

**Media Release  
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## **International recognition of New Zealand tourism's quality mark**

Four years after New Zealand recognised quality assurance as an integral part of the tourism industry's strategy, the Australian Government has made a similar move, announcing the development of a nationwide quality assurance system.

The Australian Government announced in February of this year the investment of AUD\$2 million in funding to help their tourism industry establish an accreditation programme for tourism businesses over the next two years, citing the Qualmark™ system as a good example.

"Australia's move to develop a nationwide tourism quality system validates the relevance of the Qualmark™ licensing system," says Qualmark Chief Executive Fiona Luhrs.

Australia investigated the Qualmark™ model after recognising the importance of raising tourism business standards and the role that a nationwide tourism brand plays in this.

Qualmark is also featuring at the 'From Tourism Management to Destination Management' forum in Birmingham, England in June.

As one of the most admired quality programmes in world tourism Qualmark is being profiled to show how business excellence can be assessed and improved to ultimately improve a country's tourism industry.

"There is growing recognition internationally of the importance of the Qualmark™ by countries looking to develop their own quality assurance systems," says Ms Luhrs.

"Where Britain's tourism industry is held back by concerns about quality and value for money, the Qualmark™ gives visitors to New Zealand reassurance that tourism operators are trustworthy, professional and are going to deliver experiences that meet and hopefully exceed expectations."

Wally Stone, Tourism New Zealand Chairman, says it is great that New Zealand's work has been recognised in this way.

"As the major shareholder in Qualmark, Tourism New Zealand is delighted that the Qualmark accreditation system is being recognised by other countries as a good way of assisting a country in branding itself as a premium destination," says Mr Stone.

**ENDS**

To find out more about the forum in Birmingham go to  
<http://www.locum-destination.com/forum.html>

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