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SUBRITZKY SEALINK RECOGNISED BY Qualmark™ ACCREDITATION

Subritzky SeaLink has been recognised by accreditation of the Qualmark™ standard – New Zealand tourism's official mark of quality.

The Qualmark™ quality endorsement programme has been designed specifically to identify professional and trustworthy operators for both domestic and international travellers. It is only awarded after a comprehensive screening process which checks quality standards.

Subritzky SeaLink's chief executive, Michael Moore, says the assessment process required the company to meet stringent standards over every aspect of its customer operation. "This recognition provides quality assurance for both local and international travellers when travelling on board our vessels and is of tremendous importance to our long term future," he said.

"At the same time, we are particularly mindful of the fact we could not have achieved Qualmark™ status without a continuing careful focus upon the needs and loyalty of our customers. This, most importantly, includes our every day passengers and those using our freight services to Waiheke Island and Great Barrier." He said the official endorsement had only been achieved after a long process which required a specific concentration upon, and review of, all areas of Subritzky SeaLink's service.

"The endorsement system is a pretty rigorous process which placed real focus upon the service and systems we have in place. The endorsement reassures potential visitors about standards on board our vessels and the fact we will be looking after anyone who travels with us."

Qualmark™ is a joint venture between Tourism New Zealand the New Zealand Automobile Association (NZAA) and is backed by the New Zealand Tourism Industry Association and other leading industry organisations. Mr Moore said the official recognition endorsed the quality standards of Subritzky SeaLink.

"We believe this official and independent benchmark is an important measure for anyone considering using our services. "We're really delighted to have achieved this status. We know it will provide a very powerful marketing tool with its endorsement of our standards and delivery of service at the forthcoming TRENZ travel industry Christchurch – the New Zealand travel industry's showcase to the world."

Subritzky SeaLink is best known for its comprehensive Waiheke Island operation. The company also provides the only service available all year round to Great Barrier Island in the outer Hauraki Gulf.

Michael Moore,
Chief Executive Officer
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