



Crown Limousines NZ Receives Tourism's Official Quality Endorsement

Crown Limousines NZ Ltd is amongst the first tourism businesses to be licensed to use the industry's official Qualmark quality mark under the national quality endorsement system launched last October.

([PRWEB](#)) February 27, 2003 -- The Qualmark 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. The quality mark incorporates the official silver fern icon, and eligibility to use the mark is determined by a detailed onsite assessment.

The assessment looks at all of the aspects that affect the quality of a customer's experience with tourism businesses, including customer service, facilities and equipment, safety and welfare and business practices. Businesses must reach quality scores defined by the industry in order to achieve the Qualmark endorsement.

Crown's CEO, Sharon Lingham who is also the ambassador for international and local celebrities says the new Qualmark endorsement is important for local and international visitors alike. Lingham also has an award winning global celebrity website at www.sharonlingham.com

Crown Limousines launches New Zealand's latest J seater super stretch limousine this week to coincide with the endorsement.

Already, it is branded as Celebrity super Stretch as top Malaysian movie stars, Erra Sazire and Yusry-KRU have been filmed in the vehicle !

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 new Qualmark endorsement system, and the long-standing Qualmark star grading system, are backed by Tourism New Zealand, NZ Automobile Association and Tourism Industry Association. Businesses that enter the Qualmark programme receive priority listing on destination New Zealand's official web site, www.purenz.com, plus a range of other promotional benefits.

Tourism is one of the country's major industries generating more than \$10 billion annually from domestic and international visitors, and accounting for more than 163,000 jobs.

Find out more on the internet: www.crownlimousines.com; www.qualmark.co.nz; and www.purenz.com.

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