



# Whitsundays Region.

Whitsunday region operators who completed the survey were significantly less likely, than the average Queensland operator, to feel it was important for their business to reduce their carbon footprint. However, they were more in agreement than other regions that they want to be more environmentally responsible in their business.

Just over one quarter (27%) had a sustainability policy and 10% had a formal environmental action plan. This was in line with state level results. They were significantly less likely as a region to have purchased carbon offsets (2%).



They were also significantly less likely than other regions to be implementing the following:

- Installing roofing insulation
- Harvesting rain water
- Using recycled water or grey water
- Composting
- Undertaking other recycling activities

They were the region most likely to be recycling and refilling their printer cartridges.



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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) | Whitsunday Tourism Operators (n=49) |
|--|-------------------------------------|-------------------------------------|
| Sustainability Policy                  | 25%                                 | 27%                                 |
| Carbon Footprint Measured              | 10%                                 | 8%                                  |
| Climate Change Exposure                | 48%                                 | 51%                                 |
| Purchased Carbon Offsets               | 10%                                 | 2% ▼                                |
| Formal Environmental Action Plan       | 14%                                 | 10%                                 |
| Encouragement of Staff                 | 29%                                 | 22%                                 |
| Program to educate customers           | 38%                                 | 29%                                 |
| Top Energy Saving initiatives          |                                     |                                     |
| • Energy saving light bulbs            | 88%                                 | 88%                                 |
| • Energy saving appliances             | 69%                                 | 71%                                 |
| • Roofing insulation                   | 45%                                 | 37% ▼                               |
| Top Water Saving initiatives           |                                     |                                     |
| • Low flow toilet fixtures             | 68%                                 | 61%                                 |
| • Water efficient appliances           | 62%                                 | 53%                                 |
| • Harvesting of rain water             | 43%                                 | 29% ▼                               |
| • Water recycling or use of grey water | 30%                                 | 12% ▼                               |
| Top Waste Reduction initiatives        |                                     |                                     |
| • Recycle/ refill print cartridges     | 59%                                 | 82% ▲                               |
| • Bulk purchasing                      | 67%                                 | 73%                                 |
| • Other recycling                      | 68%                                 | 43% ▼                               |
| • Composting                           | 35%                                 | 16% ▼                               |