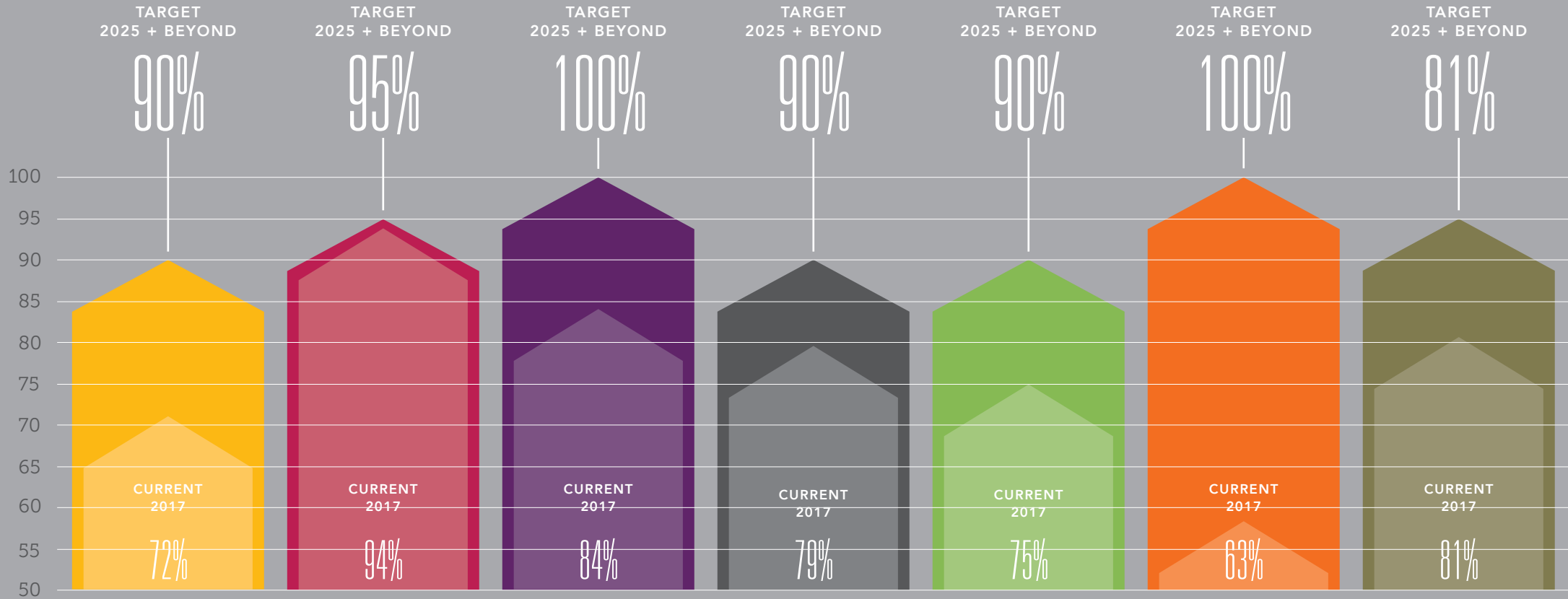


# Tourism Sustainability Today

A September 2017 survey of TIA members has established the tourism industry's current performance levels in economic, visitor, host community and environmental sustainability. The survey results are being used to establish industry-level Goals to 2025 and beyond. To support the industry to reach these Goals, individual tourism businesses are being invited to act on 14 Sustainability Commitments.



Tourism businesses are experiences sustainable growth through ongoing profitability, innovation, quality improvement and investment

International visitors' experience of New Zealand overwhelmingly meets or exceed expectations

Tourism businesses actively engage with their visitors to ensure that the visitor experience is enhanced and adverse impacts are reduced

New Zealanders are happy with the level of tourism activity and support growth

Tourism businesses are desirable and responsible employers, and leaders in engaging and supporting vibrant communities

Tourism businesses actively support and champion ecological restoration initiatives

Tourism businesses are measuring, managing and minimising their environmental footprint