

Te Haerenga – a journey through sacred islands

Ngai Tai Ki Tamaki Tribal Trust

Ngai Tai ki Tamaki, the Department of Conservation, and Auckland Tourism, Events and Economic Development are working together to develop a contemporary Māori product, the Te Haerenga (Guided Journey) on the islands of Rangitoto and Motutapu. There have been a number of key supporters involved in the development of the product, including Ngati Paoa, Ngati Whatua o Orakei, and the wider tourism industry. The project aligns with the Tourism Industry Association's Tourism 2025 Growth framework to drive value through outstanding visitor experiences.

The Challenge

- The key challenge that this project aims to address is broadening the perception of cultural tourism offerings, to allow visitors the opportunity to engage with Māori in a variety of ways, and in turn improve the economic contribution of Māori. Māori tourism is a key attractor of international visitors that can provide positive flow-on effects for New Zealand. The development of this iconic Māori product should assist in growing international visitor nights and spend in the wider regions of Auckland.

The Project

- Te Haerenga will leverage New Zealand's unique cultural aspects while boosting Māori economic contribution in the Auckland region. The Te Haerenga offers multi-day experiences on one of Auckland and New Zealand's most iconic landscapes, enticing visitors to stay longer and spend more in the region. Training and development of young Māori and an innovative delivery of their culture and stories will allow Māori traditions and practices to be experienced in a modern context, broadening visitor perceptions of Māori tourism.
- The isolated but close proximity of the island experience to Auckland CBD allows for a range of ways to engage with Te Haerenga, such as overnight camping/glamping, ferry/seaplane/kayak/waka to and from, and/or choose to return to one of the mainland hotels.

Key facts

Programme start: October 2015

Length of TGP Funding: 2 years

TGP funding: \$124,281

Industry funding: \$124,281

