

# Ecotourism Certification Program Testimonial

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By Simon Stubbs, Director, Freycinet Adventures

- [Why did you choose to achieve eco-certification?](#)

We decided on undertaking the Ecotourism certification as a public way of promoting our business values and ethics. Our business already adopts environmentally sensitive practices and a variety of community-based activities - this was a way to publicly recognise our commitment to these.

- [How did you find the process?](#)

We completed our accreditation online which was great - I was able to do it in my time and at my pace. The online process allowed me to view my progress at anytime which was a good incentive to get it completed and the staff at Ecotourism Australia provided great advice and support during the whole process. It was great to be able to complete the application as a paperless process.

- [In what ways did it help your business?](#)

The accreditation has helped us differentiate our business from other adventure experiences, with an increasing number of visitors seeking environmentally sustainable businesses. The accreditation also gives our staff a sense of pride in working for us. It is one thing to claim you are an Ecotourism business but it is another to commit to accreditation and ensuring all your business activities maintain these standards.

- [Why did you choose the Ecotourism Australia's Certification Program over the many other programs currently on the market?](#)

We looked into a number of other programs and elected to choose Ecotourism Australia's program largely due to the process and the potential marketing benefit for our business.

The accreditation is growing in recognition in both the local Australian and international markets. Programs such as Getaway now mention whether a product is accredited and international agents are increasingly selective in only increasing promoting accredited 'green tourism' products.

Simon Stubbs  
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Freycinet Adventures