

Responsible Travel & Tourism Policy

Crystal Creek Meadows

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Our Philosophy

We believe in moderation, letting others flourish by Good Actions and encouraging travel to broaden the mind.

Our Aim

To create and promote Good Accommodation and Holidays that enables our guests to relax from the stress of their modern lives, reconnect with nature and rejuvenate through new experiences. We shall conduct our business activities in a manner to encourage the Kangaroo Valley community to flourish, to safeguard that natural heritage and to enrich our visitors with wholesome holidays.

Responsible Travel Policies

We **do not** want to **attract tourism “at all costs”**, only to damage the very reason why guests visit Kangaroo Valley in the first place. We have 10 core initiatives to help us operate appropriately and to encourage guests to enjoy the region responsibly.

1. Low Carbon Transport Alternatives

Tourism transport accounts for 75% of tourism’s CO2 pollution (UNEP 2008). The true negative impact of aviation is still being determined but could significantly increase tourism’s global GHG emissions contribution. Therefore cutting tourism transport’s emissions is a prerequisite to any business planning and development.

We must provide our guests with low carbon transport alternative. We must seek to minimize our use of transport.

2. Environmental Sustainability

Our goal is to minimise energy and water use to beyond world best practice. To minimize waste in our office and our accommodation business through continuous efficiency.

We encourage our partners to reduce their environmental impacts and encourage our guest’s to apply energy, water and waste reduction policies.

3. The Property’s Conservation

We will continually review and implement measures to improve our property’s (1540 Moss Vale Road, Kangaroo Valley, NSW 2577 Australia) biodiversity through the rehabilitation of originally cleared devastated land and regenerate with native species.

4. Regional Nature Conservation

We will actively encourage our partners, our community and our guests to participate in nature conservation through projects we identify using expert local advice. We will actively promote the benefits of Connective Conservation so that the overall results have a longer lasting positive impact on the nation’s biodiversity.

We will actively participate in the local plastic bag free town and reusable water bottle campaigns.

5. Create a stronger Kangaroo Valley Community

We will help to build the capacity of the local community to be more sustainable by supporting local producers, sponsoring cultural activities and donating funds to local causes.

We will campaign for stronger linkage between community groups both Indigenous and Non Indigenous to encourage reconciliation and respect.

6. Climate Change Mitigation & Adaptation.

We seek to inform our partners, community and guests about Climate Change and build their awareness of steps they can take to reduce their footprint.

We will lobby government and its agencies to provide better Climate Change education to the public, provide active guidance to tourism destinations on reducing their footprint and invest in public transport.

We will conduct market research to assist our campaigns and encourage positive change to a better more sustainable future.

7. Economic Sustainability

We will promote and encourage our guests to purchase locally produce, arts and crafts. We will only select Aboriginal artwork which is authenticated and benefits the local community.

We will foster local food production and give primary focus to purchasing from Kangaroo Valley Village shops and trades. We will audit our purchases annually to determine the value of their local economic linkage.

We will seek to identify responsible businesses in the region and support them.

8. Travellers Codes

We will encourage responsible tourism practice by our guests to engender respect of local culture, responsible use of transport, to participate in minimizing their environmental footprint and to participate in nature conservation.

9. Communications

We will ensure that our marketing communications are clear and accurate, that only local and appropriate pictures are used to promote the businesses. We will ensure that all environmental, social or economic claims are verified and can be substantiated. We will not communicate Aboriginal heritage without the prior approval of the local community.

10. Best Practice

We are committed to World Best Practice providing Responsible Reporting. We will use the framework provided by accreditations but to go further by independently verifying our results and publish our Environmental Product Declarations.

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