

Murihiku Southland Sustainable Tourism Survey Results - 2024

KEY SURVEY RESULTS

Why sustainability is important to your business/organisation

- ✔ Protecting the environment, wildlife, and natural resources
- ✔ Creating authentic visitor experiences
- ✔ Conserve our cultural heritage

What businesses are doing...

...to be more environmentally sustainable

- ✔ Working to minimise waste
- ✔ Minimising impacts on water, biodiversity, landscape, and air
- ✔ Using a procurement/purchasing policy (sustainable purchasing and buying locally)

...to be more economically sustainable

- ✔ Managing finances efficiently
- ✔ Managing potential risks to your business
- ✔ Collaborating with other operators in the region

...to be more socially sustainable within the community

- ✔ Pay a living wage and maintaining up to date employment policies
- ✔ Volunteering for community or environmental causes
- ✔ Financially supporting community causes

...to be more socially sustainable for visitors

- ✔ Acting appropriately on feedback
- ✔ Incorporating local stories into the visitor experience
- ✔ Measuring visitor satisfaction

33% measure their carbon footprint, (up from 16% in 2023)

52% have a sustainability accreditation or certification - primarily Qualmark (up from 19% in 2023)

16% of those surveyed have a carbon certification (up from 0% in 2023)

Barriers preventing businesses from being more sustainable

- ✔ Unsure of practical steps or where to start
- ✔ Costs involved
- ✔ Lack of industry support

How sustainability efforts and successes are shared

- ✔ Word of mouth
- ✔ Website
- ✔ Social media

**These results reflect the most popular answers from respondents.*