



Media Release

5 November 2009

Central Otago i-SITES get Qualmark Status

The Alexandra, Cromwell and Ranfurly i-SITE Visitor Centres are all now Qualmark accredited and certified as 'Endorsed Visitor Information Centres'.

Information centres have only recently become eligible to apply for Qualmark accreditation. Qualmark is widely recognised throughout New Zealand as a quality assurance system for accommodation and tourism operators.

The endorsement programme is designed to identify professional and trustworthy operators to enable international and domestic visitors to book and buy tourism products and services with confidence.

Qualmark is New Zealand tourism's official quality assurance agency. It is a Government backed initiative supported by Tourism New Zealand and endorsed by other leading tourism industry organisations.

Delivering a 'quality of experience' is a key element of Tourism New Zealand's strategy to help promote visitor satisfaction.

A special criterion was recently developed for visitor information centres as part of their membership to the i-SITE network in New Zealand. The assessment is conducted by a professional assessor with criteria based on a business excellence model. This measures facilities, business practices including health and safety systems and service systems.

"We are extremely pleased to receive the Qualmark accreditation. It confirms that our Central Otago i-SITES are operating according to industry best practice and providing excellent customer service to visitors," says Central Otago Visitor Centres Manager, Ingrid Temple.

For any further information contact:

Ingrid Temple
Central Otago Visitor Centres Manager
Ph: 03 440 0664
Mobile: 027 210 6448
Email: ingrid.temple@codc.govt.nz