
**THE NEW ZEALAND
TOURISM AWARDS**

**2019 Criteria
Māori Tourism Award**

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Key dates

Entries will open in mid-2019. Key dates will be available shortly on the New Zealand Tourism Awards website.

Entry and submission process

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

It's a good idea to start thinking about your entry now and make sure you allow sufficient time to complete your submission so that it best represents your ability and achievements. Strict word counts apply, and these are laid out in the criteria.

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.

You will be asked to 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.

The full Criteria and Submission Guidelines will be available when entries open and contain all the information you need to complete your submission. Please read these carefully before commencing.

Key contact

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

t: 04 499 0104 Extn # 3

e: awards@tia.org.nz

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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 Māori Tourism Award recognises a commercial tourism business that is delivering an authentic Māori tourism visitor experience or product, incorporating the core values of manaakitanga, kaitiakitanga and whanaungatanga into its business and its visitor offering, and demonstrating rangatiratanga within the tourism industry.

What are the judges looking for?

- **Leadership** – a tourism business that is successfully delivering an authentic Māori tourism visitor experience/product
- **Operational excellence** – the experience/product is well thought out, executed and evaluated, supporting by staff training, branding and marketing
- **Impact and outcomes** – the experience/product is enriching the visitor experience, delivering business growth (over the past 12-24 months).

New Zealand Tourism Sustainability Commitment

The business incorporates the Tourism Sustainability Commitment values of kaitiakitanga, manaakitanga and whanaungatanga, and demonstrates rangatiratanga within the tourism industry.

Submission criteria

Your submission should include the following and must be submitted using the online form that will be available on the [New Zealand Tourism Awards website](#) once entries open.

Organisation statement* (150 words max)	A short statement about your organisation.
Māori tourism experience/product * (150 words max)	Briefly tell us why you should win this award.
Award Statements Statements should concisely outline how the organisation has demonstrated the criteria for this award, for each of the areas below.	
Leadership How does your business deliver a successful and authentic Māori tourism visitor experience/product? (300 words) – 30 points	<i>Areas to cover:</i> <ul style="list-style-type: none"> – Describe your Māori tourism visitor experience/product. – How does it fit within your wider business? – How does your business incorporate tourism sustainability values – kaitiakitanga, manaakitanga, and whanaungatanga? – What other Māori values do you incorporate into the business and why?

	<ul style="list-style-type: none"> – 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?
<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 visitor experience/product? – How does your branding and marketing support the experience/product? – How is the experience/product developed, evaluated and continually improved?
<p>Impact and outcomes What results were achieved? (500 words) – 40 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> – What tangible and quantifiable results have been 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). – What benefits have been achieved beyond what was expected? – What have you done to improve visitor understanding of Tikanga Māori?
<p>Financial performance</p>	<p>As part of the submission process you will be asked to confirm that your business has maintained a strong financial performance and financial position over the past three years. This will be a tickbox in the submission form.</p>

* This information may be used in TIA marketing material.