



Tropical North Queensland Region.

Tropical North Queensland tourism operators surveyed were quite positive and concerned about environmental issues. They were significantly more likely to agree that:

- It was important for their business to reduce its carbon footprint
- Their customers expect them to be environmentally responsible
- Climate change is an issue that requires drastic action

However, they were significantly less likely to agree that they personally want to be more environmentally responsible in their business.

Over one quarter (28%) had a sustainability policy and 15% had a formal environmental action plan. They had implemented environmental initiatives for energy, water and waste in line with state level results. The only significant difference for the region was a lower level of harvesting rainwater and recycling water/ grey water use.



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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)	Tropical North Queensland Tourism Operators (n=146)
Sustainability Policy	25%	28%
Carbon Footprint Measured	10%	10%
Climate Change Exposure	48%	49%
Purchased Carbon Offsets	10%	11%
Formal Environmental Action Plan	14%	15%
Encouragement of Staff	29%	28%
Program to educate customers	38%	34%
Top Energy Saving initiatives		
• Energy saving light bulbs	88%	88%
• Energy saving appliances	69%	71%
• Switching off appliances at the wall	64%	64%
Top Water Saving initiatives		
• Low flow toilet fixtures	68%	64%
• Water efficient appliances	62%	57%
• Low flow taps	60%	52%
• Harvesting rain water	43%	23% ▼
• Water recycling & use of grey water	30%	19% ▼
Top Waste Reduction initiatives		
• Using recycled paper and stationary	70%	72%
• Other recycling	68%	67%
• Bulk purchasing	67%	65%