



NEW ZEALAND TOURISM SUSTAINABILITY COMMITMENT

HE KUPU TAURANGI KIA TOITŪ AI TE TĀPOITANGA

OUR VISION

Leading the world in sustainable tourism

Sustainable tourism businesses have strong financial prospects, supportive communities, a light environmental footprint and deliver quality visitor experiences.

BE PART OF THE JOURNEY

We are inviting every New Zealand tourism business to be part of this sustainability journey.

Sign up to the Tourism Sustainability Commitment to grow the value of your business and the wider industry. Well-run, welcoming and sustainable operations have great appeal to customers who are increasingly demanding that businesses share their values.

We want a New Zealand where our economy, people and the environment are better off because tourism exists. Together we can create a world-leading and truly sustainable tourism industry.

Sign up - it's simple and free.
Go to www.sustainabletourism.nz

You will receive a Commitment Certificate and Tourism Sustainability logo to use on your website and marketing material.

Adopt the 14 Commitments in your business - you may already be meeting some of them.

www.sustainabletourism.nz has guides, FAQs and other tools to help you meet the Commitments.

The Commitment complements other sustainability programmes.

There is no external assessment - just a simple survey each year to update TIA on how you're doing. Industry targets and progress are reported on:
www.sustainabletourism.nz



INDUSTRY GOALS 1 & 2

- 1 \$41 billion total annual tourism revenue by 2025.
- 2 Tourism businesses are experiencing sustainable growth through ongoing profitability, innovation, quality improvement and investment.

BUSINESS COMMITMENTS

The Economic Commitments reflect three key aspects that contribute to business success – profitability, investment and productivity.

- 1 **Sustainable Businesses:** Businesses focused on long term financial performance.
- 2 **Capital Investment:** Businesses invest capital to grow, and/or to improve quality and productivity.
- 3 **Productivity:** Businesses innovate and have effective strategies to mitigate the effects of seasonality.

INDUSTRY GOALS 3 & 4

- 3 International and domestic visitors' experience of New Zealand overwhelmingly meets or exceeds their expectations.
- 4 Tourism businesses actively engage with their visitors to ensure that the visitor experience is enhanced and adverse impacts are reduced.

BUSINESS COMMITMENTS

The Visitor Commitments are designed to grow visitor satisfaction through business improvements based on strong insight. They also reflect the tourism industry's responsibility to educate our visitors about how to respect nature, respect culture and respect their host community.

- 4 **Visitor Satisfaction:** Businesses undertake customer satisfaction monitoring, evaluation and reporting.
- 5 **Product and Market Development:** Businesses innovate to improve or upgrade their offering to enhance visitor experience.
- 6 **Visitor Engagement:** Businesses educate visitors about New Zealand's cultural and behavioural expectations.

INDUSTRY GOALS 3 & 4

- 5 New Zealanders are happy with the level of tourism activity and support growth.
- 6 Tourism businesses are desirable and responsible employers, and leaders in engaging and supporting vibrant communities.

BUSINESS COMMITMENTS

The Host Community Commitments suggest ways that tourism businesses can contribute to the communities in which they operate: quality jobs, connecting with the community, and supporting local and regional suppliers.

- 7 **Sustainable Employment:** Businesses pay a fair wage to all staff.
- 8 **Quality Employment:** Businesses support their workforce to flourish and succeed.
- 9 **Community Engagement:** Businesses actively engage with the communities in which they operate.
- 10 **Sustainable Supply Chains:** Businesses have socially and environmentally sustainable supply chains.

INDUSTRY GOALS 3 & 4

- 7 Tourism businesses actively support and champion ecological restoration initiatives.
- 8 Tourism businesses are measuring, managing and minimising their environmental footprint.

BUSINESS COMMITMENTS

The Environmental Commitments suggest practical actions that tourism businesses can do to benefit the environment: ecological restoration, reducing carbon use, minimising waste and educating others on the importance of New Zealand's natural environment.

- 11 **Ecological Restoration:** Businesses contribute to ecological restoration initiatives.
- 12 **Carbon Reduction:** Businesses have carbon reduction programmes towards carbon neutrality.
- 13 **Waste Management:** Businesses have waste reduction and management programmes.
- 14 **Education:** Businesses actively engage with their visitors and communities on the importance of restoring, protecting and enhancing New Zealand's natural environment.