



14 Business Commitments

We are inviting all New Zealand tourism businesses to sign up to the 14 Commitment to help us reach the 8 industry Goals by 2025. These Commitments have been developed by industry for industry.

Economic

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

Visitor

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.

Host Community

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

Environmental

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.

www.sustainabletourism.nz