



August 2007

Celebrating the Sustainable Tourism Charter members

The Hotel on Devonport was the venue for the Sustainable Tourism Charters celebration earlier this month. The celebration was to recognise the efforts made by the foundation members of the Charter, and to raise awareness of how tourism businesses can implement simple actions to improve their resource use.

The fantastic turnout is an indication that tourism businesses are keen to identify how they can implement good, sustainable business practice and address the needs of the growing responsible travellers market. The event was also an opportunity to provide an update of how the Charter actions can contribute to the pending environmental Qualmark rating.

Dougal Stewart, Operations Manager of White Island Tours summed up what the Charter has done for their business *"It has helped us realise that there are a range of areas where we can do better"*



Allan Ewington, owner, Ambassador Motor Inn, receiving his Certificate from Tim Burgess, General Manager, Tourism Bay of Plenty



Attendees were treated to an exhibit of 'eco-friendly' products they could use in their business; free gift bags of product samples; free energy saver light bulbs from Marexim and we gave away loads of New Zealand made eco-friendly cleaning products from Ecostore and BEE.

Marexim gave us a briefing on the issue of disposing of 'curly' energy saver light bulbs—because they contain mercury the 'curly' bulbs need to be disposed of as hazardous waste, or take them back to your local lighting store unbroken.

Graeme Crossman, CEO, Kiwi 360 discussing energy saver & mercury free light bulbs with Wayne Simeon, Marexim.

Sustainability in action — what are businesses doing?

The foundation and current Charter members have undergone an assessment, developed an action plan and implemented a range of actions over the past 12 months. They will continue to work with the assessor to encourage ongoing improvements.

Some of the actions being undertaken by the Charter participants include:

- Full service recycling stations
- Biodegradable plastic bags
- Worm farm for food wastes
- Energy efficient lighting
- Dolphin figurines over storm water grates
- Water restrictors in taps and showerheads
- Natural products for guest amenities
- Waste audits; Energy audits; Water audits
- Collecting rainwater for irrigation
- Biodegradable plates for catering
- Less hazardous cleaning systems
- Communicating with guests about sustainability actions



Dolphin figurines at Papamoa Beach Top 10 Holiday Resort

Sustainability in action — working together

Following the leadership shown by some great Charter tourism businesses we continue to attract exciting businesses to the Charter. Aerius Helicopters were keen early adopters of the Charter—they quickly completed their action plan and are now working on implementing a range of actions including working with other Charter businesses. The Sebel Trinity Wharf, one of our newest members, is working with Aerius Helicopters to develop exciting opportunities for visitors to our region.

Welcome to the new Charter businesses Waihi Beach Top 10 Holiday Park; Colonial Court Motor Inn; Aerius Helicopters; Harbourside City Backpackers; Roselands Motel; Quest Mt Maunganui Serviced Apartments; Classic Flyers NZ; Mount Classics; Aqua Vida; The Sebel Trinity Wharf; Bell Lodge Motel and Backpackers; Adventure Aviation; Ohope Beach Top 10 Holiday Park; Whale & Dolphin Watch Whakatane



Sustainability in action — Regional toolkit and resources



The extensive Regional Toolkit developed for Charter members is continually being updated. My most recent acquisition is a CD of the Recycling Operators of NZ (RONZ) symbols. These are intended to be universal images to assist the public to separate materials for recycling. These come in a wide range of symbols for various waste streams, and in different colours and layout (portrait/landscape).

If you are interested in a range of symbols for your recycling station let me know and I will arrange for you to have the symbols.



The cent-a-meter is a useful tool for measuring the energy efficiency of your electrical appliances; lighting and heating systems. Allan from Ambassador Motor Inn has used the cent-a-meter to test the efficiencies of his room heaters, televisions and other appliances. This is a quick way to ascertain what is sucking up the electricity in your business.

We have a cent-a-meter for Charter members use, so let me know if you would like to borrow this nifty gadget.

A number of tools are available on the [Sustainable Tourism](#) pages on the Tourism Bay of Plenty website. Tips on how to reduce water and energy consumption can be found under "News and Tips" while the foundation members case studies can be found under "Project Participants"

Free Tip for immediate implementation:

Consider offering your guests or customers advice about events that are happening in the region while they are here by adding these links to your website:

Tourism Bay of Plenty: http://www.bayofplenty.co.nz/Tourism_Bay_of_Plenty/WHAT'S_ON_IDL=505_IDT=1378_ID=8606_.html
 Tauranga and WBOP Councils: <http://events.tauranga.govt.nz/>
 Katikati Events: <http://www.katikati.org.nz/whatson.php>
 Te Puke Events: <http://www.tepuke.co.nz/calendar.php>
 Whakatane District Council: <http://www.whakatane.govt.nz/NewsAndEvents/Events.htm>

Bay of Plenty Sustainable Tourism Charter Members

Foundation Members:

- Ambassador Motor Inn
- Comvita Concept Store
- Dolphin Seafaris
- Hesford House B & B
- Katikati Bird Gardens
- Kiwi 360
- Papamoa Beach Top 10 Holiday Resort
- The Valley Outdoor Centre
- Waimarino Adventure Park
- White Island Tours

Active Members

- Waihi Beach Top 10 Holiday Park
- Colonial Court Motor Inn
- Aerius Helicopters
- Harbourside City Backpackers
- Roselands Motel
- Quest Mt Maunganui Serviced Apartments
- Classic Flyers NZ
- Mount Classics
- Aqua Vida
- The Sebel Trinity Wharf
- Bell Lodge Motel and Backpackers
- Adventure Aviation
- Ohope Beach Top 10 Holiday Park
- Whale & Dolphin Watch (Whakatane)