



8 May 2019

Industry encouraged to adopt Tiaki – Care for New Zealand

Tiaki – Care for New Zealand will feature heavily at TRENZ in Rotorua this year to raise awareness of the initiative and encourage industry adoption.

Tiaki – Care for New Zealand encourages Kiwis and visitors alike to experience New Zealand in a way that keeps everyone safe, protects our environment, respects our culture and protects the country for future generations.

“It’s incredibly important we protect and enhance our home for future generations. Tiaki is a way for the tourism industry to engage their millions of customers to do this”, says Tourism New Zealand Chief Executive, Stephen England Hall.

“We encourage all New Zealand operators to join those who have already picked up the mantle and are using the free Tiaki toolkit to get international visitors and Kiwis to act as guardians of our home.”

Tiaki means ‘to care for and protect’ in Te Reo Māori. The Tiaki Promise outlines what travellers can do to care for New Zealand, travel safely and act as guardians of our land, waterways and oceans and why this is important.

There are multiple ways for sellers, buyers and media to learn more about Tiaki – Care for New Zealand at TRENZ, including a designated Tiaki space inside the foyer of the main entrance.

Here, delegates can collect a digital copy of the Tiaki assets to use in their business and show their support for Tiaki on the big screen by creating personalised ‘I support Tiaki’ artwork.

Tiaki will also feature in the lunchtime speaker series on Tuesday 14 May at 1.45pm and the Tiaki media presentation on Wednesday 15 May at 9am at Presentation HQ. Delegates are encouraged to come along to find out why Tiaki is important and how some operators have adopted Tiaki in their business.

Before you arrive at TRENZ, find out more about Tiaki – Care for New Zealand and the Tiaki Promise at <http://www.tiakinewzealand.co.nz> and share your support online by using #tiakipromise.

Tiaki – Care for New Zealand was launched in November 2018 by seven key New Zealand organisations: Tourism New Zealand, Air New Zealand, Tourism Industry Aotearoa, the Department of Conservation, Māori Tourism, Tourism Holdings Ltd, and Local Government New Zealand.

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