

## What is Qualmark?

Qualmark is New Zealand tourism's official quality assurance organisation, providing a trusted guide to quality travel experiences in New Zealand.

## Why Qualmark?

There is plenty of evidence to support the idea that business planning, good management and solid processes result in a more consistent product. Business planning should be at the heart of what you do to help deliver a better quality and more polished experience for your visitors.

Qualmark looks at your business with these things in mind, to help strengthen the experience you offer. It can help you prioritise where you should reinvest in your business, identify where improvements can be made and keep you up to date with industry development and visitor expectation.



Kepler Track, Fiordland

“The business advisor was just fantastic, providing feedback at the time of the assessment and providing little tidbits and pointers that really make a difference.”  
*Barbary Scenic Charters - Taupō*

## The Benefits

As well as ensuring your business remains competitive and current, your Qualmark accreditation gives you the opportunity to leverage off the work Tourism New Zealand carries out. Benefits include but are not limited to:

### Access to a Tourism Business Advisor

- A one-on-one evaluation with a tourism expert
- Building your business to deliver a more consistent experience
- An independent critique of your business with improvement opportunities identified
- Access to key insights from Tourism New Zealand, including market readiness and product development advice

### Position yourself for future business

- A Qualmark logo independently recognises that you operate a quality tourism business
- Consumers and the travel trade use Qualmark businesses when making purchase decisions
- A priority product listing on newzealand.com (where eligible), where Tourism New Zealand directs consumer marketing activity
- Eligibility to be included in Tourism New Zealand trade famils (travel sellers visiting to experience product to sell)
- Eligibility to be included in Tourism New Zealand media famils (media visiting to experience product to write about)
- Nationwide promotion through the i-SITE network
- Preference in global trade communication and trade training with travel sellers
- Preference in content on traveltrade.newzealand.com
- Eligibility to feature in trade marketing collateral and campaigns
- Preference in PR features for media.newzealand.com
- Eligibility to attend Tourism New Zealand travel trade training events
- Access to the Qualmark endorsed COVID Clean Approved certification that demonstrates appropriate standards have been met in line with the New Zealand Government's COVID-19 guidelines
- Qualmark Licence Holders may access member only support programmes

# The Criteria

The Sustainable Tourism Business Award criteria covers four areas. Your Tourism Business Advisor needs to understand how you are performing in each area:

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| <p><b>Economic</b></p> <ul style="list-style-type: none"> <li>• Operations Manual/SOP's</li> <li>• Marketing Plan</li> <li>• Reservations and payments</li> <li>• Business information</li> <li>• Business planning</li> <li>• Asset register/maintenance plan</li> </ul>   | <p><b>Social &amp; People</b></p> <ul style="list-style-type: none"> <li>• Job management</li> <li>• Service standards and product knowledge</li> <li>• Staff training</li> <li>• Customer feedback processes</li> <li>• Team culture</li> <li>• Community engagement/social licence</li> <li>• Industry engagement</li> </ul> |
| <p><b>Environment &amp; Culture</b></p> <ul style="list-style-type: none"> <li>• Energy and resource usage</li> <li>• Discharge and waste management</li> <li>• Customer and staff engagement/involvement</li> <li>• Investment and enhancement of operating environment</li> <li>• Hosting other cultures</li> <li>• Embracing Manaakitanga</li> </ul> | <p><b>Health, Safety and Wellness</b></p> <ul style="list-style-type: none"> <li>• Reporting and recording</li> <li>• Investigating and improving</li> <li>• Staff engagement, participation and training</li> <li>• Leadership</li> <li>• Staff wellness</li> </ul>   |

## Sector specific criteria

Businesses will also be assessed against sector specific criteria. Whether you are a hotel, backpacker, kayak, bike or bus operator, there will be additional criteria that is relevant to the type of business you operate.



Paroa Bay, Bay of Islands

*“The assessment was hugely valuable to our business and the experience was fantastic. The advisor was really important because he had great knowledge and experience of working in the tourism business and gave us some insights.”*  
*Buller Canyon Jet- Murchison*

# The Process

## Pre-evaluation

Your Tourism Business Advisor will contact you before your evaluation date to discuss what will happen on the day and what you need to do to prepare.

We encourage you to have the relevant documentation on your policies and procedures and your conduct around each area prepared for your evaluation.

## On-site evaluation

Your Tourism Business Advisor will visit your business on the agreed day and time.

You will need to demonstrate to your Tourism Business Advisor your performance and achievements within the four key areas of the criteria. There is no fixed checklist of things that must be done to be accredited, but your Tourism Business Advisor will ask questions to understand how you are performing within the four key areas.

## Post-evaluation

Your Tourism Business Advisor will create a report with their findings and formulate an action plan of ideas and opportunities to enhance your business.

# The Outcome

Following your evaluation, all Qualmark accredited businesses receive a Bronze, Silver or Gold award based on their performance under the Sustainable Tourism Business Criteria

## Tourism Activities, Services and Transport



## Accommodation (includes a star rating)



# The Cost

We are committed to supporting industry while times are challenging – such as through the provision of services and the business support and digital capability offerings so operators are set up to meet what consumers expect.

There will be no Qualmark licence fees until the border opens to all core markets. Any change to the free fees will be communicated by a very reasonable notice period.