

**Media Release
1 July 2004**



Calling all tourism operators wanting to be the best!

Tourism operators are encouraged to attend the business improvement seminars at the end of July.

Hosted by Qualmark and Destination Lake Taupo, the two seminars for accommodation and activity operators are being held on Wednesday 28 July and are for tourism operators in the Taupo, Ruapehu and Central Plateau region.

The first seminar from 1-3pm is for accommodation managers, leasees or owners on how to build their business.

Topics covered include how to make their business more visible to the international market, where to best invest capital, how to find out if they are delivering on guest expectations and how to differentiate their business through establishing credibility.

The second seminar from 5-7pm is on risk management for adventure and activity tourism operators.

This seminar covers key information and pointers on the legal aspects relevant to adventure and activity tourism and provides advice to proactively manage elements of risk in their businesses. Operators who attended the seminar in Queenstown said it was excellent to have a legal perspective without getting lost in legalise speak.

Both seminars are free to attend and refreshments will be provided.

To attend please RSVP to Matt Wilkins, ph: 0800 QUALMARK (782 562) or email: matt@qualmark.co.nz

The Qualmark™ is New Zealand tourism's official quality mark. It is a service to the tourism industry – assisting operators to improve their business practices and capabilities and directing visitors to quality assured products and services.

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For further information please contact:

Jane Gower
Communications Manager
Qualmark New Zealand Ltd
Phone: 09 377 7142
Mobile: 021 660 171
Email: jane@qualmark.co.nz