



Media Release

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Sherborne Motor Lodge, Christchurch, gains tourism's official mark of quality.

Sherborne Motor Lodge has been recognised as one of the country's leading accommodation businesses by Qualmark - tourism's official quality assurance.

To earn the prestigious Qualmark star grading, Sherborne Motor Lodge underwent a comprehensive on-site assessment where performance is measured against up to 400 quality criteria.

As a result of the assessment, Sherborne Motor Lodge was awarded a FOUR star grade in the "Self Contained and Serviced Category".

Owner, Craig Johnstone, says "all the hard work and effort, over the last eighteen months, has been well worthwhile. The recognition you gain from having a Qualmark accreditation is enormous. Given the severity of the two earthquakes in recent months this should stand us in good stead going into an unknown future. We were also very fortunate in being able to continue trading all the way through them both".

The assessment criteria has been developed in conjunction with the tourism industry and is based on research into travellers' expectations in areas such as customer service, facilities, cleanliness, safety and other key business operations.

"Our official mark of quality assurance can only be earned through an independent and rigorous assessment, so travellers can be assured that Qualmark licensed properties meet our high standards", says Qualmark's General Manager, Paula McCallum.

The Qualmark star grading system sits alongside the Qualmark endorsement system for tourism businesses such as adventure activities, transport, attractions and nature experiences. Over 2,300 accommodation and other tourism businesses throughout New Zealand have been through the assessment process and are licensed to use the quality mark.

Qualmark is jointly owned by Tourism New Zealand and the New Zealand Automobile Association. The programme is run as an industry service, on a not-for-profit basis and is the way the industry directs the travelling public to quality assured products and services.

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