

Media release

For immediate use

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## **Qualmark Scores A New Century**

The Qualmark accommodation guide has added a century's worth of stars for its brand new 2002 edition.

The 28 page *Stay with the Stars* booklet, available from this week, lists more than 100 new members among the more than 800 accommodation businesses that are assessed and star graded annually by the national classification and grading company.

Chief executive Fiona Luhrs says the past year has seen a lift in interest from accommodation businesses wanting to focus on providing a quality experience for guests.

"Accommodation businesses don't have to be five star to provide a great guest experience. Many travellers at the budget end of the market want to know that the place they're going to stay at is clean, quiet, secure and comfortable."

"A lot of the tourism industry's attention goes to the award winning five star properties but there's a big group of two and three star properties that are providing good value accommodation which meets all their guests' minimum requirements."

The *Stay with the Stars* guide includes listings for motels, hotels, holiday parks and backpacker establishments, from one to five star quality. It also includes listings for Qualmark accredited retailers that cater primarily to the tourist market.

The 2002 directory is available free from Visitor Information Centres and other visitor related outlets nationwide, by calling 0800 Qualmark (782 562) or by emailing [enquiries@qualmark.co.nz](mailto:enquiries@qualmark.co.nz).

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