



Welcome to Qualmark





What is Qualmark?

Since 1993, Qualmark has been New Zealand tourism's official quality assurance organisation.

With over 2,000 members, Qualmark constantly engages with many sectors of the tourism industry in New Zealand.

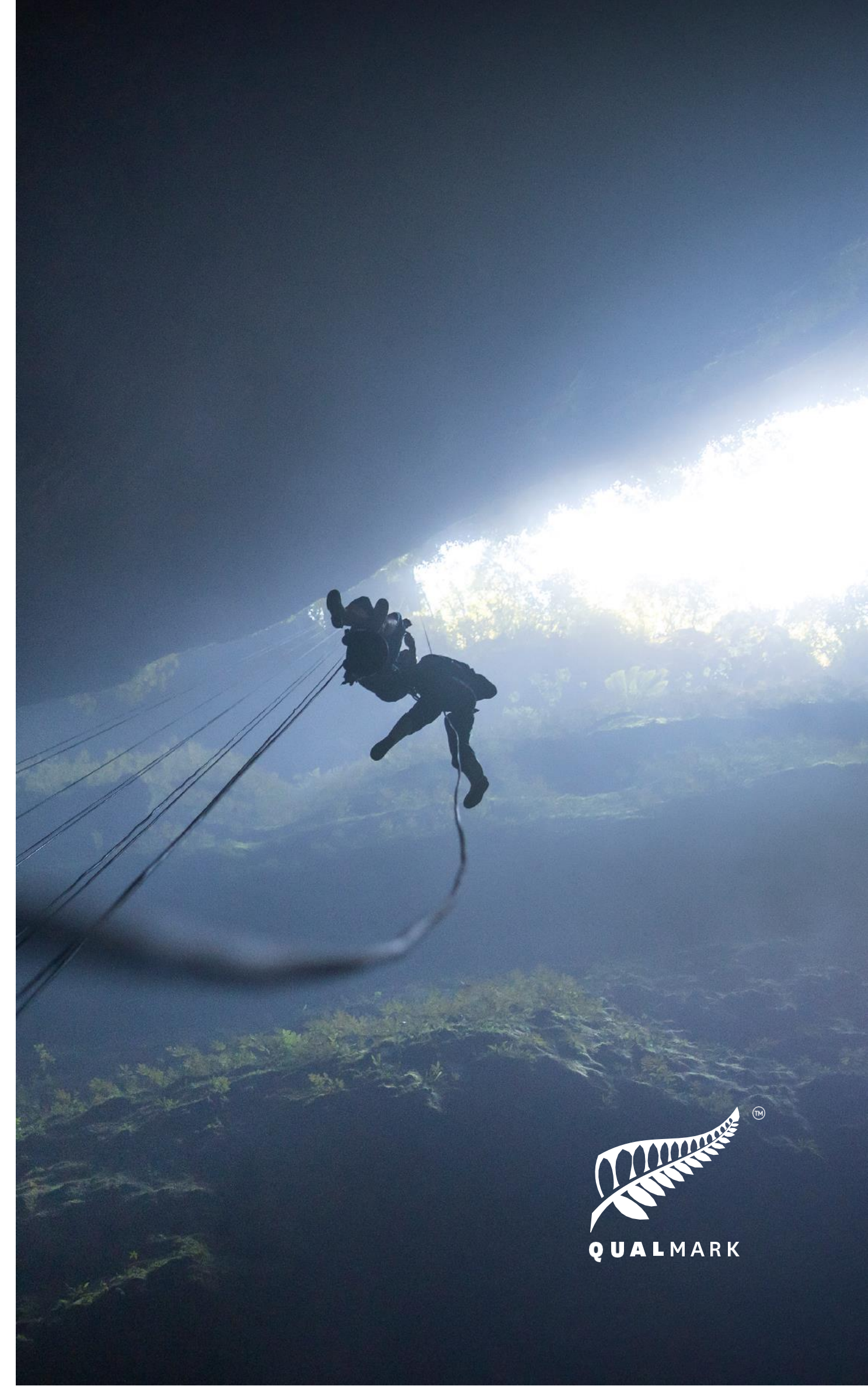
Our role is to provide recognition for customers that a tourism business will deliver a valuable and sustainable experience.

Partnerships are key



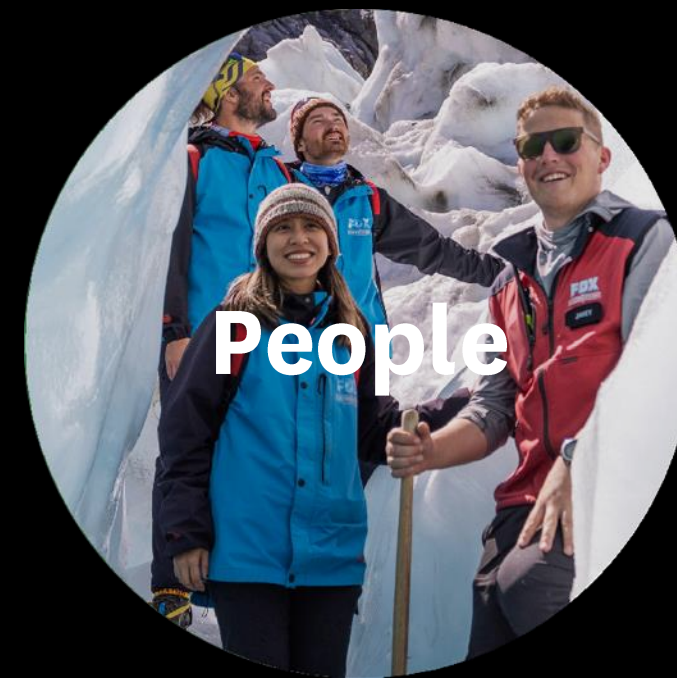
How Qualmark works

1. Every business is assessed by one of our regional Qualmark Specialists.
2. The Qualmark assessment is supported by the STB (Sustainable Tourism Business) criteria.
3. Prior to the evaluation, your local specialist will contact you to ensure you are ready.
4. Following the evaluation, businesses are awarded Bronze, Silver or Gold – for accommodation we provide an additional star rating.
5. A full report with recommendations and acknowledgments is sent to the new member.



Qualmark Sustainability Tourism Business (STB) Criteria

There are 5 pillars used for every Qualmark assessment:



PILLAR 1

Business System

- ✓ **Business Plan**
- ✓ **Policies and Procedures**
- ✓ **Marketing & Branding**
- ✓ **Channel Strategies & Execution**
- ✓ **Business Improvement Processes**
- ✓ **Risk Management and Mitigation**

An aerial photograph of a river flowing through a deep, rocky canyon. The water is a milky turquoise color. A red raft with several people inside is moving downstream, leaving a white wake. The canyon walls are steep and covered with green and brown vegetation. In the background, a mountain peak is visible under a clear blue sky.

PILLAR 2

Health & Safety

- ✓ **Leadership**
- ✓ **Risk Identification and Mitigation**
- ✓ **Worker engagement, participation & training**
- ✓ **Worker Wellness and Wellbeing**
- ✓ **Emergency Management Procedures**
- ✓ **Investigating and Improving**

PILLAR 3

Environment

- ✓ **Managing Environmental Impact**
- ✓ **Waste Management & Pollution**
- ✓ **Restoring Nature**

PILLAR 4

People

- ✓ **Caring for Employees**
- ✓ **Staff Training**
- ✓ **Staff Acknowledgement and Satisfaction**

PILLAR 5

Community & Culture

- ✓ Great Hospitality (Manaakitanga)
- ✓ Customer Values & Education
- ✓ Hosting
- ✓ Local Knowledge and Products
- ✓ Community Support

Qualmark accommodation star rating

Qualmark offers a selection from 10 different accommodation sectors to be star-graded in:

Hotel, Boutique, Lodge, Motel, Villa, Apartment, Bed and breakfast, Backpacker/Hostel, Holiday Home, and Holiday Park.

A Qualmark accommodation star rating is an independent onsite property grading assessment judged in five sections:

Exterior, Public Areas, Guest Bedrooms, Guest Bathrooms, and Services.

The scoring is rated across 5 standards, from Acceptable Standards to Representing Best Practices, and the final score provides a star rating. Qualmark star rating system is independently reviewed annually, ensuring consistency with a trained Qualmark assessor visits over 100 properties every year.

In an increasingly competitive and blurred accommodation market, star ratings have a significant impact on consumer and trade decisions.



Bronze, Silver and Gold Accreditation



BRONZE ACCREDITATION - Expected

To achieve Bronze Accreditation a tourism business must meet all Qualmark's minimum standards in the Sustainable Tourism Business criteria.

It identifies a business with high professionalism, an awareness of its environmental impact and a customer-centric approach.



SILVER ACCREDITATION - Good Practice

A Silver Accreditation proves a sophisticated tourism business that consistently exceeds visitor expectations. Proactive leadership and management ensure a high-performance culture is evident throughout the business.

The business will continuously improve its economic, social and environmental performance to ensure the tourism product they deliver is a genuine, constantly improving, sustainable experience.



GOLD ACCREDITATION - Best Practice

A Gold Accreditation recognises the best-in-class sustainable tourism businesses in New Zealand, delivering exceptional customer experiences in everything they do.

A Gold Sustainable Tourism Accreditation identifies those businesses leading the way in making the New Zealand tourism industry a world-class sustainable visitor destination.

Value: Sustainability

What is the GSTC?

- Founded in 2007, the GSTC is a United Nations-initiated programme which sets the global baseline standards for sustainable travel and tourism.
- Qualmark became a member of the GSTC in 2021.

What does this recognition mean for you as a Qualmark member?

- It guarantees that all Qualmark-accredited businesses are following a standard that aligns with universal criteria for sustainable management, social and economic benefits to the local community, cultural heritage preservation and the reduction of pollution.
- Qualmark Accommodation providers may be eligible to participate in GSTC's Market Access program where prominent online travel agencies (OTA's) and various international travel providers highlights sustainable accommodations.





How does the Qualmark assessment assist our members?

- Our Qualmark criteria is the first in New Zealand to gain GSTC-Recognized Status from the Global Sustainable Tourism Council, meaning members can be confident that achieving Qualmark certification meets global standards of sustainability.
- The criteria is flexible and relevant for all types of businesses size (small, medium and large).
- Qualmark set of standards clearly set out the path for businesses from Bronze to Silver to Gold.
- The assessment defines and guides each operator to understand the current expectations around Sustainability in tourism and how it applies to each specific business.

The value of Qualmark

- Qualmark standards officially aligned with the GSTC (Global Sustainable Tourism Council) guarantee that our STB criteria supports tourism businesses to become more sustainable from a people, environmental and operational perspective, at a globally recognised level.
- Members will receive a one-on-one evaluation with a Qualmark Specialist to identify opportunities for strengthening the business and improving visitor experience.
- A priority business listing on New Zealand's largest tourism website and access to key insights from Tourism New Zealand.*
- Nationwide promotion through the isite network.
- Eligibility to attend Tourism New Zealand travel trade and training events. e.g. Kiwilink.
- Eligibility to be included in Tourism New Zealand trade and media famils.
- Preference in Tourism New Zealand's global trade communications and marketing campaigns.

*Based on the latest analysis, an operator with a Qualmark award receives 3x as many referrals as a non-Qualmark operator.





Qualmark is not-for-profit membership organisation. Your fees cover the operating costs and sustaining the quality of the programme.

Qualmark fee structure

To support our members while borders were closed, we suspended the Qualmark fees in March 2020.

With the borders now open, we reviewed and simplified our fee structure with fees resuming from 1 April 2023.

The tiers are based on member turnover as below:

Tier	Turnover	Fee (excl GST)
Tier 1	Up to \$3m	\$850
Tier 2	From \$3m to \$10m	\$1500
Tier 3	From \$10m to \$20m	\$2000
Tier 4	Above \$20m	\$5000

Questions?

Email our friendly accounts team at accounts@qualmark.co.nz



ROI of joining Qualmark

Cost Savings through Operational Efficiency

Qualmark evaluations help businesses streamline operations, reduce waste, and implement sustainable practices.

These efficiencies can lead to significant cost savings in energy, water, and resource management, directly impacting the bottom line.

Risk Management and Compliance

Qualmark accreditation ensures businesses meet health and safety standards, which reduces risks and potential liabilities. Being compliant not only avoids penalties but also builds customer confidence, particularly important post-pandemic.

Marketing and Brand Exposure

Qualmark members can benefit from Tourism New Zealand's marketing, leading to better brand awareness and customer acquisition.

Improved Bookings

International travellers are more likely to choose Qualmark-accredited businesses, resulting in higher bookings from visitors who value quality assurance. Operators can also see increased revenue by attracting high-spending tourists.

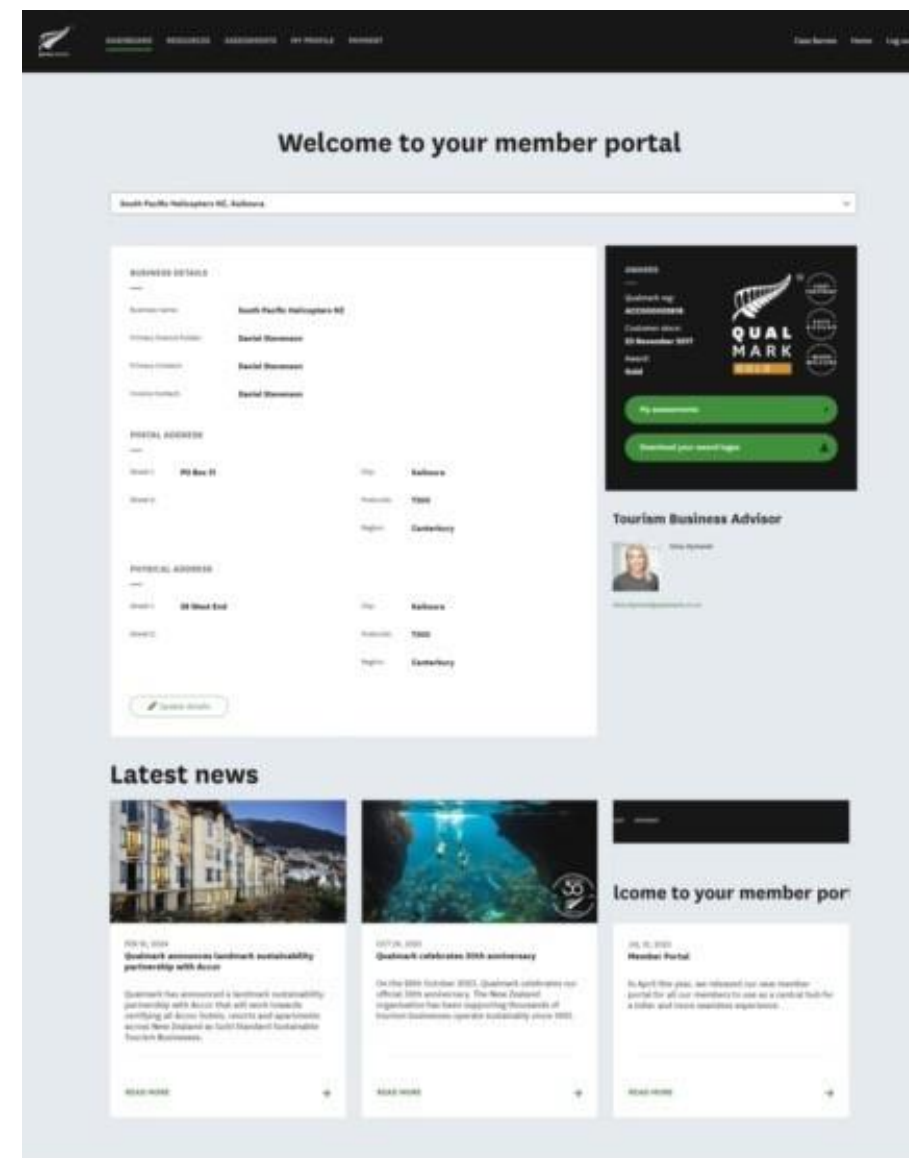


Qualmark Member Portal

Member Dashboard

This is a central hub of the portal experience, where you can find:

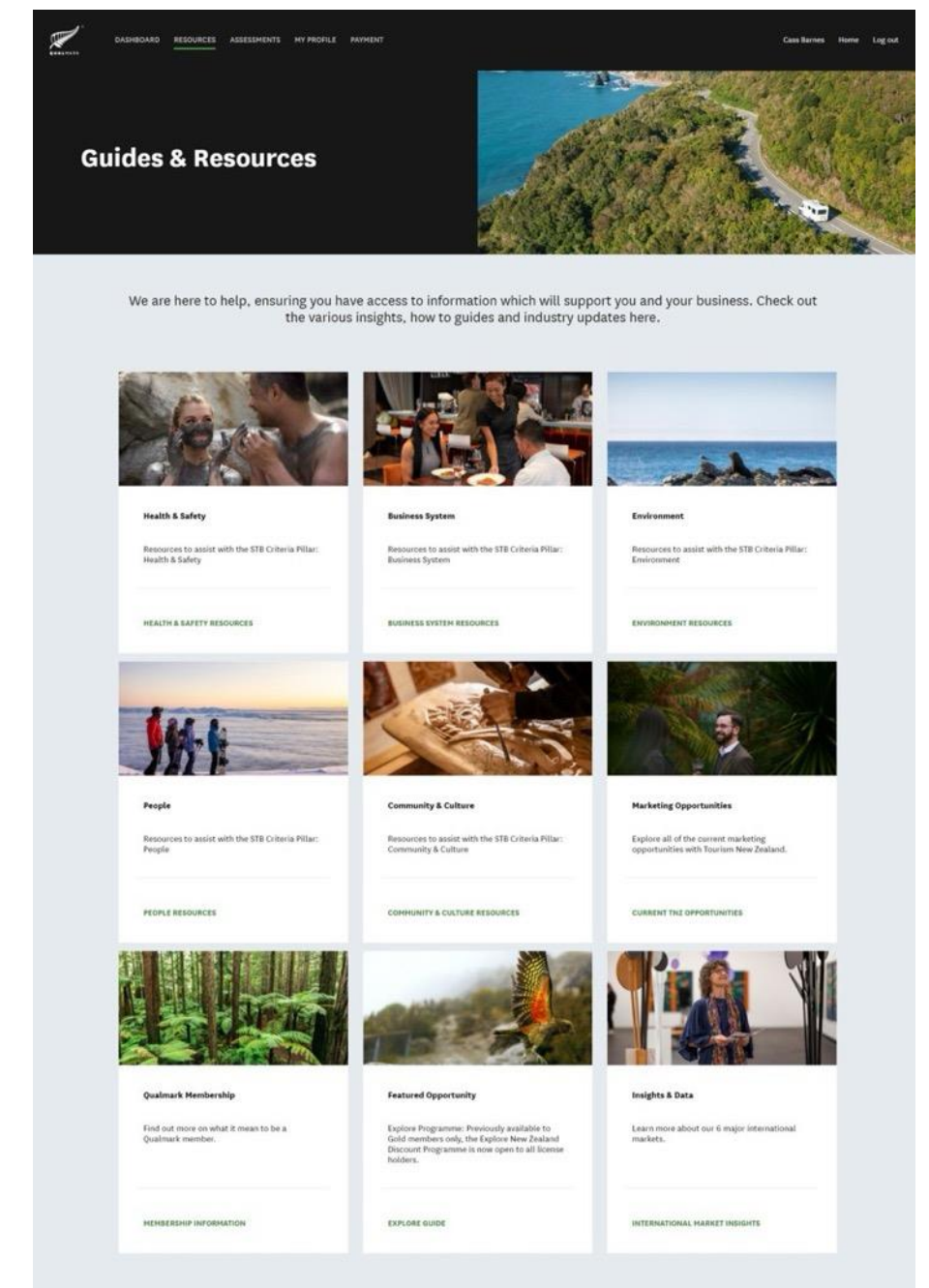
- Accreditation
- Customer since date
- Access to logos
- Ability to toggle between more than one business
- Business details such as contact information, postal and physical address
- Assigned QS details (including picture)
- Direct access to news articles on Qualmark website



Guides and Resources

This page provides a wide range of resources designed to support your business. Some examples include:

- Relevant resources to each of our five key pillars in the STB Criteria
- Marketing Opportunities with Qualmark, Tourism New Zealand, and other key partners
- Guidance with various operating tools such as the Tourism Business Database and getting Trade ready
- International Market Insights



Ngā mihi, thank you.

Contact us:

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