

MEDIA RELEASE
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NEW QUALMARK CAMPAIGN PROMISES 100% PURE ASSURANCE

A new advertising campaign is set to provide a boost to the Qualmark programme by raising awareness among travellers here in New Zealand.

The campaign will be the first time that Qualmark has been directly aligned to the award-winning 100% Pure New Zealand brand.

With the tagline '100% Pure Assurance', the advertising has a clear message: choose Qualmark and make sure your holiday is the best it can be.

Tourism New Zealand Chief Executive George Hickton says the campaign is about helping create a clear link between Qualmark and the experiences promised through the 100% Pure New Zealand campaign.

"Now more than ever in the current economic climate it is important to focus on quality. Strong brands are the ones that pull through in recessionary times. This campaign and its links to the 100% Pure New Zealand brand will help define New Zealand as a quality destination.

"With the launch of Qualmark Green last year, Qualmark is now well-placed to help us deliver on the growing expectations of our visitors. It is helping drive up environmental standards in the industry as well as the quality of experiences on offer."

Advertising featuring slogans such as "It makes any attraction more attractive" will have a high profile at Auckland, Wellington and Christchurch airports during March and April, and will be supported with advertising in a range of New Zealand lifestyle publications.

With advertising due to appear in publications such as *Canvas*, *Sunday, Your Weekend* and *New Zealand Listener*, the new campaign is targeting domestic travellers as well as international visitors.

Qualmark Chief Executive Geoff Penrose says it's just as important for Kiwis to know the value Qualmark can add to a holiday experience.

"We have worked hard to make sure we have the assessment systems in place to guarantee a quality visitor experience," he says.

"By making travellers – international and domestic – more aware of Qualmark we can help them plan their holidays to ensure they have the

best experience end to end, then go home and tell their friends how fantastic it was.”



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