

Media Release
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Christchurch hotel first to measure up to new tourism standard

A few years ago a typical hotel guest was happy with a chocolate on their pillow. Today's seasoned international and domestic travellers have a much longer list of expectations.

Christchurch's Hotel Grand Chancellor knows this better than most, as today they became the first New Zealand hotel to be assessed under the tourism industry's newly updated Qualmark Hotel star grading system.

For General Manager Tim Stonhill it was a case of déjà vu because the Grand Chancellor was also the first to be assessed under the original Qualmark hotel star grading system when it was introduced in 1997.

"A lot has changed in the past five years," says Mr Stonhill. "Today's traveller has much higher expectations of a hotel. What used to be a delighter is pretty much passé nowadays. But the basics of cleanliness and comfort are still very important!"

Qualmark chief executive Fiona Luhrs says the new hotel star grading system is much better aligned with star grading systems used overseas, providing better information and guidance for both international and domestic travelers, as well as the travel industry.

"The new hotel assessment completes a major upgrade to the star grading system for the accommodation industry over the past two years. That's been a key element in tourism's strategy to demonstrate the high standards our industry can offer international travellers, as well as to provide a tool to help domestic travellers choose accommodation that will best suit their needs."

More than 100 Christchurch and Canterbury accommodation businesses are licensed to use tourism's Qualmark™ quality mark and star grades, including hotels, motels, backpackers, holiday parks and a growing number of smaller B&B and homestay establishments.

More information at www.qualmark.co.nz.

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