



For Immediate Release
17 August 2009

Accommodation Business Gremlins in the Spotlight

The hunt is on for New Zealand accommodation businesses who want to become involved in an exciting new prime time TV series for 2010.

The concept of the series is to profile businesses facing a myriad of challenges and match them up with an army of specialists to reach positive outcome – and it's all for free!

Qualmark New Zealand is behind the project and is working in close collaboration with the TV production company, who developed the initial concept.

“This is an opportunity to showcase quality processes and best practise techniques on prime time TV. It will just raise, yet again, the profile of tourism businesses with mainstream audiences”, say Geoff Penrose, Chief Executive Officer for Qualmark New Zealand.

The series is currently in pre-production and so expressions of interest are being sought from interested tourism accommodation businesses.

“The researchers are looking for a wide variety of issues within a business to focus the energies of the specialists who will help turn the business around,” adds Geoff.

They are looking for accommodation business with issues such as, but not exclusively:-

- Originally established as a lifestyle business but now the business is running their lifestyle.
- There is a particular issue – could be to do with food or décor – that needs attention.
- Wanting to increase their Qualmark star rating but not sure how to do that.

“Successful applicants should be aware the spotlight will fall on their business, both the good and poor features, so they should be prepared for this,” concludes Geoff.

Expressions of interest are now open and should be directed in the form of a brief email to Jason Payn at Cream media, Jason@creammedia.co.nz specifying the challenge(s) facing the business. Applications close 5pm Monday 31 August 2009. ENDS

For further comment:

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