

MEDIA RELEASE



16 December 2008

Eagle's Nest soars to Qualmark Exclusive status

The Bay of Islands luxury resort Eagle's Nest has officially joined a select handful of elite accommodation providers by achieving 'Exclusive' accreditation by Qualmark, New Zealand's official mark of quality in tourism.

Located in Russell atop its own private ridgeline, Eagle's Nest is now one of only eight properties in New Zealand to carry Qualmark's 'Exclusive' rating, which is Qualmark's premier accommodation category.

Qualmark Chief Executive Geoff Penrose congratulated the owners and management team on their achievement.

"Eagle's Nest is extremely deserving of this status and we are thrilled to welcome this world class property to our most outstanding group of accommodation providers who make up our 'Exclusive' category."

Mr Penrose says that the close attention to detail and service, inherent in all Qualmark 'Exclusive' properties, is evident at every turn at Eagle's Nest.

"Eagle's Nest has demonstrated an extremely high level of commitment to providing a unique and exquisite experience for visitors in this market. The owners Daniel and Sandra Biskind, together with their management team, have been committed to building an incomparable luxury resort in one of the world's most spectacular locations – achieving 'Exclusive' status is testament to their commitment."

The multi-award winning Eagle's Nest retreat is set within a 75 acre estate with spectacular views of the Bay of Islands. Designed and furnished in an eclectic international contemporary style, the property offers five world class villas.

Four of the villas have a private heated horizon edged lap pool and all offer a private Jacuzzi, air conditioning, original artwork, home theatre system and fully equipped gourmet kitchen.

A team of resident personal chefs are available to privately cook local cuisine for visitors in their villas and a personal trainer and spa therapists are also in residence for guests.

Eagle's Nest General Manager Callum Farnell says the owners and management are thrilled with their Qualmark 'Exclusive' status.

"We have a dedicated team of hospitality professionals who are committed to building the reputation of this world class resort. We saw the 'Exclusive' rating as an important way to cement this reputation both in New Zealand and internationally," says Mr Farnell.

"Owners Daniel and Sandra have a real passion and are constantly driven to improve facilities and the level of world class service we offer – this 'Exclusive' status is formal recognition for what has been a long term commitment on their behalf."

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Background information – about the Qualmark Exclusive category

Exclusive properties must first achieve a five star grade with a 95% or better score within the Hotel, Self Contained and Serviced or Guest & Hosted assessment criteria. They then must meet additional requirements including, among others, stability of management, established track record, undertaking international marketing, appropriately qualified staff and reference checks. Once these are met the receipt of an Exclusive status is based around the experience of an unannounced overnight assessor.

The Exclusive category includes intimate, exclusive and highly individual establishments which offer the finest of locations, facilities, activities and service. They range from destination retreats offering golf, fishing, food and wine or wilderness adventures, to stylish urban and design hotels and secluded beach or lake front villas.

They are escapes from the norm, with incomparable locations, admirably discreet staff, faultless service and outstanding activities and excursions.

About Qualmark

Qualmark is New Zealand tourism's official mark of quality. All accommodation and tourism businesses that carry the Qualmark means they've been independently assessed as professional and trustworthy, so travellers can book and buy with confidence. Qualmark businesses are also assessed on environmental performance.

The Qualmark can help travellers identify quality places to stay, things to do and ways to get around no matter where you are in New Zealand. From the North Island to the South Island, Auckland to Christchurch, Rotorua to Queenstown, Wellington to Dunedin – Qualmark® assured businesses can be found across the country. Qualmark is jointly owned by Tourism New Zealand and the AA.