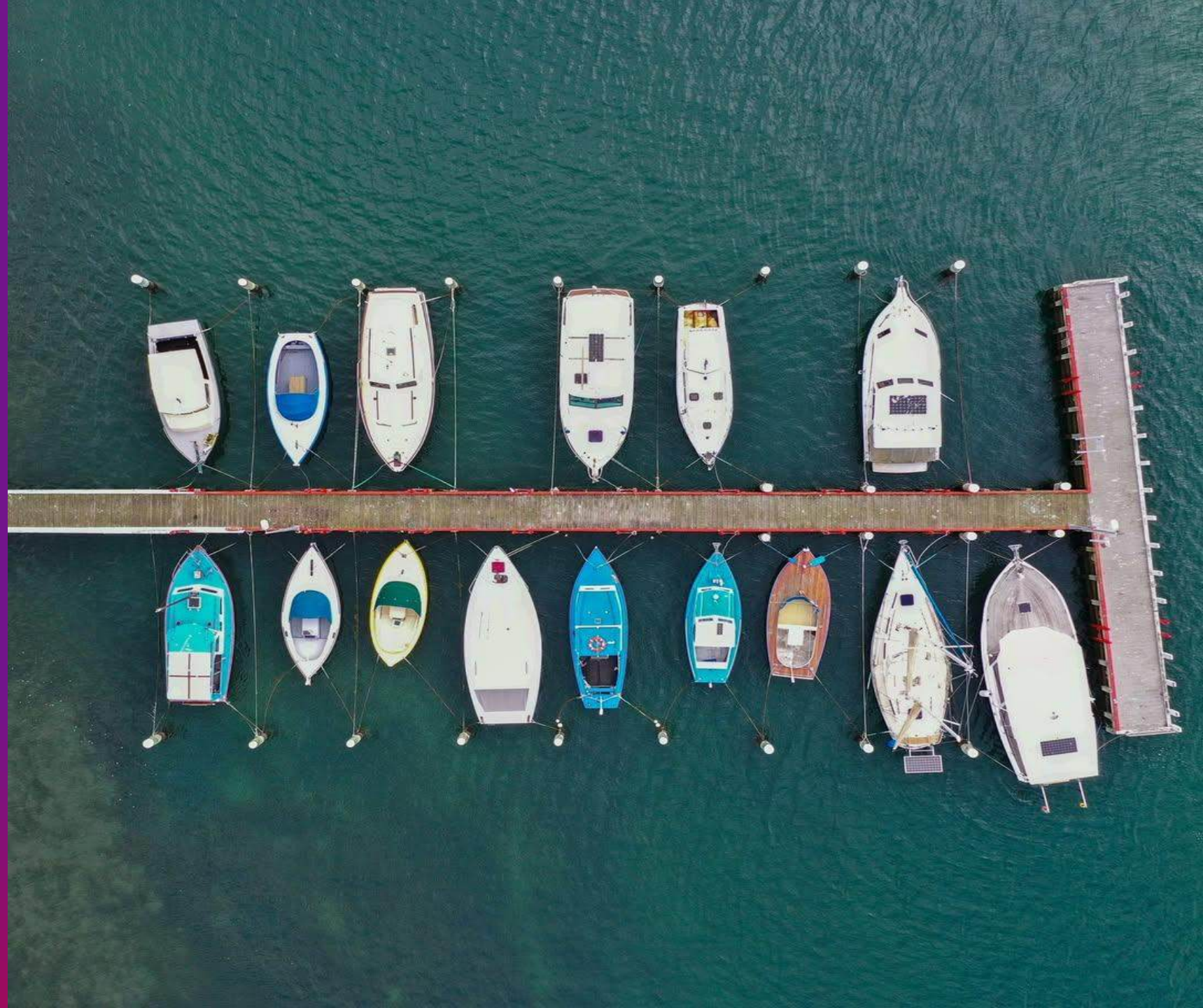
Progressing our Agenda

- Prepared this Framework as precursor to an Industry Blueprint
 - Outlines our priorities for our industry
- The Blueprint will form a dynamic document over the next 18-months heading to State Election in November 2026

QR CODE FULL DOCUMENT HERE



OUR COLLABORATIONS



OUR FULL SUITE OF PROGRAMS & MAJOR EVENTS



OUR EVENTS



**Experience Melbourne 2028
Launch Event**



Breaking Barriers 1 and 2
October 2023 and
April 2025



**Sustainability Masterclass
For Hospitality**

OUR EVENTS



Sustainable Business and the Visitor Economy: Information Session and Q&A



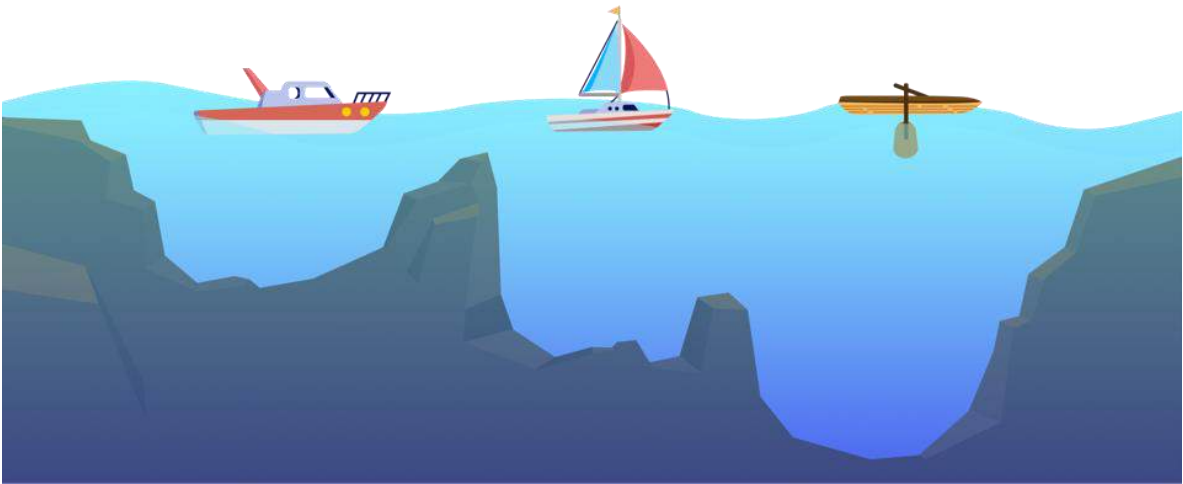
Get Tickets



HOW YOU BENEFIT

VTIC

RISING INDUSTRY LIFTS ALL BUSINESSES



OUR QUALITY TOURISM TRAINING PROGRAMS AND ACCREDITATION



Quality Tourism People = Quality Business

Since 1 July 2024 VTIC has accredited 142 Sustainable Tourism Accredited Businesses!

♥ Quality Business

♥ Quality Marketing

♥ Quality Humans

♥ Quality Operations

♥ Quality Access

♥ Quality Visitor Service

♥ Quality Risk Management

♥ Quality Environmental Management

♥ Quality Cultural Awareness

♥ Quality Distribution

SELF PACED ONLINE TRAINING



VQ
quality tourism
business program

Driving Tourism Business Growth and Development

Marketing, Service and Team Excellence

Driving Tourism Business Growth and Development (Marketing, Service and Team Excellence)

III Bundle

A results-driven course bundle designed to help tourism businesses plan for sustainable growth, improve...

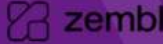
\$995



VQ
quality tourism
business program

Sustainable Quality Tourism Business Planning

Environmental, Social, & Cultural

Proudly supported by: 

Sustainable Quality Tourism Business Planning (Environmental, Social and...)

III Bundle

A forward-thinking course bundle empowering tourism operators to deliver sustainable, culturally respectful, and...

\$995



VQ
quality tourism
business program

Crisis, Risk and Resilience Planning

Achieving Excellence in Uncertain Times

Proudly supported by: 

Crisis, Risk and Resilience Planning

III Bundle

A practical course bundle to help tourism businesses strengthen operations, manage risks, and build a crisis-ready...

\$995

OUR QUALITY TOURISM TRAINING PROGRAMS AND ACCREDITATION

TOTAL
142 Accredited



42 Accredited
17 Enrolled

4



6

1



10

OUR QUALITY TOURISM TRAINING PROGRAMS AND ACCREDITATION



OUR QUALITY TOURISM TRAINING PROGRAMS AND ACCREDITATION



VVs Pathways to Global Markets - Training/Marketing Development Funnel



FREE INTRODUCTORY TRAINING



Welcome to the Quality Tourism Business Program

Achieving Excellence from the Inside Out

Thank you

Thank you for your continued partnership. Together, we're setting the benchmark for excellence in Victoria's tourism landscape.

