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Media Release

Tourism industry gets practical tools to cut energy costs and carbon

Tourism Industry Aotearoa has partnered with the Energy Efficiency and Conservation Authority (EECA) to launch a new online training course helping tourism operators reduce energy consumption while improving their bottom line and guest experience.

Energy Efficiency for Tourism: Reducing Costs and Carbon While Enhancing the Guest Experience is now available on Akiaki – Advancing Tourism, with EECA funding the course development.

The course is one of 11 in the Akiaki programme that supports businesses to implement the Tourism Sustainability Commitment, covering everything from being an employer of choice, embracing Māori values, measuring carbon emissions and reducing waste. The Energy Efficiency course guides operators from understanding their energy use and identifying quick wins, through to planning long-term investments that build business resilience. The course features practical tools to reduce energy consumption across accommodation, hospitality and transport and other activities.

Tourism Industry Aotearoa Chief Executive Rebecca Ingram says the course builds on substantial sustainability work already underway across the industry and responds directly to what members are asking for.

"Our latest Tourism Sustainability Commitment survey showed that 98% of operators say sustainability is important to their business, and nearly half want online information, tools and resources to help accelerate their actions even further. This course delivers exactly that."

EECA Sector Partnerships Lead, Jo Parag, says the collaboration enables energy efficiency support tailored specifically for tourism. "We know that there are real opportunities for tourism businesses across their operations to reduce consumption in ways that can enhance the guest experience. This course brings expertise together in a format that's accessible to tourism businesses of all sizes, helping them find solutions that save money while reducing environmental impact."

Building on the industry's existing commitment to energy efficiency, the course features real-world case studies from Hotel Britomart in Auckland and Ziptrek Ecotours in Queenstown, showing how improvements support business growth across different types of operations.

Ms Ingram says, "Energy efficiency is a fundamental component to achieving the targets outlined in the industry's strategy Tourism 2050 - A Blueprint for Impact. This latest course provides another practical tool to help our members build on their sustainability actions while growing stronger, more resilient businesses."

The course also demonstrates TIA's commitment under the Glasgow Declaration on Climate Action in Tourism, which the organisation signed in May 2025. The Declaration commits TIA to lead by example, sharing knowledge and catalysing collaborative action across the sector.

For more information visit [Akiaki - Advancing Tourism](#).

TOURISM INDUSTRY AOTEAROA

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KEY FACTS

ABOUT AKIAKI – ADVANCING TOURISM

The Akiaki education programme was developed by Tourism Industry Aotearoa to help tourism operators to advance their knowledge about sustainable tourism and learn how to implement practical actions within your business. The eleven bite-sized courses are based around the Tourism Sustainability Commitment's four pou - Ōhanga (Economic), Manuhiri (Visitor), Hapori (Community), and Te Taiao (Environment). The courses are free for TIA members, and non-members can register for a small fee.

The courses are:

- A Guide to Akiaki – Advancing Tourism
- Carbon Measurement and Reduction
- Waste Elimination and Sustainable Supply Chains
- Restoring Nature
- Visitor Engagement
- Resilience
- Storytelling
- Investment and Innovation
- Employer of Choice and Community Engagement
- Culture and Heritage
- Energy Efficiency

ABOUT THE GLASGOW DECLARATION

The UN launched the [Glasgow Declaration on Climate Action in Tourism](#) at the UN Climate Change Conference (COP26) in November 2021. The Declaration commits signatories to support global goals to halve emissions over the next decade and reach Net Zero emissions as soon as possible before 2050. Over 900 organisations have become signatories of the Declaration to accelerate climate action worldwide.

ABOUT TIA

- Tourism Industry Aotearoa (TIA) is Aotearoa New Zealand tourism's peak industry body. We are the only independent association that represents all sectors of the country's large and diverse tourism industry.
- TIA has about 1,200 member businesses from across the industry, ranging from small owner/operators to large publicly listed tourism corporates and international hotel chains.
- TIA leads implementation of the industry's [Tourism Sustainability Commitment](#), which aims to see every tourism business in Aotearoa New Zealand contributing positively to our people and cultures, our environment and our economy.
- TIA delivers a comprehensive and diverse range of industry events including TRENZ, New Zealand Tourism Awards, Discussing Tourism regional events and Tourism Summit Aotearoa.

ABOUT TIAKI NEW ZEALAND

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Tiaki – Care for New Zealand was developed as a collaborative initiative to share and strengthen our connection to the natural world and to inspire visitors, both international and domestic, to travel safely, consciously and respectfully in Aotearoa. The Tiaki Promise invites travellers and the tourism industry alike to commit to caring for the land and its communities. Through partners like Tourism Industry Aotearoa and other tourism businesses, it supports tourism operators to guide visitors in how to travel in a way that honours the environment, Māori culture and the places they visit, encouraging all to take up the role of guardians of Aotearoa New Zealand.

Visit www.tia.org.nz for more information

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