

Haka Tourism Group

OUR PURPOSE, BHAG, MISSION, VALUES & GOALS



OUR PURPOSE

To foster deeper connections between our manuhiri, our land and our culture through exceptional travel experiences.

OUR BHAG

To have welcomed over 1 million manuhiri into the Haka whānau by 2025.

OUR MISSION

- To continually develop and improve our shared service model to enable investment in key people and technology to drive service delivery, quality and growth.
- To leverage our networks and capability across each brand to the benefit of all brands.
- To continually foster a sense of team across the group and to understand our combined strength is our biggest asset.

Goals to smash in the next five years

- Become the #1 privately owned tourism group in NZ and lead the market across all our verticals.
- Cement our name as innovators and experts in the digital space.
- Build our reputation as an outstanding employer, attracting and nurturing the best of the best.
- For over 50% of our Tour Managers to be of Maori descent, employed through our Maori Scholarship programme.
- To lead the way in cultural best practice by incorporating the correct cultural protocol, authentic cultural experiences and cultural education into our tours.

OUR CORE VALUES

> WHANAU

The Haka family trust one another, treat each other well, and put equality and honesty at the heart of all we do.

> KEEPING IT REAL

We owe our big success to our small company roots, and to the genuine, fresh attitude that keeps us grounded and relevant. No egos, no bull.

> AOTEAROA PROUD

Our love for our land and our culture is why we do what we do. We care deeply about Aotearoa, so while we aim to take huge strides, we endeavour to leave few footprints and for cultural education to underpin our manuhiris' experience.

> ONE IN A MILLION

Our manuhiri are as individual as fingerprints, and we strive to create flexible, personalised products and services that make everyone feel included, whether they're 18 or 80.

> REACH FOR IT

Boundary-pushing isn't just for our adventure tourists – it's our key to innovation and staying ahead of the pack. If it can be done better, we'll always find a way.

> BRO-FESSIONALISM

Quality is integral to our work – we believe in pooling our expertise, focusing on the product and providing consistent high standards with a friendly, laid-back approach. We aim and achieve commercial excellence whilst staying grounded and grass-roots focused.

HAKA TOURS

OUR MISSION

To give each and every traveller an unforgettable time in the most beautiful country on earth. Small groups, big adventures, lifelong friendships, no hassles.

Goals to smash in the next five years

- Become the world's number one online provider of awesome adventures and life-changing trips in our beautiful Aotearoa, showing off the land we know and love in true Kiwi style.
- Increase our reputation for outstanding customer care that our manuhiri will remember long after they leave us.
- Take Haka Tours brand into the future with kick-ass digital strategies and streamlined booking processes that keep us running far ahead of the pack.



HAKA HOTELS & LODGES

OUR MISSION

To be the number one provider of exceptional upmarket backpacker and design-led, minimum service hotel accommodation in the country, continuing to deliver our Kiwi charm and personal touch as we expand into more key destinations in our beloved Aotearoa.

Goals to smash in the next five years

- Keep learning, innovating and refining our processes by taking past experiences and customer feedback on board.
- Increase aroha for the Haka Accommodation brand through savvy social media, exciting online content and community engagement.
- Continue to attract a stellar team of people into our Haka Whanau by investing in recruitment, training and development.
- Nail the accommodation set-up process, learning from our experiences and mistakes along the way.
- Promote environmental awareness by following sound sustainable practices and sharing our knowledge with our manuhiri.



hakahotels



HAKA EDUCATIONAL TOURS

OUR MISSION

Broadening young minds and creating lifelong memories through inspirational, world-class learning experiences that are specially crafted to enhance each school's individual curriculum.

Goals to smash in the next five years

- Become Australasia's one-stop shop for outstanding educational tours, both to New Zealand and to all four corners of the globe.
- Deliver superior customer service by assembling an awesome support team based in New Zealand and in our core market areas worldwide.
- Be known for crafting boundary-pushing, authentic and innovative experiences that students remember for the rest of their lives.

