

BOOMERANG ALLIANCE
Plastic Free Places

REDUCING PLASTIC ON TOURS

WHY MAKE THE SWITCH?

8 million tonnes of plastic reaches our oceans every year. Some of this plastic is created by the tourism industry. Thankfully, there are some easy switches that tour operators can make to reduce their environmental footprint.

HOW TO GET STARTED

Switch from paper brochures to QR codes

Switching from paper brochures to QR codes is a great way to reduce single-use paper items. The steps for doing this are:

1. Work with your IT and marketing departments to discuss options.
2. Develop an online brochure with a QR code link.
3. Create a poster promoting your online brochure with the QR code clearly displayed and instructions on how to access it.
4. Get all relevant approvals on materials before launching.
5. Display the QR code posters at a site of your choosing.
6. Ensure any other paper brochures are FSC certified or 100% recycled content, and are fully recyclable.

Encourage guests to bring their own reusable water bottles and coffee cups

Encouraging guests to bring their own reusable water bottles and coffee cups is a good option for tour operators who don't have access to wash-up facilities. The steps for doing this include:

1. Develop a communications and promotion strategy.
    - If applicable, ensure your marketing and communications teams are involved.
    - Key initiatives to focus on include website and booking communications, social media promotion, and discounts for coffees in reusable cups (e.g. 10-50c discount).
2. Develop website and booking communications to let guests know that you would like them to bring their own reusable items.
3. Develop social media posts encouraging guests to bring their reusables.
4. Consider partnering with a cafe to provide a discount for coffees purchased by your guests in reusable cups.

Provide reusable bottles that guests can borrow during their tour

This is a good option for tour operators who have access to wash-up facilities. To get started:

1. Contact your preferred supplier to discuss options.
2. Consider logistics.
    - See page 4 for guidance on good reusable bottle and cup design.
    - There are two main models for reusable swap systems - a deposit system or an honour system.
        - If a deposit is preferred, ensure this covers the cost of replacing bottles. You will also need to develop a method of taking the deposit and returning it to customers upon return of the bottles.
        - Deposits for bottles could also be an add on to the ticket price.
    - Return stations will be required for collecting used bottles. These are bins or tubs that used bottles are returned to. Place them at convenient locations (e.g. exits).
    - Consider your preferred wash-up method. Commercial scale dishwashers are the best way to wash bottles. You may be able to find a commercial dishwashing service who can do this for you.
    - You will also need storage space for clean bottles when they aren't in use.
    - Drinking water needs to be provided for guests to fill up their bottles. You could keep insulated beverage dispensers filled with drinking water onboard, or you could encourage guests to fill up at a cafe or site you stop at that has its own water refill station.
    - Bottles need to be cleaned and sanitised after each use.



Switch to reusable lanyards with wooden passes

1. Research and select your preferred reusable lanyard and pass.
2. Decide what details you need printed on the pass.
    - You can get one or both sides printed. It's a good idea to make sure that what you have printed on the tags is applicable to all your services, to ensure you can use them for all tours/services.
    - You may like to include contact and emergency details on one side of the pass.
3. Order a small amount and trial them.
    - It is a good idea to test the lanyards on one service first, before rolling it out across all of your services.
4. Make sure that customers know that lanyards must be returned for reuse at the end of the tour/service.
    - Have a container ready to collect them as people depart the vehicle.
5. If successful, roll out the initiative on a larger scale.
6. Ensure that lanyards and passes are cleaned and sanitised after every use.

THINGS TO CONSIDER

- You may also like to consider selling branded reusable water bottles and coffee cups.
- If you provide food or drink services, consider switching to reusable foodware and cups. Reusable platters are available for picnic style meals.
- Consider providing snack items like biscuits and lollies in containers or tins, served with a pair of tongs or a scoop.
- Ensure that you have enough storage space and containers for packing up and travelling with used items that need to be washed up at the end of the trip.

HANDY TIPS

- Setting up a water refill station at your office/base is a good way to encourage guests to fill their reusable bottles before setting off.
- Test your new initiatives on one tour offering to begin with.
- Collect data for all your initiatives to help figure out what works best for your guests.
- Always choose durable materials for water bottles, cups and containers to ensure they last as long as possible.
- Partner with cafes and restaurants that serve food and drinks in reusable foodware and cups.



GOOD REUSABLE CUP DESIGN

HOT CUPS

- Plastic, aluminium or other durable material.
- Flat, easy to clean lid with no additional compartments to lid.
- Dishwasher safe/simple sanitise soak.
- Customisable for printing.
- Suitable for 8-12oz coffee.



COLD CUPS

- Plastic, aluminium or other durable material.
- Flat, easy to clean lid with no additional compartments to lid.
- Dishwasher safe/simple sanitise soak.
- Customisable for printing.
- Suitable for water, soft drink and alcohol.



WATER BOTTLES

- Tall leak-proof tumbler or traditional bottle design.
- Simple, easy to clean lid with no additional compartments.
- Dishwasher safe/simple sanitise soak.
- Wide-mouth design to place upright in dishwasher.
- Suitable materials incl. stainless steel, borosilicate glass, clear reusable plastic.

