



Mackay Region.

Mackay tourism operators surveyed were significantly more likely to feel that:

- It is important for their business to reduce their carbon footprint
- Their customers expect them to be environmentally responsible.

While they didn't necessarily consider it 'too hard' to implement further action to reduce consumption they believed that there were not enough benefits or cost savings to make it worthwhile.

The Mackay operators surveyed had a strong level of exposure to education on climate change (64%) and were one of the regions most likely to purchase carbon offset credits (22%).

Approximately one quarter had a sustainability policy and 14% had a formal environmental action plan.

Mackay operators surveyed were generally on par with the average Queensland operator with regards to the types of initiatives implemented. However, they were more likely to switch appliances off at the wall (77%) and significantly less likely to harvest rainwater (23%).



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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)	Mackay Tourism Operators (n=44)
Sustainability Policy	25%	23%
Carbon Footprint Measured	10%	11%
Climate Change Exposure	48%	64% ▲
Purchased Carbon Offsets	10%	22% ▲
Formal Environmental Action Plan	14%	14%
Encouragement of Staff	29%	30%
Program to educate customers	38%	36%
Top Energy Saving initiatives		
• Energy saving light bulbs	88%	89%
• Switching off appliances at wall	64%	77% ▲
• Energy saving appliances	69%	75%
Top Water Saving initiatives		
• Water efficient appliances	62%	70%
• Low flow toilet fixtures	68%	64%
• Low flow taps	60%	55%
• Harvesting of rainwater	43%	23% ▼
Top Waste Reduction initiatives		
• Other recycling	68%	80%
• Using recycled paper and stationary	70%	75%
• Bulk purchasing	67%	75%