

Four Wellington Museum Trust attractions now Qualmark endorsed

The Wellington Museums Trust which comprise the city's largest grouping of cultural and heritage attractions has retained its quality status as one of New Zealand's leading tourism businesses licensed to carry the Qualmark – New Zealand tourism's official mark of quality.

The Museum of Wellington City & Sea, City Gallery Wellington, Wellington Cable Car Museum and the Colonial Cottage Museum are now all certified Qualmark visitor facilities.

Trust CEO John Gilberthorpe said "I'm delighted that we have steadily improved our assessment score over the years from around 84% to 95%. With a pass mark of 60% needed and a top of 99% recorded in the sector then our results are very satisfying."

John said "It was also great that our assessor noted we had taken some impressive steps in the area of sustainability since our last assessment in 2006."

First endorsed in 2003, the Wellington Museums Trust was recently assessed as part of the Qualmark quality endorsement programme. Qualmark offers quality assurance to a full range of tourism businesses, from museums to horse trekking, art galleries to wildlife encounters, rental vehicles to mountain biking, and gardens to shopping.

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 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 organisations.

It is the way the industry directs travellers to quality assured products and services.

For further information please contact:

Lucie Paterson

04 471 0919

www.wmt.org.nz