

## Frank - Martinborough Village Camping

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**From:** Lisa Cornelissen [Lisa@MartinboroughCamping.com]  
**Sent:** Friday, 13 November 2009 3:25 p.m.  
**To:** 'Martinborough Village Camping'  
**Subject:** Press Release - Martinborough Village Camping first regional accommodation provider to receive Qualmark Enviro Award

Press Release  
 13<sup>th</sup> November 2009

### **Martinborough Village Camping first regional accommodation provider to receive Qualmark Enviro Award**

Martinborough Village Camping is the first accommodation provider in Wairarapa to receive the Qualmark Enviro Award. All businesses with a Qualmark rating, New Zealand's official mark of quality for tourism, are assessed on their environmental performance. This recognises businesses for initiatives in energy-saving, waste management, water conservation and community. It is all part of New Zealand tourism's commitment to looking after New Zealand for future generations to continue to enjoy.

Following its 2009 annual assessment Martinborough Village Camping was awarded the Qualmark Enviro Silver award, the second-highest level, recognising their commitment to responsible tourism. Guest feedback repeatedly told the Cornelissens that more and more visitors were looking for an environmental accreditation when booking accommodation.

Martinborough Village Camping is a relatively small holiday park with cabins and sites for campervans, caravans and tents. It is owned and operated by Lisa and Frank Cornelissen who opened for business four years ago following an extensive redevelopment. The holiday park's position on the outskirts of Martinborough makes it a popular base to explore the wineries and restaurants of town as well as the rural and coastal attractions of South Wairarapa.

The holiday park achieved a Qualmark 4 Star quality rating in 2008. The introduction of the Enviro Awards was the perfect opportunity to take the next step in their commitment to sustainability. The holiday park was also selected as a pilot business for Destination Wairarapa's STAR programme (Sustainable Tourism Advisors in Regions) due to their enthusiasm for sustainable business practices. Their STAR advisor, John Gilberthorpe, was a great help and identified a number of new opportunities for improvement.

"We're a relatively new tourism business and it's great to achieve an Enviro Silver award on our first Qualmark Responsible Tourism assessment. It's an added bonus to be the first accommodation provider in the Wairarapa to gain an Enviro award; given the increasing importance of environmental issues we hope we're the first of many," said Lisa.

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