

Queensland Tourism Climate Action

For Queensland's tourism industry, climate change is a risk and an opportunity too big to ignore. As visitors reconnected with nature due to the impacts of COVID-19, the urgency to act on responsible tourism and climate change has never been greater. Visitors are now expecting sustainable and lower impact solutions when they travel. Over the coming years governments will start to require that genuine measures and reductions are in place.

The last two years have shown us that business as usual is no longer acceptable. It is time to make a commitment to a more sustainable future that reduces our footprint and delivers exceptional tourism experiences without compromising the natural environment and communities on which we rely.

Queensland's tourism industry has the unique opportunity to take steps to understand its carbon footprint and take genuine action towards reducing our greenhouse gas emissions. The *Queensland Regional Tourism Network* is leading the way with a project to measure its regional footprint to reduce emissions and protect our tourism industry for generations to come. (Please see Appendix for an overview of the project)

Tourism plays an important role as a catalyst for change. Now is your opportunity to be involved in this industry leading project and to play your part in the change we need to make a difference.

How you can be involved:

- Join the pilot group to start measuring your emissions (energy, water, waste). This will support the data collection and provide insight into regional and sector specific information.
- Start taking action towards improving your operational efficiency.

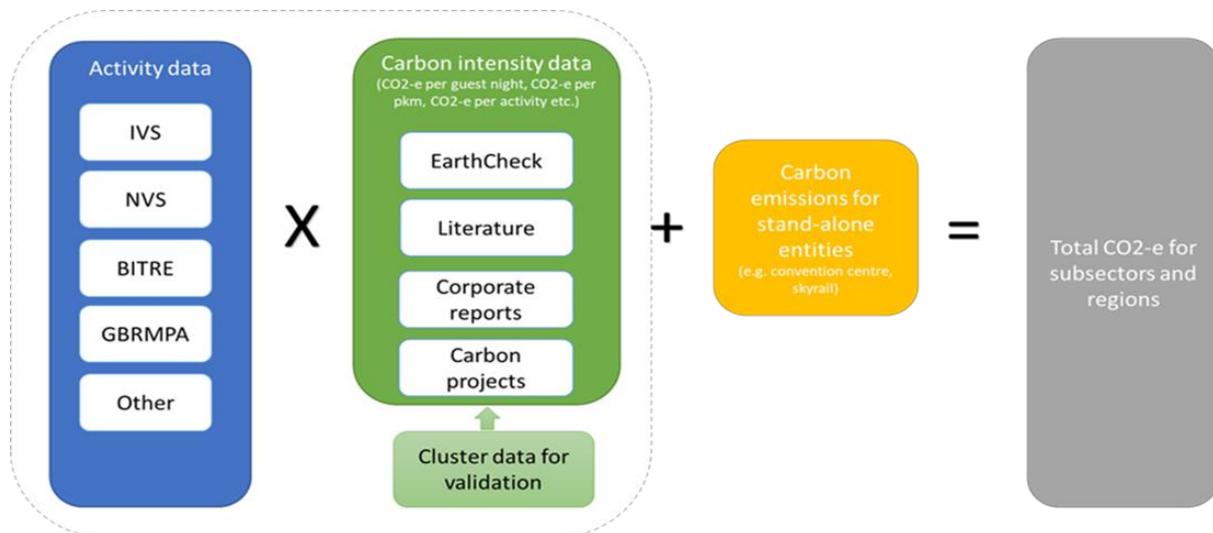
To find out more or join the program contact Natasha:

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Appendix 1 -Project overview

For those of you who like to know the technical – the project takes a top-down and bottom-up (or pincer) approach to establishing the carbon footprint for each of the 13 tourism regions in Queensland.

To achieve this, we draw on Tourism Research Australia data (and some additional data sources) to understand regional activity. Using carbon intensity data we will be able to understand the carbon per guest in each region. We will augment this with business data to ensure our calculations are reflective of the tourism we see in each of tourism regions. This will provide the total carbon emissions for each subsector and region. Once we know our starting point we can plan a path to net-zero.



Project outcomes

The project will provide each region with an *Action Plan to Net-Zero*. This will align to State Government ambition. For those businesses who participate, you will be provided with an understanding of your individual carbon-footprint and how you are performing to others within your sector. This will then enable you to direct your own outcomes toward net-zero, in alignment with regional goals.

