



Media Release

Thursday 22 September 2005

QUALITY BUSINESSES SHINE AT TOURISM AWARDS

Qualmark® tourism businesses dominated last night's New Zealand Tourism Awards, with all recipients of Supreme and Major Category Awards all being holders of the Qualmark®, New Zealand tourism official mark of quality.

The Supreme Award Winner, KEA Campers holds a Qualmark® in Visitor Transport and all major category winners, KEA Campers, Heritage Queenstown(Accommodation), Otago Museum (Visitor Activity) also hold the Qualmark®.

“The Awards recognise the best, in terms of business excellence, and quality is an important facet,” say Qualmark New Zealand Chief Executive, Geoff Penrose. “The prevalence of Qualmark licence holders at the Awards is a reflection of a move in the wider industry towards delivering quality experiences to our visitors”.

Of all the nominees, or finalists, for the New Zealand Tourism Awards, all but one of those eligible, hold a Qualmark®. In total there were 15 nominees who held a Qualmark®, nine of whom won awards. Qualmark holders KEA Campers and Otago Museum were also given Distinction Awards recognising those who have won three times.

One of the special awards announced last night was the Qualmark ‘Tourism Mark of Quality’ which was awarded to Dive! Tutukaka. This award is only open to Qualmark® licence holders.

“Congratulations to all these winners. It is a real accolade and reflects serious commitment to quality and excellence”, concludes Geoff.

The New Zealand Tourism Awards are an annual event showcasing business excellence in the fast growing tourism sector. The extensive entry document is based on the international Baldrige Quality Programme and nominees undergo rigorous on-site judging.

Qualmark New Zealand is a joint venture of the Automobile Association and Tourism New Zealand. Since its re launch in 2002, Qualmark has licenced over 1450 quality assured operators throughout New Zealand. All tourism businesses are eligible to apply for their Qualmark® and the system spans accommodation, activities, transport and services.

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For further information please contact:

*Trish May
Communications Manager
Qualmark New Zealand Ltd
Mobile: 021 916 188
Email: trish@qualmark.co.nz*

*Geoff Penrose
Chief Executive
Qualmark New Zealand Ltd
Phone: 09 377 7143, Mobile: 027 655 44778
Email: geoff@qualmark.co.nz*

For further details on Qualmark visit:-

www.qualmark.co.nz

For further details on the New Zealand Tourism Awards visit:-

www.nztourismawards.co.nz