



Media Release

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Qualmark New Zealand and ITOC Sign MOU

Qualmark New Zealand and the Inbound Tour Operators Council of New Zealand (ITOC) have today entered into a Memorandum of Understanding (MOU), aimed at endorsing quality performance and best practice standards in the inbound industry.

The agreement was signed by Chairman of Qualmark New Zealand, David Wilks and Stuart Neels, President of ITOC during the TRENZ event in Christchurch.

“Increasingly, international visitors are demanding high quality experiences when they travel. With ITOC members handling the majority of holiday arrivals into New Zealand, they are an important partner in delivering a quality experience to our visitors”, says Qualmark New Zealand Chief Executive, Geoff Penrose.

The MOU formally establishes a common understanding between the two entities aimed at enhancing New Zealand’s reputation as a quality destination and discouraging practices that may damage New Zealand’s quality image.

“This agreement today sets out the framework for enhanced communication between our two organisations. We’ll be meeting regularly and ITOC will encourage our members to embrace quality standards,” says Peter Lowry, Chief Executive of ITOC.

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