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Media release

International recognition for Tourism Sustainability Commitment

A New Zealand programme that supports tourism operators to become more sustainable has gained international recognition.

The New Zealand Tourism Sustainability Commitment has won the 2021 Skål International Sustainable Tourism Award in the Educational Programmes and Media category.

The Tourism Sustainability Commitment (TSC) was developed by Tourism Industry Aotearoa and encourages and supports every New Zealand tourism business to be genuinely committed to sustainability.

"We are really proud to win this international award, which highlights the growing interest in the Commitment at a time when the tourism industry is experiencing so many other challenges," says TIA Chief Executive Chris Roberts. "One of the few positive impacts of the COVID pandemic is that some tourism businesses have found the time to develop their sustainability action plans and reimagine their businesses for the future."

Under the TSC framework, TIA has just launched the Tourism Carbon Challenge, urging every tourism business to measure its carbon footprint, to take action to significantly reduce carbon emissions by 2030, and contribute to a tourism industry that is net zero carbon ahead of New Zealand's 2050 goal.

TIA is also collaborating with regions to set a regenerative tourism future. The regional programme supports tourism businesses to provide stronger community and environmental connections in a sustainable, economically prudent manner.

"We believe every operator has a part to play in creating a tourism industry that is sustainable. We hope this award will reinspire our members while showing the strength and credibility of the Tourism Sustainability Commitment to those who have not yet made the commitment."

Tourism businesses can sign up to the Tourism Sustainability Commitment for free and access support to work towards twelve Commitments across four elements of tourism sustainability: Economic, Visitor, Community and Environment.

Find out more and sign up at <https://sustainabletourism.nz>.

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KEY FACTS

- TIA is New Zealand tourism's peak industry body. We are the only independent association that represents all sectors of New Zealand's large and diverse tourism industry.
- TIA has about 1300 member businesses from across the industry, ranging from small owner/operators to large publicly listed tourism corporates and international hotel chains.
- TIA is deeply involved in discussions on recovery and what the future of tourism in New Zealand will look like.
- TIA leads implementation of the industry's **Tourism Sustainability Commitment** which aims to see every New Zealand tourism business committed to sustainability.
- TIA delivers a comprehensive and diverse range of industry events including TRENZ, New Zealand Tourism Awards, Discussing Tourism regional events and the Tourism Summit Aotearoa.

Visit www.tia.org.nz for more information

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