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**THE NEW ZEALAND  
TOURISM AWARDS**

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# Criteria and Submission Guidelines

## Environmental Tourism Award

Brought to you by:

In association with



# THE NEW ZEALAND TOURISM AWARDS

## Key Dates

# 16 June

**Step 1 - Entries Close**  
Register by this date  
to enter the awards

# 20 June

**Step 2 -Submissions Close**  
Complete your submission  
with information on your entry

# July

**Finalists Announced**

# 7 September

**Awards Dinner**  
**Air Force Museum, Wigram, Christchurch**

Please note you must enter the awards by 20 June. At this stage you will pick the awards you wish to enter and make payment. Late entries are not accepted.

## Key Contact

Should you have any questions about your application or the entry/submission process, please contact the Tourism Industry Aotearoa events team on:

Ph: 04 499 0104 Extn # 3  
e: [awards@tia.org.nz](mailto:awards@tia.org.nz)

The Criteria and Submission Guidelines contain all the information needed for completing your submission. Please read this document carefully before commencing.

Brought to you by:



P 04 499 0104 0800 TIA HELP (842 4357)  
E [events@tia.org.nz](mailto:events@tia.org.nz)  
[nztourismawards.org.nz](http://nztourismawards.org.nz)

## Awards Process

### Step One: Entry Registration

Complete the online application form to register your interest and state which award categories you wish to enter, and make payment.

A non-refundable administration fee of \$90 (exc GST) per award applies for all TIA members; a fee of \$150 (exc GST) applies for non TIA members.

All applications will receive an acknowledgement from the TIA Events Team.

### Step Two: Detailed Submissions

Complete the online submission form. This includes questions relating to the award criteria as well as names and contact details for referees.

Following the final submission date (midday, 20 June), the judging process will commence. The TIA Events Team will be in touch to inform you of the outcome of your entry. If you are selected as a finalist, your referees may be contacted by a member of the judging panel. You will also be encouraged to make a short video to be played at the awards dinner in Christchurch on 7 September.

Please ensure that you leave sufficient time to complete your submission so that it best represents your ability and achievements, giving you the greatest chance of success!

### Submission requirements

Please ensure you read the submission requirements and criteria closely before you begin filling in your submission form.

Strict word counts apply, and these are laid out in the submission requirements. Submissions will only be accepted using the online submission forms provided. The online submission form can be amended up to the 20 June deadline.

Where relevant, evidence should be provided to show how you are operating your business within the context of the Tourism 2025 growth framework. Examples are available on the [Tourism 2025 website](#)

[Click here](#) for instructions for the Submission Portal.

### Terms and Conditions

The terms and conditions, including refunds and cancellations, can be found on the [New Zealand Tourism Awards website](#)

## Environmental Tourism Award

The natural environment is a vital component of the Destination New Zealand brand and a key competitive advantage for New Zealand's tourism industry. Responsible tourism is about respecting, protecting and benefitting local communities, cultures and the environment. The Environmental Tourism Award recognises an environmentally sustainable tourism business that embraces kaitiakitanga. They successfully minimise their environmental impact, conserve natural resources, respect local cultures and benefit local communities. They are a financially sustainable and growing tourism business.

Kaitiakitanga is a broad notion which includes the following ideas: guardianship, care, wise management – a proactive and preventative approach to environmental management.

### The Judges are looking for:

- Leadership - a clearly defined and comprehensive environmental tourism programme which has been successfully implemented and had a significant impact with results over a sustainable period of time (12-15 months)
- Operational excellence – the programme is well thought out, executed and evaluated
- Superior results – demonstrable results have been achieved over the past 12-15 months, and the impact is measured

## Submission details

Your submission should include the following and must be submitted on the online form.

### Organisation statement\*

A short statement about your organisation. (150 words max)

### Environmental Tourism programme \*

Briefly tell us why you should win this award (150 words max)

**\*This information may be used in TIA marketing material.**

### Award Statements

Statements should concisely outline how the organisation has demonstrated the criteria for this award.

**1. Leadership – describe your environmental tourism programme (400 words) – 30 points**

Areas to cover:

- Describe the programme and the various components
- When was it introduced and how has it evolved?
- How is it integrated throughout the business?
- Does it extend to suppliers?
- How is staff/supplier buy-in achieved?
- How does it underpin and enhance your visitor experience?

**2. Operational excellence – the programme is well thought out, executed and evaluated (250 words) – 20 points**

Areas to cover:

- Who was responsible for developing the programme?
- Who is responsible for its ongoing management?
- Who was consulted during the development stage?
- Is there a documented plan with timelines, KPIs, budget?
- How is the programme continually improved?

**3. Superior results – what results were achieved? (500 words) – 50 points**

Areas to cover:

- What are the environmental, social and financial impacts of this programme
- Tangible and quantifiable results achieved over a sustained period of time – provide before and after metrics where relevant
- Benefits achieved beyond what was expected

## Supporting evidence

Evidence can be submitted to support any/all of the criteria for the award. See the 'evidence' points in the criteria for examples. Entrants can provide up to 2MB of supporting evidence in a pdf. Links to websites and electronically held information are welcome.

## Referee checks

Provide two referees, including contact name, email and phone number for each.