



Press Release

Issued by Frank & Lisa Cornelissen
Martinborough Village Camping
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Martinborough Village Camping gains a 4 Star Qualmark Grade Qualmark is tourism's official mark of quality.

Following a rigorous onsite assessment Martinborough Village Camping has been awarded a 4 star Qualmark grade in the Holiday Park Category. The Qualmark is New Zealand tourism's official mark of quality and being licensed to use the Qualmark is recognition that Martinborough Village Camping is a professional and trustworthy business.

Martinborough Village Camping is owned by Frank & Lisa Cornelissen who leased the old Martinborough campground from South Wairarapa District Council 3 years ago. Since then the couple have transformed the old, run down site with all new, high quality bathroom, kitchen and laundry facilities and recently finished building on-site managers' accommodation. The improvements have been well received with over 3,400 guests staying over the last 12 months.

To gain their Qualmark 4 star rating Martinborough Village Camping underwent an on site assessment using criteria made up of over 400 quality checks in areas such as cleanliness, safety, facilities, customer service, business operations and more. These assessment criteria have been developed with the tourism industry and are based on research into what travellers want.

Frank says "since leasing the old campground from South Wairarapa District Council three years ago we have invested considerable time and money into creating the kind of holiday park that we would like to stay at. We have also recently moved into our new on-site managers' accommodation, a step that was absolutely essential to receiving our Qualmark rating and allowing us to offer improved service and security for all of our guests. It is great to receive some independent recognition of what we've been doing here."

Lisa agrees that after 3 years of hard work and lots of ups and downs, the 4 star rating is cause for celebration. "Martinborough has a reputation for quality and it is wonderful that the town now has a campground that meets that reputation. Qualmark will help us build the credibility of our business with domestic and international visitors alike, it signifies to travellers that they can count on us to deliver an experience that will meet or exceed their expectations."

The assessment process has also given us lots of ideas for future improvements. "It has helped us to understand how we can continue to improve so that we can offer our guests an even better stay." says Lisa.

The Qualmark star grading system sits alongside the Qualmark endorsement system for other tourism businesses such as adventure activities, attractions, culture and nature experiences, transport and more. 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 organisations. It is the way the industry directs travellers to quality assured products and services.

Relevant Links:

Martinborough Village Camping – www.martinboroughcamping.com
Qualmark – www.qualmark.co.nz

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