

Talking about Tohu Whenua



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

What exactly is Tohu Whenua?

Tohu Whenua is a free itinerary to history where it happened around Aotearoa New Zealand.

"Being a Tohu Whenua" means that your site has been recognised as a must-see heritage experience in Aotearoa New Zealand.

Tohu Whenua sites 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:

When talking to visitors about Tohu Whenua, here are some simple ways to explain the programme.

One liner – Tohu Whenua is a free itinerary to history where it happened around Aotearoa New Zealand. There are 27 sites, including us!

Extended – All Tohu Whenua sites are family friendly and are only selected if they have an excellent visitor experience. Tohu Whenua is currently operating in three regions (Otago, Te Tai Tokerau Northland and Te Tai Poutini West Coast) but it's a growing network that will include all regions in the future. In our region of XXX there are XXX number of other Tohu Whenua places that you might like – you should check them out.

Action/Invite:



“So if you’re looking for a free guide to awesome places to go in NZ, head to their website or follow them on social media.”

tohuwhenua.nz | @tohuwhenua

Don't forget you have brochures on site too. Brochures might help them to take the next step and find us online when they get home, so we'd really appreciate you taking the time to share them.

If your visitors ask...

Who “runs” Tohu Whenua?

Tohu Whenua is a partnership between the Ministry for Culture and Heritage, Department of Conservation and Heritage New Zealand Pouhere Taonga.

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?

Loosely translated, Tohu Whenua means ‘landmarks’ in te reo Māori.

Please note: Always refer to the programme as ‘Tohu Whenua’. If you feel English is required, you can say ‘Tohu Whenua heritage sites’.

Your site doesn't have Maori heritage, so why is it included?

Tohu Whenua incorporates all Aotearoa New Zealand's heritage including Māori, European and Chinese settler heritage. *Insert your site name here* tells one part of the story of our country.