



# The Coromandel Sustainable Tourism Group Newsletter

ISSUE SEVEN

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An opportunity brought to you by Tourism Coromandel

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## A Summary of TCSTG in 2010

2010 has proven to be a VERY busy and exciting year for our group, with excellent participation and enthusiasm from members. Huge progress has been made in Responsible Tourism in our Region.

We are proud that all the hard work has paid off, and that:

- The Group has grown from **21** members in January 2010 to **39** active members by December 2010;
- **All Qualmark** members who received assistance from their sustainable tourism advisors **received an upgraded Enviro rating**;
- **13** of the group's members are Qualmark accredited, with **8** having attained an **Enviro Silver** & **3** having and **Enviro Bronze**

- A satisfaction survey for TCSTG was produced in the last quarter, yielding great feedback( for more info refer to page 2)

- A very successful networking session held at Puka Park, again generating great feedback and presentations from Belinda Muir & Qualmark

With Belinda having resigned from her role as a sustainable tourism advisor in October to focus on managing her husband's Tairua based Fishing Charter Business– Epic Adventures, as well as to further grow her career in HR & project management she has been missed,

but all the great ground work she laid has been built on. The Group continues going from strength to strength! Its been a fantastic year for TCSTG, so lets make sure that 2011 is equally as successful!



Be sure you take advantage of all the great marketing opportunities and additional exposure that your membership to our group provides you with ( more info in this newsletter– page 3). and be sure to get listed in Tourism Coromandel's RWC micro site ( p.3)

For now, enjoy the bustling summer season, and lets remember to show all our visitors that The Coromandel is truly a Sustainable Region!

Best wishes for the silly season & have a safe holiday,  
*Lexie.*



For more information or to join The Group please contact the region's Sustainable Tourism Advisor:

Lexie Sandano:  
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## Qualmark Achievements

Congratulations to **Cathedral Cove B & B** and **Mercury Bay Holiday Park** for achieving excellent results in their recent Qualmark assessments. Cathedral **Cove B & B** achieved an impressive **4 Star, Enviro Silver** accreditation in their first ever Qualmark assessment. **Mercury Bay Holiday Park** were upgraded to a **4 Star, Enviro Bronze** accreditation. Excellent results from these operators!

# Cathedral Cove Bed & Breakfast

HAHEI · THE COROMANDEL PENINSULA · NEW ZEALAND



A big congratulations to owners & operators of Cathedral Cove B & B, Pat & Rachael who have recently attained a fantastic 4

## Star, Enviro Silver Qualmark accreditation!

Cathedral Cove B & B joined TCSTG in July 2010. They have made great use of the assistance provided by their sustainable tourism advisor, resulting in a stellar outcome for their first ever Qualmark assessment. Diligently develop-

ing a **sustainability action plan**, and ensuring that all their initiatives were communicated well to their Qualmark assessor meant that Pat & Rachael's efforts were well reflected in their rating.

Amongst other sustainability related initiatives taking place at the B & B, was developing a sustainable tourism webpage which outlined the businesses efforts ([www.cathedralcovebandb.co.nz](http://www.cathedralcovebandb.co.nz)). Pat and Rachael also ensured that they had a displayed a **mission statement** on site which reflected the businesses commit-

ment to sustainability. Most importantly however were the actions that backed this statement, and web material— **consideration to the supply chain** is given when purchasing products for the business including using eco certified and/ or recycled/ recyclable guest room amenities. Pat and Rachael also ensured that resource monitoring was up to scratch. Monitoring data for gas, waste and energy were all completed.

They believed that being members of The Coromandel Sustainable Tourism Group helped a lot in achieving their results. Qualmark assessors are well aware of the process and assistance that members of TCSTG receive. Rachael stated that, being a member of TCSTG was well worth their while, “ **Since joining, we have always found our advisor to be very professional and approachable. Lexie has been encouraging and proactive in providing us with the relevant information and recommended suppliers**”.

Pat & Rachael also found that their membership was of value, “ **we only joined The Coromandel Sustainable Tourism Group a few months ago and we already feel we've got great value for money from our membership. We're looking forward to growing a long term partnership with TCSTG**”.

When asked about any challenges the business faced in attaining their Qualmark rating, Rachael stated that, “ **It was all pretty straightforward, but the input from our advisor definitely made a difference!**”

Congratulations Cathedral Cove B & B for the great achievement! Pat & Rachael's fantastic can-do attitude has certainly paid off!



**“We only joined The Coromandel Sustainable Tourism Group a few months ago and we already feel we've got great value for money from our membership. We're looking forward to growing a long term partnership with TCSTG”.** Pat & Rachael— Cathedral Cove B & B owners & operators.



## TCSTG in the Academic lime light

Over the last quarter The Coromandel Sustainable Tourism Group has been approached by two different groups of Masters students who are completing Sustainable Tourism degrees around the world. One group of students is from The University of Waikato, the other from The University of Luxembourg. Both groups have shown interest in using TCSTG as a case study to

analyze how sustainable tourism practices are carried out in an area where tourism is a vital contributor to the local economy. Both groups of students are looking at the successes, and challenges that are faced in sustainable tourism management, and are also focusing on researching funding models provided for services like the Sustainable Tourism

Advisors in regions (STAR) project, and The Coromandel Sustainable Tourism Group. If you would like more info on these studies, please contact Lexie.



# Greening Tourism Coromandel



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As one of the major funders of The Coromandel Sustainable Tourism Group, Tourism Coromandel think it is important to ensure that they operate in a more sustainable way alongside all of the region's operators. Media & Marketing manager Hadley Dryden will be Tourism Coromandel's 'Sustainability Champion' in 2011. Alongside Lexie, Hadley will be ensuring that the organisation's Sustainability Action Plan is followed, and that initiatives such as supply chain consideration, purchasing of recycled and/ or FSC accredited paper, food waste collection systems in the office, and an attempt to push for recycling in the office will be worked on in 2010. Great to see!

 **Adventure Waihi**  
Karangahake gorgeous

A warm welcome to new members Adventure Waihi! ([www.adventure-waihi.co.nz](http://www.adventure-waihi.co.nz)) We look forward to working with you closely on your sustainable Tourism endeavours!

## Prioritized Listings for TCSTG Members in RWC site

The Coromandel Sustainable Tourism Group Members will be pleased to learn that they will be receiving prioritised listings in Tourism Coromandel's micro site: [www.thecoromandelroadtrip.co.nz](http://www.thecoromandelroadtrip.co.nz)

The website will provide additional exposure to all Tourism Coromandel members who chose to be listed on it, however Sustainable Tourism Group members will be ranked first, with The Group's logo featuring of their listings too. If you haven't taken up the opportunity to be listed on the micro site do so now!

For more info contact:

Hadley Dryden: [hadley@thecoromandel.com](mailto:hadley@thecoromandel.com) or

Lexie Sandano: [alexia.sandano@xtra.co.nz](mailto:alexia.sandano@xtra.co.nz)



## TCSTG Rack Cards & Visitor Guide Book

The 2010/11 Coromandel Sustainable Tourism Group rack cards are currently at the printers, and should be out to all operators and local i-Sites by Christmas! The cards will give visitors an idea of what TCSTG is, the types of initiatives that members undergoing to ensure they are more sustainable, and who 2010/11 members are. The cards should prove to build on The Group's current exposure, and give visitors an idea of which operators they can go to if they want to support sustainability practices in The Coromandel. The cards will of course be printed on recycled materials!

Tourism Coromandel's 2010/11 Visitor Guide book has already been printed, and like last year, TCSTG logo is featured along side all member's listings in the book.

# 2010 e-Day



A big thumbs up to all operators who put aside electronic waste and took it to local collection stations on this year's e-Day.

**The day has a huge success with a grand total of 17,787 cars drop off 76,899 items across NZ. An estimated 900 tones of waste was diverted from landfill!** It was great to get so many questions from operators around how they

Could participate. Remember to put aside electronic waste for next year's e-Day, but remember that even more important than correctly disposing of electronic waste, is to avoid creating this sort of waste— rethink before buying! It could yield good results for your businesses' pocket, and for the environment! For more info & to keep updated on what's happening in 2011 go to: [www.eday.org.nz](http://www.eday.org.nz)



## TCSTG 2010 Survey Results

Most of you will be familiar with the Coromandel Sustainable Tourism Group Survey which came out in October/ November of this year. The survey had a fantastic **completion rate of 76.3%** so thank you to all of you who participated! All feedback was much appreciated, and we will be working hard in 2011 to ensure that we can build on what members outlined as The Group's strengths, and will work on any weaknesses that were outlined. Here are some of the key findings of the survey:

- **60.5%** of members stated that the **key driver to joining the group was to reduce their businesses adverse impacts on the natural environment;**
- **83.9%** of members claimed they got the **greatest value in a sustainable tourism advisor conducting a site visit and preparing a sustainable tourism report;**
- **72.4%** felt assistance with developing a **Sustainable Tourism Action Plan** was of great value;
- **80.6 %** believed that **no changes** were required The Group;
- **53.3 %** stated that ongoing funding of the group should be a combination of user pays and local council contribution;
- **74.2 %** felt that the \$150+GST annual membership fee was **about right**, with **12.9%** believing it was either **too little or too much;**

Here is some of the feedback received from operators:

- *"Working with TCSTG/ Belinda has helped us to streamline our approach to external requirements and paperwork in order to achieve recognition for the work that we are doing in Sustainable Tourism"*
- *"We were really well supported by TCSTG team at Tourism Coromandel— very impressed with the depth of information provided, and the time spent with us"*
- *"The majority of time our communications were answered within 24hours-No complaints!"*
- *"I don't believe the \$150+GST membership fee should be paid every year. It should be just a one off fee"*
- *"We would like more visits from advisors"*
- *"Lexie has been fantastic— she is a real asset to Tourism Coromandel"*

If you would like to see the complete survey results, please contact Lexie ( [alexia.sandano@xtra.co.nz](mailto:alexia.sandano@xtra.co.nz) )



Merry Christmas & Happy New Year to all of you and remember to consider the environment this summer!