



the stay edit.

Sustainability & Emissions Reduction Plan

2026

Prepared by: The Stay Edit

Next Review: June 2027

ABOUT THE STAY EDIT

The Stay Edit is South Australia's first curated tourism discovery platform, connecting travellers with exceptional boutique stays and experiences through trusted editorial content, immersive storytelling and experience-led discovery.

Launched in November 2025, The Stay Edit operates on a membership model that supports independent tourism operators across South Australia through curated visibility, digital storytelling and direct audience connection.

OUR SUSTAINABILITY COMMITMENT

The Stay Edit is proudly Sustainable Tourism Accredited through the Quality Tourism Framework, accredited in April 2026. This accreditation reflects our commitment to responsible business practices, continuous improvement and contributing positively to South Australia's tourism industry and environment.

As a digital-first tourism media business, The Stay Edit is committed to minimising its environmental impact while using its platform to support more intentional, experience-led and responsible travel.

ENVIRONMENTAL IMPACT ASSESSMENT

As a digital-first business, The Stay Edit maintains a relatively low direct environmental footprint. Our primary areas of environmental impact are:

Direct Impacts

- Travel associated with content creation visits to operators
- Energy use from digital operations, including devices and website hosting
- Minimal office-related waste

Indirect Impacts

- Influence over traveller choices and destination selection
- Promotion of accommodation providers and tourism experiences
- Contribution to tourism demand in specific regions across South Australia

PAST ACTIONS — WHAT WE HAVE DONE

Since launching in November 2025, The Stay Edit has implemented the following environmental and responsible business practices.

Operational

- Established a primarily paperless business model from day one of operations
- Delivered client communication, reporting and documentation digitally
- Used cloud-based systems for all business operations
- Reduced printed marketing materials in favour of digital alternatives

Travel & Content Creation

- Batched content creation visits to multiple operators within single trips where possible
- Planned content creation by region to reduce unnecessary repeat travel
- Combined multiple content outputs per visit to maximise the value of each trip
- Prioritised efficient travel planning when visiting regional operators

Partner Selection & Promotion

- Applied curation standards that prioritise quality, intentional travel experiences over high-volume tourism
- Promoted regional and boutique destinations across South Australia to help distribute tourism visitation more broadly
- Encouraged operators to share their own sustainability practices and initiatives where relevant
- Supported small and independently owned tourism businesses through ongoing digital visibility

Accreditation

- Achieved Sustainable Tourism Accreditation through the Quality Tourism Framework in April 2026

EMISSIONS REDUCTION PLAN — NEXT STEPS

The Stay Edit is committed to actively reducing its emissions footprint as the business grows. The following actions will be implemented during the 2026–2027 period.

Short Term — by December 2026

- Formally assess the business's primary emissions sources, with a focus on content creation travel
- Investigate participation in the Tourism Emissions Reduction Commitment program through the Quality Tourism Framework
- Introduce a travel log to track and monitor content creation trip frequency and distance
- Explore opportunities to offset unavoidable travel emissions through recognised carbon offset programs
- Create a publicly available Sustainability & Emissions Reduction Plan and link it from The Stay Edit website

Medium Term — by June 2027

- Implement a formal emissions reduction target based on the assessment completed in 2026
- Introduce sustainability questions into the operator onboarding process, encouraging members to share their environmental practices
- Develop an operator sustainability guide to support members in improving their own environmental practices
- Review and update this Sustainability & Emissions Reduction Plan annually

Long Term — as the business scales nationally

- Explore the introduction of sustainability indicators, filters or listing features to help travellers identify operators with clear sustainability practices
- Develop editorial content dedicated to sustainable and responsible travel in Australia
- Establish formal partnerships with sustainability-focused tourism organisations and destination bodies
- Continue strengthening The Stay Edit’s role in supporting responsible, regional and experience-led tourism

SUPPORTING RESPONSIBLE TOURISM

Beyond its own operations, The Stay Edit contributes to responsible tourism across South Australia by:

- Promoting regional destinations and experiences beyond major tourism hubs
- Supporting small and independently owned boutique tourism businesses
- Encouraging direct engagement between travellers and operators
- Helping reduce reliance on high-commission third-party booking platforms
- Applying curation standards that prioritise quality, guest experience and responsible business practices
- Collaborating with destination organisations, including Destination Riverland, to support regional tourism growth

ECONOMIC & COMMUNITY IMPACT

The Stay Edit recognises that sustainable tourism extends beyond environmental practices. The platform actively contributes to South Australia’s visitor economy by:

- Generating measurable visibility, referral traffic and booking interest for independent operators
- Driving awareness of regional South Australian destinations and experiences
- Supporting tourism visitation and spend in regional communities
- Providing an affordable alternative discovery channel for boutique operators
- Helping travellers discover local experiences, stays and operators they may not have otherwise found

LIMITATIONS & TRANSPARENCY

As a digital discovery platform, The Stay Edit has limited control over the environmental practices of third-party accommodation providers and travellers.

There may be gaps in available information regarding the sustainability practices of some partners. The Stay Edit relies on available information and partner transparency when making decisions, and will continue to improve the sustainability information available to travellers over time.

RESPONSIBILITY & REVIEW

The Stay Edit is responsible for implementing and maintaining this Sustainability & Emissions Reduction Plan.

This plan will be reviewed annually and updated as the business grows, new information becomes available and environmental considerations evolve.

Next scheduled review: June 2027

CONCLUSION

The Stay Edit is committed to minimising its environmental impact while using its platform to promote more intentional, experience-led travel across South Australia and nationally.

Through responsible operations, thoughtful partner selection and a commitment to continuous improvement, The Stay Edit aims to contribute positively to the future of sustainable tourism in Australia.