



**Media Release**

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**QUALITY RECOGNISED AT TOURISM AWARDS**

**Qualmark New Zealand congratulates Dive! Tutukaka, last nights winner of the Qualmark 'Tourism Mark of Quality' Award at the New Zealand Tourism Awards.**

Qualmark New Zealand Chief Executive, Geoff Penrose says, "It was evident from Dive! Tutukaka's entry that they consistently deliver the 'wow' factor to their customers". The Award is open only to Qualmark® licence holders.

Dive! Tutukaka was established five years ago and services the Poor Knights Islands off the Northland coast. This area was identified by Jacques Cousteau as one of the top ten dive sites in the world. The company operators four vessels and has hosted over 10,000 passengers.

Dive! Tutukaka has also been the recipient of international awards including achieving status as National Geographic Dive Centre and the most 'Outstanding Dive Centre' at the APEX Awards in Bangkok earlier in the year.

The New Zealand Tourism Awards are an annual event showcasing business excellence in the fast growing tourism sector. The extensive entry document is based on the international Baldrige Quality Programme and nominees undergo rigorous on-site judging.

Last year the Otago Museum won the 'Tourism Mark of Quality Award' and in 2003 the Anchor Inn Motels, Kaikoura was the recipient.

Qualmark New Zealand is a joint venture of the Automobile Association and Tourism New Zealand. Since its re launch in 2002, Qualmark has licenced over 1450 quality assured operators throughout New Zealand. All tourism businesses are eligible to apply for their Qualmark® and the system spans accommodation, activities, transport and services. **ENDS**

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