



JTB New Zealand Ltd

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JTB New Zealand Ltd gains tourism's official quality endorsement

JTB New Zealand Ltd has been recognized as one of New Zealand's leading tourism businesses by being licensed to carry the Qualmark – New Zealand tourism's official mark of quality.

JTB New Zealand Ltd have earned their Qualmark endorsement as part of the Qualmark quality endorsement programme that offers quality assurance to a full range of tourism businesses, such as adventure activities, culture and nature experience, transport providers and more.

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.

To gain their Qualmark endorsement JTB New Zealand Ltd underwent an onsite assessment using criteria developed with the tourism industry and based on research into what travelers want.

Owner JTB New Zealand Ltd says the new Qualmark endorsement is important for local and international visitors alike. "It's a pretty rigorous process that puts real focus on the service and systems we have in place. The endorsement reassures potential visitors that we're good operators and that we're going to look after them. We think it's important that visitors have these official and independent benchmarks to refer to when they're making decisions about how to spend their time and money.

The Qualmark endorsement system sits alongside Qualmark's star grading system for accommodation. Over 2,100 accommodation and other tourism businesses throughout New Zealand have been through the assessment process and are licensed to use the Qualmark mark of quality.

Qualmark is a joint venture of Tourism New Zealand and New Zealand Automobile Association and is backed by the New Zealand Tourism Industry Association and other leading industry organizations. It is the way the industry directs travelers to quality assured products and services.

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<http://www.jtb.co.nz>

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