Tāmaki Makaurau
Auckland Māori tourism experiences
aucklandnz.com
These are the Māori names given to Auckland. They speak of our diverse landscapes, beautiful harbours and fertile soils. They speak of the coming together of different iwi (tribes) to meet and trade.

Today, people from all over the world visit Tāmaki Makaurau for the same reasons – to experience our natural beauty and unique Māori culture.

In the spirit of manaakitanga – hospitality, generosity and openness of spirit – we welcome our visitors as guests. Discover this spirit as you connect with the people, land and stories that have shaped our region.
Māori tourism experiences in the Auckland region

**AUCKLAND CENTRAL**
- Auckland Ghost Tours
- Kura Gallery
- Okeanos Aotearoa
- Tāmaki Hiko
- Tāmaki Paenga Hira (Auckland War Memorial Museum)
- The Poi Room
- TIME Unlimited Tours
- Toru Tours
- Waka Quest
- Whanau Marama Māori Experiences

**HAURAKI GULF AND ISLANDS**
- Hike Bike Ako Waiheke Island
- Pōtiki Adventures
- Te Haerenga Guided Walks
- Waiheke Horseworx

**NORTH AUCKLAND**
- Pakiri Beach Horse Rides
- Te Hana Te Ao Marama
A lantern lit walking tour in Auckland CBD and Symonds Street Cemetery visiting the most historical streets with beguiling tales of the macabre and bizarre. You will hear true history of a pre-colonial NZ and the Māori people. As well as stories of Suicides, Public Hangings, Machine Gun Killing Spree, Cannibalism and Head Shrinking. Running every evening for approximately 2 hours.

Experience the chilling history of Auckland City and its darker side as you journey on a 4km walk of either Auckland City or the Symonds Street Cemetery. Learn about New Zealand’s founding forefathers and their impact on colonial history as you journey deep into the grounds of our oldest cemetery or if navigating the city of the dead is too much for you enjoy a lighter approach by travelling through Auckland City and hearing descriptive tales of murders, disease epidemic and more.

Explore the darker recesses of the city with a guided walking tour and learn about paranormal activity, weird happenings, and ghost sightings. Maybe you will be the latest guest to snap up a haunting pic.

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**Auckland Ghost Tours**

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Hike Bike Ako Waiheke Island – Walk and E-Cycle with Māori. We offer fully guided walking and electric bicycle tours on Waiheke Island. These tours are enhanced by your authentic Māori Guides who share the island’s rich Māori history with our guests. It is a rare opportunity for visitors to engage with the indigenous people of Aotearoa.

Our guests are met at Matiatia ferry terminal (Waiheke Island) then taken on a fully guided electric bicycle or walking tour. Experience the beauty and Māori history of Waiheke Island with authentic Māori Guides. Enjoy a 3.5 hour spectacular walking tour along the foreshore, through a forest then a coastal trail while simultaneously learning about our Māori culture and practices.

Reward your physical efforts with an included wine tasting session at one of Waiheke’s many award winning wineries. Our Electric bicycle tours are 4 hours long and utilise our scenic and safer back roads to visit beautiful beaches, scenic lookout points and the island’s much loved Māori community gathering place (Marae). The Electric bicycle tours include a visit to either a winery for wine-tasting or a cafe for coffee and sweet treat. Tour sizes are limited to provide a small group experience.

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**Hike Bike Ako Waiheke Island**

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aucklandghosttours.com  
P 09 448 1983  
M 021 235 0645  
E ghostwalker@aucklandghosttours.com  
Hours October – March 7pm to 9pm; April – September 6pm to 8pm. 7 days a week.  
Prices Auckland City Ghost Tour – Adult $50 ages 13 and up; Child $25 ages 12 and under. Cemetery Ghost Tour – Adult $70 ages 13 and up; Child $35 ages 12 and under.

hikebikeako.co.nz  
bookings@hikebikeako.co.nz  
Hours 9am – 5pm. Tours start at 10 am.  
Prices $129 per person
Kura Gallery

Kura Gallery provides access for locals and international visitors to quality contemporary Māori and New Zealand made art and design through well established and highly visible art spaces located in Auckland and Wellington.

Kura Gallery values authenticity of works from our Māori artists and operate as a licensed stockist for ‘Toi iho’, the mark of authenticity and quality for Māori arts and crafts. A modern translation of the word Kura is that of ‘precious’ or ‘prestigious’. Kura refers to the red feathers that were worn by Rangitira (Māori Chiefs). These red feathers therefore, became revered as being prestigious or precious.

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Okeanos Aotearoa

If you are looking for an authentic magical Māori cultural experience, then look no further. We sail out into the beautiful Waitematā Harbour on a traditional double hull sailing canoe where you can soak up the scenic views of what Auckland truly has to offer, while experiencing a true contrast of the old mixed with the new!

2 Hour Sails: The 2 Hour day and night sails will give you a sweet taste of what we offer and leave you wanting more. We do day sails and evening sunsets sails on traditional double hull canoes out in the Waitematā Harbour.

4 Hour Grand Tour: Experience an authentic Māori Waka Tour which includes a traditional Māori welcome, followed by a sail out into the Waitematā Harbour where you will be encapsulated by the stories of our Māori ancestors and how they circumnavigated the beautiful Pacific Ocean to reach the land of the long white cloud Aotearoa-New Zealand. Anchor up at Rangitoto to enjoy a contemporary style cooked Hāngi whilst still being able to savour the originals flavours of the Hāngi from the earth oven. You will be entertained with the sweet sounds of Māori music and performance while taking in the scenic views of the Waitematā Harbour.

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Okeanos Aotearoa

Chartered Services: The chartered services are available for all types of groups. We will design and tailor the waka experience and package that is suitable to the customer’s needs. We work together with the clients to create a truly special and wonderful waka experience.

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kuragallery.co.nz
P 09 302 1151
E auckland@kuragallery.co.nz
Address 95A Customs Street West, Auckland

Hours Open 7 days. Monday to Friday 10am – 6pm, Saturday and Sunday 11am – 4pm.

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okeanos-nz.com
P 09 9274977
M 021 221 6216
E wakatours@okeanos-nz.com
Hours 8am – 5pm

Prices $140pp (2 Hour Day/Night Sails) $240pp (4 Hour Grand Tour) $700 per hour – Chartered services.
Pakiri Beach Horse Rides

Fabulous riding, through beach, bush and farmland. From 1 hour to 7 day coast to coast rides. Imagine the sun on your skin, the wind in your face and only the sound of hoof-beats and surf on the white sand of an unpopulated South Pacific beach.

Fun in the rain and awesome in the sun. At Pakiri you can experience the best horse riding on horses suited for first time novices to experienced riders, with friendly guides trained to help you have a safe and fabulous time on horseback. Glorious country setting - farmland, native rainforest and white sand surf beaches with views to the islands beyond. 1 and 2 hour rides, half and full day treks. 5 day Warrior Trail and our 7 day Great Northern Coast to Coast Ride. Accommodation and Cafe available.

horseride-nz.co.nz
P 09 422 6275
E pakirihorse@xtra.co.nz
Address Rahuikiri Road, Pakiri, Auckland
Hours 9am- 5.30pm, 7 days. Rides depart at 10am and 2pm daily.
Prices From $65

Pōtiki Adventures

Explore Waiheke Island culture and landscapes from our unique Māori perspective.

Spend the day with your local guide and experience the depth and beauty Waiheke has to offer. The tour includes a guided native bush walk, traditional weaving and musical instruments, vineyard visit, local cafe culture, marae visit, stunning sights and coastal landscapes.

potikiadventures.co.nz
M 021 422 773
E info@islandmaori.co.nz
Address 68 Ocean Rd, Surfdale, Waiheke Island
Hours Tour operates every day of the year
Prices $150 Adult, $80 Child (under 15 years)
Tāmaki Hikoi

From the spiritual base of Orākei guests will get an understanding of what it takes for the people of Ngāti Whātua to love and thrive through extreme change and adversity.

You will hear of the intrinsic connection of the Ngāti Whātua people to their land and water. You will see how their ancestors’ play grounds became the current generation’s classrooms. Stand in the gateway of our wharenui (meeting house), just 10 minutes from the Auckland CBD and take in the mighty views of the Waitematā Harbour, while contemplating the history of the landscape’s many volcanoes.

**Featured Experiences:**

**Home Fires of Tāmaki:** Experience the cultural heart of Auckland, on our 2 hour Home Fires of Tāmaki (Auckland) tour. A short trip from the hustle of the central city, this magnificent whenua (land) is one of Auckland’s most tranquil locations.

**Heaven to Earth:** Experience Auckland from Maungawhau (Mt Eden). Ngāti Whātua Ōrākei (host tribe) have been guardians of the area for three centuries. Hear stories of this ancient fortress and see Auckland’s iconic sights from the city’s highest geographical point.

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Tāmaki Paenga Hira (Auckland War Memorial Museum)

Set in the beautiful, open and green surrounds of the Auckland Domain, Auckland War Memorial Museum is the must-see destination in Auckland to connect with Māori and Pacific culture and get up close and personal with the people that make up Auckland’s diverse community.

House in one of New Zealand’s finest heritage buildings, Auckland Museum has the most significant collection of Māori and Pacific treasures in the southern hemisphere. From the great Polynesian voyages which first brought people to Aotearoa, to the diverse cultures and communities that make up Auckland today, Auckland Museum portrays the rich diversity of New Zealand.

The Museum is spread over three floors each telling a significant New Zealand story. The Ground Floor tells the story of New Zealand the people and their place in the Pacific. The Māori Gallery - displays over 2,000 priceless treasures, including rare carvings and the last great Māori war canoe used in battle. Adjacent to these treasures are the Pacific Masterpieces and Lifeways galleries presenting Pacific arts, history and culture.

Auckland Museum is the only venue in Auckland where visitors can experience a Māori Cultural performance three times daily, or four times from January to March.

**takahihioki.co.nz**

**P 09 336 1670**

**E bookings@takahihioki.co.nz**

**Address** 59B Kitemoana Street, Auckland

**Hours** Bookings essential

**Prices** $50 - $95 per person

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aucklandmuseum.com

**P 09 309 0443**

**E bookings@aucklandmuseum.com**

**Address** The Auckland Domain, Parnell, Auckland

**Hours** 10am – 5pm Daily (Closed Christmas Day)

**Prices** Auckland Residents: Free; NZ Residents: Donation invited; International Adult: $25; International Child: $10.
Te Haerenga
Guided Walks

A guided journey on Auckland’s iconic Rangitoto and neighbouring Motutapu island. Knowledgeable Ngāi Tai tribal guides will share with you traditional and contemporary stories linked to these beautiful islands. The interactive nature of the tour will see you participating in traditional practices, such as food harvesting, weaving, or learning about the medicinal properties of the island’s flora and fauna.

Experience a world of contrasts as you journey through Auckland’s largest, most diverse island sanctuaries – sacred places where you can explore the past, enjoy the present and support the future. Explore ancient Motutapu Island guarded by the sentinel Rangitoto on a journey through time.

Te Haerenga is the exchange and experience that serves to introduce the visitor to the basic rituals, customs and traditions of ‘te Reo me ona Tikanga Māori o Ngāi Tai’ or ‘the language and customs of Ngāi Tai ki Tāmaki’.

Tailored packages are available now through to the start of the Summer season in October. Please enquire for more information on dates and availability.

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Te Haerenga
Guided Walks

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Te Hana
Te Ao Marama

Te Hana Te Ao Marama is Auckland’s leading Māori cultural centre, offering a comprehensive range of Māori cultural experiences. 1 hour north of Auckland, Te Hana Te Ao Marama exhibits a vast variety of Māori visual arts and cultural attractions.

Through pure dedication, drive and passion Te Hana has been transformed into a Māori cultural haven. Based just 1 hour North of Auckland, Te Hana Te Ao Marama exhibits a vast variety of Māori visual arts and cultural attractions for the ultimate NZ experience. Te Hana Te Ao Marama offer fully catered modern marae facilities for overnight stays and events, as well as regular Māori cultural performances and hourly guided tours through the 17th century Māori village and model Pa site. Te Hana Te Ao Marama is not just another Māori culture attraction, its living proof that dreams come true.

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Te Hana
Te Ao Marama

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The Poi Room

The Poi Room offers two wonderful retail destination stores in the hub of Osborne Street, Newmarket, and the hip Lot 3 development in MacKelvie Street, just off Ponsonby Road.

As well as an on-line store, The Poi Room is continuing to grow and is now Aotearoa’s go-to place for New Zealand-made art objects, artisan jewellery and contemporary wall art. The work for sale is expertly curated to showcase the best of New Zealand. Authentic Māori taonga (treasures), premium corporate giftware, and a comprehensive body of unique products are on offer.

The Poi Room works with and represents both established and emerging artists presenting some of the best contemporary art and object in New Zealand to local and international audiences.

THE POI ROOM

newmarket@thepoiroom.co.nz
P 09 520 0399
E newmarket@thepoiroom.co.nz

Address
Newmarket store:
17 Osborne Street, Newmarket, Auckland
Ponsonby store:
Shop 10, Lot 3, 130 Ponsonby Road, Ponsonby, Auckland

Hours
Newmarket: 9.30 am - 5.30 pm Mon-Fri, 9.30 am - 5pm Sat, 10am - 4pm Sun.
Ponsonby: 10am - 6pm Mon-Fri, 1am - 5pm Sat, 11am - 5pm Sun.

TIME Unlimited Tours

TIME Unlimited Tours is New Zealand’s most awarded tour operator with multi global awards to their name. TIME stands for ‘To Integrate Māori Experiences’ and this innovative business has evolved to include two business units for the Tourism and MICE industries delivering on its promise of luxury, eco-tourism and cultural experiences to the premier market.

TIME stands also for (Tours Incentives Meetings Events). Our multiple global award-winning Auckland Māori Tours recognise that for many people coming to Aotearoa/New Zealand is a very special experience in itself. However, to really experience the Māori culture is a point of difference. We love to showcase our ‘living culture’ and provide an interactive, two-way dialogue so that people feel that it was more than just a show and they get to understand ‘our everyday’ by sharing and exchanging real life experiences about our history and culture.

Your Kaiarahi (Host-guides) can ensure you experience the Māori side of Auckland and New Zealand with its myths, legends and history and you will learn about some of the Rangatira Māori (Māori leaders) who have shaped our nation.

TIME Unlimited Tours

newzealandtours.travel
timeunlimited.co.nz
P 09 8463 469
E info@newzealandtours.travel

Prices Māori Luxury Tour from $295 pp; Māori & Cultural Performance Luxury Tour from $345pp; All Private Luxury Tours in Auckland and NZ wide available one day, one way, multi-day options. All enquiries welcome (POA).
Toru Tours

Come along for a truly interactive experience, where you not only get to see our great city, but you actually meet the locals, and participate in their activities, with time left in the day to “do your own thing” as well.

Step off the tourist trail and discover hidden corners of New Zealand’s largest city on this 3-hour Auckland express bus tour. Travel with your guide to One Tree Hill, Mt Eden Volcano, the Wintergardens, Parnell Village and the historic Holy Trinity Church. Visit Bastion Point for panoramic views over Waitematā Harbour, and admire beautiful houses along Paratai Drive. Delve into Auckland’s rich maritime history, see a working farm in action and gain insight into the Māori heritage for which New Zealand is famous.

Get a taste of what Auckland has to offer and be one of “us” for a day. On our 3 hour tour of Auckland, our mission is to give our visitors the best possible intimate Kiwi experience. 3 hours on your own in Auckland will likely get you around the central city but being New Zealand’s largest city there’s so much more to experience outside Auckland’s CBD.

Waka Quest

Waka Quest is proud to bring Waka back to the Waitematā. Māori canoe styles are many and varied. Our flagship vessels are Waka Hourua – double hulled ocean voyaging canoe able to take 25 passengers on short journeys. Our Waka Haunui is berthed in Auckland on the viaduct.

Waka on the Waitematā is a 2.5hr authentic Māori cultural experience and includes a traditional welcome and karakia on board the Waka. Following a safety briefing the waka leaves the berth for a sail on the harbour. During the next hour and half you “buddyup” with crew members to man the “Hoe” steering paddle, hoist the sails and sit with the Navigator who will share his recent sailing adventures and demonstrate how it is possible to sail 20,000 kms navigating by the stars. Food – “kai” is an important part of any Māori cultural experience and on board the waka we can offer a selection of tasty indigenous-fusion inspired snacks on request and at an additional cost.
**Whanau Marama Māori Experiences**

Your first choice for a bespoke Māori cultural experience in Auckland. We come to you, anywhere in Auckland. At the Airport, your hotel, event or private function. Whanau Marama Māori Experiences Māori cultural group Heikura can entertain you and welcome you to our country.

Let Whanau Marama Māori Experiences take you on a journey into the Māori world. We have an expert group of Māori performers called Heikura who can welcome, entertain and teach you the magic and mystery of the Māori people.

Our premier bespoke Kapa Haka performance are your first choice to “welcome visitors and guests to the Te Ao Māori (The Māori World)” for the tourism industry events, corporate functions, international trade shows, cruise ships, and cultural exchanges.

Our bespoke options can include a traditional Pōwhiri welcome, a Māori Blessing, the Haka, Māori weaponry displays, photo opportunities and interactive cultural workshops.

**Waiheke Horseworx**

Waiheke Horseworx is a family business offering visitors to Waiheke Island the opportunity to experience the beauty of the island on horseback. Providing the opportunity for visitors to experience the beauty of our land and sea, while connecting with one of world’s ancient animals.

**Māori Culture Tour on Horseback** – Ride a horse along Waiheke beaches to Piritahi Marae. Experience a traditional Māori welcome (Pōwhiri) onto Piritahi Marae grounds and experience traditional Māori customs, ancient history and view the stunning and highly coveted Māori carvings which took 25 years to complete.

Package includes a light snack and refreshments.

**Waiheke Horseworx**

waihekehorseworx.co.nz

M 027 272 6665

E waihekehorseworx@gmail.com

Address 14 Donald Bruce Road, Waiheke Island

Hours Call us to discuss and coordinate the ultimate horseback experience on Waiheke Island.

Prices $380 per person for groups of 4 or more or $900 for two. Bookings essential.
**JANUARY**

**Tāmaki Herenga Waka Festival**

Discover Tāmaki Makaurau's unique Māori history, heritage and contemporary culture at the free and family-friendly Tāmaki Herenga Waka Festival on Auckland’s waterfront. Experience Māori crafts and kai (food), storytelling, traditional and contemporary Māori music, kapa haka performances, and waka (outrigger) races.

**Location** Waterfront, Auckland CBD

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**MARCH**

**Pasifika Festival Auckland**

Pack a picnic rug, and step into the relaxed but vibrant atmosphere that can only be Pasifika. Pasifika Festival is made up of 11 unique villages – each with their own performance stage and market setting – that showcase the cultures of 11 Pacific Island nations. Wander the market stalls for delicious food, plus traditional arts and crafts.

**Location** Western Springs Park, Auckland