



# green tourism

in newfoundland and labrador

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## Going Green: Your Benefits

What does going green mean? A sustainable business takes steps to reduce the negative impact it has on its local environment and community. This can be achieved through simple changes in waste management, energy use, and other day-to-day activities.

But being green isn't just the right thing to do for the natural environment. There are a number of practical advantages to running a more sustainable business.

A more sustainable tourism industry in Newfoundland and Labrador means a more profitable and enduring economic sector.

What are the benefits of going green for *your* business?

### ➤ SAVE MONEY

One of the primary focuses of a sustainable business is in decreasing its waste. 'Decreasing waste' might make you think of recycling and reducing the amount of garbage produced. Though traditional waste management is a big element a sustainable business, it's not the whole story. Decreasing waste also means addressing the waste of fuel, energy, supplies, water, travel, and more. A waste of any resource is essentially a waste of money. Decreased waste equals increased savings.

### ➤ ATTRACT NEW CUSTOMERS

Going green opens your business up to a whole new range of promotional opportunities. Your sustainable practices and achievements, which you can market through all of your channels, will help you stand out from your competitors. Your good-news story could attract media attention, and will certainly be appealing to environmental organizations – who will be happy to spread awareness of your activities through their communities. Of growing importance is that your sustainable practices will make you appealing to an expanding market of environmentally conscious travellers.

### ➤ CONTRIBUTE TO LONG TERM SUCCESS

In Newfoundland and Labrador's tourism industry, the surrounding environment is a key feature of many business operations. A sustainable business pays attention to the impact it is having on its surrounding environment – even in the long term. A damaged natural environment may make your business much less attractive to travelers. Thus ensuring or contributing to the maintenance of your key natural assets is an investment in the long term viability of the business.

For example, take the tourism operations within Gros Morne National Park. Many of these operations rely on the natural beauty or significance of the local physical environment. It is in the best long-term financial interests of these operators to do whatever they can to protect and preserve the condition and attractiveness of these assets.

## ➤ BUILD A COMPETITIVE ADVANTAGE

From a strictly business point of view, reducing the environmental impact of your business will increase efficiency, cut costs, and give you a long term edge on competitors who have not made the same considerations. Caring for your surroundings will help build relations within the community, increase customer loyalty, and help to attract and retain staff.

Sustainability can also impact or influence the future growth of your business, particularly for large scale operations. Partners are increasingly looking at companies' environmental profiles. Banks, insurers and other sources of finance may avoid businesses that do not take environmental matters seriously and expose themselves to unacceptable risk. Conversely, they may be attracted to a business which has a focus of efficiency and waste reduction.

## ➤ GET AHEAD OF THE CURVE

Newfoundland and Labrador is behind much of the rest of Canada in terms of the environmental standards it enforces, whether it be with respect to recycling, composting, renewable energy use, building standards, etc. But it is only a matter of time until these policies and standards are matched to equal those of neighbouring provinces. Planning ahead to take account of new environmental standards can minimize the costs and headaches in the future of being forced to change how your business operates. Operating your business in a more sustainable manner will help you stay ahead of the curve and operate beyond legislative requirements.

