



Media Release

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Qualmark® Increases Profile at TRENZ 2005

Over half the eligible exhibitors at TRENZ this year hold a Qualmark® licence, demonstrating the commitment by the industry to the delivery of high quality standards.

Analysis of booth registrations at TRENZ 2005 show that 58% of those eligible to hold a Qualmark® licence, are in fact licensed. Some booth registrants may actually hold more than one Qualmark® licence, therefore increasing the overall profile of Qualmark at the event. Last year only 30% of the total booth registrants were Qualmark® licence holders.

Qualmark® licence holder numbers have also increased this year compared to 2004. Last year there were 125 Qualmark® licence holders. In 2005 this same figure is 202, which represents an increase of 62%. “We are working closely with our licence holders at TRENZ to help them profile their Qualmark”, says Chief Executive Geoff Penrose.

Qualmark New Zealand will itself be exhibiting at TRENZ, meeting with international buyers to help in their understanding of the Qualmark® quality assurance system in New Zealand. “The system is one of the most innovative in the world, particularly in the endorsement area”, adds Geoff. In addition to accommodation star ratings, the system endorses attractions, activities, transport and service sectors throughout the industry. The Qualmark® endorsement system spans 16 different areas. This means that agents and their clients can find the Qualmark® from bungy jumping to cruising, coaches to jet boating, museums to car rentals and beyond.

Visitors to New Zealand are becoming more demanding and have higher expectations. Agents can be assured that when they use Qualmark® suppliers in clients' itineraries they are dealing with professional operators who have been independently assessed.

Qualmark New Zealand is looking forward to a doubling of its licence holder numbers in the next three years. Currently the total number of licence holders stand at 1415 of which 1049 are from the accommodation sector and 366 are endorsement licences.

An internal organisational restructure over the past five months has aligned account managers more closely with their sectors. "We now have staff responsible for specific sectors of the industry which is allowing them greater understanding of issues that face licence holders and potential licence holders", adds Geoff. This year Qualmark New Zealand will have its biggest presence ever.

In December last year the organisation acknowledged their 1000th accommodation licence holder at an event attended by the Minister of Tourism, Hon Mark Burton. Other milestones in the past year include the launching of the Exclusive accommodation category and enhanced profile on Tourism New Zealand's award winning consumer website www.newzealand.com.

Qualmark New Zealand is the tourism industry's official mark of quality. The organisation is jointly owned by Tourism New Zealand and the Automobile Association of New Zealand.

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You are invited to meet the Qualmark New Zealand team visit booth # 2108a (next to Tourism New Zealand) for further information.

For further information please contact:

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