



What is Qualmark?

Qualmark is New Zealand tourism’s official quality assurance organisation, providing a trusted guide to quality travel experiences in New Zealand.

Why Qualmark?

Business planning, good management and solid processes result in a more consistent product, better quality, and a more polished experience for your visitors.

Qualmark looks at your business to help strengthen the experience you offer. We can help you prioritise where you should reinvest in your business, identify improvements, and keep you up to date with industry development and visitor expectations.



“The business advisor was just fantastic, providing feedback at the time of the assessment and providing little tidbits and pointers that really make a difference.”

Barbary Scenic Charters - Taupō

The Benefits

As well as ensuring your business remains competitive and current, your Qualmark accreditation allows you to leverage Tourism New Zealand’s work. Benefits include but are not limited to:

Access to a Qualmark Specialist

- A one-on-one evaluation with a tourism expert
- An independent critique of your business with improvement opportunities identified
- Tools and resources to help your business with pathways to improvement
- Access to key insights from Tourism New Zealand, including market readiness and product development advice

Position yourself for future business

- A Qualmark logo independently recognises that you operate a quality tourism business
- Consumers and the travel trade use Qualmark businesses when making purchase decisions
- A priority product listing on newzealand.com (where eligible), where Tourism New Zealand directs consumer marketing activity
- Eligibility to be included in Tourism New Zealand trade famils (travel sellers visiting to experience product to sell)
- Eligibility to be included in Tourism New Zealand media famils (media visiting to experience product to write about)
- Nationwide promotion through the i-SITE network
- Preference in global trade communication and trade training with travel sellers
- Preference in the content on traveltrade.newzealand.com
- Eligibility to feature in trade marketing collateral and campaigns
- Preference in PR features for media.newzealand.com
- Eligibility to attend Tourism New Zealand travel trade training events.

The Criteria

The Sustainable Tourism Business Criteria cover five areas. Your Qualmark Specialist needs to understand how you are performing in each area:

Health & Safety <ul style="list-style-type: none"> Leadership Risk Identification & Mitigation Emergency Management Procedures Investigating & Improving Worker Engagement, Participation & Training Worker Wellness & Wellbeing 	Business System <ul style="list-style-type: none"> Business Plan Policies & Procedures Marketing & Branding Channel Strategies & Execution Business Improvement Processes Risk Management & Mitigation
Community & Culture <ul style="list-style-type: none"> Great Hospitality Customer Values & Education Hosting Local Knowledge & Products Community Support 	People <ul style="list-style-type: none"> Caring for Employees Staff Training Staff Acknowledgement & Satisfaction
Environment <ul style="list-style-type: none"> Managing Energy & Resources Waste Management & Pollution Restoring Nature 	

Sector specific criteria

Businesses will also be assessed against sector specific criteria. Whether you are a hotel, backpacker, kayak, bike or bus operator, there will be additional criteria that is relevant to the type of business you operate.

The Process

Pre-evaluation

Once your evaluation date has been scheduled you will receive a confirmation email from your Qualmark specialist which will contain a link to a Pre-Evaluation survey which you will need to complete prior to your evaluation. Your Qualmark Specialist will also contact you closer to the time to discuss what will happen on the day and what else you need to do to prepare.

We encourage you to have the relevant documentation on your policies and procedures and your conduct around each area prepared for your evaluation.

During your evaluation

You will need to demonstrate to your Qualmark Specialist your performance and achievements within the five key areas of the criteria. There is no fixed checklist of things that must be done to be accredited, but your Qualmark Specialist will ask questions to understand how you are performing within the five key areas.

Post-evaluation

Your Qualmark Specialist will create a report with their findings and formulate an action plan of ideas and opportunities to enhance your business.

“The assessment was hugely valuable to our business and the experience was fantastic. The advisor was really important because he had great knowledge and experience working in the tourism business and gave us some insights.”

Buller Canyon Jet - Murchison



The Outcome

Following your evaluation, all Qualmark businesses receive a Bronze, Silver or Gold accreditation based on their performance under the Sustainable Tourism Business Criteria.

Tourism Activities, Services and Transport:



For accommodation providers, your TBA will also assess the property based on industry-specific norms and expectations and award an official star rating that denotes the quality of the facilities on offer.

Accommodation (includes a star rating):



Qualmark membership fees

The cost of membership is based on the size of your business and an overview of the fee structure can be found on the Qualmark website <https://www.qualmark.co.nz/joining-qualmark/membership-fees/>