

MEDIA RELEASE
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TOURISM BUSINESSES GO "GREEN"

The new Qualmark enviro-ratings for tourism businesses will help New Zealand deliver on its 100% Pure New Zealand promise, Tourism New Zealand chief executive George Hickton says.

Details of the new environmental criteria were unveiled today (May 27) by Tourism Minister Damien O'Connor. Minimum environmental standards will apply to all Qualmark licence holders as part of their quality accreditation assessments from 1 August 2008.

However, all tourism operators and businesses will be able to apply for higher Enviro-Gold, Enviro-Silver and Enviro-Bronze ratings depending on their environmental performance.

"The natural environment is the main reason people come to New Zealand and we need to protect it and to deliver on the 100% Pure New Zealand promise we make to our overseas visitors," Mr Hickton said.

"We know that international visitors from some markets, particularly the UK and Europe, are looking for more environmental options and this programme will help New Zealand's tourism businesses meet those expectations," Mr Hickton said.

"We would encourage every tourism operator to get Qualmarked and to aspire to getting the Enviro-Gold standard, it will be good for the environment and local communities, good for their business and good for the industry," Mr Hickton added.

Photos of the launch and copies of the Qualmark logo can be obtained by contacting Chantelle Taylor on 021 220 8012 or emailing chantellet@tnz.govt.nz

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