



Townsville Region.

Among Townsville tourism operators there was a strong positive sentiment regarding environmental initiatives. They were more likely to agree that:

- The environmental initiatives taken on by their business lead to a positive impact on climate change
- It's important for their business to reduce its carbon footprint
- Climate changes requires drastic action.



There was less of a feeling in this region that it is 'too hard' to further reduce the amount of energy, water and wastage consumption.




Survey participants were significantly more likely to have had education on climate change in their business and were more likely to have a formal program to educate customers. Just under one third had a sustainability policy and one in five had purchased carbon offset credits.

They were in line with the level of behaviour observed across the state on energy, water and wastage initiatives. The only significant difference was that only 9% reported harvesting rainwater compared to 43% at a state wide level.



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Sig Testing Notes:
 Significantly higher than total at 95% CI
 Significantly lower than total at 95% CI

Measure	Total QLD Tourism Operators (n=986)	Townsville Tourism Operators (n=32)
Sustainability Policy	25%	31%
Carbon Footprint Measured	10%	13%
Climate Change Exposure	48%	66% 
Purchased Carbon Offsets	10%	22%
Formal Environmental Action Plan	14%	22%
Encouragement of Staff	29%	34%
Program to educate customers	38%	56% 
Top Energy Saving initiatives		
• Energy saving light bulbs	88%	91%
• Setting air conditioners to 24 degrees	62%	81%
• Energy saving appliances	69%	69%
• Switching off appliances at the wall	64%	69%
Top Water Saving initiatives		
• Low flow toilet fixtures	68%	53%
• Low flow taps	60%	50%
• Water efficient appliances	62%	47%
• Harvesting of rainwater	43%	9% 
Top Waste Reduction initiatives		
• Other recycling	68%	75%
• Using recycled paper and stationary	70%	72%
• Bulk purchasing	67%	72%