



Gold Coast Region.

Gold Coast tourism operators surveyed were significantly more likely, than the average Queensland operator, to agree that:

- It is important for them to reduce their carbon footprint
- They want to be environmentally responsible in their business

Compared with other regions, Gold Coast tourism operators were significantly less likely to feel their customers expected them to be environmentally conscious. In addition, they were more likely to agree that it is 'too hard' to further reduce water and wastage consumption of their business.



Gold Coast tourism operators surveyed were on par with state levels with regards to the development of a sustainability policy (34%), a formal environmental action plan (20%) and purchasing carbon offsets (10%).




They were undertaking a broad range of environmental initiatives, but were significantly less likely to be:

- switching off appliances at the wall
- installing solar hot water heaters
- installing low flow toilet fixtures
- composting.



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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)	Gold Coast Tourism Operators (n=113)
Sustainability Policy	25%	34%
Carbon Footprint Measured	10%	11%
Climate Change Exposure	48%	50%
Purchased Carbon Offsets	10%	10%
Formal Environmental Action Plan	14%	20%
Encouragement of Staff	29%	32%
Program to educate customers	38%	44%
Top Energy Saving initiatives		
• Energy saving light bulbs	88%	87%
• Energy saving appliances	69%	65%
• Switching off appliances at the wall	64%	54% 
• Solar hot water heaters	11%	5% 
Top Water Saving initiatives		
• Water efficient appliances	62%	65%
• Low flow taps	60%	65%
• Low flow toilet fixtures	68%	58% 
Top Waste Reduction initiatives		
• Other recycling	68%	67%
• Using recycled paper and stationary	70%	65%
• Bulk purchasing	67%	63%
• Recycle/ refill print cartridges	59%	63%
• Composting	35%	18% 