



# Luxury Adventures

Commits to the

# New Zealand Tourism Sustainability Commitment

HE KUPU TAURANGI KIA TOITŪ AI TE TĀPOITANGA

**OUR VISION:** Leading the world in sustainable tourism Toitū te taiao, toitū te tāpoi. E kōkiri ana e Aotearoa

## OUR COMMITMENT:

### ECONOMIC

Tourism delivers opportunity and prosperity across the New Zealand economy.

- 1 **Resilience**  
We focus on long term business performance and resilience.
- 2 **Investment**  
We invest to create value, opportunities and to drive sustainable practices.
- 3 **Innovation**  
We innovate to solve problems, create new ways to do things and increase productivity.

### VISITOR

New Zealand delivers world-leading experiences for both international and domestic visitors.

- 4 **Visitor Satisfaction**  
We strive to always meet or exceed visitor expectations.
- 5 **Culture and Heritage**  
We embrace Aotearoa New Zealand's culture and heritage as part of delivering a unique and authentic visitor experience.
- 6 **Visitor Engagement**  
We engage with visitors about how to be great travellers within Aotearoa New Zealand.

### COMMUNITY

New Zealanders understand, support, shape and benefit from tourism operating in their communities.

- 7 **Employer of Choice**  
We attract, support and develop the workforce we need to flourish and succeed.
- 8 **Community Engagement**  
We actively and positively engage with the communities in which we operate, taking a leadership role to champion causes that are important to the community.
- 9 **Sustainable Supply Chains**  
We have socially and environmentally sustainable supply chains.

### ENVIRONMENT

Tourism strongly contributes to protecting, restoring and enhancing New Zealand's natural environment and biodiversity.

- 10 **Restoring Nature**  
We contribute to protecting and enhancing Aotearoa New Zealand's environment, including water, biodiversity, landscapes and clean air.
- 11 **Carbon Reduction**  
We act urgently to contribute to Aotearoa New Zealand's transition to a net zero carbon economy.
- 12 **Eliminating Waste**  
We take responsibility for the entire life cycle of products and services we use and ultimately eliminate the waste associated with these.

## We will also:

- Live the sustainability values of kaitiakitanga, manaakitanga and whanaungatanga
- Have a sustainability plan with goals for all 12 Commitments
- Make measurable progress towards our goals
- Embed sustainability into our business systems, processes and plans
- Provide an annual update on our progress
- Tell stories about the great things we and the industry are doing.

