
**THE NEW ZEALAND
TOURISM AWARDS**

Criteria and Submission Guidelines

HE KAI KEI AKU RINGA
MĀORI TOURISM AWARD

Brought to you by:



THE NEW ZEALAND TOURISM AWARDS

Key Dates

ENTRIES OPEN

7 MAY 2018

Complete the online entry form, choose the categories you wish to enter and then pay the entry fee. You'll be emailed a link to start the submission process straight away.

SUBMISSIONS CLOSE

12 JUNE 2018

You'll have until 5.00 pm (NZST) on 12 June to complete your submission. Judging begins soon after, so late entries will not be accepted.

DINNER TICKETS ON SALE

28 JUNE 2018

Who will take out the top tourism title? You'll be able to book your tickets to the Awards Dinner and be there to find out.

FINALISTS ANNOUNCED

27 JULY 2018

We'll be ready to share the good news, with finalists being announced for each award.

AWARDS DINNER

6 SEPTEMBER 2018

Drum roll please!

The New Zealand Tourism Awards culminates in a prestigious black tie dinner at the Air Force Museum, Christchurch. Finalists will be recognised, winners announced and the recipient of the coveted Air New Zealand Supreme Tourism Award revealed.

Key Contact

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

t: 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

Brought to you by:



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

Awards Process

Step One: Entry

Complete the online entry form, choose the categories you wish to enter and then pay the entry fee.

You'll be emailed a link to start the submission process straight away.

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

Step Two: Submission

Complete the online submission form.

You'll have until 5.00pm (NZST) on 12 June to complete your submission. Judging begins soon after, so late entries will not be accepted.

The TIA Events Team will be in touch to inform you of the outcome of your entry. If you are selected as a finalist, you will be encouraged to make a short video to be played at the awards dinner in Christchurch on 6 September.

Submission Requirements

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

Strict word counts apply, and these are laid out in the submission criteria. Submissions will only be accepted using the online form available on the Tourism Awards website (from 7 May). You can amend your submission online up until 5.00pm (NZST) on 12 June.

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 - <http://www.tourism2025.org.nz/>

Terms & Conditions

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

Supporting Material

Supporting material is encouraged and can be submitted to support any/all of the criteria for the award.

Entrants can provide up to 2MB of supporting material in PDF format. Links to websites and electronically held information are welcome.

Referee Checks

Provide names of two referees, including their contact email and phone number.

If you are selected as a finalist, your referees may be contacted by a member of the judging panel.

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 commercial 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.

What are the Judges 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 Criteria

Your submission should include the following and must be submitted using the online form available on the Tourism Awards website.

Organisation statement *	A short statement about your organisation. <i>(150 words max)</i>
Māori Tourism experience *	Briefly tell us why you should win this award. <i>(150 words max)</i>
Award Statements	Statements should concisely outline how the organisation has demonstrated the criteria for this award.
Leadership How does your business deliver a successful and authentic Māori tourism visitor experience? (300 words) - 30 points	<i>Areas to cover:</i> <ul style="list-style-type: none"> – 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?

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<p>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</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> - 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?
<p>Outstanding Results What results were achieved? (500 words) - 40 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> - 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

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