



Tourism Sustainability Commitment Charter

2019-2020

At Prinsy's Tours we have a genuine belief that our industry can help to shape a sustainable future for New Zealand, allowing our industry, people and environment to thrive. Naturally this will pay off because it means we can continue to do what we love – showing our beautiful country off to the rest of the world.

Some of the efforts we make every day include:

1. Sustainable business

- Market ourselves and the region via key industry trade shows and meetings
- Review and expand our marketing programme and assets each year
- Tree planting scheme/programme with Bostock Organics NZ
- Recycling on all tours & in our home
- Compost bins for food scraps & lawn clippings
- Eco dual-flush toilet system
- Coffee grounds to gardens & compost bins

2. Capital Investment

- Investing in our vehicle fleet with an increase in capacity and comfort for our guests.

3. Productivity

- Promote and increase the number of tours we do within key offerings such as our cruise ship tours and bespoke exclusive tours.
- Minimise running cost & maximising returns by keeping vehicles up to date & serviced annually.
- Increase vehicle specs & capacity with high-end European vehicle capable of carrying 7 pax.

4. Visitor Satisfaction

- Monitor, and respond to all visitor feedback and reviews, including on Trip Advisor, Facebook, Google and direct feedback, and use that feedback to improve our visitor experience ongoing.

5. Product & Market Development

- Promotion of Prinsy's Tours via brochures at key accommodation and tourism outlets, a presence at industry trade shows and events, and with the local tourism community and tour operators.

6. Visitor Engagement

- Interact positively with all guests on tours and inspire them to submit a review. All guests booking through our booking system receive a reminder post tour. This is very simple & user friendly.

7. Sustainable Employment

- Introducing new staff and younger staff for succession planning.
- Ongoing staff training/workshops/famils for professional development & empowerment.
- We encourage our staff to focus on wellbeing & pursue their outdoor activities as well as work for a healthy work-life balance.
- We lead by example with cycling, hiking, swimming, hunting & fishing.
- We remind staff their duty of care to our business, guests & their own wellbeing to be fit for purpose.

8. Quality Improvement

- Maintaining personalised service, ongoing training, famils and behind-the-scenes experiences & updates
- Going above & beyond customer expectation
- Trip Advisor reviews - 2020 5-star Certificate of Excellence
- Maintain a high quality standard of vehicles and staff presentation
- Health & safety plan – continue to improve including GPS monitors and mobile phones in place for all vehicles so they can be located in an emergency
- Continue to upgrade our vehicles with higher specs, capacity and comfort

9. Community Engagement

At Prinsy's Tours we enjoy supporting local events, organisations and community initiatives through donating prizes, participating as sponsors and giving our time and goods. These include:

- Sparkle event raising money for disadvantaged children
- Triple Peaks sports event and National Anaesthetic Technicians Conference
- Annual donations to our regional Lowe Corp Hawke's Bay Rescue Helicopter Service, national Daffodil Day campaign, and our local church, St Michaels Parish of Puketapu
- Participation in tree planting scheme with Bostock Organics
- Excess bedding, clothing, kitchen & household crockery etc donated to Taradale Salvation Army
- Local's Day Out, a Napier i-Site initiative
- Free of charge family tours for Hawke's Bay Tourism and Tourism New Zealand members

10. Sustainable Supply

- We buy reusable products such as crockery & utensils for all tours & shore excursion groups at our home
- Use only eco-friendly cleaning products produced by a local business - Dream Eco Products
- Our house insulation has also been increased & upgraded in 2018

11. Ecological Restoration

- Participation in tree planting scheme with Bostock Organics
- Replace & increase plantings within our section/garden
- Composting
- Organic orchard
- Local eco-friendly products used for our house/vehicles/gardens
- Waste management via recycling, compost, mulching lawn mower
- All light bulbs replaced with LED
- Eco-friendly dual-flush loo for onsite guests

12. Carbon Reduction

- Participation in tree planting scheme with Bostock Organics
- Replace & increase plantings within our section/garden
- Keep vehicles in top order & well serviced for efficient running & Economy
- Use AdBlue additive for Mercedes vehicle resulting in zero carbon emissions.

13. Waste Management

- Recycling
- Use of Re-useable products
- Minimise waste to landfill
- Zero single-use plastic on wine tours & Shore excursion tours

14. Education

- Attend TRENZ – Rotorua 2019 & Christchurch 2020
- Wine Harvest/appreciation workshop Church Road- Sept 2019
- Create a fact sheet for Exclusive transfers including interesting and educational facts
- Attend TNZ Roadshow
- Keep in touch with updates at cellar doors & restructuring/developing new offerings

Do you have ideas for how we could improve even further?

If so, please let us know by giving us a call or email – we'd love to hear your ideas.



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