



Qualmark Update

Steven Dixon General Manager





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.

Our brand and our experience must be intrinsically linked

**100% PURE
NEW ZEALAND**

Brand is the promise you make.
Experience is the promise you keep.



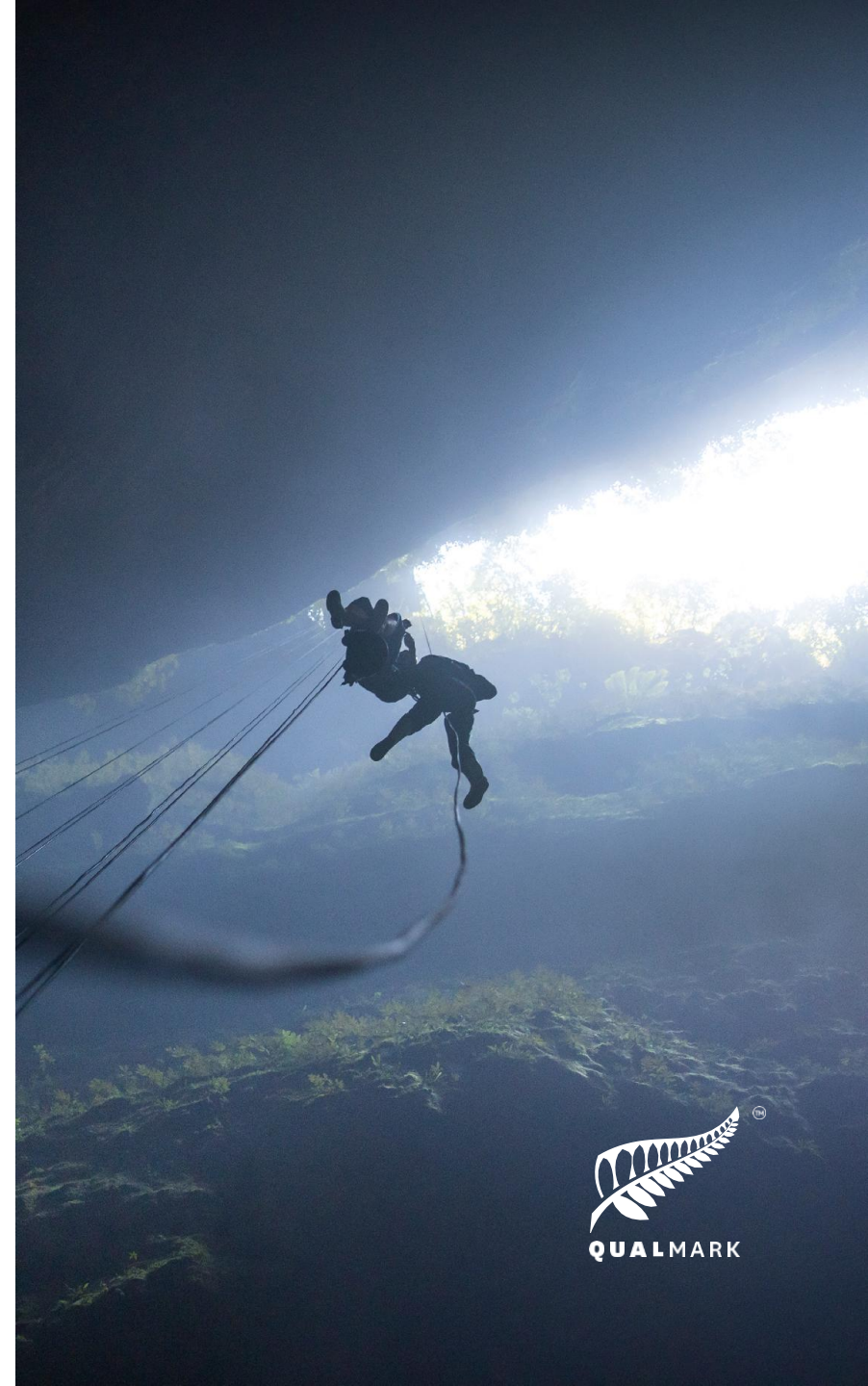
Membership

Nationwide

- >2000 members nationwide
- 1300 Experiences + 750 Accommodation
- Gold 49%, Silver 33%, Bronze 18%

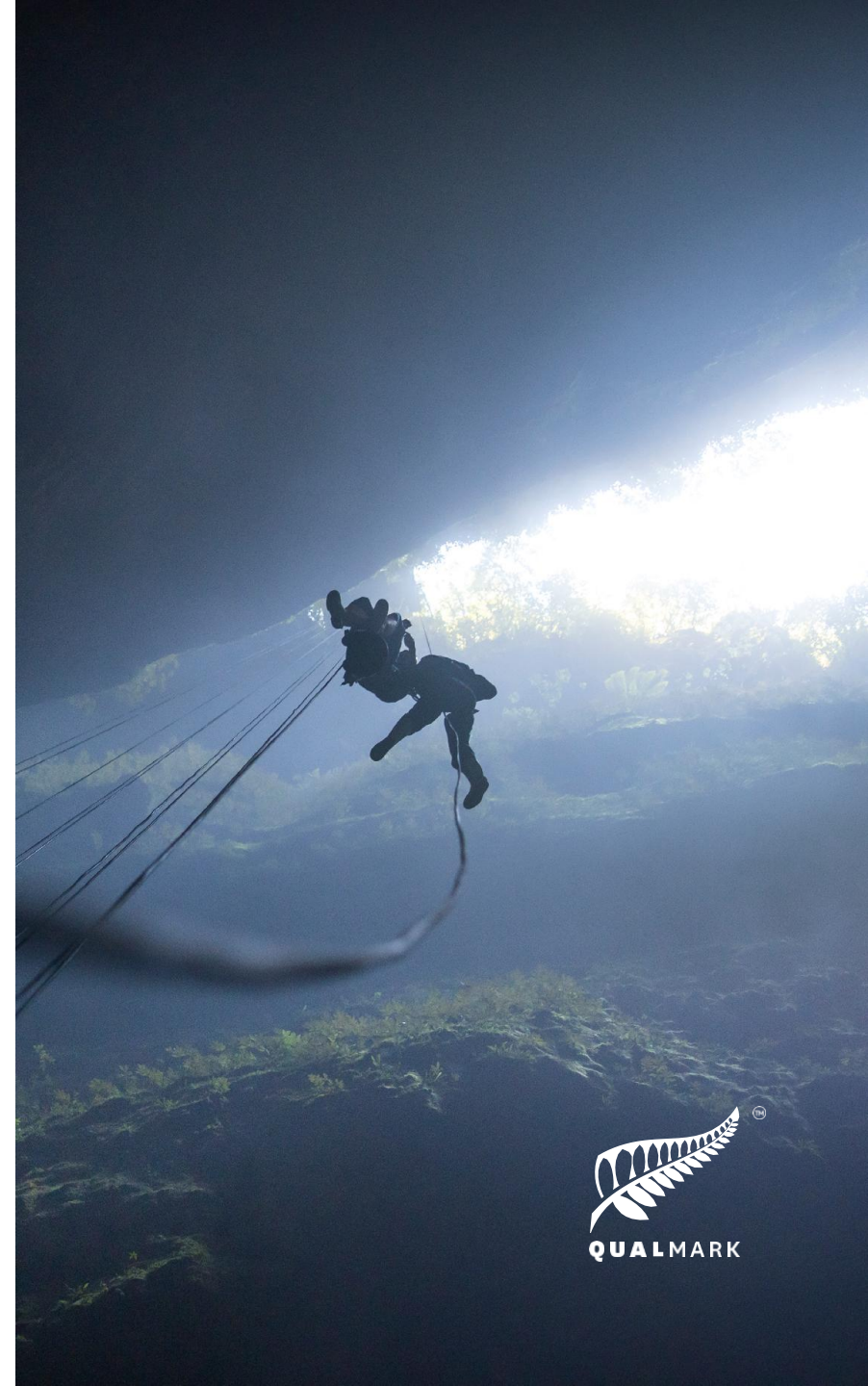
West Coast Region

- 92 Qualmark members
- Gold 44, Silver 36, Bronze 12



How Qualmark works

1. Every business is assessed by one of our regional Qualmark Specialists (within 3 months of joining)
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.



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.

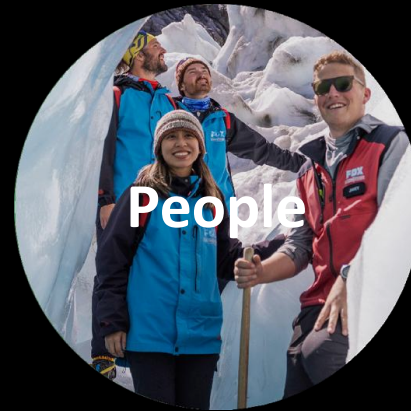
What does this recognition mean for you as a Qualmark member?

- 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.



Qualmark Sustainability Tourism Business (STB) Criteria

There are 5 pillars used for every Qualmark assessment:



PILLAR 1

Business System

Business Plan

- Time Horizon
- Content
- Revision
- Forecasting
- Tracking

Policies and Procedures

- Content
- Validation
- Access
- Reviews
- Asset Register
- Maintenance & Repair

Marketing & Branding

- Key Markets
- Value Propositions
- Media channels
- Brand
- Marketing Spending

Channel Strategies & Execution

- Pricing
- Partners
- Tracking
- Own Website / Social Media

Business Improvement Processes

- Reviews
- Feedback
- Complain Response

Risk Management and Mitigation

- Risk Register
- Secure Finance System
- Secure Customer Data
- Cyber Risk

An aerial photograph of a river flowing through a deep, rocky canyon. A red rafting boat with several people is visible in the lower part of the frame, moving downstream and leaving a white wake. The canyon walls are steep and covered with green trees and some autumn-colored foliage. The sky is clear and blue.

PILLAR 2

Health & Safety

Leadership

- Ownership
- SMS
- Capability
- Compliance
- Multiple PCBU
- Reporting

Risk Identification and Mitigation

- Risk ID
- Activity
- Improvement
- Controls
- Disclosure
- Hazards

Emergency Management Procedures

- EMP
- First Aid
- Supplies
- Coms

Investigating and Improving

- ACC/INC/NM
- Investigating
- Findings
- Review
- Purchasing

Worker engagement, participation & training

- Induction
- Training
- Activity
- Engagement
- System

Worker Wellness and Wellbeing

- Programme
- Commitment
- Communication
- Support
- Stress and Fatigue

PILLAR 3

Environment

Managing Environmental Impact

- Footprint
- Reducing Impact
- Staff involvement
- Emission Scope

Waste Management & Pollution

- Reduction Targets
- Reduction Activities
- Pollution Awareness

Restoring Nature

- Nature Values
- Environment Impact
- Community Engagement
- Sharing knowledge
- Fit with Nature

PILLAR 4

People

Caring for Employees

- Employment Process
- Inclusivity

Staff Training

- Onboarding Training
- Ongoing Training
- Staff Training Satisfaction
- Training Plans
- Environment & Cultural Values

Staff Acknowledgement and Satisfaction

- Communicating Vision
- Acknowledgement
- Staff Satisfaction

PILLAR 5

Community & Culture



Great Hospitality (Manaakitanga)

- Demonstrating Hospitality
- Staff Awareness

Customer Values & Education

- Communicating Values & Responsible Actions
- Promotion of Sustainability Values

Hosting

- Awareness of Expectations
- Understanding special needs
- Accessible Tourism

Local Knowledge and Products

- Accurate Information
- Local Products
- Intellectual Property
- Excursions to Sensitive sites

Community Support

- Local Community Support
- Equal Opportunities
- Local Purchasing

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 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 Specialist

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.

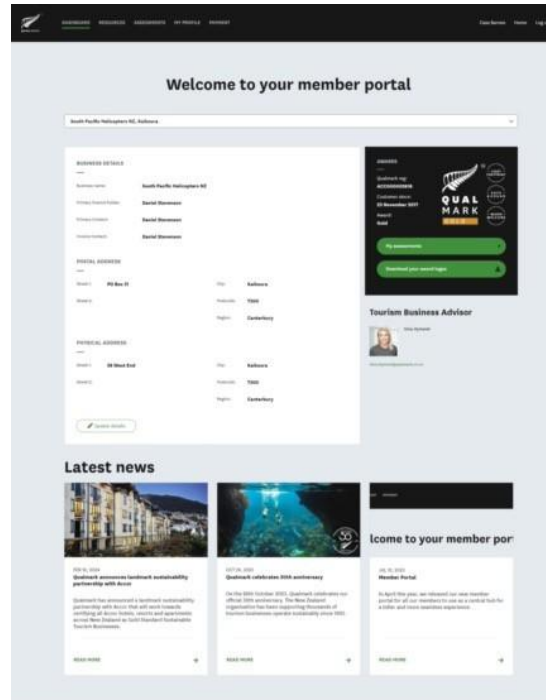
A Gold Sustainable Tourism Accreditation identifies those businesses leading the way in making the New Zealand tourism industry a world-class sustainable visitor destination.

Qualmark Member Portal

Member Dashboard

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

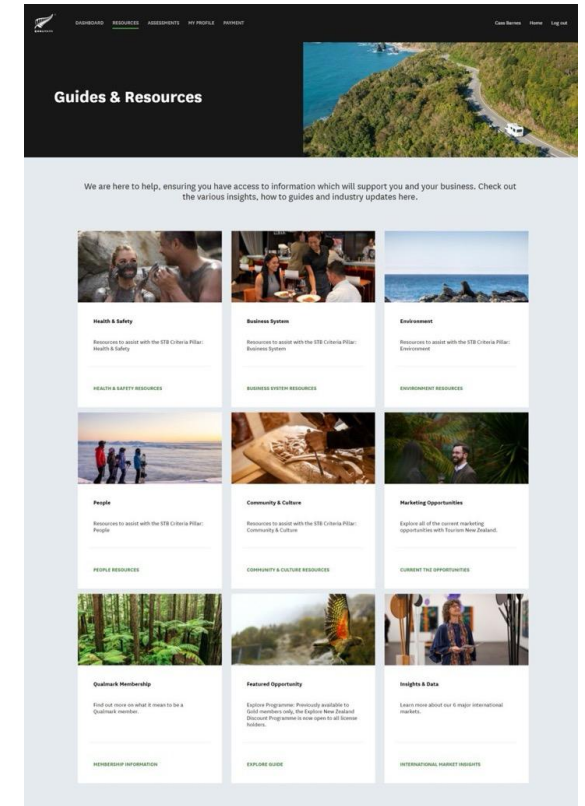
- Accreditation
- Customer since date
- Access to logos
- Ability to toggle between more than one business
- Business details such as contact information, postal and physical address
- Assigned QS details (including picture)



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





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

- Members will receive a one-on-one evaluation with a Qualmark Specialist to identify opportunities for strengthening the business and improving visitor experience.
- 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.
- 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.



Partnerships are Key



Streamlined Processes

Initiatives

- Hybrid assessment process are in full swing with alternate years for in-person and online.
- Introduction of Evaluation App that captures members data to help build capability
- Updated pre-evaluation form to create efficiencies during assessment
- Dial up exposure and partnerships with travel trade onshore/offshore (e.g. Sanderson Phillips UK)
- Partnerships with TECNZ, ADS, Orbit World Travel, Tandem Travel.

The screenshot displays a web application interface. On the right, a sidebar titled "Guides & Resources" features a grid of nine cards, each with a small image and text, likely representing different guides or resource categories. The main content area on the left lists several properties, each with a status indicator, a name, a date, and an "Open in CRM" button. The properties listed are:

Property Name	Status	Date	Action
Pre QC - Complete	Pre QC - Complete	30 Apr 08:00 am	Open in CRM
Tahuna Hideaway Holiday Homes	Scheduled	03 May 08:00 am	Open in CRM
Ohiwa Beach Holiday Park	Scheduled	07 May 02:00 pm	Open in CRM
Russell TOP 10 Holiday Park	Pre QC - Complete	02 May 08:00 am	Open in CRM
Beachpoint Apartments	Scheduled	08 May 08:00 am	Open in CRM
Homestead Villa Motel	Scheduled		Open in CRM

At the bottom of the screen, a Windows taskbar is visible, showing the time as 2:16 / 26:29 and various system icons.

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.

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.



Ngā mihi, thank you.

Contact us:

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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

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

