
**THE NEW ZEALAND
TOURISM AWARDS**

Criteria and Submission Guidelines

He kai kei aku ringa Māori Tourism Award

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In association with



THE NEW ZEALAND TOURISM AWARDS

Key Dates

16 June

Step 1 - Entries Close
Register by this date
to enter the awards

20 June

Step 2 -Submissions Close
Complete your submission
with information on your entry

July

Finalists Announced

7 September

Awards Dinner
Air Force Museum, Wigram, Christchurch

Please note you must enter the awards by 20 June. At this stage you will pick the awards you wish to enter and make payment. Late entries are not accepted.

Key Contact

Should you have any questions about your application or the entry/submission process, please contact the Tourism Industry Aotearoa events team on:

Ph: 04 499 0104 Extn # 3
e: awards@tia.org.nz

The Criteria and Submission Guidelines contain all the information needed for completing your submission. Please read this document carefully before commencing.

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P 04 499 0104 0800 TIA HELP (842 4357)
E events@tia.org.nz
nztourismawards.org.nz

Awards Process

Step One: Entry Registration

Complete the online application form to register your interest and state which award categories you wish to enter, and make payment.

A non-refundable administration fee of \$90 (exc GST) per award applies for all TIA members; a fee of \$150 (exc GST) applies for non TIA members.

All applications will receive an acknowledgement from the TIA Events Team.

Step Two: Detailed Submissions

Complete the online submission form. This includes questions relating to the award criteria as well as names and contact details for referees.

Following the final submission date (midday, 20 June), the judging process will commence. The TIA Events Team will be in touch to inform you of the outcome of your entry. If you are selected as a finalist, your referees may be contacted by a member of the judging panel. You will also be encouraged to make a short video to be played at the awards dinner in Christchurch on 7 September.

Please ensure that you leave sufficient time to complete your submission so that it best represents your ability and achievements, giving you the greatest chance of success!

Submission requirements

Please ensure you read the submission requirements and criteria closely before you begin filling in your submission form.

Strict word counts apply, and these are laid out in the submission requirements. Submissions will only be accepted using the online submission forms provided. The online submission form can be amended up to the 20 June deadline.

Where relevant, evidence should be provided to show how you are operating your business within the context of the Tourism 2025 growth framework. Examples are available on the [Tourism 2025 website](#)

[Click here](#) for instructions for the Submission Portal.

Terms and Conditions

The terms and conditions, including refunds and cancellations, can be found on the [NZ Tourism Awards website](#)

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He kai kei aku ringa Māori Tourism Award

New Zealand's unique Māori culture is a powerful point of differentiation for the New Zealand tourism industry and a way we can enhance the visitor experience. The He kai kei aku ringa Māori Tourism Award recognises a tourism business that is delivering an authentic Māori tourism visitor experience, incorporating our core value of manaakitanga and may include (but not limited to) kaitiakitanga into their visitor offering and rangatiratanga within the tourism industry.

The business is a financially sustainable and growing tourism business.

The Judges are looking for:

- Leadership - a tourism business that is successfully delivering an authentic Māori tourism visitor experience
- Operational excellence – the experience is well thought out, executed and evaluated, supporting by staff training, branding and marketing
- Outstanding results – the experience is enriching the visitor experience and delivering business growth (over the past 12-15 months)

Submission details

Your submission should include the following and must be submitted on the online form.

Organisation statement*

A short statement about your organisation. *(150 words max)*.

Māori Tourism experience*

Briefly tell us why you should win this award. *(150 words max)*

***This information may be used in TIA marketing material.**

Award Statements

Statements should concisely outline how the organisation has demonstrated the criteria for this award.

1. Leadership –how does your business deliver a successful and authentic Māori tourism visitor experience? (300 words) - 30 points

Areas to cover:

- Describe your Māori tourism experience/product
- How does it fit within your wider business?
- How does this reflect Māori values such as kaitiakitanga and/or manaakitanga?
- Which markets and audience segments are you targeting?
- What's your unique selling proposition?
- How do you demonstrate rangatiratanga within the Māori tourism or wider tourism industry?

2. Operational excellence – describe how the experience is well thought out, executed and evaluated, and supported by staff training, branding and marketing? (300 words) - 30 points

Areas to cover:

- How does your staff recruitment, training and development process support your Māori Tourism experience?
- How does your branding and marketing support the experience?
- How is the programme developed, evaluated and continually improved?

3. Outstanding results – what results were achieved? (500 words) - 40 points

Areas to cover:

- Tangible and quantifiable results achieved over a sustained period of time – provide before and after metrics where relevant (this could include financial results, visitor growth, expansion into new markets, attracting a new high value audience, job creation)
- Benefits achieved beyond what was expected

Supporting evidence

Evidence can be submitted to support any/all of the criteria for the award. See the 'evidence' points in the criteria for examples. Entrants can provide up to 2MB of supporting evidence in a pdf. Links to websites and electronically held information are welcome.

Referee checks

Provide two referees, including contact name, email and phone number for each.