



Cathedral Cove, Coromandel

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?

A Qualmark award provides instant recognition for customers that your business will deliver a quality experience.

Qualmark 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.

Qualmark works in partnership with you to ensure your business is continuously improving to meet the expectations of your customers.



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 overseas.

Qualmark benefits include:

ACCESS TO A TOURISM BUSINESS ADVISOR

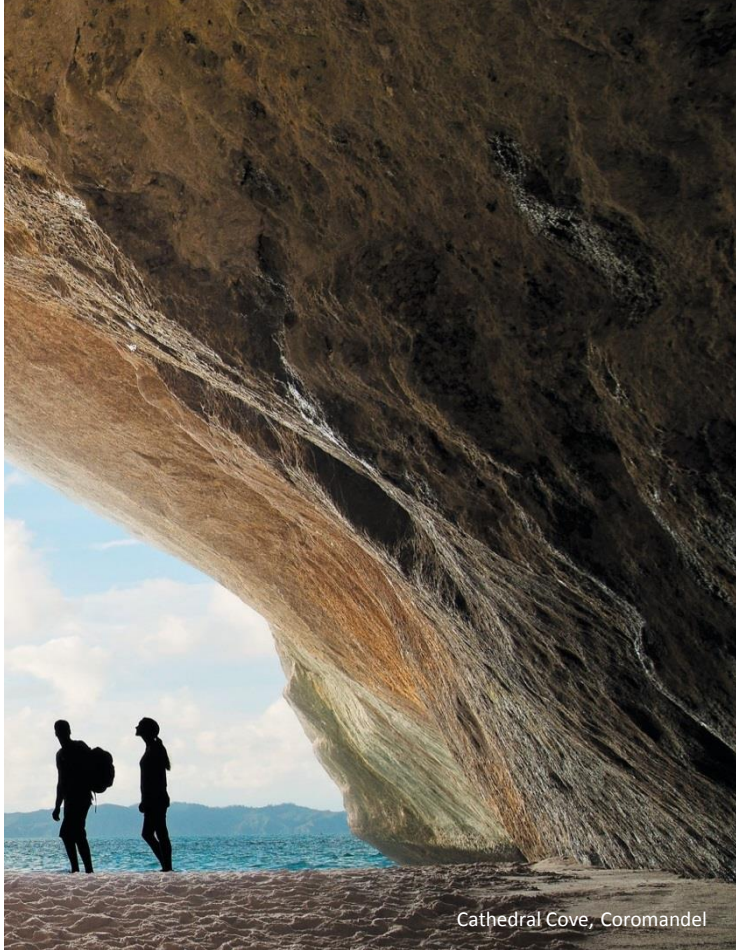
- One-on-one evaluation with a tourism expert
- An independent critique of your business, identifying business improvement opportunities
- A tailored evaluation report specific to your business
- A knowledgeable point of contact for business advice
- Access to key insights from Tourism New Zealand, including market readiness and product development advice

POSITIONING YOURSELF FOR FUTURE BUSINESS

- A Qualmark logo independently recognises that you operate a quality tourism business
- Consumers and the travel trade use your Qualmark when making purchasing decisions
- Actively promoting and engaging with your customers when you tell the story behind your Qualmark endorsement
- A priority business listing on newzealand.com
- The opportunity to be included in Chinese ADS tours
- The opportunity to be included in trade famils (global travel sellers visiting New Zealand to experience product to sell)
- The opportunity to be included in international media famils (media visiting New Zealand to write about their experiences)

“The business advisor was just fantastic, providing feedback at the time of the assessment and providing little titbits and pointers that really make a difference”

Barbary Scenic Charters - Taupo



Cathedral Cove, Coromandel

THE CRITERIA

The Sustainable Tourism Business (STB) criteria cover four areas. Your Tourism Business Advisor (TBA) needs to understand how you are performing in each area.

The Sustainable Tourism Business criteria covers:

Health and safety

- Standard operating practices
- Staff engagement
- Training
- Leadership
- Improvement

Economic

- Process & procedure
- Product & information
- Facilities & equipment

Environment

- Resource use
- Discharge & waste
- Surrounding environment
- Heritage & culture

Social/People

- Customer service
- Customer satisfaction
- Human resources
- Community

Sector Specific Criteria & Star Rating for Accommodation

Businesses will also be assessed against sector specific criteria. Accommodation businesses will have additional criteria relevant to their sector that will result in a separate star rating for the business. The star rating includes elements such as:

- Private facilities
- Services
- Cleanliness
- Public facilities
- Overall aspect & appearance

"I have to say at first I did not enjoy the visits but now we actually look forward to the annual assessments. Qualmark was very valuable in setting the guidelines, it has helped us to bench mark our progress and inspires us to do more than the standard required."

Lake Ohau Lodge - Twizel

THE PROCESS

Pre-evaluation

Your Tourism Business Advisor (TBA) 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 thoughts around each area prepared for your evaluation.

On-site evaluation

Your TBA will visit your business on the agreed day and time.

You will need to demonstrate to your TBA 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 TBA will ask questions to understand how you are performing within the four key areas.

Post-evaluation

Your TBA 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, your business will receive a Bronze, Silver or Gold award based on your performance under the Sustainable Tourism Business Criteria.

Accommodation businesses will also receive an official star rating that denotes the quality of the facilities on offer. The Star Rating is focused on the quality aspects - or bricks and mortar - of the property.



RTO'S & QUALMARK

Regional Tourism Organisations (RTO's) are responsible for promoting regions to domestic and international visitors.

Qualmark can provide RTO's assurance, via an independent assessment, that operators are actively working towards, and meeting standards for sustainability, safety and experience.

RTO's partner with organisations such as Tourism New Zealand, and they have a strong preference to work with operators that have a Qualmark endorsement.

THE COST

Cost varies depending on the type and size of your business. Visit qualmark.co.nz for more details or call 0800 782 562 or email enquiries@qualmark.co.nz



Whangaroa Harbour, Northland