

13 February 2019

To whom it may concern

Rainforest Cabins Taranaki

I am responsible for the Tourism Sustainability Commitment that was launched by Tourism Industry Aotearoa in 2017. The objective of this initiative is to foster sustainability practices across the tourism industry so that the actions of many businesses have a positive impact at the industry level.

The Tourism Sustainability Commitment is based on a balanced scorecard approach with an Economic, Community, Visitor and Environment framework. There are 14 Commitments that set out the actions businesses need to take towards becoming more sustainable, refer <http://sustainabletourism.nz/>.

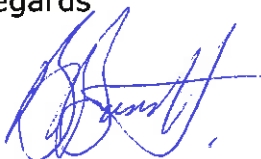
To date, 750 tourism businesses have signed up to the Tourism Sustainability Commitment, and we are very pleased at the level of uptake as we are still in the establishment phase of this long term initiative. Over time, we expect near-universal industry uptake and a tightening of standards so that we can raise the bar when needed.

We are interested in initiatives that can give life to the more sustainable tourism future that we are seeking to achieve. While I am not in a position to endorse the Rainforest Cabins Taranaki as a business, I can comment that it is an initiative that is consistent with the intent of the Tourism Sustainability Commitment. For instance, by creating a high value experience in a natural setting that provides benefit to both the local community and the environment, and educating visitors about the importance of restoring and enhancing New Zealand's natural environment.

This project is well aligned to what the Tourism Sustainability Commitment is seeking to achieve.

I would be happy to provide further information.

Regards



Bruce Bassett
Industry Strategy Manager

TOURISM INDUSTRY AOTEAROA
PO Box 1697, Wellington 6140, New Zealand
P +64 4 499 0104 E info@tia.org.nz W www.tia.org.nz