



Trailblazer Not for Profit Award

YHA Wellington City



Chris Sperring - YHA Area Manager

Background:

The YHA Wellington City youth hostel sleeps up to 320 travellers and has been at its landmark central city location for 16 years. Part of the Youth Hostel Association budget accommodation network, it has been a sustainable living centre for over 15 years. By winning again this year, the hostel wins a hat-trick, as it was also a Trailblazer Not for Profit winner in 2006 and 2007.

The challenge:

Going the extra mile and embedding sustainability throughout the entire business.

Some responses:

As well being recognised in the international Youth Hostel network for its sustainability and customer service ethic, the YHA Wellington City continues to be a leader in the New Zealand hospitality industry.

The hostel sees its provision of accommodation as an opportunity to educate people on the culture of New Zealand localities and on the environment and the culture of other peoples, and has been used as a case study for Youth Environment Forum students.

YHA Wellington City was the first business in New Zealand to launch the 'Love NZ' recycling in public places initiative, adding to its high profile of efficient resource use within the hostel.



EMBARGOED
UNTIL 10PM THURSDAY 9 OCTOBER 2008



This year a staff position has been created in social sustainability, and opportunities have been taken to show leadership to other tourism partners.

Judges comments from the National awards:

- YHA Wellington City continues to set ambitious goals and challenges for themselves
- The hostel sees itself as playing a vital role in leading the tourism sector by setting a positive, practical example for others
- Also importantly, they believe they have a role to influence sustainability through their own hostel network, their head office and members.

Judges comments from the SBN Central regional awards:

- Due to the high number of young people passing through, they are in a strong position to influence them with the practices they espouse
- They have been winners before but they continue to try new ideas and remain well out in front in their category.

