TOURISM CARBON CHALLENGE
The climate challenge is urgent, and Aotearoa New Zealand’s tourism industry must be a driver of change. We must act immediately to accurately measure our individual and collective carbon footprint, work together to significantly reduce carbon emissions by 2030 and be net zero carbon before 2050.
Accountability

Ensure the right data is in place to enable operators, and inform comprehensive action to advance the challenge.
Accountability

Actions:
- Industry-level carbon emission tracking
- Develop specific tracking metrics
- Global watch
- Business-level measurement
- Transparent disclosure
- Full coverage
People

Engage, motivate, influence and enable the industry to take on the challenge.
People

Actions:
• Tourism Sustainability Commitment
• Ensure alignment
• Engage with Mana Whenua
• Activate all businesses, sectors, regions
• Create social connections
• Work on the supply chain
• Consumer engagement
Policy

Influence and leverage the policy frameworks of government and global processes that will be central to how we tackle the challenge.
Policy

Actions:
• Contribute to carbon-related policy development
• Support govt programmes
• Tourism strategy – govt & industry
• International initiatives
• NZ carbon reduction initiatives
Innovation

Foster and encourage the research, collaboration and implementation processes by operators to support the challenge.
Innovation

Actions:

• Costs and benefits
• Develop the science agenda
• Establish position in the govt science system
• Businesses generate and use R&D
• Collaborate and share learnings
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