



Responsible Tourism – Qualmark Green

As New Zealand's official mark of quality for tourism, all businesses that have a Qualmark are assessed on their environmental performance. This is included in minimum requirements and recognises businesses for initiatives in energy, waster, water, conservation and community.

This is part of the New Zealand tourism's commitment to looking after New Zealand for future generations to continue to enjoy.

Minimum requirements include basic environment practices and completing an environmental practices and completing an environmental review of the business. Those businesses that are performing at the top levels will be engaging in activities that include:

- Energy efficiency
- Conservation initiatives
- Waste management
- Community activities
- Water conservation

For you, the tourist, recognising top performing **Qualmark Green** businesses is easy. This is in the form of Enviro logos – bronze, silver and gold. Look for the following logos on websites, online listings and in other promotional material such as brochures. Where applicable these logos are shown next to the Qualmark star grading or Endorsed logos.