

ROTORUA SUSTAINABLE TOURISM CHARTER



The Rotorua Sustainable Tourism Charter group was formed in 2001 in response to our tourism industry wanting to pursue a more sustainable management philosophy. In recognition that there is always more that can be done to be a sustainable business, members have committed to continual improvement in the following areas:

- **Community and tangata whenua support**
- **Natural and human environment protection**
- **Efficient use of natural and human resources**
- **Compliance with legislation**
- **A safe, enjoyable and informative experience for visitors**



There is a sustainability assessment process that member businesses are required to complete for ongoing membership.

PRELIMINARY SUSTAINABILITY ASSESSMENT

Upon signing up to the Charter, members' complete a self-assessment checklist to identify sustainability actions already implemented at their business and possible new actions.

SITE VISIT AND ASSESSMENT REPORT

After joining and at least once every five years thereafter the Charter Assessor inspects the business's operations and prepares a sustainability assessment report. This report includes the current sustainability position of the member business and opportunities for improvement.

STATEMENT OF ACTION (SOA) AND REVIEW

Members implement suggested improvements from their Assessment Report and annually document those actions in a SOA. The Charter Assessor reviews the SOAs every second year by requesting evidence of the implemented actions and where necessary performs a site visit.

MORE INFORMATION

For more information on the Rotorua Sustainable Tourism Charter visit the Charter website: sustainableNZ.com or email sustainable@rotoruaNZ.com



Tourism Rotorua Travel Office and Information Centre

1167 Fenton Street, Rotorua
NZ Freephone 0800 ROTORUA (768 678)
OPEN 7 DAYS FROM 8am - 5.30pm
(except Christmas Day)

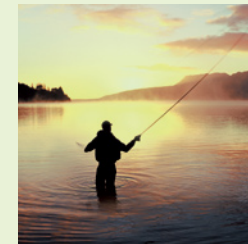


For all your information and booking needs to participate in a sustainable visit while in Rotorua. Also available is information and bookings for all transport, accommodation and activities in the rest of New Zealand.

www.rotoruaNZ.com

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Sustainable Visit ROTORUA NEW ZEALAND



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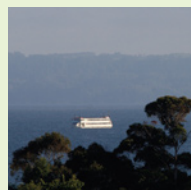
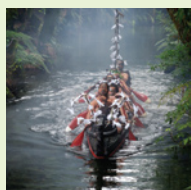
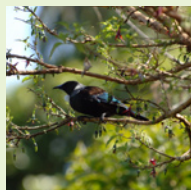
ROTORUA
feel the spirit
Manakihanga



KIA ORA

Welcome to Rotorua and thank you for taking the time to participate in a sustainable visit to our city.

Rotorua has been hosting visitors since the 1840s when the Pink and White Terraces first attracted visitors from around the world. Sadly, those terraces were destroyed in the 1886 eruption of Mt Tarawera however the spirit of manaakitanga continues today.



MANAAKITANGA


Manaakitanga is a deep-rooted concept in Maori culture. It implies guardianship – over our land (whenua), treasures (taonga), people (tangata) and visitors (manuhiri). As hosts, we are fiercely proud of this tradition and it is our responsibility to ensure visitors receive the very best of ourselves, our history and our time.

PLAY YOUR PART

We invite you, our manuhiri, to join us in sharing our abundant resources, but also place a responsibility of guardianship on you to ensure your visit is sustainable.

The most important thing you can do in participating in a sustainable visit is to be an informed visitor. We invite you to take a moment to learn about some of the more important actions you might choose to make your visit more sustainable.

MAKE YOUR MONEY COUNT

 Support those tourism operators that have committed to continually improving the sustainability performance of their business. **Choose Rotorua Sustainable Tourism Charter member businesses** when planning your stay in Rotorua – look for the Charter logo in the Tourism Rotorua Travel Office and Information Centre and in businesses.

LEAVE LESS THAN FOOTPRINTS

The old cliché “take nothing but photographs, leave nothing but footprints” is a valid comment to live by, however today we ask our visitors to leave even less. **Stay on marked trails and do not take shortcuts** that create erosion and soil compaction in fragile environments.



TAKE TIME OUT

The distances that we typically travel when visiting a country or region contribute significantly to carbon emissions and climate change. **Spend less time travelling and more time at each place** in order to learn about the intricacies of the place.



PROTECT ROTORUA'S UNIQUE BIODIVERSITY

The geothermal environment in and around Rotorua is home to flora species unique to Rotorua. Similarly, some species of native birdlife found in few other places throughout New Zealand flourish in the native forests around Rotorua. **Never take or damage the flora and do not disturb the wildlife.**

REDUCE WASTE

Many of the products we purchase are destined for the landfill because they are not designed to be reused, recycled or composted. **Source products that are least likely to end up in a landfill.**

SEEK OUT NEW FRIENDS

Opportunities will be available during your Rotorua visit to observe the customs and traditions of the tangata whenua (people of the land) and to interact with the local community. **Respect the customs and traditions of the tangata whenua** when cultural values and protocols need to be observed.



PROTECT WATERWAYS

Metal trout emblems on the kerbstones of city drain grates remind people that these drains lead directly to Lake Rotorua. **Never discharge contaminants into the Rotorua lakes and waterways** or their surrounding environment.

