14 Business Commitments

We are inviting all New Zealand tourism businesses to sign up to the 14 Commitment to help us reach the 8 industry Goals by 2025. These Commitments have been developed by industry for industry.

Economic


2. Capital Investment: Businesses invest capital to grow, and/or improve quality and productivity.

3. Productivity: Businesses innovative and have effective strategies to mitigate the effects of seasonality.

Visitor


5. Product and Market Development: Businesses innovate to improve or upgrade their offering to enhance visitor experience.

6. Visitor Engagement: Businesses educate visitors about New Zealand’s cultural and behavioural expectations.

Host Community

7. Sustainable Employment: Businesses pay a fair wage to all staff.

8. Quality Employment: Businesses support their workforce to flourish and succeed.

9. Community Engagement: Businesses actively engage with the communities in which they operate.
10. Sustainable Supply Chains: Businesses have socially and environmentally sustainable supply chains

**Environmental**

11. Ecological Restoration: Businesses contribute to ecological restoration initiatives.

12. Carbon Reduction: Businesses have carbon reduction programmes towards carbon neutrality.

13. Waste Management: Businesses have waste reduction and management programmes.

14. Education: Businesses actively engage with their visitors and communities on the importance of restoring, protecting and enhancing New Zealand’s natural environment.

[www.sustainabletourism.nz](http://www.sustainabletourism.nz)