

## MEDIA RELEASE



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### **Christchurch's green accommodation recognised**

Seven of Christchurch's tourism businesses are celebrating their green leadership as the first accommodation providers in the region to achieve Qualmark's new Enviro-logos.

Recipients of the prestigious new environmental rating from Qualmark include Gothic Heights Motel, Copthorne Hotel Christchurch Central and Hadleigh, all located in the inner city, Huntley House in Upper Riccarton, Airport Delta Motel near Christchurch International Airport, and Akaroa Criterion Motel and Wilderness House, both located in Akaroa.

Gothic Heights Motel, Copthorne Hotel Christchurch Central, Hadleigh, Huntley House and Akaroa Criterion Motel have all been awarded Enviro-Silver logos, and Airport Delta Motel and Wilderness House Enviro-Bronze logos.

Christine Prince, Chief Executive of Christchurch & Canterbury Tourism said they are leading by example and helping cement Canterbury as a great destination for eco-conscious visitors who want an experience of a life-time.

"We are delighted so many of our accommodation providers are embracing the Qualmark Enviro-logos opportunity and earning our region accolades for their best practice."

Geoff Penrose, Chief Executive of Qualmark, said the seven Garden City accommodation providers were an excellent example to other businesses of how environmentally responsible activities can best be fully integrated into day to-day operations.

"This is an impressive achievement for these Christchurch accommodation operators who have taken the lead in environmental sustainability," said Mr Penrose.

"Achieving these logos is testament to how each of these properties has fully integrated sustainable practices into their daily business and service offering to customers. The achievement of these Enviro-logos is evidence of what can be achieved through a business-wide approach to socially responsible and environmentally friendly practices.

"On behalf of Qualmark, I extend my sincere congratulations to the operators and management teams of each of these properties."

Mr Penrose said the announcement of the first Enviro-logo recipients marked a significant milestone for the Qualmark Green programme, which was unveiled by the Minister of Tourism in May 2008 as an extension of environmental criteria in Qualmark's quality accreditation system.

"New Zealand is the first country to have a fully integrated quality and environmental performance tourism assurance system. The industry has responded positively to the initiative, with many more operators aiming to achieve recognition in coming months for their efforts through the Enviro-logos," he said.

"Feedback from our first Enviro-logo recipients confirms that good business practices can result in actions that are also good for the environment."

From August this year, all tourism businesses with a Qualmark are having their environmental performance assessed as part of their overall quality assessment. After scoring well in the Responsible Tourism Operations criteria, operators are eligible to apply for an Enviro-logo: Enviro-Gold, Enviro-Silver or Enviro-Bronze. Further Enviro-logos will be awarded as more Qualmark businesses are assessed.

**ends**

**For more information:**

Visit [www.qualmark.co.nz](http://www.qualmark.co.nz)

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***Background information on Christchurch's first Enviro-logo recipients (accommodation providers)***

***Huntley House (www.huntleyhouse.co.nz)***

*Built in 1876, Huntley House now operates as a small luxury hotel. With 17 beautifully appointed accommodation rooms, function areas and park like gardens, Huntley House prides itself on maintaining its pristine environment with a consistent approach to high environmental practices across the property. Energy use is reduced by switching off unnecessary lighting on signage and the covering the pool when it is not in use. Guests can opt not to have linen and towels changed daily; all kitchen waste is composted; and paper use is reduced through the use of linen napkins and facecloths as hand towels. All opened but not finished toiletries are donated to Women's Refuge and 20 room nights in the last year have been donated for the use of various charities. Rebecca Stewart, phone +64 3 348 8435, [rebecca.stewart@huntleyhouse.co.nz](mailto:rebecca.stewart@huntleyhouse.co.nz), [www.huntleyhouse.co.nz](http://www.huntleyhouse.co.nz)*

***The Copthorne Hotel Christchurch Central (www.copthornecentral.co.nz)***

*The Copthorne Hotel, located in the heart of Christchurch overlooking Victoria Square and the Avon River, has 142 bedrooms, a restaurant and a bar. The hotel's double-glazed windows save energy while also increasing guest comfort. Reticulated gas is used for all space and water heating, and the hotel is changing to energy-efficient lighting over time. Staff are encouraged to join the hotel's Green Team and contribute feedback and ideas on environmentally-friendly initiatives. Guests can opt to re-use their towels and linen, and are provided with an in-room recycling guide to assist the hotel in recycling glass, plastic, bottles, paper and newspapers. Kitchen scraps go to a pig farm or*

are composted, cooking oil is recycled, and bulk cardboard packaging is recycled. As part of the Millennium Hotels & Resorts group, the Copthorne donates complimentary room nights and conference rooms to the Child Cancer Foundation. The hotel helps Christchurch schools by donating vouchers for fund raising, and supports local conservation organisations Te Ara Kakariki Trust and Greenway Canterbury.

Anna Leach, phone +64 3 379 5880, Anna.Leach@millenniumhotels.co.nz,  
**www.cophornecentral.co.nz**

**Hadleigh (www.hadleigh.co.nz)**

Hadleigh is a Historic Listed Property built in 1904. Run now as a small luxury bed and breakfast with three rooms, Hadleigh demonstrates a commitment to strong environmental practice. This is evident at many levels, from the use of washable napkins and reducing single serve packaging to the introduction of measures for reducing draughts from windows, doors and chimneys. Waste is recycled throughout the property and guests are encouraged to participate. The use of energy efficient light bulbs is standard; reusable ecobags replace regular laundry bags; rechargeable batteries are used and all paper in the office is recycled.

Jon and Shirley Warring, phone +64 3 355 7174, enquiries@hadleigh.co.nz, **www.hadleigh.co.nz**

**Gothic Heights Motel (www.gothicheightsmotel.co.nz)**

Gothic Heights Motel offers 15 rooms with an underlying environmental management plan benefiting the entire property. Many innovative initiatives are evident involving the reuse of materials, including the use of cleaning caddies made from 20 litre plastic containers that include drawers for amenities. The motel operates a worm farm with collection containers available for the collection of food scraps from guests; clothes lines have been installed for guests, and are also used by the motel to reduce dryer time; cleaning materials are purchased in bulk in conjunction with another motel; all shower heads have been replaced with low-flow options and a towel reuse policy is in place across all units.

Tui and Ian Sutton, phone +64 3 366 0838, gothicheights@paradise.net.nz,  
**www.gothicheightsmotel.co.nz**

**Akaroa Criterion Motel (www.holidayakaroa.co.nz)**

Located in picturesque Akaroa, the Akaroa Criterion Motel offers a range of accommodation including 12 studio apartments and a penthouse suite, together with bed and breakfast style accommodation. A number of initiatives have been implemented across the property as part of the owners' commitment to environmental responsibility, ranging from double glazing on all windows; on-demand gas hot water in all rooms; bulk buying to reduce packaging; the use of laundry detergent with no fillers; and recyclable plastic bags in all rubbish bins. In addition, all old towels are donated; on site accommodation is offered for staff to reduce travel requirements; new thermostats have been fitted to all under-floor heating for increased efficiency and native Pohutakawa trees have been planted along the property's frontage.

David and Gabrielle Dixson, phone +64 3 304 7775, akaroacriterion@paradise.net.nz,  
**www.holidayakaroa.co.nz**

**Airport Delta Motel (www.airportdelta.co.nz)**

An up-market 15-unit motel built in 2005, Airport Delta Motel is located three minutes from Christchurch International Airport and close to Russley Golf Course. All windows and glass doors are double glazed, there are energy-efficient bulbs in all lamps, water temperature has been reduced to 62degC, and staff are instructed to turn off equipment at the wall. Guests can opt to reuse towels and linen, cold washes and line drying are used when possible, all toilets are dual-flush and there are flow restrictors on showers. The motel does not use plastic bags or takeaway cups, and no plastics are used in serving breakfasts. Outdoors, the owners save water by mulching the garden and hand-watering it. Airport trips to deliver or pick up guests go on the half hour instead of on request.

Michael and Lisa Eskett, phone +64 3 358 0969, info@airportdelta.co.nz  
**www.airportdelta.co.nz**

**Wilderness House ([www.wildernesshouse.co.nz](http://www.wildernesshouse.co.nz))**

Wilderness House offers boutique bed and breakfast style accommodation in one of Akaroa's gracious old homes. The current owners have operated it since 2000, taking significant steps to ensure their tourism operation has only a positive effect on the stunning natural environment. There is a focus on turning off lights and power and reducing draughts to reduce energy consumption. Water use in the garden is reduced through the use of garden mulch and drought resistant planting; waste is recycled and composted where possible; and the owners' commitment to conservation is evident through the planting of a large garden with native plants and a creek which encourages natural wildlife.

Jim and Liz Coubrough, phone +64 3 304 7517, [info@wildernesshouse.co.nz](mailto:info@wildernesshouse.co.nz), [www.wildernesshouse.co.nz](http://www.wildernesshouse.co.nz)

**Qualmark® Environmental performance standards and branding**

Once operators have met minimum requirements, additional scoring in the Responsible Tourism Operations criteria will contribute to their overall Qualmark score. Qualmark is working on a range of activities that will promote and leverage this aspect of the Qualmark criteria, including marketing communications and website information. Part of this work has included the development of additional branding (logos) available to operators to score above 3 out of 5 in the criteria. There are three levels of logos for this (shown alongside the existing Qualmark identity as an example):



*Example only - the three levels of Qualmark's environmental verification are shown above. Based on scoring a certain level within the Responsible Tourism Operations criteria, these logos are available to operators once they are assessed from August 2008. The relevant logo is designed to be used alongside (not in place of) existing Qualmark star grading and Endorsed logos on websites and in collateral such as brochures.*

*Electronic versions available for media on request.*

Operators who score above 3 out of 5 in the criteria are eligible to apply for the use of the Enviro-Bronze logo; those that score 4 out of 5 can apply for use of the Enviro-Silver logo; and the highest performers (achieving 5 out of 5) can apply for the use of Enviro-Gold. The logos have been tested on international visitors staying in a range of accommodation categories.

**About Qualmark**

Qualmark is New Zealand tourism's official mark of quality. All accommodation and tourism businesses that carry the Qualmark means they've been independently assessed as professional and trustworthy, so travellers can book and buy with confidence.

The Qualmark can help travellers identify quality places to stay, things to do and ways to get around no matter where you are in New Zealand. From the North Island to the South Island, Auckland to Christchurch, Rotorua to Queenstown, Wellington to Dunedin – Qualmark® assured businesses can be found across the country. Qualmark is jointly owned by Tourism New Zealand and the AA.

