

Media release
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For immediate release



Otago Museum is tourism's 'top quality' operator!

Congratulations to Otago Museum for winning the Qualmark 'Mark of Quality' Award, announced last night at the Tourism Awards in Taupo.

"Over the last year Otago Museum has consistently provided a top quality experience for their visitors so we are thrilled to acknowledge their commitment to quality with this award," says Fiona Luhrs, Qualmark Chief Executive.

"The Qualmark 'Mark of Quality' Award reflects Qualmark's mission of assisting businesses to be the best and helping visitors buy the best by recognising an operator who excels in meeting and exceeding visitor expectations."

To be eligible to win the Qualmark 'Mark of Quality' Award finalists in the New Zealand Tourism Awards must be Qualmark™ licensed at the time of judging.

In deciding the recipient for the Qualmark 'Mark of Quality' Award the independent judges, appointed by the New Zealand Tourism Industry Association, took into consideration how well operators' business practices were aligned with Qualmark's values and Code of Ethics. They also looked for evidence of high levels of achievement in delighting their customers.

"And judging showed that Otago Museum has raised the bar in providing a quality service by consistently going above and beyond what their visitors' expect," says Ms Luhrs.

"But I would like to extend congratulations to all Qualmark™ licensed finalists and award winners. Out of the 16 winners, 12 are types of businesses which Qualmark can assess and nine of these winners carry the Qualmark™.

"This shows an increasing commitment from tourism operators to strive for business excellence, ultimately building New Zealand's reputation as a world class visitor destination."

The Qualmark™ licensed winners of the New Zealand Tourism Awards were:

Otago Museum, Dunedin

Qualmark 'Mark of Quality' Award
Category Winner – Culture and Heritage Tourism

Kea Campers

Supreme Award winner
Category Winner – Transportation Provider
Category Winner – Innovation in E-Commerce and New Technology
Major Category Winner – Tourism and Transportation Services

Regal Palms Motor Lodge, Rotorua

Category Winner – Mid Range Accommodation

Stonehurst Accommodation, Christchurch

Category Winner – General Accommodation
Distinction Awards Winner – (Winner in 2001, 2002 and 2004)

Shotover Jet, Queenstown

Category Winner – Adventure Activities

Major Category Winner – Visitor Activities and Attractions

Nomad Safaris, Queenstown

Category Winner – Leisure Activities

Green Globe 21 Environmental Award

Hanmer Springs Thermal Reserve, Hanmer Springs

Category Winner – Visitor Attractions

Waimangu Volcanic Valley, Rotorua

Category Winner – Innovation in Eco-Tourism

River Valley, Taihape

Special Award – Westpac Small Tourism Business Operator Award

Qualmark™ licensed finalists of the New Zealand Tourism Award were:

- ★ Heritage Queenstown (4 Star plus Hotel)
- ★ The Grand Chateau, Mt Ruapehu (4 Star Hotel)
- ★ Ancient Kauri Kingdom, Awanui (Endorsed Visitor Activity)
- ★ Dive! Tutukaka (Endorsed Visitor Activity)
- ★ Hells Gate and Wai Ora Spa, Rotorua (Endorsed Visitor Activity)
- ★ World of the Whales, Kaikoura (Endorsed Visitor Activity)

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