

MEDIA RELEASE



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Paihia fishing charter business lands Qualmark endorsement

Paihia's Blue Sea Fishing Charters has landed the big one – it is the Bay of Islands' first fishing charter to become independently quality assured.

Owners Eddie and Marjorie Brooks are excited to have become part of the growing number of tourism businesses who hold Qualmark licences – New Zealand tourism's official mark of quality.

Their business, Blue Sea Fishing Charters has just achieved a Qualmark quality assurance endorsement for 'visitor activity'.

"Being the first fishing charter outfit in the Bay of Islands to achieve a Qualmark endorsement is great news for our operation. Over ten years we've built up the business from one boat to a fleet of three, and we employ three skippers year round, along with deckies in our busy times. Together we have focused on providing amazing fishing experiences for all sorts of visitors – both domestic and international, and from novice holiday-makers to experienced anglers," said Mr Brooks.

Qualmark Chief Executive Officer, Geoff Penrose, offered his congratulations to the operators, who achieved particularly well in the customer satisfaction part of the on-site Qualmark assessment.

"Blue Sea is another example of a quality, well-run, professional tourism business. Being the first fishing charter business in the Bay of Islands to obtain a Qualmark endorsement demonstrates Eddie and Marjorie's commitment to providing a quality experience that delivers on visitor expectations," said Mr Penrose.

Blue Sea was assessed according to Qualmark's 'visitor activity' criteria, and additional criteria which specifically relates to charter boat operations. The assessment included customer service and satisfaction, facilities and equipment, staff, environmental responsibility, cultural considerations, health and safety and overall business management. The charter boat criteria relates to the performance of the boats and stringent safety aspects.

There are over 160 tourism businesses in the Northland area that have Qualmark licences.

“We are so lucky to work in one of the best game and saltwater fishing locations in the world. The Qualmark endorsement just adds to our marketing and business improvement opportunities,” summed up Mr Brooks.

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Background on Qualmark

Qualmark® is New Zealand tourism's official mark of quality. All accommodation and tourism businesses that carry the Qualmark means they've been independently assessed as professional and trustworthy, so travellers can book and buy with confidence.

The Qualmark® can help travellers identify quality places to stay, things to do and ways to get around no matter where you are in New Zealand. From the North Island to the South Island, Auckland to Christchurch, Rotorua to Queenstown, Wellington to Dunedin – Qualmark® assured businesses can be found across the country.

There are over 2000 businesses that have Qualmark licences. Qualmark is jointly owned by Tourism New Zealand and the AA.

www.qualmark.co.nz

Background on Blue Sea Fishing Charters

Blue Sea caters for the novice who dreams of catching a big game fish, the tourist who just wants to enjoy snapper fishing in the beautiful Bay of Islands, and the experienced angler who is after a world class fish.

Captains are experienced in targeting Snapper, Terakihi, Trevally, Kahawai, Kingfish, Shark, Marlin and Tuna. Blue Sea operates out of Paihia in the Bay of Islands. New Zealand's Bay of Islands has a world wide reputation as an anglers Eldorado. All World and National Records for Striped Marlin, Yellowtail Kingfish and Snapper are held on this coast.

www.blueseafishing.co.nz