

# INTRODUCING THE **REGENERATIVE TOURISM REPORT** INSIGHTS FROM AOTEAROA NEW ZEALAND

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AND  
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**MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT**  
HĪKINA WHAKATUTUKI



# OVERVIEW

- 01 Introducing He Karapitipitinga Mariko:  
Regenerative tourism report
- 02 What is Regenerative Tourism?
- 03 How to Measure Regenerative Tourism?





# 01

## INTRODUCTION

### He Karapitipitinga Mariko



# HE KARAPITIPITINGA MARIKO



- MBIE Endeavour Programme (2024-2028)
- Tourism between worlds:
  - Tourism between the physical and virtual worlds
- Explores opportunities to apply extended reality technologies to immersive visitor experiences in Aotearoa;
- Experiences that are aligned with regenerative ambitions and outcomes that are defined by local tourism and community stakeholders.

# TOURISM'S IMPACT: WHY 'SUSTAINABLE' IS NOT ENOUGH



- Carbon neutrality or Net Zero claims are often hollow; Ignore transport emissions which are the largest contributors to tourism's climate impact;
- Tree planting without long-term monitoring fails to contribute to meaningful restoration;
- Local cultures may be showcased as performances, local communities disempowered - rather than empowered as active partners in tourism.

# CONVENTIONAL VS. REGENERATIVE TOURISM

## Extractive Tourism

Taking from  
people and place

## Sustainable Tourism

Doing less harm

## Restorative Tourism

Fixing what is broken

## Regenerative Tourism

Giving back more



Cruise Tourism



Eco-lodge



Beach cleanup



Habitat Restoration

# TEAM



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# 02

## WHAT IS REGENERATIVE TOURISM?

Definitions, Tensions, and New  
Understanding in Aotearoa

# DEFINING REGENERATIVE TOURISM



## Regenerative Agriculture

Soil health, biodiversity on farms, farming with local knowledge, nourishing communities



## Regenerative Tourism

Ecosystem integrity, biodiversity in destinations, tourism guided by Indigenous knowledge, empowering communities through tourism

# REGENERATIVE TOURISM: FIELD IN TENSION

Regenerative tourism ensures that tourism gives back more to people and places than it takes (MBIE, 2023).



## Growth vs. Limits

Tourism growth remains tied to mobility and emissions



## Vision vs. Delivery

Ambitious goals, but limited implementation in practice

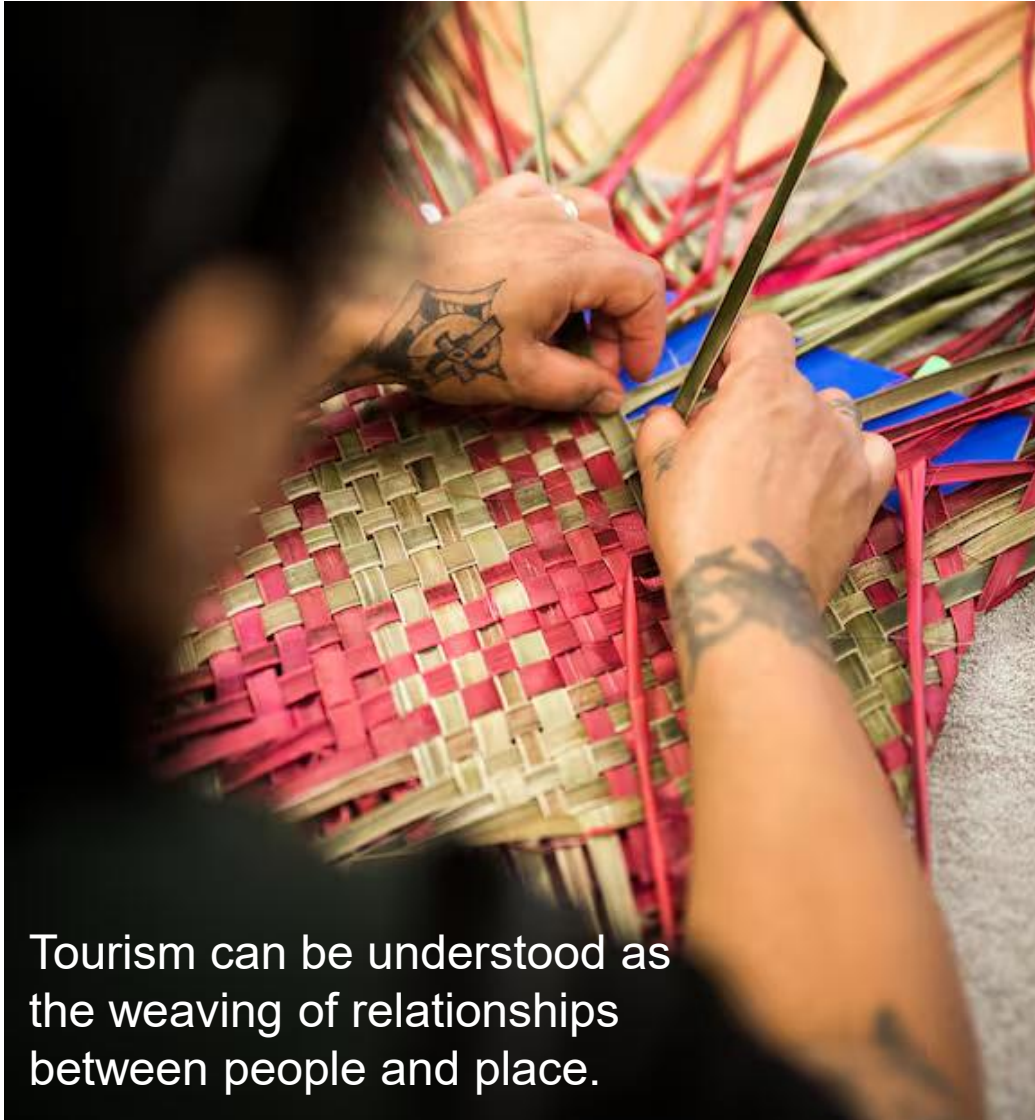


## Narratives vs. Measurement

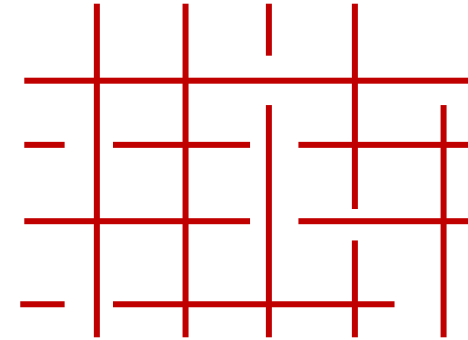
Strong stories, but few ways to demonstrate impact

Regenerative tourism promises more than it delivers or measures.

# TOURISM AS RARANGA (WEAVING) IN AOTEAROA

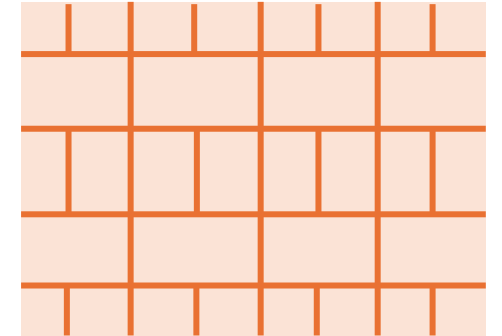


Tourism can be understood as the weaving of relationships between people and place.



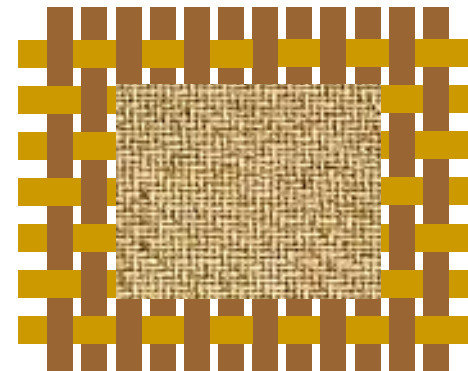
## Extractive Tourism

Broken lines, cut weaving



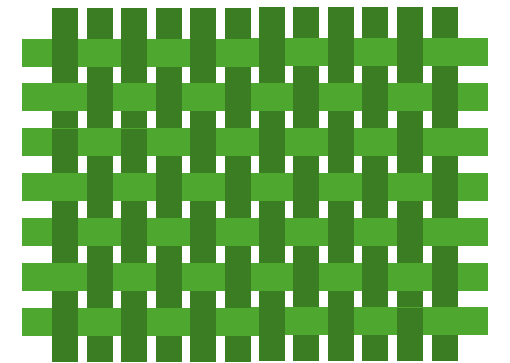
## Sustainable Tourism

Loosely woven, basic structure



## Restorative Tourism

Repaired mat, less aligned patch



## Regenerative Tourism

Warm, multigenerational cloak



# 03

## HOW TO MEASURE REGENERATIVE TOURISM?

Indicators, Case Studies, and  
Kaitiakitanga

# WHY MEASURING REGENERATIVE TOURISM IS COMPLEX

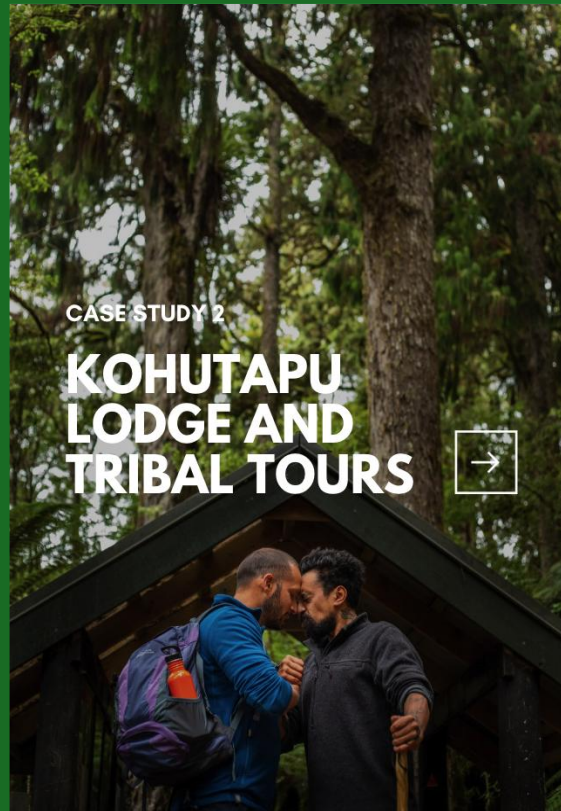
- **Key actors:** who defines it? (e.g., government, industry, local communities...)
- **Outcome orientations:** what matters most? (e.g., economy, carbon, biodiversity, culture, community wellbeing, visitor experience...)
- **Timeframe:** over what time? (e.g., 1-year recovery vs. 200-year restoration)

Measuring regenerative tourism depends on who is measuring, what outcomes they care about, and how much time they are willing to wait.



# LESSONS FROM FOUR CASE STUDIES IN AOTEAROA

Through these four cases, we see that measuring regenerative tourism is not one-size-fits-all. Each case highlights different indicators that shape how we understand success.

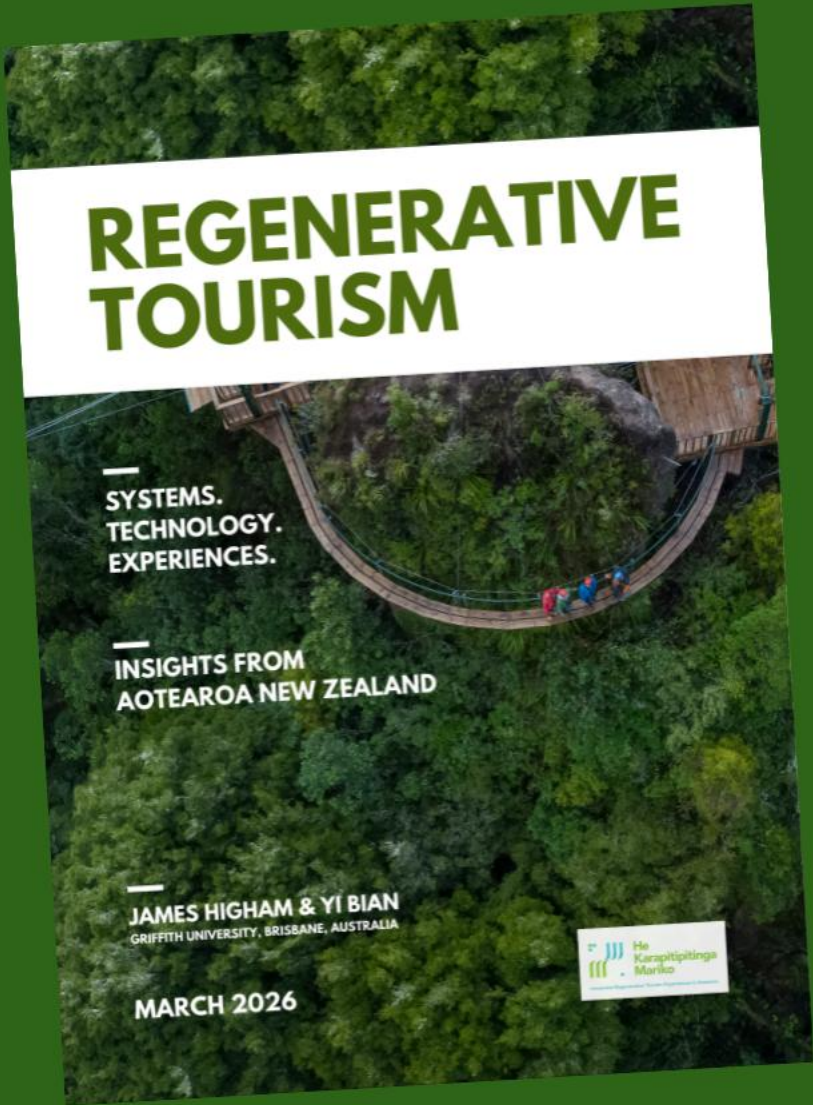




## **Much of the mahi of kaitiakitanga is currently carried by tourism operators**

Often without government support

The challenge is not only how to measure regenerative tourism, but how to create the conditions that enable kaitiakitanga.



# THANK YOU AND QUESTIONS

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