



White Island Tours

On the Whakatane coast, White Island Tours provide trips to New Zealand's live volcano White Island and Whale Island. The business includes a coffee house, gift shop and motel, employing 33 staff. The main market is international visitors from UK, USA, Australia, The Netherlands and Germany. The domestic market is primarily Auckland and upper North Island visitors. White Island Tours is a Qualmark-endorsed activity and Green Globe certified.



Sustainability in Business

White Island Tours is Green Globe Certified for their cruise vessels and administration. They have a formal environmental management plan in place that takes account of a number of sustainable activities including energy, water and waste audits.

Sustainable actions cover a multitude of the operations, for example improving recycling; minimising waste through efficient resource use; researching biodegradable products; reducing energy and water consumption; integration of sustainability into purchasing considerations and engaging suppliers and visitors into developing sustainable initiatives.



The *Sustainable Tourism Charter* has identified a series of opportunities that will enable improvement in sustainability performance and business planning. The company has a continuous improvement culture and recognises the need to engage staff in new sustainability initiatives.

Involvement in the charter adds credibility in environment-conscious markets such as The Netherlands and Germany – it has been an extension to environmental initiatives already being undertaken.

Key Achievements

Achieved Green Globe Certification

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