

Taranaki Tourism Summit 2025

Shaping the future of tourism

venture
TARANAKI
Te Puna Umanga



Welcome and Opening address



Kelvin Wright

Chief Executive

Te Puna Umanga

Venture Taranaki

Keynote: Tourism for Good

Walking together for a shared future



Kylie Ruwhiu-Karawana

Managing Director
TRC Tourism

TOURISM FOR GOOD

Walking Together Towards a Shared Future



TRC Tourism

We specialise in:

- Tourism planning
- Destination management and development
- Product and experience development and feasibility studies
- Recreational trails projects for mountain biking, walking, running, horse riding and aquatic trails
- Protected area visitor management
- Indigenous tourism and product development
- Interpretation planning.



Horizon Tours

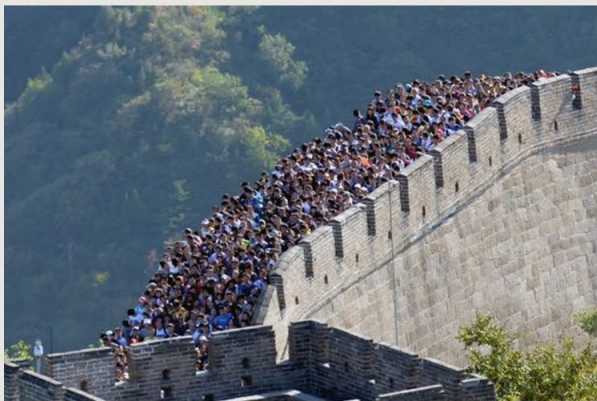


“Hutia te rito o te harakeke,
kei whea te komako e kō? Ki mai ki ahau,
he aha te mea nui o te ao?
Māku e kī atu,
he tāngata, he tāngata, he tāngata.”



Shifting the Lens: From Transaction to Transformation

OLD model...



- Tourism focused on numbers, marketing, and visitation
- “Doing to” communities
- Visitor experience designed without local context
- Extraction model — economic focus only



NEW model...



- Tourism as a platform for connection
- Cultural exchange and learning
- Co-design with iwi, hapū, whānau and communities
- Regenerative outcomes across people & place

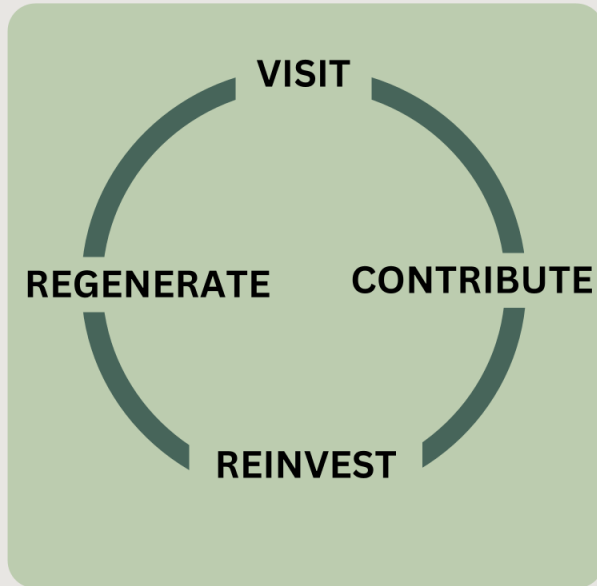


It's not just about who visits, but how they are welcomed, what they learn, and what they leave behind



Tourism for Collective Wellbeing

Redefining Success: Beyond GDP and Visitor Spend...



Cultural Vitality

- Local stories, language, identity carried through tourism
- Visitors becoming learners, not consumers

Environmental Integrity

- Regenerative tourism
- Protection, restoration, stewardship

Community Pride & Wellbeing

- Local ownership
- Empowered communities
- Tourism supporting local aspirations

“Tourism for Good creates
intergenerational value — experiences
that heal, not harm.”

From Regeneration to Resilience: Moving Beyond Healing

True regeneration strengthens the foundations – but resilience ensures we endure and thrive.

Key Transition Points:

- Regeneration restores and revitalises.
- Resilience prepares us to adapt, absorb shocks, and grow stronger.
- In a changing world, resilience must be our ultimate horizon.



Resilient Tourism: Thriving Through Change



Understanding Purposeful Engagement

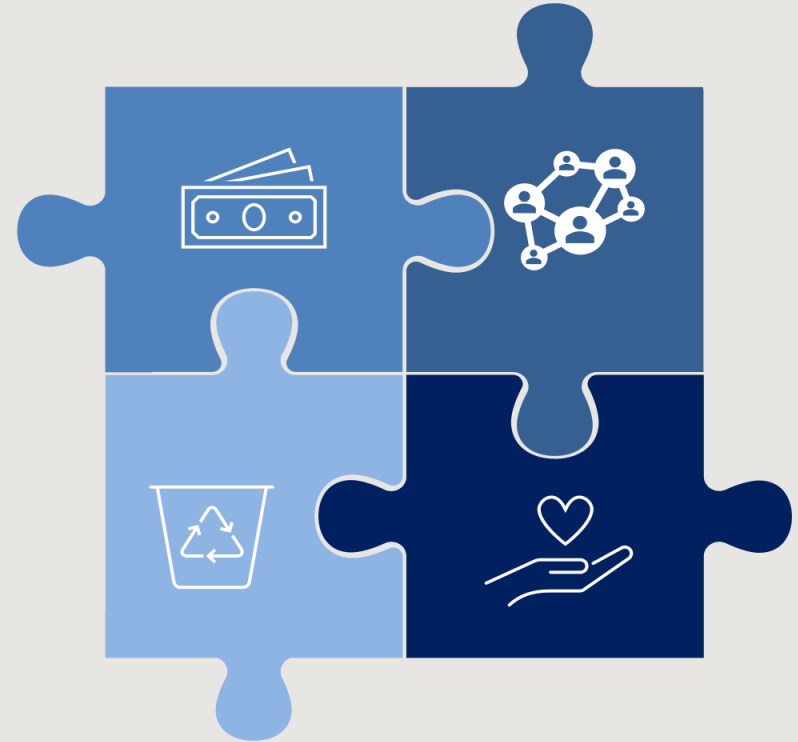
A Definition:

Intentional, respectful interaction for mutual benefit, fostering trust, cultural understanding, and positive relationships while achieving shared goals. Showing up is one thing, but being present is another.



The Benefits of Purposeful Engagement

- Building Trust
- Developing partnerships
- Sustainable Development
- Resilient Communities
- Identification of Economic Opportunities
- Social Responsibility
- Conflict Resolution
- Cultural Enrichment
- Transference of knowledge
- Meeting Obligations and Responsibilities



Practical Steps to Purposeful Engagement

Clearly defined
Purpose

Engage early

Mana to Mana – the
right people

Be inclusive



Collaborative Advantage Over Competitive Advantage

Kotahitanga – Unity of Purpose

In Aotearoa and across the Pacific, resilience is born from working together.

Why Collaboration Matters

- Aligns strengths across regions, iwi, operators, and communities
- Builds shared pathways forward
- Unlocks innovation and efficiency
- Strengthens cultural identity and pride
- Reduces duplication and fragmentation in tourism development



Collaborative Advantage Over Competitive Advantage

Kotahitanga – Unity of Purpose

In Aotearoa and across the Pacific, resilience is born from working together.

What Collaboration Likes Like

- Regional tourism clusters
- Collective brand storytelling across iwi & regions
- Indigenous tourism alliances
- Shared trail networks & experience corridors
- Dark-sky partnerships & environmental collaboration
- Joint governance models



He waka eke noa – We are all in this together

Tourism is a Force for Good

- Tourism is woven into the wellbeing of people and place
- Our choices shape community outcomes
- Purposeful, respectful tourism strengthens identity, pride, and connection
- Together, we can create a future led by community aspirations

**How will *you* use
tourism as a force
for good?**



NGĀ MIHI NUI

“When tourism uplifts the people of the place, it uplifts everyone who journeys there”

Tourism New Zealand

Marketing Aotearoa through Authentic Storytelling



Karl Burrows
General Manager
Pou Ārahi Māori
Tourism New Zealand



Tourism New Zealand

Karl Burrows, General Manager - Pou Ārahi Māori

Purpose and Role



Purpose: Enrich Aotearoa New Zealand and all who visit.



Role: Market New Zealand as an international visitor destination to maximise the long-term benefit to New Zealand

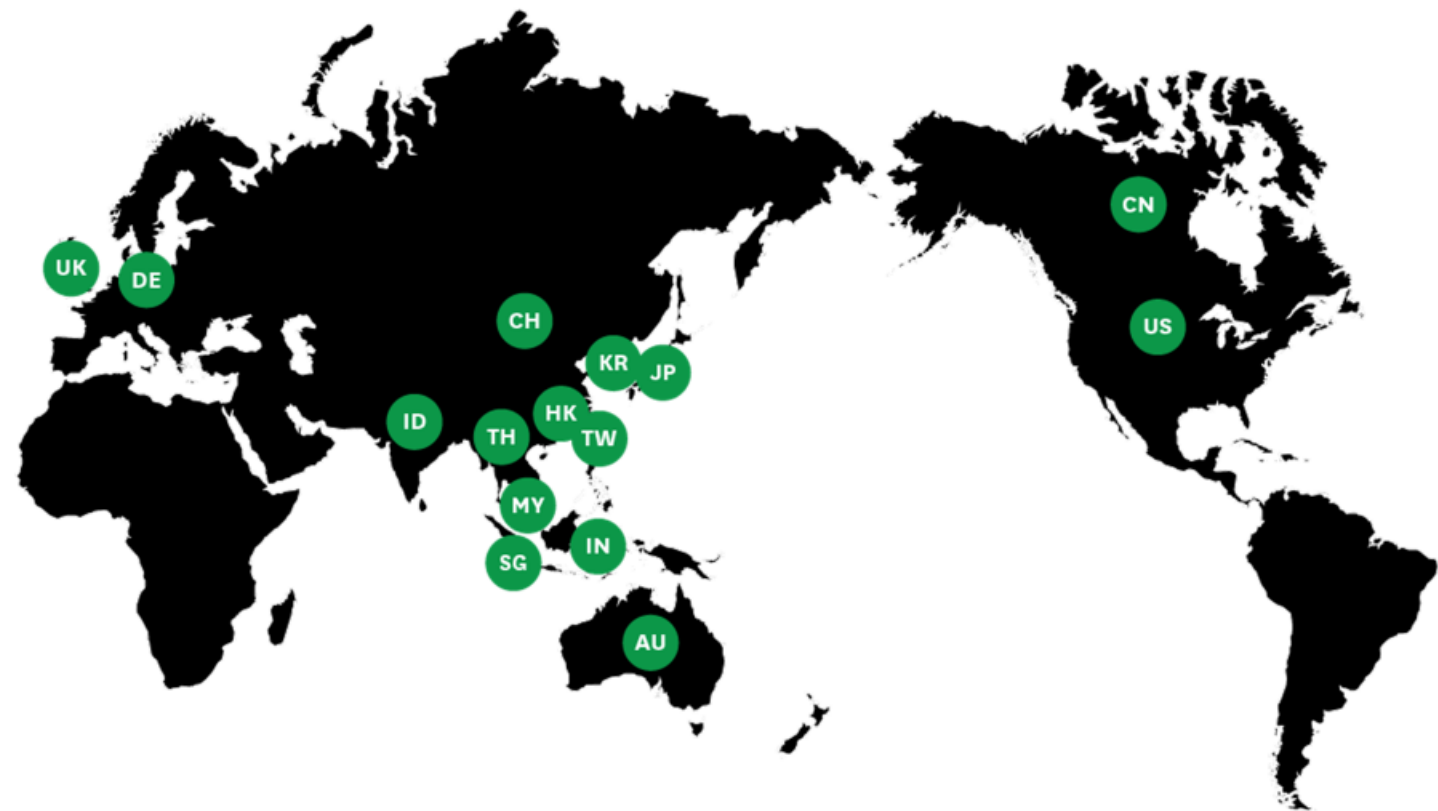


Hump Ridge Track
Fiordland



**100% PURE
NEW ZEALAND**

Market focus



Tourism Growth Aspirations



2019 arrivals	3.9m
Year to end of July 2025 arrivals	3.4m (87%)
Growth Target for Dec 26 arrivals	3.9m (100%)
Tourism export value by 2023	\$NZ 9.9B
Growth export target by 2033	\$NZ19.8B

FY26 Business Challenges



Accelerate conversion and arrivals



Increase share of mind and intention to book



Partner with industry for growth

How we attract international visitors



**International
consumer channels**

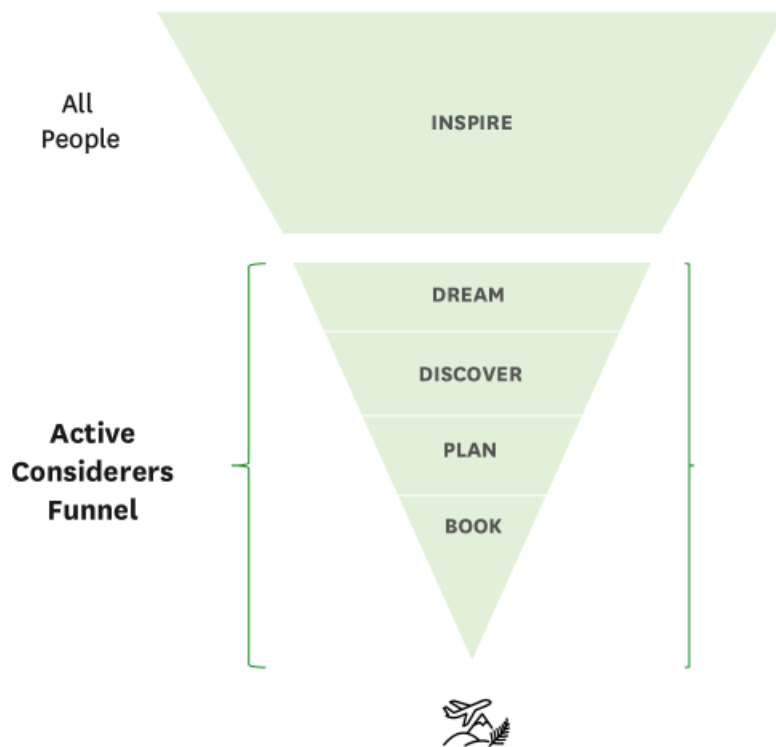


Trade



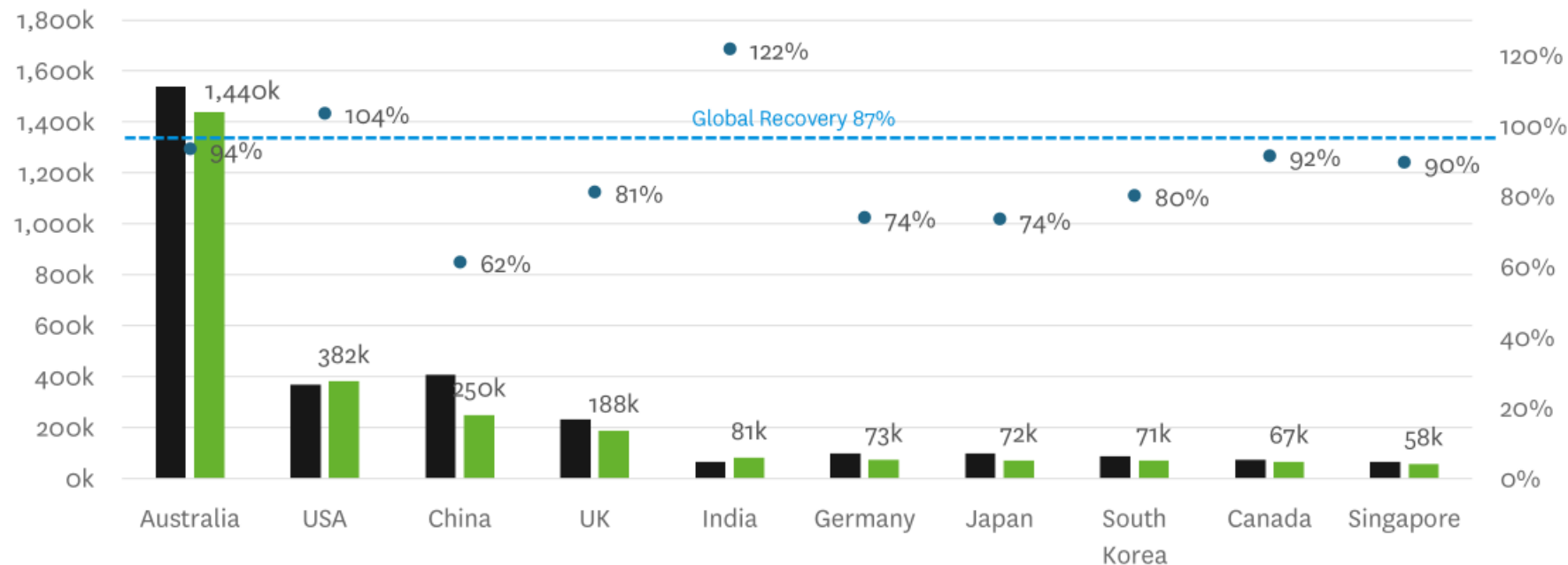
Business Events

How we target potential visitors: Active Considerers, funnel and metrics



Total international arrivals have recovered to 87% vs 2019. Australia, the single largest source market for international visitors, is at 94%

International arrivals by market



■ 2019 ■ YE May 2025 ● Recovery to 2019

Source: Stats NZ International Arrivals – Year Ending May 2025





Work with Tourism New Zealand

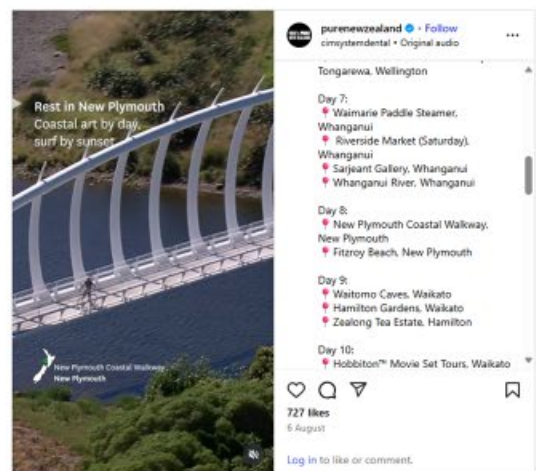
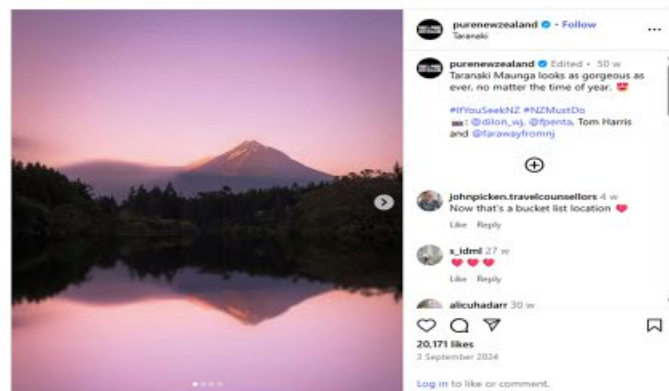
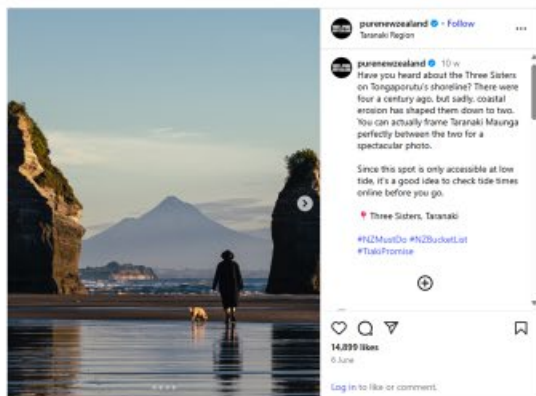
Opportunities for the tourism industry

**100% PURE
NEW ZEALAND**

How Taranaki has appeared in TNZ's work



How Taranaki has appeared in TNZ's work



How Taranaki has appeared in TNZ's work

Social Media

The Devon Hotel, Novotel, King and Queen Hotel Suites, coastal walk, art galleries, surfing, itineraries

PR What's New Form

Te Matatini, Destination Kāwaroa, WOMAD, Te Rere o Kapuni, Spiegel Fest, Nga Rere

PR Pitches

International Hobbit Day: Set jetting locations NZ

Famils

Taiwan Air Product Managers

Trade Social Media

Taranaki Itinerary (NAM FB): Hollard Gardens, Pukekura Park, Tawhiti Museum, Percy Thomson Gallery, Govet-Brewster Art Gallery/Len Lye Centre + Chaddy's Charters

KOLs/Content Creators

Matador (US/AUS)

Future opportunities



Run, Walk, Hike, Bike

An up and coming campaign that will promote and feature active holidays across Aotearoa



Food and Beverage

Leveraging our new partnership with MICHELIN Guides, we are developing a focus on Food and Wine messaging for H2 FY26 and beyond.



Wellness

Leaning into a key driver and motivator for our audience in H2 will be a focus on wellness, regeneration and rejuvenation.

THANK YOU NGĀ MIHI

More information: tourismnewzealand.com

Newsletter signup: tourismnewzealand.com/newsletter-signup

Email us: comms@tnz.govt.nz

LinkedIn: linkedin.com/company/tourismnewzealand



**100% PURE
NEW ZEALAND**

Panel: The Stakeholders and the System Ngā mata tini o te hāpai.



Andrew Wilson
Regional Tourism
New Zealand
Chair



Gareth Hopkins
Department of
Conservation
Operations Manager



Karl Burrows
Tourism
New Zealand
*General Manager
Pou Ārahi Māori*



Matt Ammunson-Fyall
Māori Tourism
New Zealand

Morning Tea

Thank you to our event supporters



Sector Spotlight: Kai Waho

Harnessing the Manaaki and the Whenua



Tom Loughlin
Owner Operator
Kai Waho

Investing in tourism - The Ngāi Tahu Story



Jolanda Cave

General Manager
Ngāi Tahu Tourism

Investing in Tourism: The Ngāi Tahu Tourism Story

Jolanda Cave — General Manager,
Ngāi Tahu Tourism
Taranaki Tourism Summit

Who we are



NGĀI TAHU Tourism



NGĀI TAHU Tourism





- Mō tātou, ā,
mō kā uri ā
muri ake nei

- For us and our
children after
us





NGĀI TAHU Tourism

The Beginning



NGĀI TAHU Tourism

Whakapapa & Purpose

Mō tātou, ā, mō kā uri ā muri ake nei
• For us and our children after us

Values in action



Manaakitanga

Kaitiakitanga

Whanaungatanga

Rangatiratanga

Tohungatanga

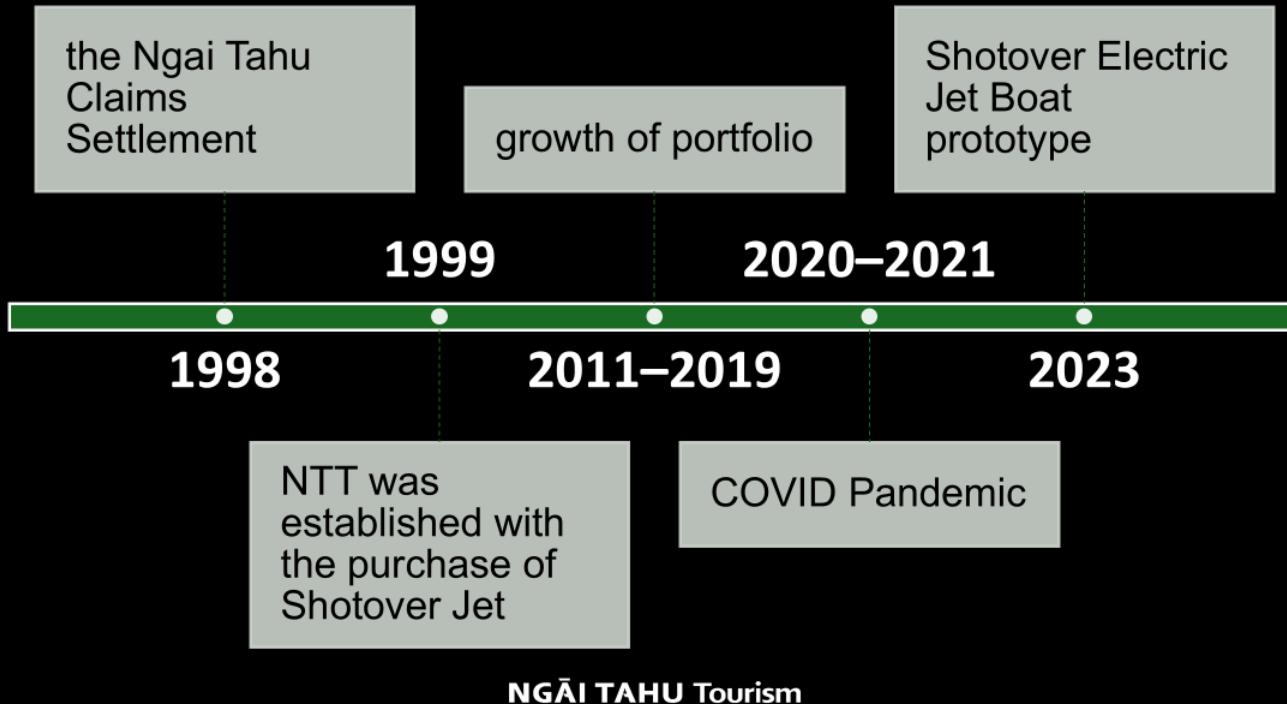
Tikanga



Our Journey

Intentional steps—and a few unintentional ones—
along the way

Milestones and impact



The Opportunity in 2026

Tourism recovery, quality growth and partnership

Tourism recovery snapshot

HIGH-VALUE, VALUES-ALIGNED
TRAVELERS DRIVING GROWTH

SUSTAINABILITY AS A
DIFFERENTIATOR

EMERGING GROWTH SEGMENTS
& OFF-PEAK OPPORTUNITIES

What we've learned

Five practical lessons from the Ngāi Tahu journey

Five lessons



Lead

Lead with whakapapa and purpose—commercial follows kaupapa



Design

Design for authenticity: embed reo, tikanga, kōrero into products



Invest in

Invest in capability: people, safety, and tech (including low-emissions innovation)



Partner

Partner locally: iwi, councils, operators



Measure

Measure what matters: cultural, environmental, community and economic outcomes

Relevance to Taranaki

Realising opportunities on your horizon

Applying the lessons here

Build on Taranaki Maunga's cultural and natural mana—storytelling and stewardship

Curate hero experiences with depth (longer dwell, higher yield, season extension)

Develop pipelines for talent and rangatahi pathways

Coordinate investment: infrastructure, visitor flows, and experiences (public–private)

Looking ahead

Intergenerational investment and 'tourism for good'

Our commitments



Low-emissions
operations and
nature-positive
outcomes



Deep
partnerships
with mana
whenua and
communities



Experience
quality and
safety as non-
negotiables



Data-led
decisions for
resilient, high-
value growth

Ngā mihi — thank you



Kia kaha ki te mahi ngātahi — let's continue the kōrero



Contact:

jolanda.cave@nttourism.co.nz

Tourism for good - Zealandia Te Māra a Tāne



Gabby Lawton

Manager

Members and Supporters

Zealandia Te Māra a Tāne



ZEALANDIA
TE MĀRA A TĀNE

Gabby Lawton
Manager Members and Supporters
Formerly – Tours Product Manager

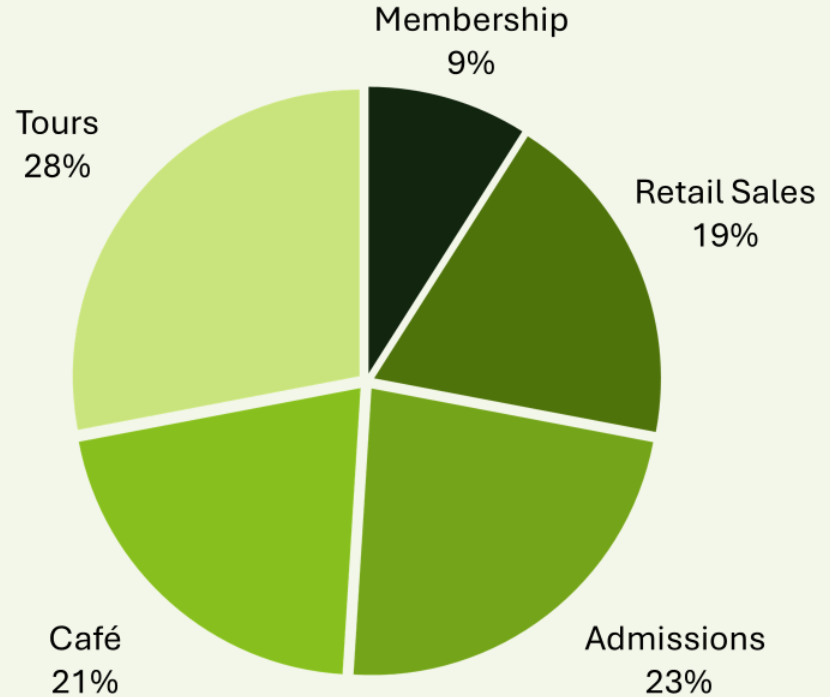




Zealandia Te Marā a Tanē has a 500-year vision to restore our sanctuary and, in doing so, transform how people live with nature.

Team Zealandia

- ~150k visitors per year -
50% international
- 15,000 members
- Conservation
- Infrastructure
- Learning and Engagement
- Corporate Services
- Commercial





Supreme Tourism Award
WINNER
2023

TOITŪ



ISO 14064-1
ORGANISATION

Tripadvisor
Travellers'
Choice Awards



**QUAL
MARK**

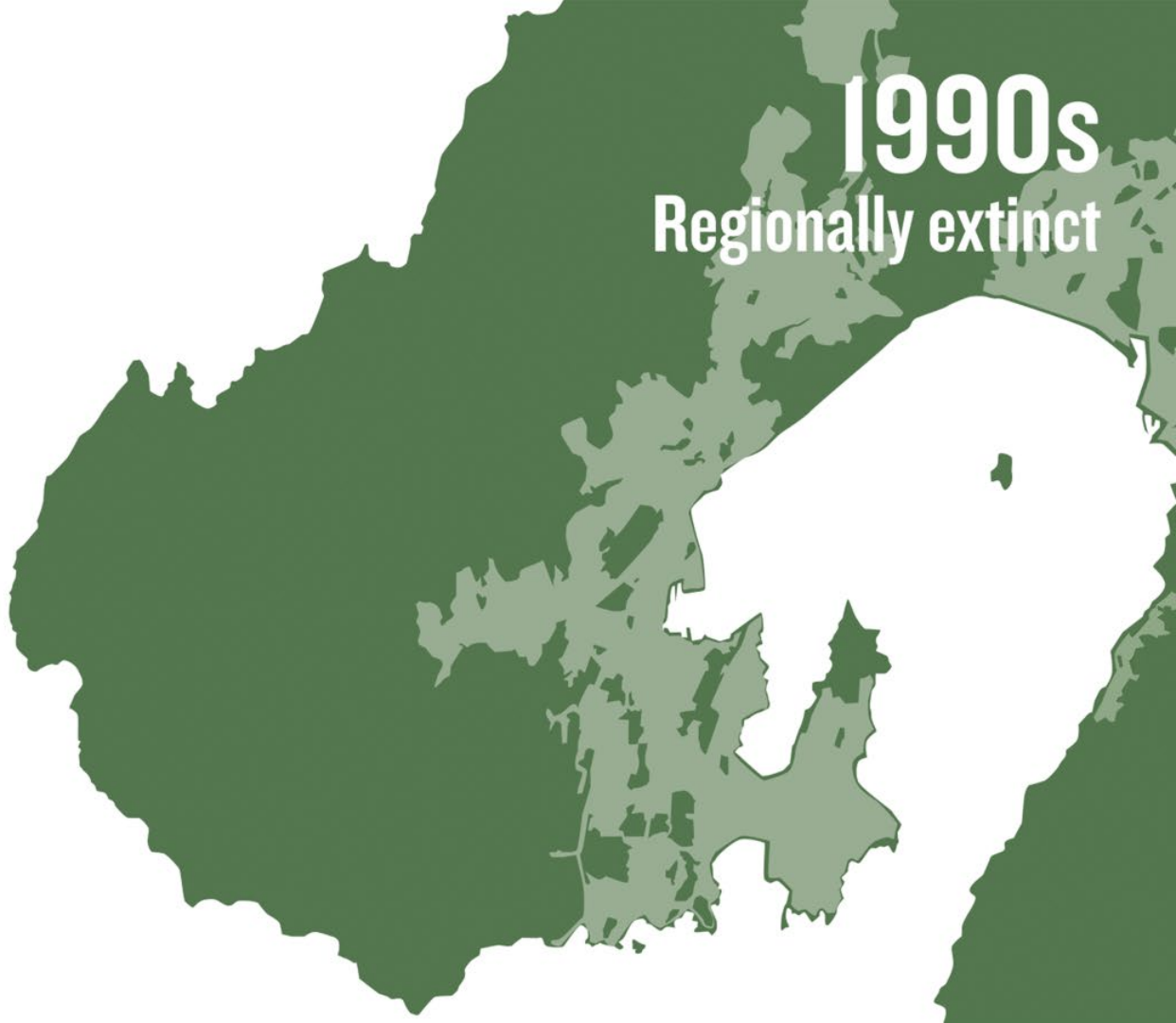
GOLD



VULNERABLE



ZEALANDIA™
TE MĀRA A TĀNE

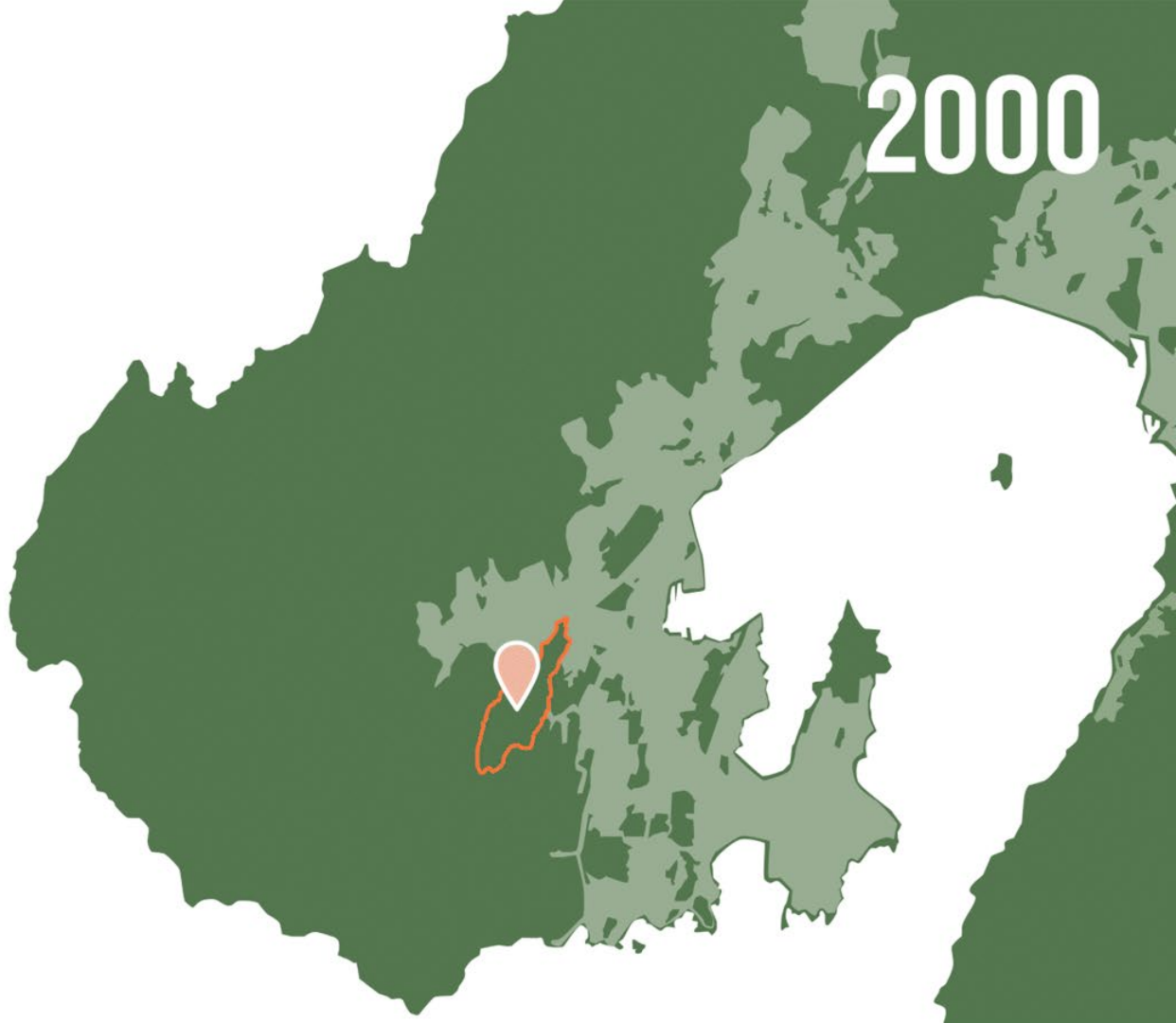


1990s
Regionally extinct

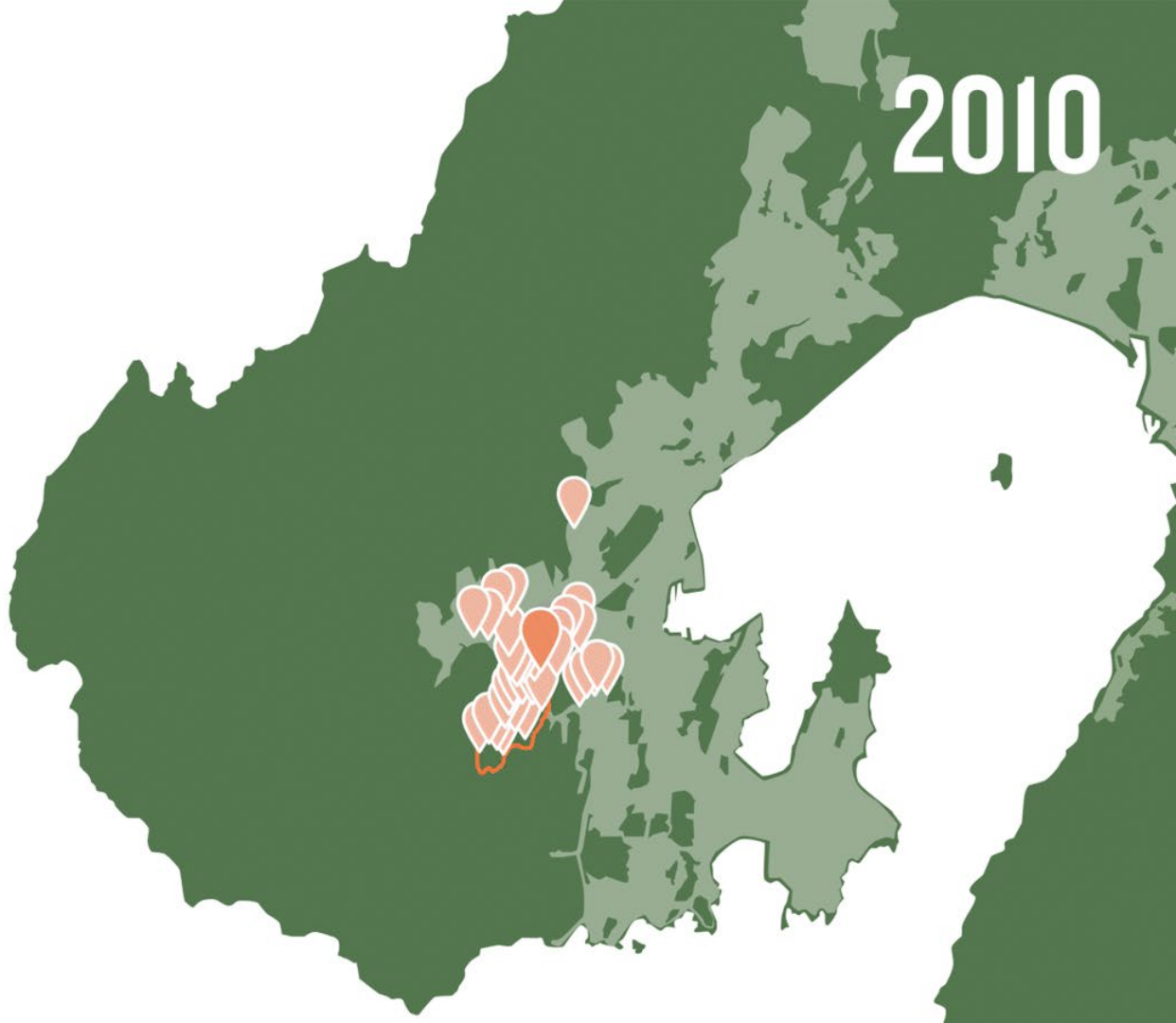
ZEALANDIA™

TE MĀRA A TĀNE

2000

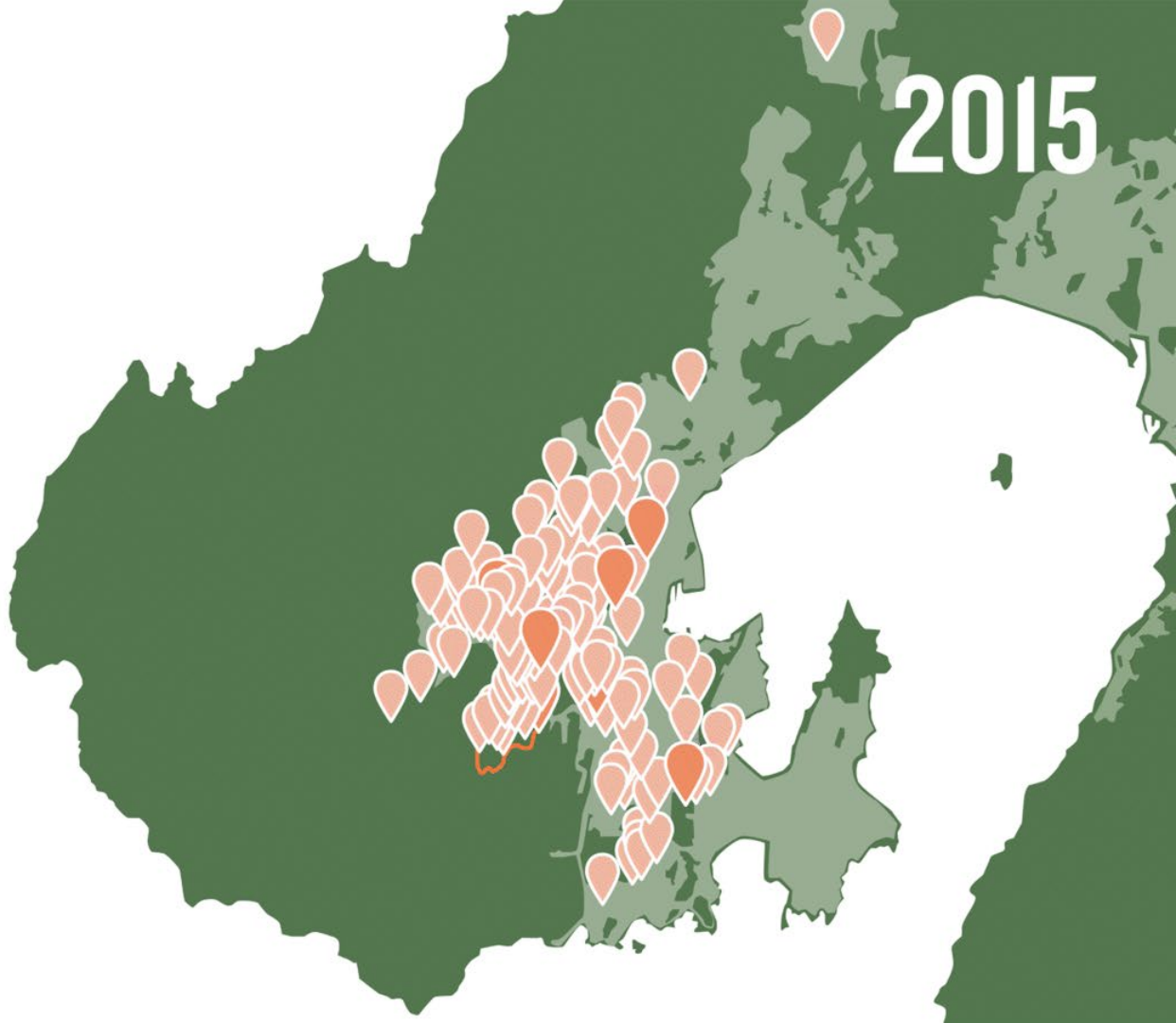


ZEALANDIA™
TE MĀRA A TĀNE



2010

ZEALANDIA™
TE MĀRA A TĀNE



ZEALANDIA™
TE MĀRA A TĀNE

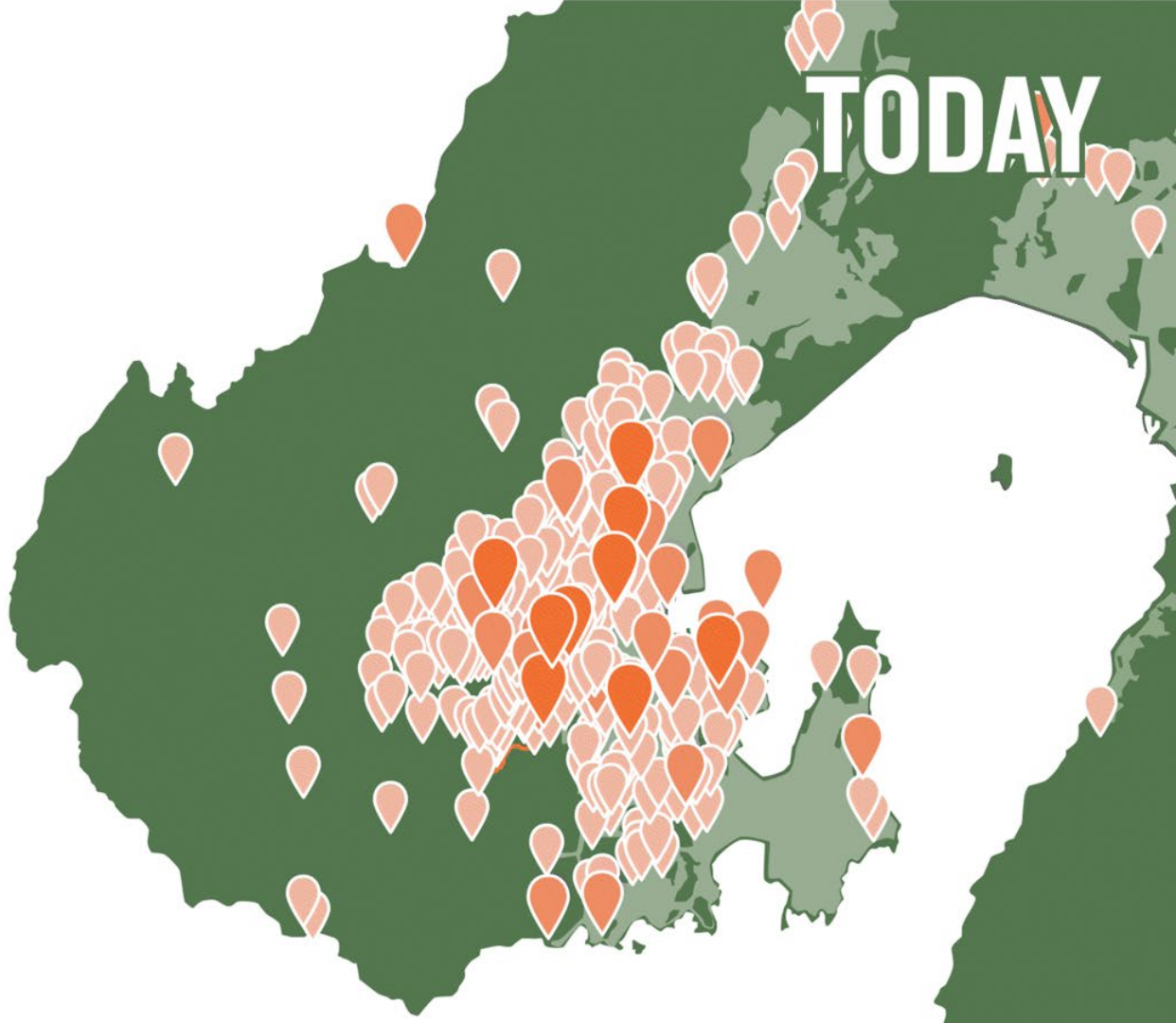




Photo: Janice McKenna



1985
Zero encounters



Photo: Janice McKenna



1985

Zero encounters

2025

2000 encounters



Why is this important?



The Benefits of Nature

Photo: Scott Langdale



Reduction of:

- Mental fatigue
- Stress
- Blood pressure
- Cardiovascular disease

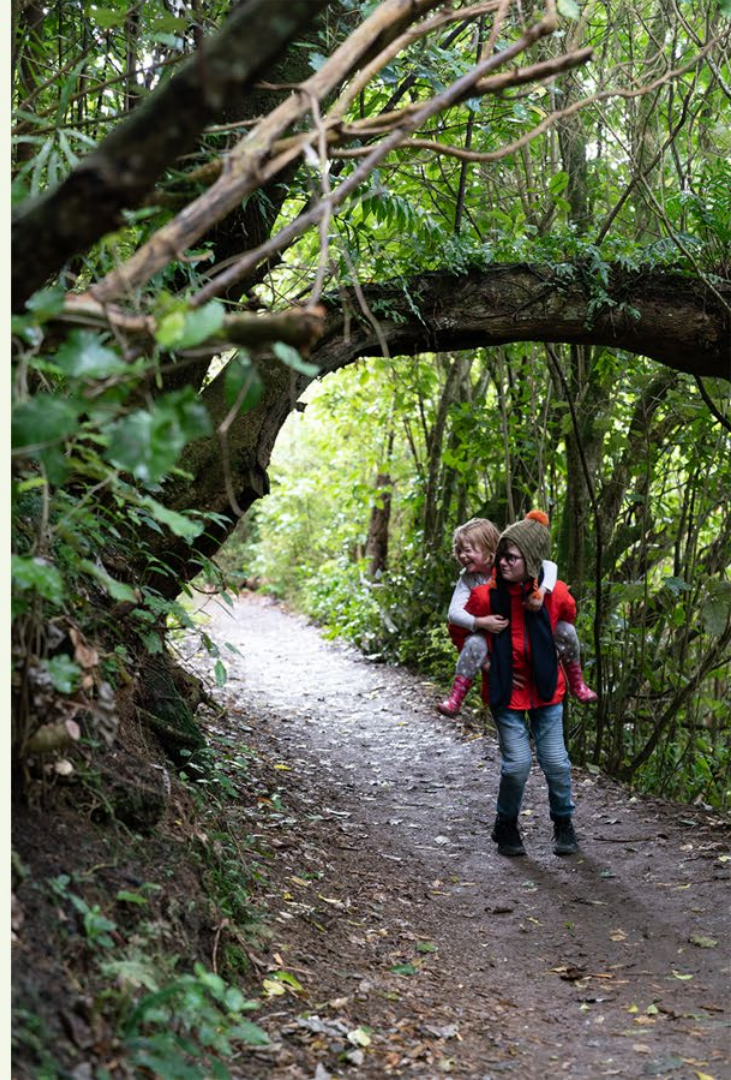


Improvement of:

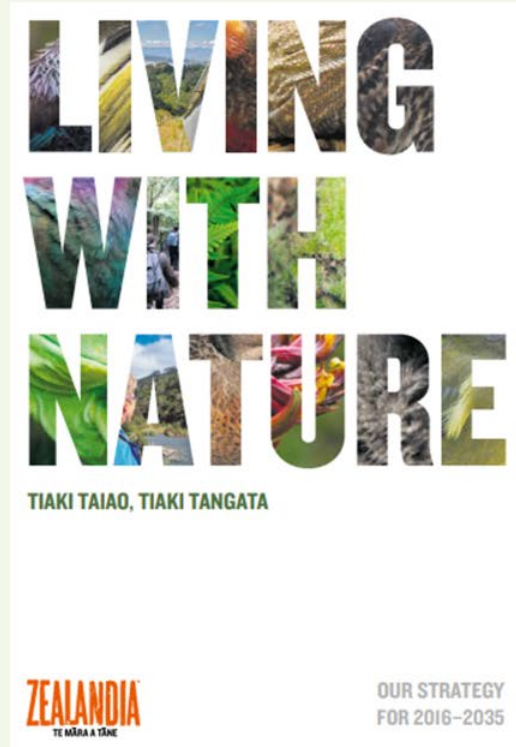
- Cognitive function
- Mental health
- Social wellbeing
- Physical activity

Recipe for success

- Connect your visitor experience to your strategy
- Guides trained on key messages
- A clear tourism sales strategy
- Strong stakeholder relationships
- Community engagement



Connect your visitor experience to your strategy



Guides trained on key messages



Relevance



**Tangata
Whenua**



Conservation



Action



Photo: Ian Thomas



Photo: Judi Lapsley Miller



Photo: Brendan Doran

A clear tourism sales strategy

- General Admission vs Guided Tours
- Commission on Guided Tours
- A premium product and experience
- Conservation impact shared
- 'Always on' availability, guaranteed departures
- Free shuttle

Strong stakeholder relationships

- Wellington NZ & Visitor Information Centres
- Industry partners and trade sellers
- Tour content supporters and cheerleaders
- Tour guides and volunteers
- Operational support teams





Community engagement

- Wellington City Ambassadors
- Membership programme
- Seasonal tours priced for locals
- Events programme
- Educational outreach
- Volunteer programme

Learnings!

- Hiring for long term involvement
- Foster a culture of learning
- Online training modules
- Always have something new!



Photo: John Richards



What's next for Zealandia?

- Growing our connections with businesses
- Kaiwharawhara Water Catchment
- More experiences for locals
- Pricing analysis
- Sustainable growth
- & a new fence!



Thank you

Keynote: Blue Derby Pods Ride




Tara Howell

Director
Blue Derby Pods Ride

Tara Howell of Blue Derby Pods Ride

A story of how mountain biking revitalised a region



A man and a woman are standing outdoors in a forest, smiling at the camera. The man on the left is wearing a blue Rapha cycling jacket. The woman on the right is wearing a dark blue POC cycling jacket and a black bicycle helmet. The background is a blurred forest scene with green foliage.

G'Day!
Kia Ora!
Ya Pulingina!

Lutruwita / Tasmania

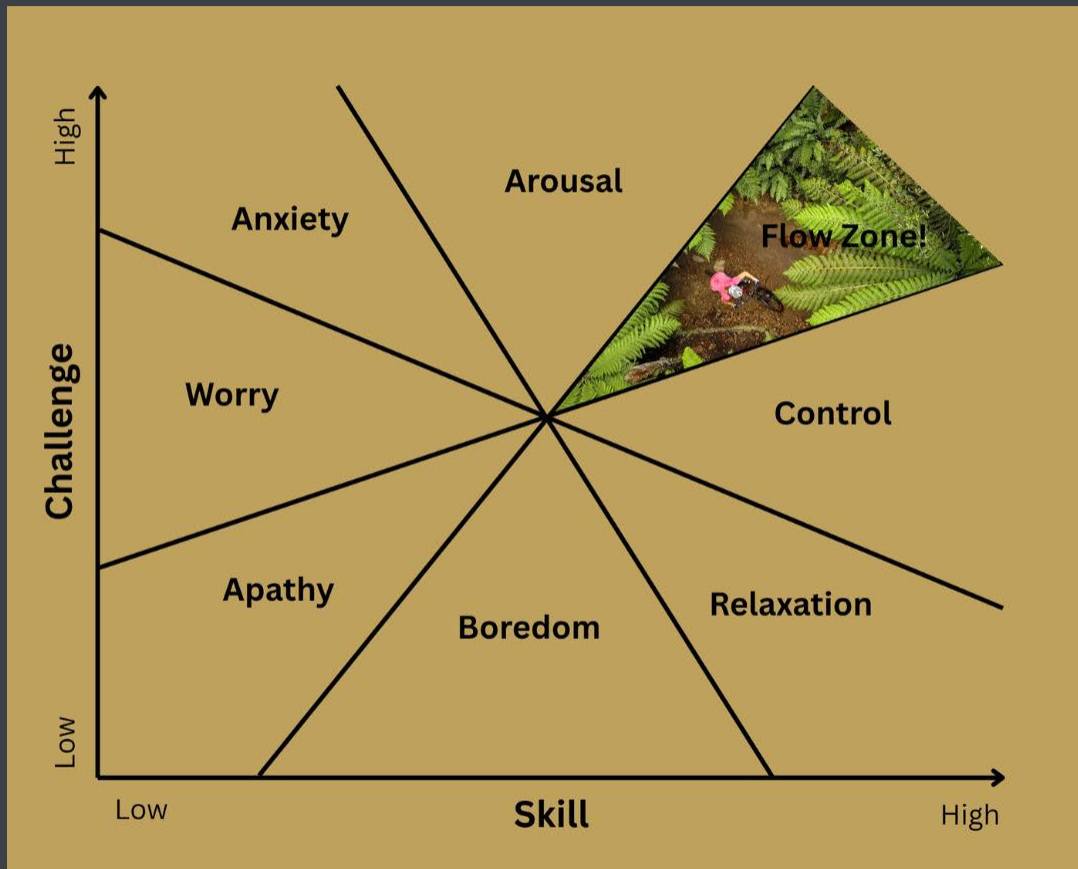




The girl with
a big grin.





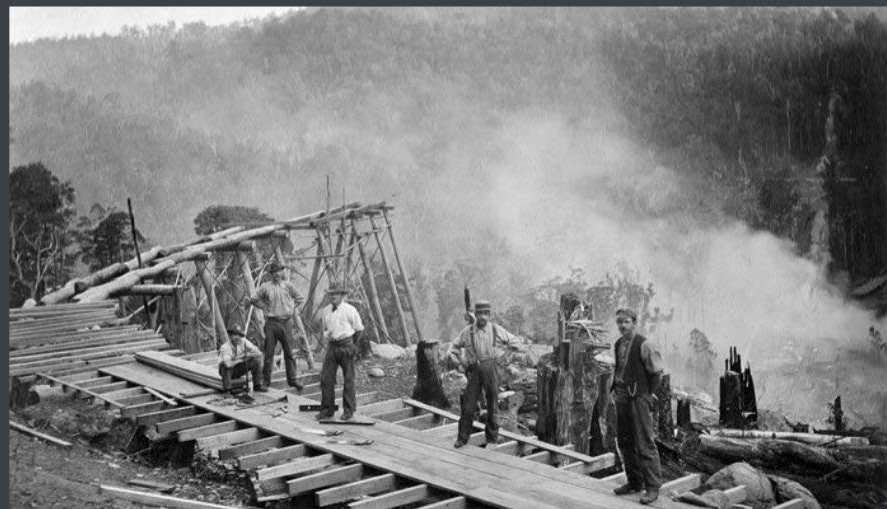




**Our Best Asset:
Naivety**

THE DREAM

- Create a luxury adventure, multi-day, all-inclusive, sustainable mountain biking Experience.
- Based out of unique accommodation Pods and a central hub building.
- In the middle of Parks and Wildlife Land.
- Connected to town, called Derby, that very few people knew about, and had no world-class mountain biking trails.



DERBY

	2013
Distance of world-class mountain bike trails:	0km
Average house price:	\$20,000
Residents:	100-200
Business/Industry:	Tourism: 1 cafe and 2 pubs
Other assets and activities:	Free camping by the river
Most common response when you said you were going to Derby:	"Where's Derby?"

MANTRA

**“We’ll keep going... until we can’t
open the door in-front of us”**

But where do we start?





Step 1 complete.
1,345 more to go.








What had we created?



DERBY

	2013	2017
Distance of world class mountain bike trails:	0km	50-80km
Average house price:	\$10,000-\$20,000	\$150,000
Residents:	100-200	200-300
Business/Industry:	Tourism: 1 cafe and 2 pubs	Tourism: 1 cafe, 2 pubs, 2 bike shop and 2 tour companies
Other assets and activities:	Free camping by the river	Free camping by the river Free mountain bike trails Enduro World Series - April 2017
Most common response when you said you were going to Derby:	"Where's Derby?"	"There's some good mountain bike trails happening out there."

A person wearing a blue shirt and a helmet is riding a mountain bike on a narrow, mossy trail. The trail is surrounded by large, moss-covered rocks and dense green foliage, including ferns and trees. The scene is set in a lush forest with sunlight filtering through the canopy.

What makes Derby so special?

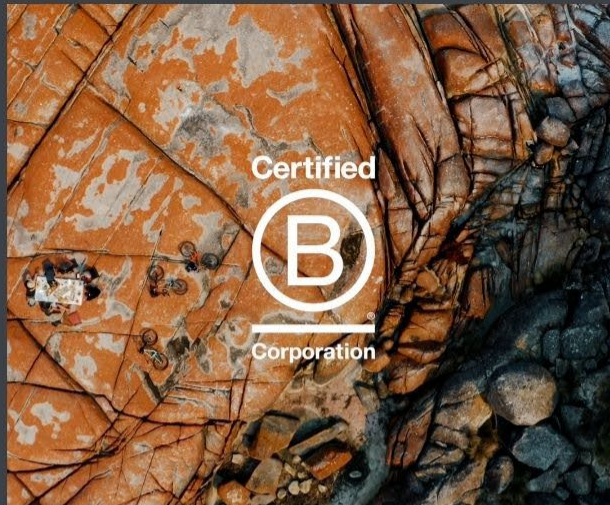
- Soil
- Natural environment
- Connection to town
- Trail quality and maintenance
- Connection to airport



Vision: Inspire a global community of flow seekers.

Purpose: To give our guests a moment great realization during our Experience.

Values: Fun, Inquisitiveness, Adventure, Trust, Balance and Sustainability.



DERBY

	2013	2017	2025+
Distance of world-class mountain bike trails:	0km	30-50km	150km +
Average house price:	\$10,000-\$20,000	\$150,000	\$450,000 (highest sale \$1.2 million)
Residents:	100-200	200-300	300 +
Business/Industry:	Tourism: 1 cafe and 2 pubs	Tourism: 1 cafe, 2 pubs, 2 bike shop and 2 tour companies	Tourism: 2 cafes, 2 pubs, 3 restaurants, general store, post office, 3 bike shops, 5 tour companies, 100+ short stay accommodation
Other assets and activities:	Free camping by the river	Free camping by the river Free mountain bike trails Enduro World Series - April 2017	Free camping by the river Free mountain bike trails Enduro World Series - 2017, 2019 & 2023 State, National and International events Derby Floating Sauna Massage businesses Wellness retreat (completion 2026) Artist Retreat Pharmacy and Health Hub (Branxholm) Local MTB club and rides Neighbouring towns prosperity
Most common response when you said you were going to Derby:	"Where's Derby?"	"There's some good mountain bike trails happening out there."	"They're the best mountain biking trails in Australia!"

ECONOMIC IMPACT

- Derby attracts 45,000 MTB visitors* and over 81,000 visitors annually**.
- Derby attracts \$50.9 million direct mountain biking expenditure*.
- Derby attracts \$26.6 million in direct, indirect and induced value to the Tasmanian economy*.
- Derby supports 274 FTE jobs*.

*Episteme - Maximising the value of Mountain Biking Tourism to the Tasmanian Economy - 2025

**Tasmanian Visitor Statistics

STAY LONGER & SPEND MORE

Intrastate markets



Intrastate MTB visitors in Tasmania spend an average of \$577 on their total trip over an average of 3.1 days (\$186 per day). \$468 of this spend can be attributed to the mountain biking component of their trip (\$151 per day). The average length of time taken to get to their mountain biking destination is 3 hours and 5 minutes.

Total trip spend

MTB visitor \$577

Holiday visitor \$416

Spend per day

MTB visitor \$186

Holiday visitor \$169

Length of stay

MTB visitor 3.1 days

Holiday visitor 2.5 days

Interstate markets



Interstate visitors in Tasmania spend an average of \$4,412 on their total trip, over an average of 9.9 days (\$443 per day). The average number of mountain biking days on this trip is 5.58, and the average mountain biking attributed spend is \$3,396 (\$608 per mountain biking day). The average interstate visitor spends an additional \$1,883 getting to/from Tasmania.

Total trip spend

MTB visitor \$4,412

Holiday visitor \$3,488

Spend per day

MTB visitor \$443

Holiday visitor \$365

Length of stay

MTB visitor 9.9 days

Holiday visitor 9.6 days

International markets



International MTB visitors in Tasmania have an average total trip spend of \$5,661, which is spent over an average of 9.7 days (\$585.59 per day). The average number of mountain biking days on this trip is 6.6, and the average mountain biking attributed spend is \$4,642 (\$733 per mountain biking day). The average international visitor spends an additional \$2,571 getting to/from Tasmania.

Total trip spend

MTB visitor \$5,661

Intl visitor \$2,170

Spend per day

MTB visitor \$585

Intl visitor \$111

Length of stay

MTB visitor 9.7 days

Intl visitor 19.5 days

SOCIAL AND COMMUNITY BENEFITS

- Resident survey from Break O'Day Council showed that 25% of new residents moved area were influenced in some way by MTB Trails.
- The estimated health benefit to communities (the personal and health system benefits due to healthier and active individuals) is \$1.58 per kilometre ridden.

“Real generational growth is happening in the greater North-East of Tasmania now because of Derby, a pharmacy been built, families populating the rural schools, droves of people are moving into the area and purchasing properties in townships that hadn’t seen new faces in decades.

*Not just jobs but careers are now available, alongside the growth of eateries, bars and even new playgrounds. Once we felt that we were living on an isolated dairy and cropping farm, now we feel we are at the centre of it all. **What a time to raise a family here.**” -*

Taylor Clyne - Local resident







Tourism
benefits
everyone.

A man and a woman are standing in front of a modern, elevated wooden cabin in a forest. The cabin has a large, irregularly shaped window and a dark, corrugated metal roof. The man is wearing a black t-shirt and olive green pants, and the woman is wearing a black t-shirt and blue jeans. They are both smiling. The cabin is built on a wooden platform and is surrounded by lush greenery, including moss-covered rocks and ferns. The background is filled with dense trees and foliage.

Thank you!
#ExperienceTheFlow

Lunch

Brought to you by our Platinum Sponsors



Pukerangiora Visitor Experience

The power of kōrero tāwhito



Rūmātiki Timu

Pukerangiora Hapū



Chris Hay

Locales Agency



Pukerangiora Pā

Visitor Experience

Rumatiki Timu

Pukerangiora Hapū

Chris Hay

Locales

British Sap Lookout

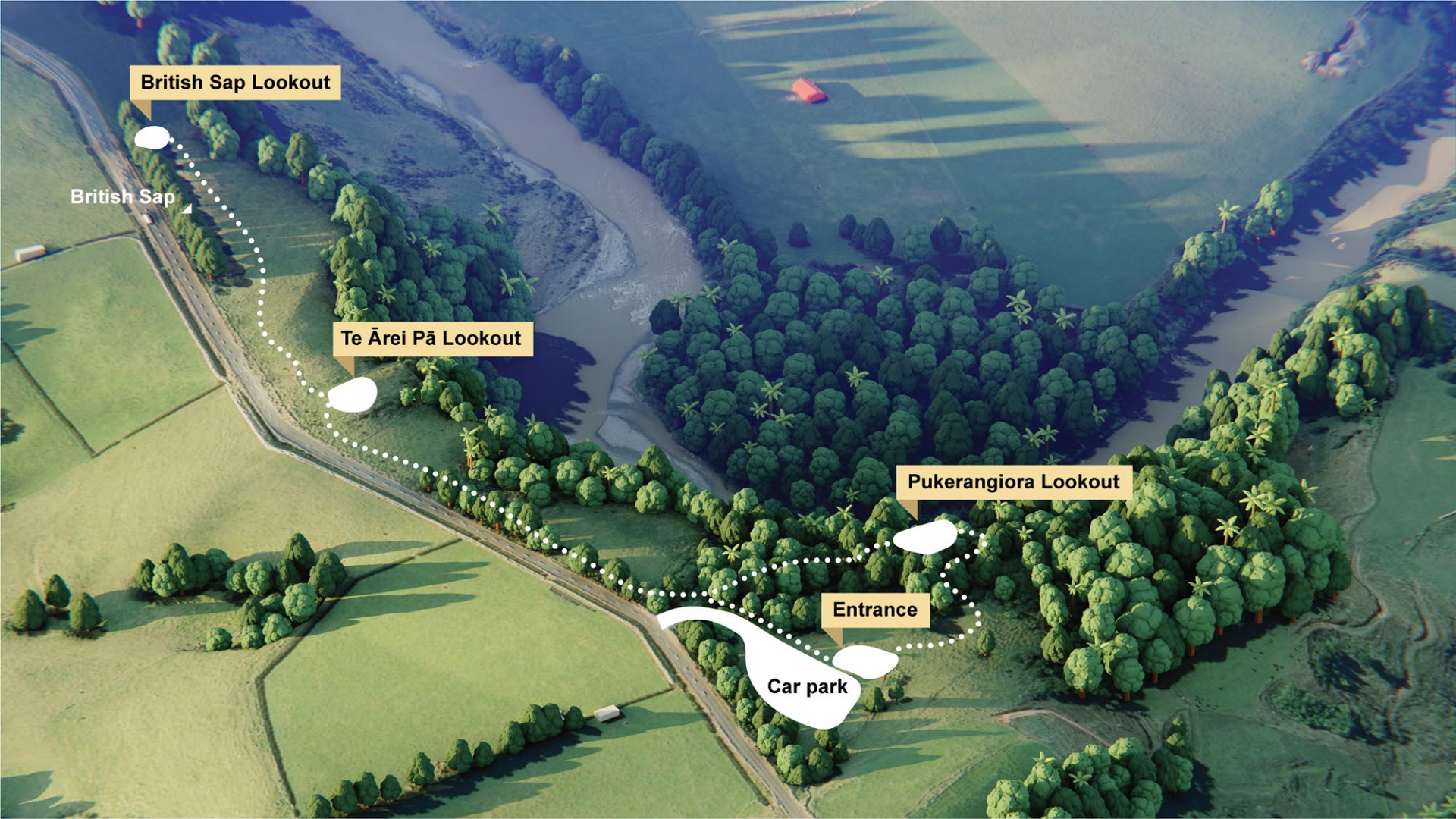
British Sap

Te Ārei Pā Lookout

Pukerangiora Lookout

Entrance

Car park



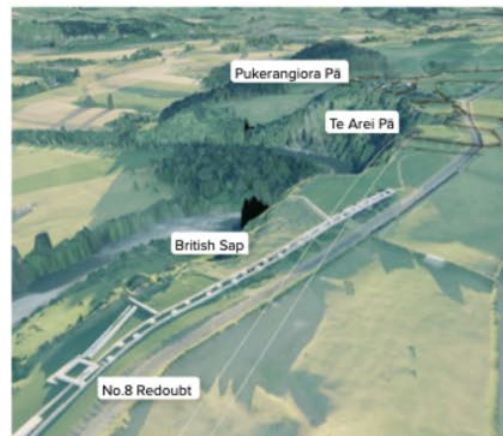
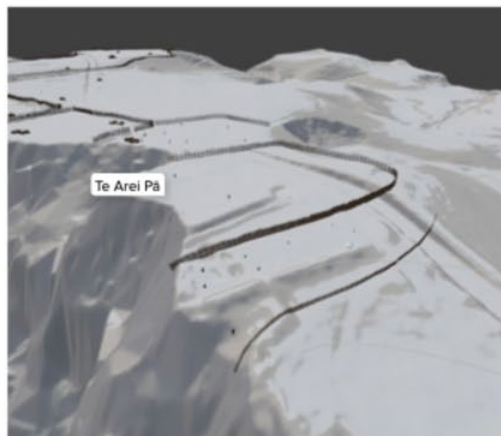
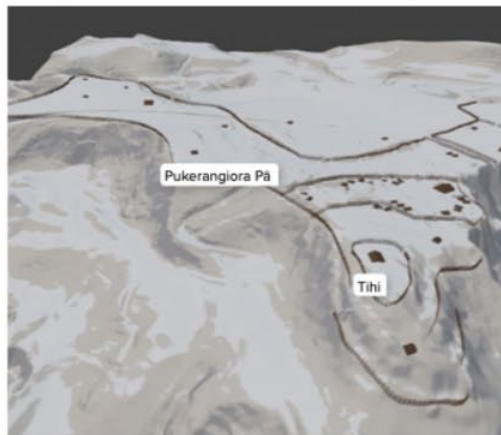
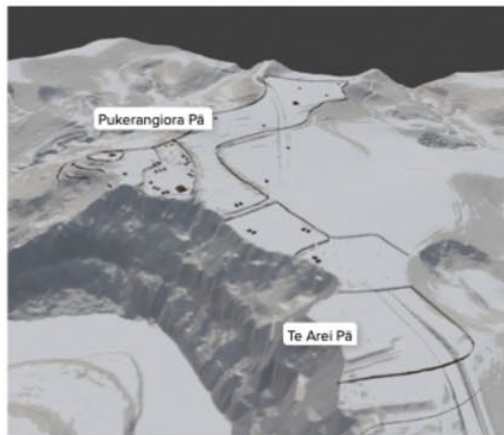


Hapū led project





3D Map Development



Orientation Map Development



Storytelling Approach



No Taranaki to us again
 Taranaki is the mountain
 No Whakato to us
 Whakato is the river
 No Te Aroha to us
 Te Aroha is also water
 No Pihikereangia to us
 Pihikereangia is the river

TRAINING MODEL

► PEOPLE OF
THE MOUNTAIN AND

DISCUSSION AND CONCLUSIONS

100

[illegible]

... (continued)

See also

DISSENT WITHIN
THE TRIBE

**TO MAKE FROM
THE PUB STY**

POTATO IS WHEREVER AND THE SEEDS OF UTI (REVENGE)

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1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 26

MIGRATIONS

When a group of people migrates from one place to another, it is called a migration. This can happen for many reasons, such as war, famine, or the search for a better life. In the past, people have migrated across the world, and today they continue to do so.

Many of the people who migrate are from Africa. In the past, people have migrated from Africa to other parts of the world, and today they continue to do so. This is because of many reasons, such as war, famine, or the search for a better life.

One of the most famous migrations in history was the migration of the Jewish people from their homeland in Palestine to the land of Israel. This migration was a long and difficult journey, but it was necessary for the Jewish people to have a place of their own.

Another famous migration was the migration of the African people from their homeland in Africa to the Americas. This migration was also a long and difficult journey, but it was necessary for the African people to have a place of their own.

Today, many people are still migrating from Africa to other parts of the world. This is because of many reasons, such as war, famine, or the search for a better life. It is important for us to understand the reasons why people migrate and to help them when they need it.

RETURNING HOME

When people migrate, they often leave behind their homes and families. This can be a very difficult experience, and it can take a long time for them to feel like they have a new home. However, many people who migrate do so with the hope of returning home one day.

For many people, returning home is a dream. They want to see their families and friends again, and they want to live in their own land. However, it is not always easy to return home. There may be many obstacles in the way, such as war, famine, or the search for a better life.

It is important for us to understand the reasons why people migrate and to help them when they need it. We should also understand the importance of returning home for many people. We should do everything we can to help them when they need it, and we should support them when they return home.

ANI KÀ

When a group of people migrates from one place to another, it is called a migration. This can happen for many reasons, such as war, famine, or the search for a better life. In the past, people have migrated across the world, and today they continue to do so.

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THE BATTLE AT TE ĀREI, 1861

The first New Zealand War, a conflict between the British and the Māori, was fought at Te Araroa in 1861. The battle was a decisive victory for the British, but it was also a tragedy for the Māori, who lost many lives and their land.

The battle was fought on a hillside overlooking the sea. The British forces, led by Major-General Sir George Whitmore, were positioned on the left side of the hill. The Māori forces, led by Te Kahi, were positioned on the right side of the hill. The British forces were equipped with modern weapons, including rifles and artillery. The Māori forces were equipped with traditional weapons, including spears and clubs.

The battle began in the early morning. The British forces opened fire on the Māori forces. The Māori forces responded with their own fire. The battle continued for several hours. The British forces eventually broke through the Māori lines and captured the hill. The Māori forces were forced to retreat to the sea.

The battle was a decisive victory for the British, but it was also a tragedy for the Māori, who lost many lives and their land. The battle was the last major battle of the New Zealand War.

A STRONGHOLD

The British forces were positioned on a hillside overlooking the sea. The Māori forces were positioned on the right side of the hill. The British forces were equipped with modern weapons, including rifles and artillery. The Māori forces were equipped with traditional weapons, including spears and clubs.

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TERRIFYING BOMBARDMENT

The British forces used their artillery to bombard the Māori forces. The bombardment was terrifying for the Māori forces, who had never experienced such a powerful weapon before. The British forces used their artillery to bombard the Māori forces. The bombardment was terrifying for the Māori forces, who had never experienced such a powerful weapon before.

UNEASY PEACE

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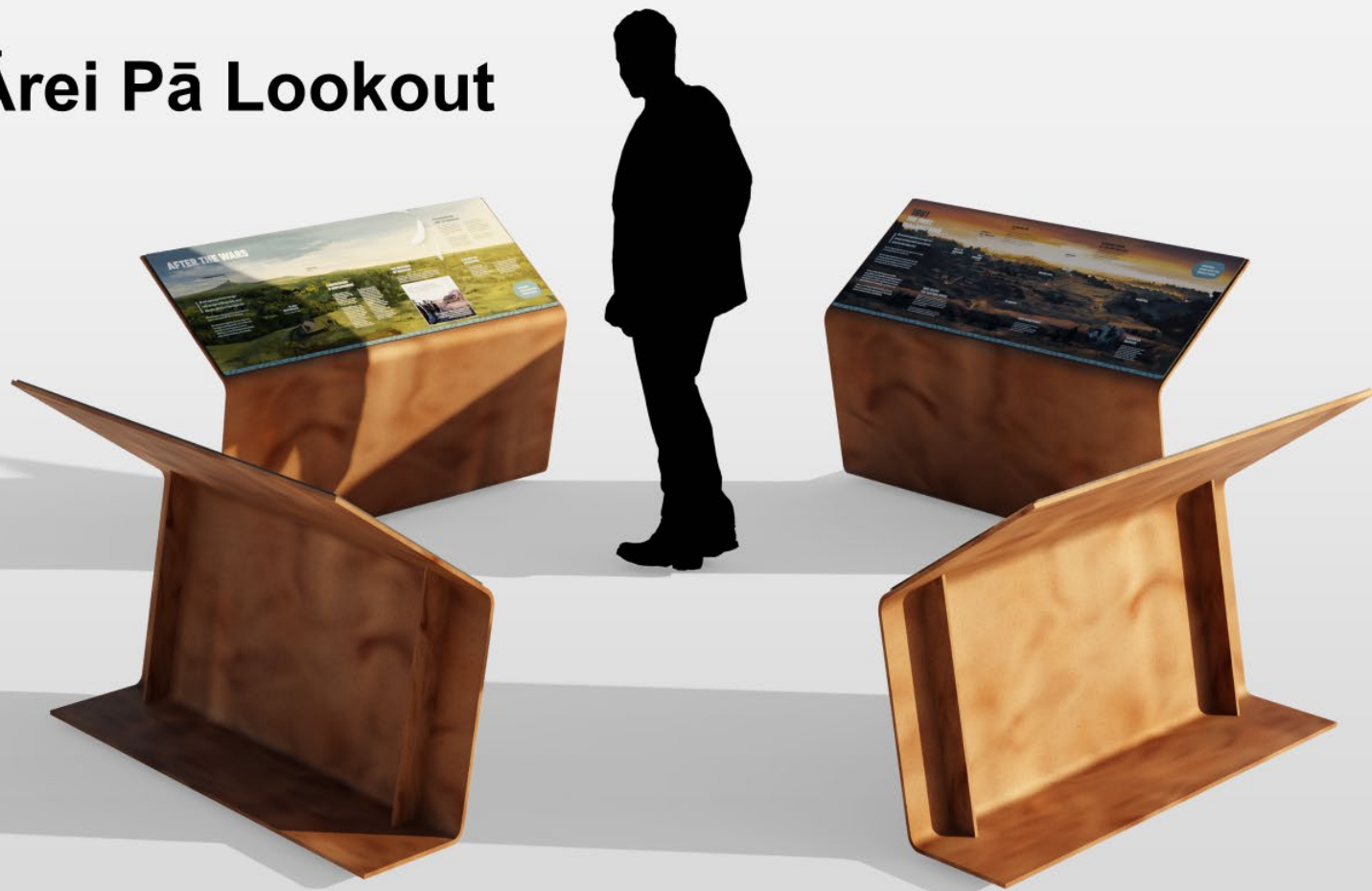
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DISCOVER MORE

Visit the New Zealand War Museum website for more information about the battle of Te Araroa. The website is located at www.nzwar.co.nz.

Te Ārei Pā Lookout



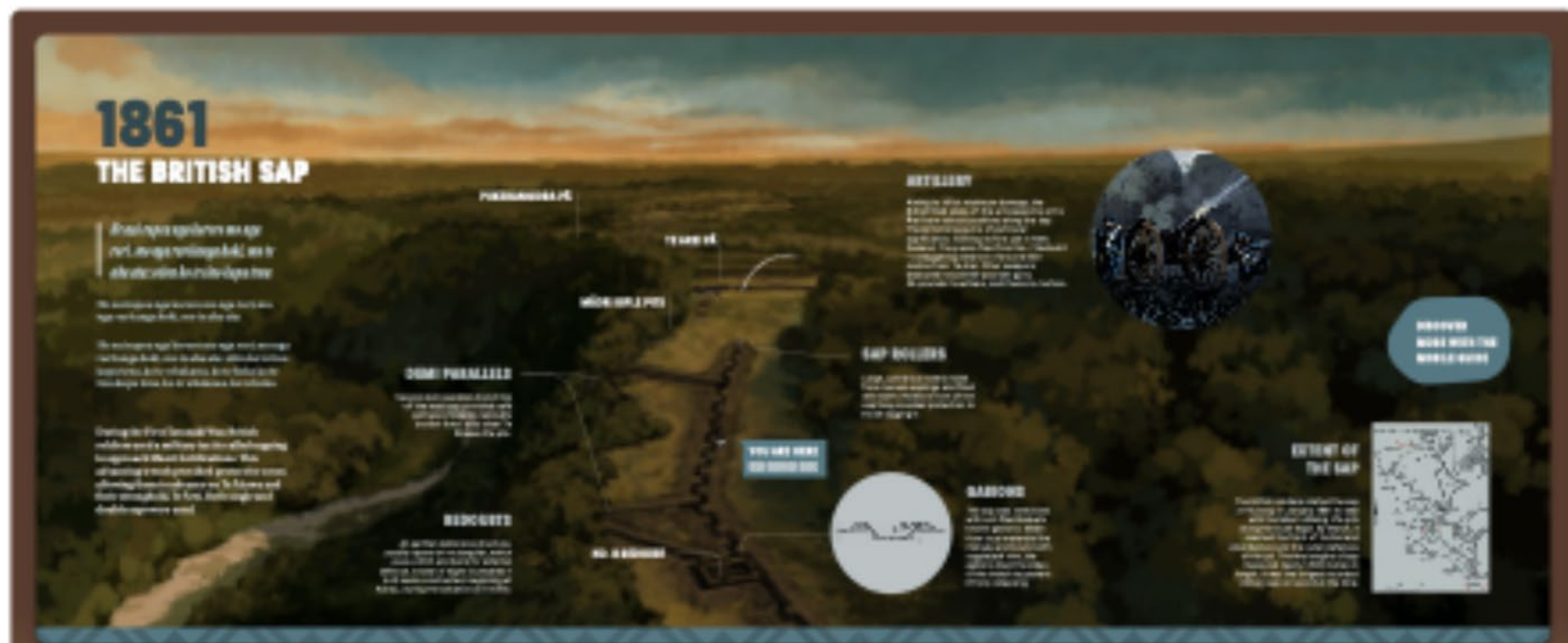
North View



British Sap Lookout

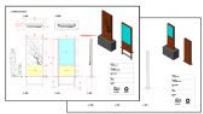


British Sap Lookout

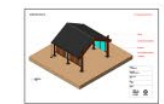
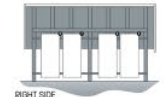


ENTRANCE

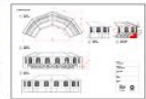
ORIENTATION MAP & RESILIENCE SIGN



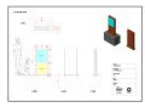
TOMOKANGA



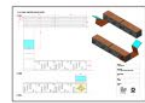
AMPHITHEATRE



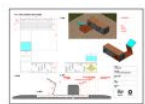
CAR PARK/ SPONSOR SIGN



LOOKOUT 1



ORAL HISTORY SEAT 1



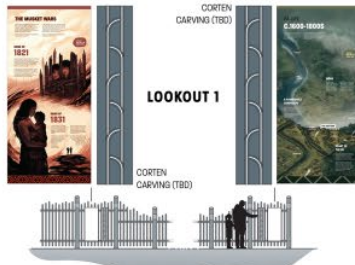
ORAL HISTORY SEAT 2A



ORAL HISTORY SEAT 2B



LOOKOUT 1



LOOKOUT 2

LOOKOUT 2



ORAL HISTORY SEAT 5



ORAL HISTORY SEAT 3



ORAL HISTORY SEAT 4

LOOKOUT 3



LOOKOUT 3



ORAL HISTORY SEAT 6



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WEBSITE

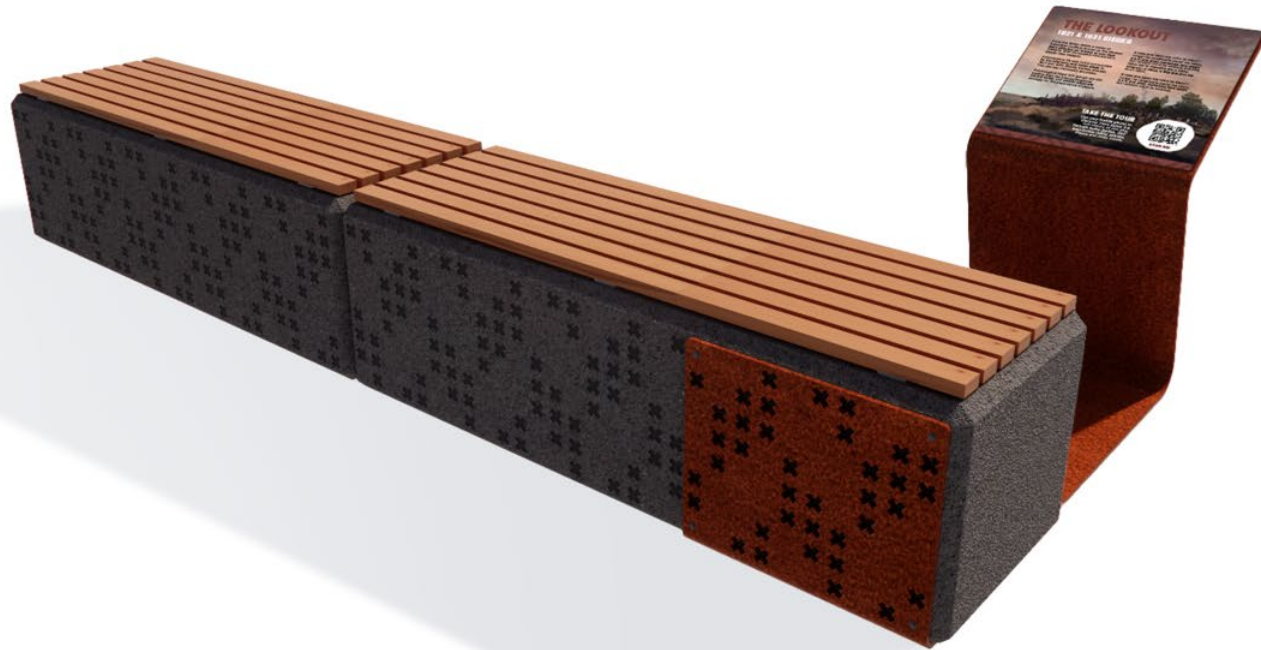
PUKERANGIORA PĀ



PUKERANGIORA HAPŪ



Oral History Seat



GRAPHIC PROGRESS

Oral History Seats



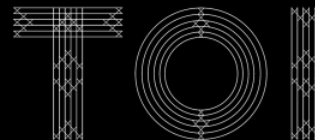
Mobile Tour

Mobile Tour — 360°



Kānoa

Regional Economic Development
& Investment Unit



FOUNDATION



Te Kaunihera-ā-Rohe o Ngāmotu

**New Plymouth
District Council**



Department of
Conservation

Te Papa Atawhai

venture
TARANAKI

Te Puna Umanga

The Whārangi Kowhaiwhai Pattern

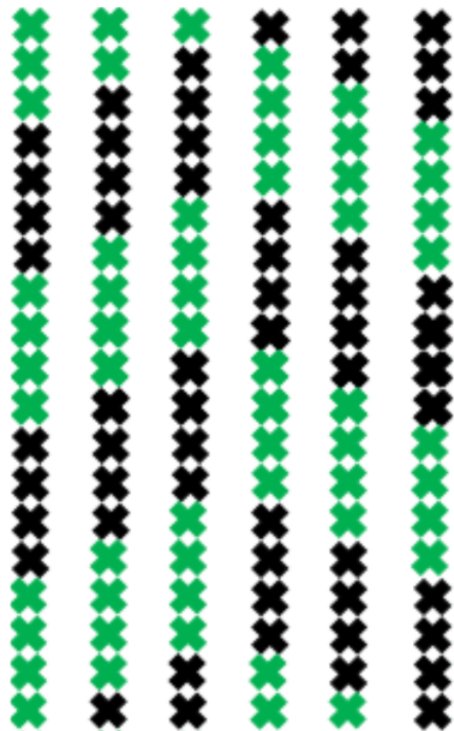
The Whārangi tukutuku pattern is composed of four different patterns combined into one. The kowhaiwhai pattern is intended to be the main decoration for concrete surfaces. The four patterns are;

Kaokao Symbolizes strength, protection, and unity. The pattern in this context is intended to welcome all visitors to the venue.

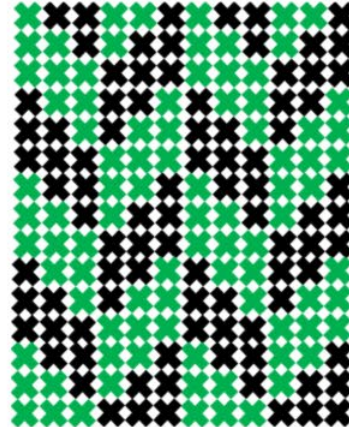
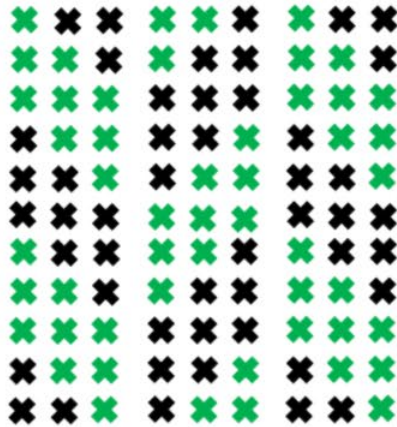
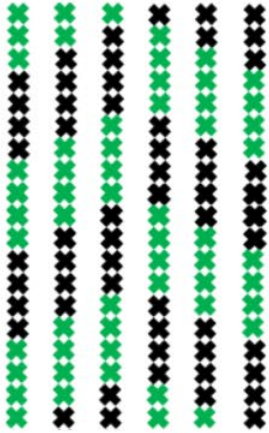
Roimata Toroa Symbolizes the enduring nature of love and memory, grief and renewed life.

Poutama Symbolizes the continuous process of learning and striving for betterment

Whakarare Symbolizes something being distorted or disrupted. It is used here to break down of barriers



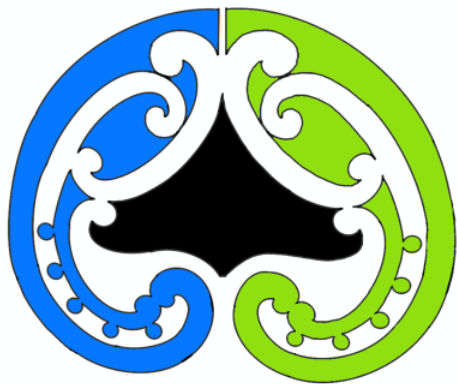
The Whārangi Kowhaiwhai Pattern

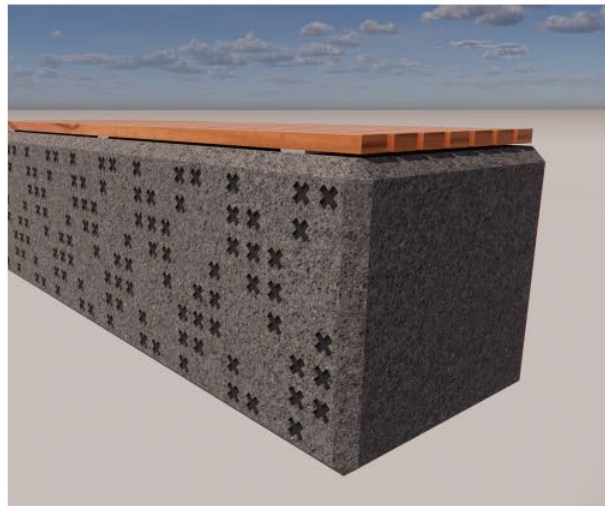
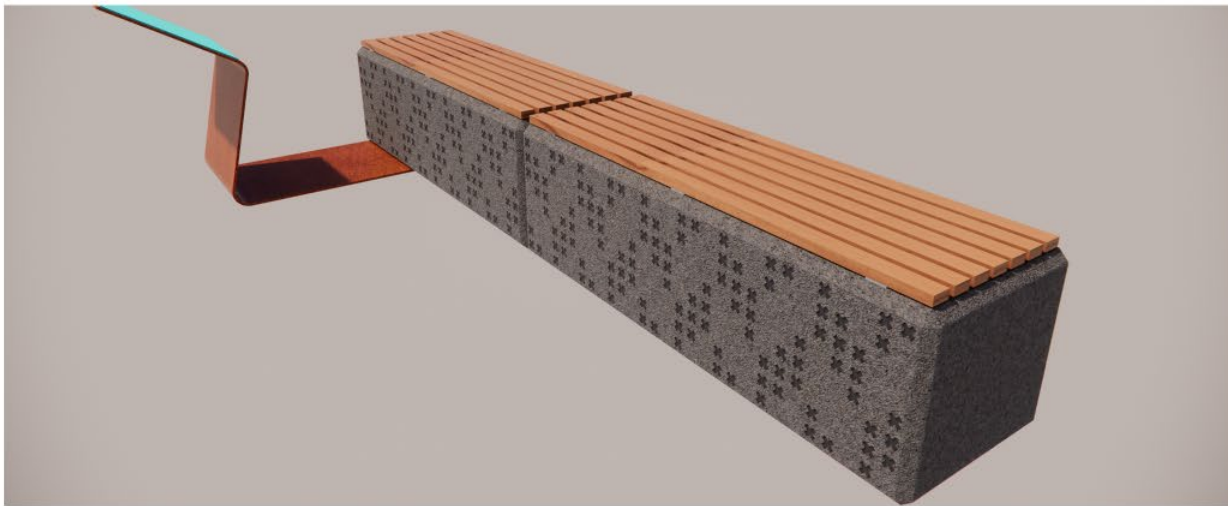
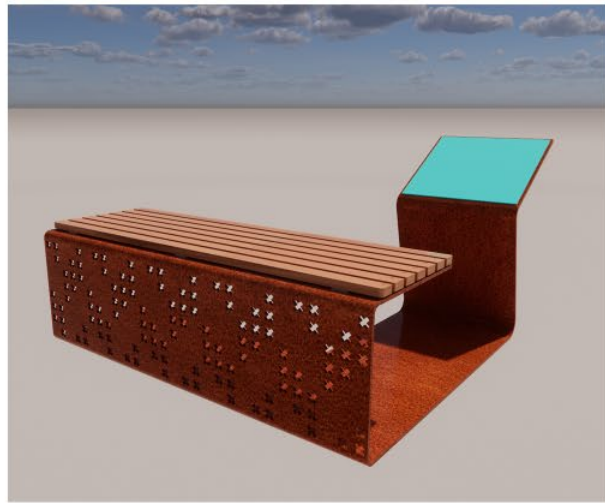
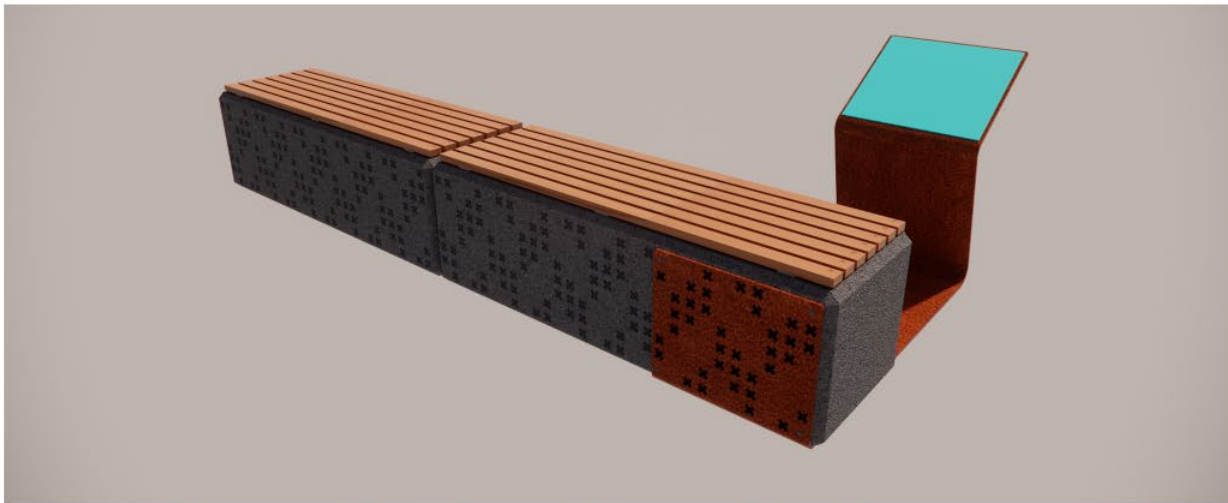


Mataora



Tohu Hou







Panel: Realising opportunities for Taranaki



Jayesh Bala
Novotel
New Plymouth
General Manager



Marijke Dunselman
Agritourism
New Zealand
Founder and CEO



Karl Burrows
Tourism
New Zealand
Founder and Director



Peter Crawford
Tawa Group
General Manager

Gina Blackburn
Te Kotahitanga o
Te Atiawa Trust
Pouwhakakaupapa

North Taranaki Visitor Centre - Developing the future of Te Kotahitanga o Te Atiawa



Joshua Hitchcock

(Te Atiawa, Taranaki Iwi)

Pou Iho Tū / General Manager,

Economic Development

Te Kotahitanga o Te Atiawa Trust

North Taranaki Visitor Center



Joshua Hitchcock

General Manager – Economic Development

Te Kotahitanga o Te Atiawa

TE KOTAHITANGA O
TE ATAWA
TARANAKI



Opening Early 2027

- Reimagined café dining experience
- Conference and Wānanga space (100-120pax)
- DoC Visitor Centre



Afternoon Tea

Thank you to our event supporters



POUTAMA

Panel: Reflections and the road ahead



Wharehoka Wano

Te Tōpuni Ngārahu

Chief Executive



Daniel Fleming

King & Queen
Hotel Suites

*General Manager
- Co-owner*



Ross Dingle

Port Taranaki

GM Commercial



Liana Poutu

Te Tōpuni Kōkōrangī

Chair



Paora Rauputu

He Toronga Pakihi ki
Taranaki

Pouwhakahaere

Summary of day



Kelvin Wright

Chief Executive

Te Puna Umanga
Venture Taranaki