

# QUALMARK

## What does Bronze, Silver, and Gold mean?

**Gold business** - is a best-in-class sustainable tourism business in New Zealand, with the delivery of exceptional customer experiences an integral part of everything they do. A Gold Sustainable Tourism Award identifies those businesses leading the way in making the New Zealand tourism industry a world-class sustainable visitor destination.

**Silver business** - is a sophisticated tourism business that consistently exceeds visitor expectations. Proactive leadership and management ensure that a culture of high performance is evident throughout the entire business. The business will have a real focus on continuously improving their economic, social and environmental performance to ensure the tourism product they deliver is a genuine, constantly improving sustainable experience.

**Bronze** - business must meet all Qualmark's expected standards contained in the Sustainable Tourism criteria. It identifies a business with a high level of professionalism, an awareness of the impact it has on the environment and a customer-centric approach.

Source: Qualmark (2023)