



Brisbane Region.

Tourism operators in Brisbane were slightly more positive and action orientated regarding environmental initiatives compared with many other regions.

The majority agreed that:

- Environmental initiatives undertaken by businesses will have a positive impact on climate change
- It is important for their business to reduce its carbon footprint
- Climate change requires drastic action to address.

Tourism operators in this region were significantly less likely to express that it was 'too hard' to implement further actions.

The uptake of strategic initiatives by operators in this region was generally on par with all tourism operators surveyed. One third had a sustainability policy and 18% had a formal environmental action plan. Of specific note, Brisbane tourism operators were significantly more likely to have had their carbon footprint measured (21%) and to have a formal program to educate their customers (49%).

Brisbane tourism operators were not unique in the behaviours they were choosing to implement in their businesses. However, in addition to the common initiatives implemented, there was a significantly higher proportion of these operators who harvest rainwater. This is no doubt influenced by strong rainwater tank rebates available in the region and a strong communication campaign regarding the recent drought.



Brisbane Region.

Sig Testing Notes:

- ▲ Significantly higher than total at 95% CI
- ▼ Significantly lower than total at 95% CI

Measure	Total QLD Tourism Operators (n=986)	Brisbane Tourism Operators (n=115)
Sustainability Policy	25%	32%
Carbon Footprint Measured	10%	21% ▲
Climate Change Exposure	48%	57%
Purchased Carbon Offsets	10%	15%
Formal Environmental Action Plan	14%	18%
Encouragement of Staff	29%	36%
Program to educate customers	38%	49% ▲
Top Energy Saving initiatives		
• Energy saving light bulbs	88%	83%
• Setting air condition to 24 degrees	62%	71%
• Energy saving appliances	69%	67%
• Switching off appliances at wall	64%	67%
Top Water Saving initiatives		
• Low flow toilet fixtures	68%	74%
• Low flow taps	60%	66%
• Water efficient appliances	62%	60%
• Harvesting of rainwater	43%	54% ▲
Top Waste Reduction initiatives		
• Other recycling	68%	76%
• Using recycled paper and stationary	70%	71%
• Bulk purchasing	67%	62%