



Talking about Tohu Whenua

So, you're a staff member at a Tohu Whenua site.
What next?

This document will help you better understand and speak about the Tohu Whenua programme with visitors.

What is Tohu Whenua?

Tohu Whenua is a national tourism programme that connects New Zealanders and international visitors with Aotearoa New Zealand's cultural heritage by promoting places of historical significance that offer high quality visitor experiences.

Through our regional itineraries, we invite New Zealanders and international visitors to follow in the footsteps of extraordinary and ordinary New Zealanders and discover the traditions, triumphs, challenges and innovations that have shaped our country and culture. Whether on foot, waka or on wheels, Tohu Whenua has something for every explorer.

What does it mean for your site?

By showcasing places of historical significance, Tohu Whenua helps travellers connect with the stories that shaped our land - while supporting regional communities and local economies.

“Being a Tohu Whenua” means that your site is part of a network of heritage places around Aotearoa New Zealand that are:

- A chance to discover unique Kiwi heritage
- Places that tell a story that is significant on a local, regional and national level
- Suitable for families and ready to explore



Talking points

Tohu Whenua is your free itinerary of places to visit and explore history where it happened.

All Tohu Whenua sites are family friendly and are only selected if they have an excellent visitor experience. Tohu Whenua is currently operating in four regions (Te Tai Tokerau Northland, Waitaha Canterbury, Otago, and Te Tai Poutini West Coast) with several regions to be added in the coming years.

Tailor the message for your region

- In Te Tai Tokerau Northland there are nine Tohu Whenua places to discover.
- In Waitaha Canterbury there are eleven Tohu Whenua places to discover.
- In Otago there are twelve Tohu Whenua places to discover.
- In Te Tai Poutini West Coast there are seven Tohu Whenua places to discover.

Call to action

Encourage visitors to:

- Visit www.tohuwhenua.nz
- Follow @tohuwhenua on Facebook and Instagram
- Pick up a regional brochure
- Scan the QR code on your site's post

If a visitor asks...

Who runs Tohu Whenua?

Tohu Whenua is a partnership of government agencies. It is co-delivered by Heritage New Zealand Pouhere Taonga and Department of Conservation Te Papa Atawhai with support from other government agencies.

Tohu Whenua sites may be privately and publicly owned/operated. This includes sites managed by Heritage New Zealand Pouhere Taonga, Department of Conservation, councils, trusts, tourism companies and individuals. The aim is to connect and promote all these places, so they are easier to find by visitors.

What does Tohu Whenua mean?

In te reo Māori 'tohu' translates to sign or landmark, and 'whenua' means land, country, domain in this context. 'Tohu Whenua' acknowledges memories of the land, marking places made significant by our forebears and telling their stories.